

Conference Paper

Lighting Recommendation on Flat Lay Photography Technique for Stopmotion Purpose

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ABSTRACT

The existence of lighting greatly affects the results of photographic shots. By creating lighting, it can produce different nuances and feelings. Lighting is influenced by light quality, light intensity, and light source. When shooting indoors, the light source can ideally be created using various types of studio lights. This article describes lighting recommendations on flat-lay photography techniques suitable for stop motion. The method used in this research is descriptive qualitative through a visual photography experimental study approach. Data collection resulted from direct experiments by applying the Flat Lay photography technique. In addition, literature studies support the experiment. The experiment was carried out in an indoor room. The results of photography trials regarding lighting on clay figure objects must have no shadows or minimal shadows. The virtual line between the light and shadow boundaries should be blurred. In addition, the figure should not be too bright or too dim so that the figure's details clearly visible.

Keywords: Lighting, flat lay, photography, clay figure, stop motion

Introduction

Photography is the activity of capturing reality through camera devices, where the results can be interpreted and enjoyed by other humans (Yunianto, 2021). In this digital era, photography is essential. Photography has become easier to apply to change the paradigm of a product, and in the digital era, the development of photography in media and creative industries seems always to have a place so it is necessary to master the technique (Wibisono & Artanto, 2018). The role of photography is communication strategy. It is primarily for promotional or educational activities as a visual approach of the product to the audience.

Flat lay means a flat plane, and this technique is popular on social media. The point of view of the flat lay technique is from top to bottom (Fiandra, 2020). In simple terms, Flatlay is a photography technique from a bird's eye perspective. The object of the photo is placed on a flat surface that is given a base. Photo objects are arranged in such a way according to the theme and exciting compositions. Then the camera is above or perpendicular to the object of the photo. Aspects that need to be considered when applying this flat lay technique are composition, lighting, theme, balance, and camera settings.

This Flat lay technique is a trend for commercial products. Different from the previous trend, displaying products using models and other supporting elements. This technique can attract the audience's immediate attention with a different visual style so that it looks creative and unique. These products include cosmetics, skincare, fashion products to food. Food products are ideal for using the flat lay technique as it provides a clear way to show the finished product alongside the

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ingredients. Flat lay product photography can showcase everything from technology to clothing. In addition, flat lay is also often used for making moving images, namely stop motion for advertising, conveying information, or education.

The first reason why this flat lay technique has become popular is that it is effortless to apply. Therefore, this can be done by anyone, even an amateur. There are many simple ways to showcase a product or visualize a concept with inexpensive preparation. Photographic equipment can also be varied, using the most sophisticated or just a smartphone. Another plus is that it does not take up a lot of space to be able to take photos of many products.

In photography, lighting is vital because, without light, the camera cannot capture/record images. Light is needed both outdoors and indoors. Light can be conditioned (artificial light) or natural by using sunlight. The presence of light when a photo is recorded can be an element that supports a composition or builds a mood or impression in a photo. The presence of light at the time of taking a photo can affect the overall appearance of an object. For example, the position of the light from the side of the object will generally appear more textured, dramatic, and dimensional (Gunawan, 2015). Lighting has four main factors, light quality, light intensity, light direction, and light source (Yunianto, 2021).

Along with technological advances that are currently developing, there are various ways to do promotions, including promotions using videos. One of the techniques in making a video is the stop motion technique. Stop motion is a video-making technique by taking several pictures, and then the pictures are put together and will become a moving picture, called stop motion video. Stop motion animation is an animation that is captured one frame at a time, with objects being moved between frames. Quickly replaying a sequence of images creates the illusion of movement. Stop motion using the flat lay technique is often used for promotional activities, education, or explainer videos. There are various types of lighting in the flat lay technique. However, for this stop motion, it is necessary to experiment to get the lighting that suits the needs, as a lighting recommendation on flat lay photography technology for stop motion.

Material and Methods

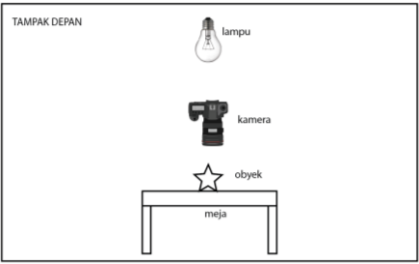

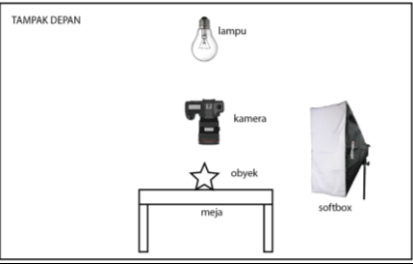

The method used for this research is descriptive qualitative through a visual experimental study approach to photography. Simple visual photography experiments were carried out in the recording media laboratory using equipment in photography, such as cameras, lenses, tripods, and softboxes. In addition, there is also a literature study through journals and books on lighting in photography.

Results and Discussion

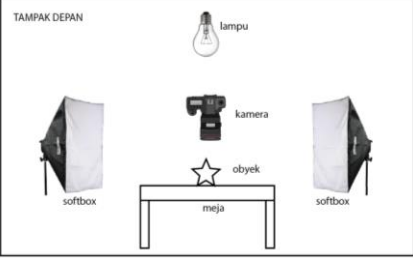

In this photography process, it is necessary to experiment by describing the process passed to obtain maximum results. Before the experiment, a reference study was conducted to gather more information about the kinds of good lighting in the flat lay technique. If the reference information has been found, then planning the idea is poured into the form of a sketch. After careful planning, preparations are made for taking photos with predetermined equipment such as cameras, lenses, tripods, photo objects, backgrounds, photo mats, and two lights. The room used is closed so that sunlight does not enter. The object of this creation is a figure made of clay. This clay figure will later be made into a stop-motion animation. So, it is necessary to do a trial to determine the best lighting for stop-motion animation.

From this experiment, the dependent variable and the independent variable were determined. The dependent variable is the object of the photo, a clay figure. The distance between the camera and the object is adjusted to the size of the clay figure. The background is plain white, not textured, and does not reflect the light so that noise does not appear when shooting. The camera used is the Nikon D5600, with a 50mm lens. The independent variables are light sources, the direction of lights, and camera settings such as diaphragm and ISO (sensor sensitivity level to light).

Table 1. Lighting testing on photography

No	Dependent variables	Independent variables (Source and direction of light)	Independent variables ISO and diaphragm
experiment 1	photo object = clay figure, distance from camera to object = 50 cm, camera type = Nikon D5300, lens = 50mm, background= white manila paper	Top (room light)	Diaphragm: f/3.2, ISO: 400, Exposure time 1/40 sec, Max aperture 1.6 no flash 
		Test result 1: 	
experiment 2		Room light + right soft box light (500 watts)	Diaphragm: f/1.8, ISO: 800 exposure time: 1/50 sec, max aperture 1.6 no flash 
		Test result 2: 	
experiment 3		Room light + right and left soft box lights (1200)	Diaphragm: f/1.8, ISO: 800 Exposure time: 1/125 sec, Max aperture: 1.6 No flash

To be continued...

		watts and 500 watts)	
		Test result 3:	

In the first experiment, the photos looked dark because there were only two light sources. Therefore, the ISO is made more significant and the aperture makes the photo brighter. However, the resulting photo still looks dark and there are sharp shadows. In the second experiment, one softbox light was added on the right side, so there were two light sources. The photos produced in the second experiment resulted in a brighter image than before. However, the shadow still looks sharp so there is still noise around the object. In the third trial, one more lamp was added, which was placed on the left so that there were 3 lights on the top, right, and left of the photo area. The photo from 3 lighting sources in the third trial is perfect because the shadows produced are minimal and not sharp. It means that the transition area between dark and light is faint, so no shadow lines appear. As a result, clay figure is visible and more detailed without any distractions.

Conclusion

Constitution No. 31 of 1999 regarding Obliteration of Deceits of Corruption in conjunction

Soft light is the perfect lighting to produce excellent photos of clay figures for stop-motion purposes. There is a low difference between highlights, shadows, and low contrast. For light intensity, it should not be too bright (overexposure) or too dim (underexposure) so that the figure can be seen clearly. The light source is obtained from 3 light sources, room light, and two soft boxes on the right and left. Using natural light or sunlight is not recommended because it takes a long time to make stop motion. Therefore, artificial light is needed in a closed room. The lights are from 3 directions, the top, right, and left sides. They could create soft light and minimal shadows so the object details can be seen clearly without shadow interference.

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