



Photigy – Sound of Silence: Compelling Headphone Images

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Photigy – Sound of Silence: Compelling Headphone Images: Simply showcasing the product may not suffice when delving into product photography. It becomes essential to present detail shots that evoke an emotional response in viewers, a compelling desire, an irresistible "I must have it now!" reaction that entices individuals to indulge in a luxury purchase.

This phenomenon is prevalent in a myriad of products, from luxury cars to, surprisingly, vacuum cleaners. It revolves around selling a luxurious experience, emphasizing the allure of smooth curves and pristine lines. In this workshop, we apply this approach to essential consumer headphones. While they may not be the most expensive or boast unrivaled sound quality, they are presented as mid-grade over-the-ear noise-canceling headphones. How do you convince someone they need these headphones without experiencing the sound? The answer lies in creating visually compelling images.

In this advanced photography workshop, participants will gain insights into shooting headphones, incorporating close-up details, and utilizing a simple suspension rig to achieve the perfect orientation. The workshop further guides attendees through the entire post-production process, unlocking the product's full potential. Incorporating visually captivating images into portfolios and social media platforms becomes a powerful strategy to captivate attention.

Professional photographers stand to derive significant benefits from these workshops, directly applicable to their commercial work. For photography students seeking to expand their technical and creative skills, these workshops offer hands-on experience across the spectrum of product photography.

Led by instructors Alex Koloskov and Artem Pissarevskiy, this workshop covers essential aspects:

- Overcoming challenges in both photography and post-production when working with a consumer product up close.
- Selecting and effectively using studio lights and modifiers for dramatic effects in a confined studio space.
- Final steps are necessary for achieving optimal in-camera results.
- Enhancing the final image using editing software like Adobe Photoshop to attain a commercial-quality outcome.



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