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Masculine Product Visualization in Commercial Photography

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Abstrack

Photography has now become a form of communication, namely non-verbal communication delivered in the form of photos or pictures. Commercial photography, namely photos that have a sale value and are made according to commercial purposes, for example for advertising of a product, for posters, or something else. Product visualization is a form of communication that can apply commercial photography. The masculine product referred in this study is a collection of brands with products commonly used by men. In this section the author describes the methods taken to produce a photographic art creation. The concept raised by the author carries a masculine theme, such as using supporting properties that are often used by men. Masculine concepts can also be maximized through lighting, color, and the technique of taking each photo. In this paper there are several applications of concepts, accessories and lighting which are formed by the methods used by the author. Some examples include methods of exploration, experimentation, creation of works to finishing. Experimentation makes the sources of exploration practicable through the materials used by the author, so that they can proceed to the stage of forming works. The stage of forming the work of the writer tries to apply the concept through exploration and experimentation. As well as the finishing stage the author tries to sort out the works that have been formed through the previous method and determines some of the best photos which will then enter the editing or editing stage. The work raised by the author is a teaching experience at the Nahdhlatul Ulama University in Sidoarjo.

Keywords: Commercial Photography, Masculine Products, Product photos.

INTRODUCTION

Photo is one of the communication media that can be used to convey messages or ideas. Photography has now become part of a form of communication, namely non-verbal communication delivered in the form of photos or pictures. Commercial photos, namely photos that have a sale value and are made according to commercial purposes, for example product advertisements, posters, or others. Product visualization is a form of communication that can apply commercial photography. The masculine product referred to in this study is a collection of brands with products commonly used by men. The selection of products used in this study included deodorant, serum, perfumed oil, cigarette boxes and lighters.

Good visuals is not only needed to find consumers and make a profit, but also to attract people's interest in using and viewing men's products in accordance with changing lifestyle needs. Visual communication design works are richer in content, more artistic, and have a stronger visual impact and high appeal to the audience if they coordinate and combine the relationships of the elements in them (shapes, colors, letters) (Wenjuan 2021). It is this change that inspired the writer to promote masculine products as a choice for commercial photography visualization. The creation of commercial photography works is expected to be able to provide a visual source and become a reference that can enrich the realm of photographic creation. The problem that can be formulated is how to visualize masculine products in commercial photography so that they look attractive.

The goal in making this photographic work is to introduce masculine products through commercial photography. A product is anything that can be offered to a market for attention, possession, use or consumption, which might satisfy a want or need (Kotler, 1986: 7). Commercial photography requires the photographer's technical skills and accountability in the end result. In the process of doing it, commercial photography requires the intuitive value of a photographer which is supported by good cooperation with the model and crew on duty (Jacobs, 2010: 9).

The book entitled Pot-Pourri Photography Soeprapto Soedjono said that photography can be used as a medium of communication, when used because of the reliability value of its appearance as an illustration element of graphic design of print advertising (Soedjono, 2007: 14). Commercial photography is a branch of photography that has a specific purpose to meet the needs of product information communication, and to make people interested in trying and buying (Giwanda, 2002: 57). After shooting, proceed to editing the layout or often called composition, the product is arranged according to the photographic line by prioritizing the main object, bringing out the texture on the product and arranging the light so that the product looks dimensional (Supriyono, 2012: 97). The use of color in a photo has its own function and role. Through coloring, it can provoke emotions and moods in everyday life. It is also closely related to symbols or symbols.

METHODS

The method used by the author is the creation of commercial photography art by exploring, experimenting, producing, and editing. In the exploration process, the author utilizes various sources as reference material for selecting colors, properties, and product layout. In the experimental process the author started trying to arrange properties, products and lighting in settings. In the production process, the author begins to produce photos based on the stages of exploration and experimentation that have been prepared. Lastly is the editing process, at this stage the author will select, change images and combine the results of the shooting followed by editing with the Adobe Illustrator and Adobe Photoshop applications and what is needed to have maximum results. Several related studies

regarding the visualization of commercial photography, including Brahmadita, Nindhia, and Pramana (2022) in their journal entitled Visualization of Cosmetic Products in Commercial Photography, commercial photography applied to their products is combined with various natural concepts through light, color, and techniques to taking each photo.

Chandra & Nugroho (2017) in their journal entitled Implementation of Flipped Classroom With Video Tutorials in Commercial Photography Learning, Photos displayed on the seller's site must be such that they can cause buyers to be interested in the product and then make purchases (Chandra, 2017: 20). Visualization featured in commercial photography. So from the literature review, we can find points of similarities and differences with what the author did. The point of similarity is that they both review commercial and product photography. The difference lies in the discussion of products, including the discussion of online commercial photo business and cosmetic products among students. While this research is more focused on the visualization of masculine products in commercial photography.

RESULTS AND DISCUSSION

Visualization of Works

This sub-chapter will describe the various visualizations that have been produced through the exploratory, experimental and production stages. Some examples of works produced include masculine commercial products in the form of products with the writing MEN on the deodorant packaging that is paired with facial serum. The two are juxtaposed to bring up a visual representation of body care products. In these two products, the authors conducted three different experiments by changing the lighting and positioning of objects before shooting.

Figure 1. Experiment 1 visualization of deodorant and facial serum.

In figure 1 the author's exploration shows taking photos focused on serum products with a blurry background, here the deodorant product becomes a property. The background used in all of these products is white, but the visualization that is conveyed and visible to the eye creates a different color. Gray color in Figure 1, Yellowish color in Figure 2, Gray color with different derivatives in Figure 3.

Figure 2. Experiment 2 visualization of deodorant and facial serum.

In Figure 2, the exploration that was carried out besides lighting, product alignment and frame size used maximized the visualization of both, so that no product stood out more than one another.

Figure 3. Experiment 3 visualization of deodorant and facial serum.

In Figure 3, the exploration is done by adding black to the background so that it displays a masculine impression through other properties, not just objects/products. The use of two background colors creates a different contrast impression on the two objects which causes the lighting caught on the camera to change as well. This also applies to other products.

Figure 4. Experiment 1 visualizes cigarette holder and lighter.

In figure 4, the visualization shown is a cigarette holder and lighter. Both are merchandise from liquor and cigarette products. The exploration carried out is the composition of the placement of objects and the point of view of taking pictures from the camera. The choice of a black background presents a mysterious masculine concept, but it also provides a stronger contrast for the legibility of the text in the product. In figure 5, using a composition of two different background colors, as well as product placement stands. Arranging objects on a line gives a stacked effect. Minimal lighting creates a mysterious and dark impression that reflects the two brands' products.

Figure 5. Eksperimen 2 visualisasi tempat rokok dan pemantik api.

The final experiment is a gentlemen's pack filled with t-shirts, jeans, socks, shoes, watches, cellphones, glasses, belts. The pack or unit of goods in this visualization is reflected in several items attached to men. Figure 6 uses a yellow background so that the contrast on the object which is dominated by black is still visible in its entirety.

Figure 6. Eksperimen 1 visualisasi *gentlemen pack*.

In figure 6 the experiments conducted by the author focus on the product and its components. Exchange of object location and shooting as well as camera point of view. The

visualization in the image is considered to represent the gentleman's pack. Mysteriousness is indirectly attached to several forms of objects and the colors they bear. Mysteriousness is indirectly attached to several forms of objects and the colors they bear.

Finalisasi Karya

In this sub-chapter, the author carries out the editing or editing stages, using the Adobe Illustrator and Adobe Photoshop applications and what is needed in order to get maximum results. Editing made include contrast correction, size cropping and composition processing. Figure 7, Figure 8, and Figure are the results of the finalization of the work that has been done by the author.

Figure 7. Experiment 1 visualization of deodorant and facial serum.

The work in Figure 7 in the photo uses elements of two backgrounds, black and white, where the product will look clear and even more attractive. The simple use of light using one flash Godot TT685 provides enough light to see the details of the product. The use of layout editing is also a bit necessary, so that

the composition used represents the information needed and increases the consumer's viewing comfort. The editing process and layout composition were carried out with the help of the Adobe Illustrator and Adobe Photoshop applications. In the Adobe Photoshop application, the author focuses on lighting, contrast and visual correction, while in the Adobe Illustrator application, the author focuses on preparing photo layouts and other supporting components.

In figure 7 the composition used is processed from a photo that has been experimented with before, then a triangular background ornament is added with a different color to create a unique and not monotonous impression. The choice of colors used is still about black, gray and their derivative colors. The addition of yellow text and lines gives the impression of framing, so that the subject is focused on the object in the frame. The use of yellow creates a color connection between objects and the layout as a whole. The text on the layout supports the information that has been attached to the packaging, but because there is an additional element of collaboration from the two products that the author wants, additional text is needed.


Figure 8. Experiment 2 visualizes cigarette holder and lighter.

The product for the cigarette holder and lighter in the photo uses a background that is sufficiently representative of the color elements of the product itself, namely black and white, but is more dominant towards black. Using a Fujinon 15-45 mm lens produces clear product details, because in this match product there are details that must be focused and emphasized to make it look more unique and attractive. the use of Flash GodoxTT685 is even more helpful to maximize the advantages of this product. Layout editing is also used in Figure 8.

This is necessary, so that the attractiveness of the object can be conveyed to consumers through various photo visualizations that have been done. The composition used in Figure 8 consists of head text, body text, and supporting ornaments such as lines and background. The four images are composed of various sizes, each image representing this point of view the information on each side of the packaging is needed and

increases consumer knowledge regarding the product.

The editing process and layout composition were carried out with the help of the Adobe Illustrator and Adobe Photoshop applications. In the Adobe Photoshop application, the author focuses on lighting, contrast and visual correction, while in the Adobe Illustrator application, the author focuses on preparing photo layouts and other supporting components. White text gives the impression of focus and high legibility.
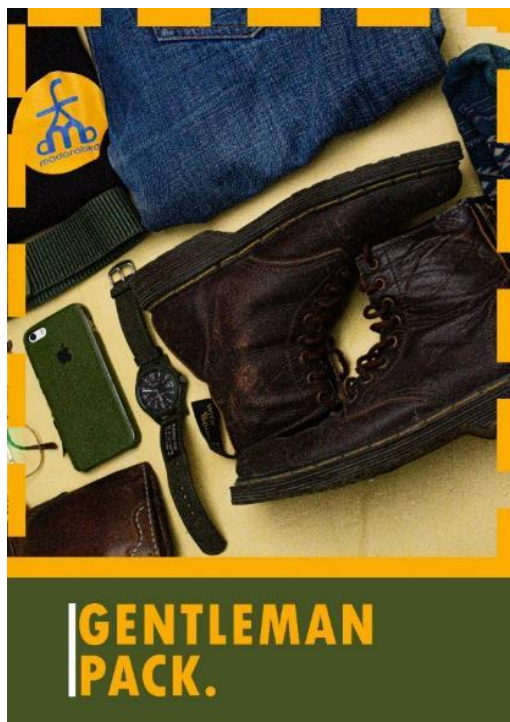
Figure 9. Experiment 3 visualization gentlemen pack.

In Figure 9, two artificial lights are used, namely using an external flash Godox TT685s from a direction of 315˚ but the position of the lamp is higher than the product and the light is directed to the softbox accessories product measuring 80x80 cm. Meanwhile, to light the background, light was added from 270˚ using an external flash Yongnou YN 560 mark II. Shooting using a Fujifilm XT-mark II camera with a Fujinon 15-45 mm lens. The editing process and layout composition were carried out with the help of the Adobe Illustrator and Adobe Photoshop applications.

In the Adobe Photoshop application, the author focuses on lighting, contrast and visual correction, while in the Adobe Illustrator application, the author focuses on preparing photo layouts and other supporting components. Text in yellow, visual and text layout division, framing. The composition in Figure 9 is slightly different from Figure 7 and Figure 8. In Figure 9, the visual image becomes the main focus with a large size compared to the background. The number of objects in one frame is the author's reason for people who see the visualization to get complete information regarding gentlemen packs.

CONCLUSION

The creation of this photographic work is expected to be able to make the public and product consumers more interested in knowing and buying their products. The making of this work is more emphasized on the combination of products with the layout and combination of several objects that represent masculinity. In addition, as a source of learning material in photography lectures with the theme of commercial photography. The work is in the form of promotional photo layouts with product selection tailored to the male target audience who use masculine products. The use of light in product photography adds to the aesthetics and adds value to commercial products. The light used in product photos increases the sharpness of the resulting colors so that they can increase sales and promotion power so that they can compare and increase sales.

Masculinity in this writing is visualized by the appearance of color on some of its product objects. Masculine colors include black, gray, white, yellow, blue, and green. Some forms that dominate the visualization are a combination of firm lines with some additional ornaments such as text containing brief information. The minimal use of property

other than the main object also creates a masculine and mysterious impression.

Each photo shoot in this study has a different angle/viewpoint to show a different atmosphere. Because each product has its own dimensions and advantages, it is felt that shooting with different angles can tell about the product being photographed. The results of the creation of this photographic work can be used as a media for promotion through so that people know more about the process of taking pictures. Commercial photography is a special shoot to communicate product information. This photography aims to make people who see the product interested in trying and buying it.

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