

Background Replacement Assignment

- 1) Photograph a 3-dimensional object/product
-This object shot needs a new background.

If you have control over the initial shoot, photograph the product on a contrasting background. (white object on black, etc.) This will give you many simple options for making the selection of the object. Magic wand, color range, magnetic lasso and more.

Many/most, times the initial idea changes, as the concept moves through the chain of opinions.

The initial shoot is a good place to plan for making your life simpler, and the client happier. (No RE-SHOOTS) At times you have no control over where you are shooting the product, so practice your selection skills, refine and enhance.

- 2) Make a great selection of your object/product
- 3) Create a layer mask -DO NOT cut and paste, automatic "F"
- 4) Make a new background

- 4a) white or black or tabletop
- 4b) gradient (top black, bottom white)

Use the shift key when drawing the gradient, this will keep the gradient rather than moving diagonally across the background.

- 4c) not a solid or a gradient, place the object/product in another photograph, think about the direction of light. One sure way to look fake is to have multiple directions of lighting.

- 5) Place the masked object on new background -USE LAYER MASKS
NO Copy and Paste

- 6) Create a shadow consistent with lighting directions indicated on original image.

-Repeat creating 3 new images

Things to think about

- 1) Add noise, grain or film grain to flat color or gradients (the backgrounds)
- 2) If your background has noise your shadow needs the same amount of noise.
- 3) Many times a shadows dissipate as the are thrown farther away from the object.
- 4) you cannot save a bad photograph by giving it a new background. If the lighting is wrong, etc. reshoot.
- 5) A halo of pixels around the object is NOT a good thing (make clean selections)
- 6) Your product and background should have the same contrast range.
- 7) Your product and background should have the same image sharpness. No fuzzy background crisp product.

Original shot, Look at that Background



Turn in envelope containing images and CD-Name, project, class day and time, date, email and phone#

-For this assignment you will be handing in
-3 files (.PSD) -Adobe RGB 1998

-3 prints (6x9 inches on 8.5x11 inch paper)

Of 1 object/product on three different backgrounds
name files: white, gradient and dropped



Tabletop Look

- 1) Take your selected 3-D object and place on white background
- 2) Create a new black layer above the white layer

use rectangular marquee tool to make a box over the bottom 1/3rd of the canvas
Click the layer mask icon at the bottom of the layers palette

filter - blur - gaussian blur, the layer mask

40-80 pixels (depending on image size)

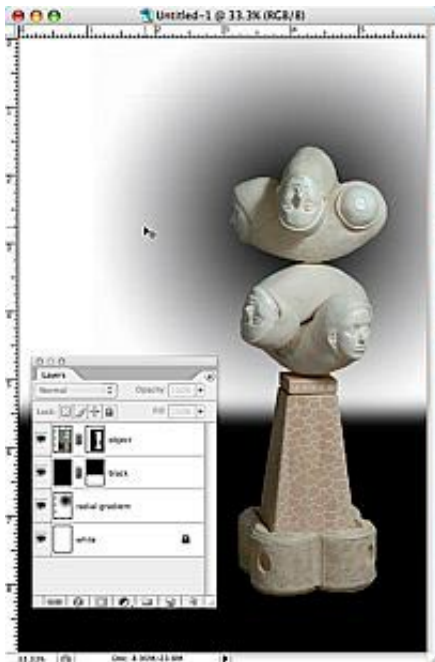
you now have a base to sit your object on

you can move the black tabletop up or down to work with your composition.

object

black layer with layer mask
blurred 40 pixels

white base layer



Added a radial gradient to this one.

