

The projects go from easy to harder.

In the end, they give you a total portfolio that shows clients how you think, how you produce, and your visual aesthetic.

There is plenty of room for notes.

PROJECT 1

Title: The Quiet Object

Client Type Hint:

Boutique brands, skincare startups, handmade product companies

What It Proves:

You can make one object feel important.

No tricks. No clutter. Just light, form, and restraint.

Series Requirement (4 images):

1. Pure hero shot
2. Detail crop (texture, label, edge, or surface)
3. Slight angle variation (adds dimensionality)
4. Negative-space version (designed for copy placement)

Creative Parameters:

- One product only
- One surface
- One primary light
- Neutral background
- No props

This is about respect. Treat the object like it matters.

Accessibility Notes:

Can be done seated.

Single tabletop, single product, minimal movement.

Interpretation Hook:

Clinical? Soft? Warm? Editorial?

Your style shows in how you *restrain* yourself.

PROJECT 2

Title: Surface & Shadow

Client Type Hint:

Cosmetics, ceramics, specialty food, handmade goods

What It Proves:

You understand how surface choice and shadow design affect brand tone.

Series Requirement (4 images):

1. Light field (bright, open, optimistic)
2. Dark field (moody, sculptural, controlled)
3. Detail emphasizing texture
4. Overhead or near-overhead composition

Creative Parameters:

- Same object
- Two different lighting moods
- Surface must matter
- Shadows must be intentional, not accidental

Accessibility Notes:

No movement needed once set.

Change light, not location.

Interpretation Hook:

Is your brand voice quiet luxury? Playful? Scientific?

Show it through lighting choices.

PROJECT 3

Title: The Honest Set

Client Type Hint:

Small food producers, kitchen brands, cafés

What It Proves:

You can create a believable “brand moment” without building a fake lifestyle.

Series Requirement (5 images):

1. Hero product image
2. Product + ingredient
3. Process detail
4. Texture close-up
5. Simple composition for packaging or menu use

Creative Parameters:

- One food product
- Real ingredients only
- No forced lifestyle props
- Natural, believable styling

Accessibility Notes:

Entire shoot can be done on a small table.
No standing required.

Interpretation Hook:

Rustic? Modern? Clean? Earthy?
You decide how honest looks.

PROJECT 4

Title: Three of a Kind

Client Type Hint:

Retail packaging, e-commerce brands, subscription services

What It Proves:

You can create visual consistency across a set of related products.

Series Requirement (4 images):

1. Group hero (three items together)
2. Individual shot #1
3. Individual shot #2
4. Individual shot #3

All must feel like part of the same family.

Creative Parameters:

- Same lighting
- Same surface

- Same framing logic
- Variation comes from product, not chaos

Accessibility Notes:

Stationary setup.

Only product placement changes.

Interpretation Hook:

Order vs. play.

Symmetry vs. rhythm.

Your design instincts show here.

PROJECT 5

Title: The Functional Detail

Client Type Hint:

Manufacturers, small hardware companies, tool makers, cosmetics

What It Proves:

You can photograph *use* and *design intent*, not just pretty shapes.

Series Requirement (4 images):

1. Hero product
2. Functional close-up (button, lid, opening, texture)
3. In-use suggestion (without showing a person)
4. Graphic composition suitable for ad copy

Creative Parameters:

- Show purpose
- Show clarity
- No gimmicks

Accessibility Notes:

Hands optional.

No standing required.

Interpretation Hook:

Technical? Warm? Consumer-friendly?

Your visual language defines the answer.

PROJECT 6

Title: The Brand Moodboard

Client Type Hint:

Skincare, candles, boutique food brands, lifestyle products

What It Proves:

You can think like a brand, not just a photographer. You understand tone, mood, and visual consistency.

Series Requirement (5 images):

1. Hero product image
2. Texture / material study
3. Color harmony image
4. Minimal still life with 1–2 supporting elements
5. Negative-space composition for text or logo

Creative Parameters:

- Pick a single emotional direction: calm, energetic, luxe, earthy, clinical
- Everything must support that choice
- No mixed messages

Accessibility Notes:

One surface, one setup. Props small and lightweight.

Interpretation Hook:

You're not showing products. You're showing judgment.

PROJECT 7

Title: Before the Bite

Client Type Hint:

Restaurants, bakeries, packaged food companies

What It Proves:

You understand anticipation. The moment before consumption is often more powerful than the act itself.

Series Requirement (4 images):

1. Hero plated product
2. Detail crop (steam, texture, edge, crumb, glaze)

3. Slightly disrupted composition (fork mark, broken edge, opened package)
4. Graphic, high-contrast composition

Creative Parameters:

- No hands
- No faces
- Tension comes from suggestion, not action

Accessibility Notes:

Tabletop only. All movement happens inside the frame.

Interpretation Hook:

Elegant anticipation or raw temptation? Your call.

PROJECT 8

Title: The Working Object

Client Type Hint:

Manufacturers, industrial suppliers, tool companies, kitchenware

What It Proves:

You can make function visually interesting. Clients love photographers who respect purpose.

Series Requirement (4 images):

1. Hero product
2. Close-up of mechanical or design detail
3. Shadow-focused sculptural image
4. Graphic, high-clarity layout

Creative Parameters:

- Clean
- Precise
- Zero clutter

Accessibility Notes:

Can be done entirely seated. Heavy objects optional but not required.

Interpretation Hook:

Technical poetry. That's the vibe.

PROJECT 9

Title: The Small Collection

Client Type Hint:

Subscription boxes, curated retail, boutique brands

What It Proves:

You understand grouping, hierarchy, and visual storytelling across multiple objects.

Series Requirement (5 images):

1. Full collection hero
2. Individual product A
3. Individual product B
4. Detail texture shot
5. Flat lay or overhead composition

Creative Parameters:

- 3–5 related products
- Clear visual hierarchy
- One consistent lighting system

Accessibility Notes:

Products stay close. Camera moves, not the body.

Interpretation Hook:

Minimal museum or abundant market stall. Choose.

PROJECT 10

Title: The Campaign Starter

Client Type Hint:

Marketing teams, agencies, growing brands

What It Proves:

You can think in campaigns, not just single images.

Series Requirement (5 images):

1. Strong hero image
2. Social crop (square or vertical)
3. Detail image
4. Text-friendly layout

5. High-contrast graphic image

Creative Parameters:

- One product
- One visual idea
- Multiple usable outputs

Accessibility Notes:

Single setup. Everything comes from reframing.

Interpretation Hook:

This is where you stop being a photographer and start being a visual strategist.

PROJECT 11

Title: The Visual System

Client Type Hint:

Skincare lines, food brands, consumer goods companies preparing for growth

What It Proves:

You can design a repeatable visual language. Not a look. A system.

Series Requirement (5 images):

1. Primary hero image
2. Secondary hero with same rules, different composition
3. Detail image using the same lighting logic
4. Text-friendly layout
5. Variant mood image that still fits the system

Creative Parameters:

- Same light logic
- Same surface family
- Same spacing philosophy
- Everything must feel designed, not accidental

Accessibility Notes:

One tabletop. One lighting setup. Small refinements only.

Interpretation Hook:

You're not shooting products.

You're defining a visual grammar.

PROJECT 12

Title: The Emotional Pivot

Client Type Hint:

Brands repositioning, rebranding, or shifting audiences

What It Proves:

You understand how photography reshapes perception.

Series Requirement (5 images):

Shoot the same product two ways:

1. Hero – Mood A
2. Detail – Mood A
3. Hero – Mood B
4. Detail – Mood B
5. Side-by-side comparison image

Creative Parameters:

- Same object
- Two radically different brand messages
- Lighting, surface, and spacing must carry the emotion

Accessibility Notes:

No repositioning of the table. Only lighting and styling change.

Interpretation Hook:

This is brand psychology in visual form.

PROJECT 13

Title: The Signature Look

Client Type Hint:

Agencies, creative directors, art buyers

What It Proves:

You know what your visual fingerprint actually is.

Series Requirement (4 images):

Four different products, unified by:

- Light style
- Color logic

- Framing philosophy

They must feel like one photographer, one vision.

Creative Parameters:

- Different objects
- Same treatment
- Zero visual confusion

Accessibility Notes:

Products can be small and lightweight.

Same physical setup, swapped objects.

Interpretation Hook:

This is where your voice stops being accidental.

PROJECT 14

Title: The Micro Campaign

Client Type Hint:

Marketing departments, startups, subscription services

What It Proves:

You can concept, shoot, and structure a full campaign package.

Series Requirement (6 images):

1. Campaign hero
2. Secondary hero
3. Detail
4. Social-friendly crop
5. Text-heavy layout
6. High-impact graphic composition

Creative Parameters:

- One product
- One campaign idea
- Multiple marketing uses

Accessibility Notes:

Single tabletop. Single shoot day. One refined setup.

Interpretation Hook:

You're now thinking like a creative director.

PROJECT 15

Title: The Brand Story in One Table

Client Type Hint:

Serious brands, agencies, retainers

What It Proves:

You can communicate a brand's identity without words.

Series Requirement (6 images):

1. Hero brand image
2. Product intimacy (detail)
3. Mood image
4. Function image
5. Graphic layout
6. Emotional closing image

Creative Parameters:

- Everything must feel intentional
- No filler
- No redundancy

Accessibility Notes:

One table. One chair. One mind fully switched on.

Interpretation Hook:

This is not photography.

This is visual authorship.

Now step back and look at what you've built.

Projects 1–5:

“I can control light and form.”

Projects 6–10:

“I can think like a brand.”

Projects 11–15:

“I can lead visual direction.”

That’s a portfolio arc that doesn’t beg for work.

It implies authority.