

# COLLARTS

# Assignment Cover Sheet

- Assignments submitted physically (i.e. on paper, CD, DVD etc.) must be received at Collarts Reception by 4pm on the date that they are due with a completed Assignment Cover Sheet attached; and assignments submitted electronically (i.e. Turnitin, Moodle or email) must be received before 4pm on the date that they are due with a typed or scanned Assignment Cover Sheet attached as the first page of the assignment.
  - Assignment due dates are published in Unit Outlines. In the case of unforeseen circumstances, and with the approval of the Degree Leader, lecturers can extend an assignment due date for an entire cohort, but cannot issue extensions to assignment due dates for individual students.
  - If you are experiencing adverse circumstances that are likely to prevent you from meeting the due date of an assignment, you can apply to the Degree Leader or the Dean for an extension to the assignment submission date. Such requests must be made on the appropriate form no less than 48 hours (2 days) before the published (or agreed) due date of the assignment. • The following grading penalties will be imposed on overdue assignments.

Number of Days Overdue	Grade Deduction
One day overdue	10%
Two days overdue	20%
Three days overdue	30%
Four days overdue	40%
Five days overdue	50%

- Assignments not submitted within five working days of the due date will not be graded, but may be considered as evidence to support the awarding of a conceded pass grade in the subject by the Board of Examiners at the completion of the assessment period. It is therefore in students' best interests to complete all assignments, even if submitted too late to be assessed.
  - It is the responsibility of students to retain copies of all submitted assignments. If for any reason an assignment cannot be located, students can be asked to resubmit. Failure to do so within 24 hours will be treated as non-submission of the assignment and the above grade deductions will apply from the date of the request.

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## **Course of study**

**Screen & Media** **Digital & Social** Music Audio Music production Journalism Fashion Marketing

Media Entertainment Man. Entertainment Content Creation

## Sustainable Fashion

## Assignment: Assignment 3 - Advertising Photo series

## Design Unit Name: Digital Photography

Lecturer: Kylie Holmes

# Animation & VFX Comedy Fashion Marketing Interior Design

**Student Declaration of Authorship** (Attachment of this document to an electronic submission will be construed as agreement to the below statement)

- I declare that this assignment is my own work, except where the work of others is clearly indicated in either direct or parenthetical quotation, or paraphrase, and is referenced accordingly in citation and the bibliography, and it has not previously been submitted for any assessment at an educational institution.

Student's Signature...CHELSEA KENNETT..... Date:.....2nd AUGUST 2021.....

Dr Martens

# Advertising Photo Series



# Brand Overview

## Audience:

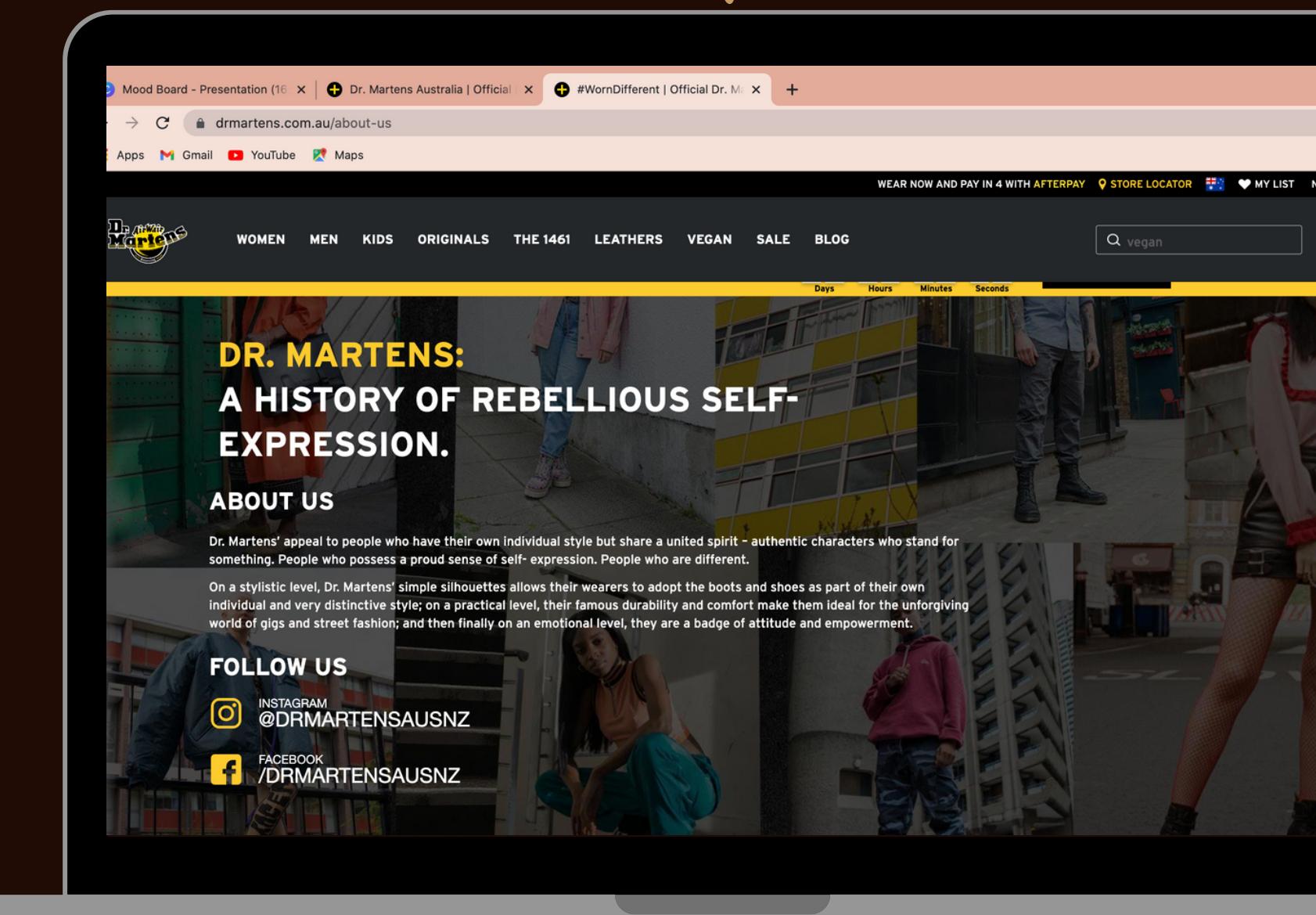
Young individuals with "Rebellious Self Expression"

## Creative Style of the brand:

"Dr. Martens' appeal to people who have their own individual style but share a united spirit – authentic characters who stand for something. People who possess a proud sense of self-expression.

People who are different.

On a stylistic level, Dr. Martens' simple silhouettes allows their wearers to adopt the boots and shoes as part of their own individual and very distinctive style; on a practical level, their famous durability and comfort make them ideal for the unforgiving world of gigs and street fashion; and then finally on an emotional level, they are a badge of attitude and empowerment."



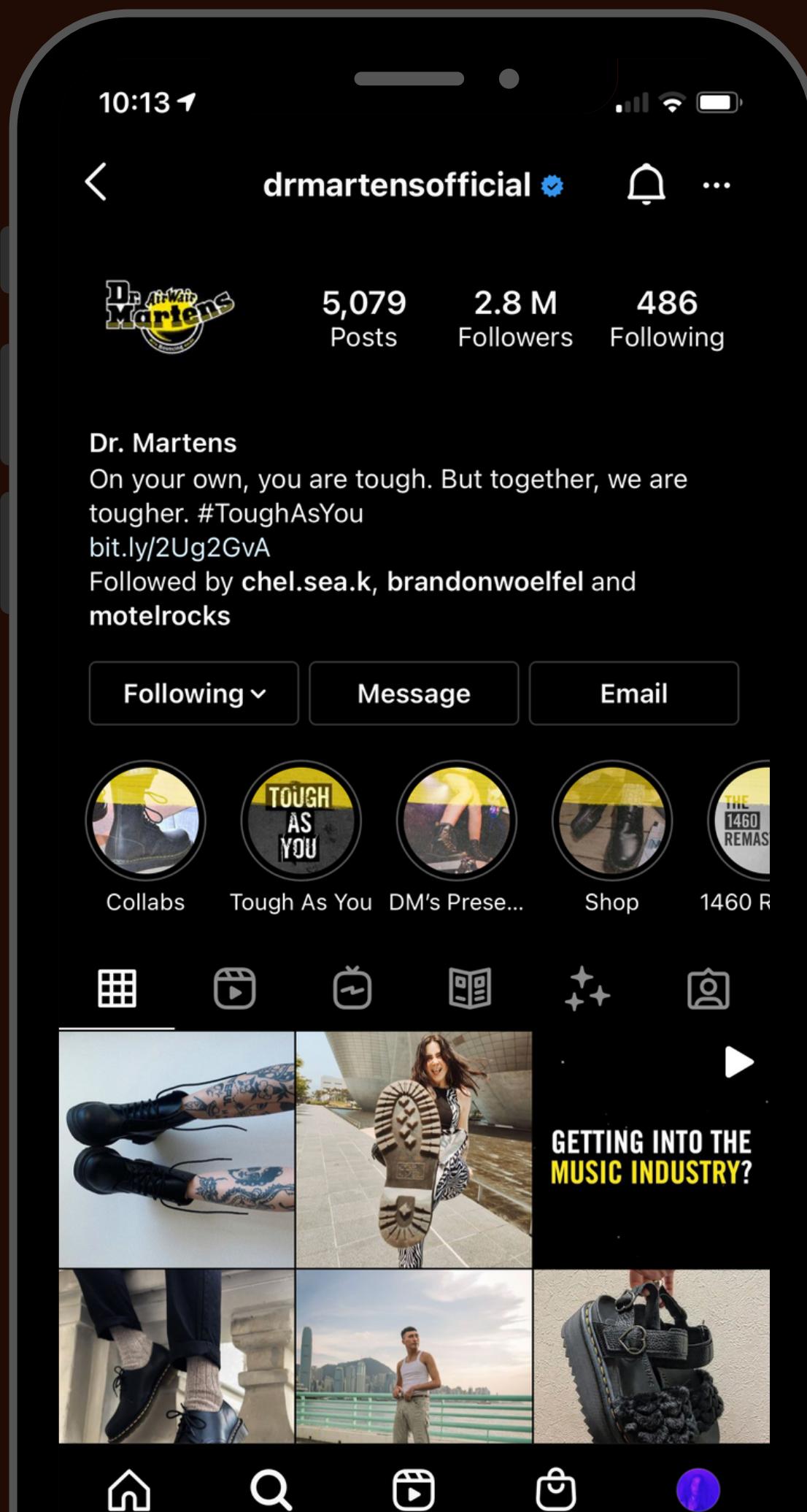
# Report

## Current Market Trends:

Similar shoe brands or companies are posting similar content on their socials to that of Dr Martens (full outfit images) broken up with some more close ups of shoes to break up the flow and create a more simplistic look in the feed. For more advertising content the brand logo is seen with a small body of copy. For the purpose of this advert I decided to leave out copy as these images can be apart of a campaign and i wanted to leave it open ended.

## How will the images be Presented:

These final images (with the logo) will be used as poster flyers or within magazine, these images can be used together or seperate. However if the logo is removed then they could also be used as social media content.



# Report

## Description of colour, lighting, perspective, composition, subject(s), environment:

While shooting these images I really payed close detail with how lighting was hitting the boots as if the boots where shot without natural sunlight hitting them it was hard to see the cherry red colour pop. Therefore all images shot were shot in direct natural sunlight to ensure that not only the subject (Audrey) was glowing naturally but the ensuring the shoes where showing their true colour.

The Colour of these images are bright white (the background) but also with details of black & maroon (within Audreys outfit) this creates a clean contrast. In Post production I added in the brand logo (includes a pop of yellow) which draws attention really beautifully.

In terms of composition i really made an effort to appeal to Dr Martens catch phrase and target audience of "People who possess a proud sense of self- expression." This is why I chose Audrey to model and have her in the outfit that i did. The full composition of the images show that the model is unapologetically herself and proud to express her style which is exactly what i was going for.

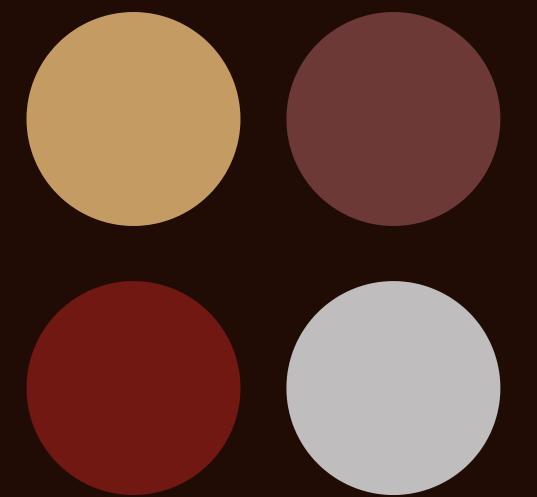
# Elements & Planning

For this photoshoot, I have decided to Advertise Dr Martens Cherry Red Platform boots. I have also contacted my good friend Audrey and have secured her as a model.



In Regards to an outfit I have decided to have her wear fish net stockings with a skirt with a black singlet / bralette For Makeup I will have Audrey wear winged eyeliner with a little cherry red eyeshadow to match the colour of the boots that she will be modelling.

# Mood Board



Contrast

Bright

Edgy

Clean

Fashion





bigstratus

Downtown Frederick

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# Pose Inspo |

In Image 1 I have decided to have Audrey pose sitting down on a wall with a plain background as this will then give me the space in post production to add in a Dr Martens logo. This pose will allow for the shot show the edgy outfit.



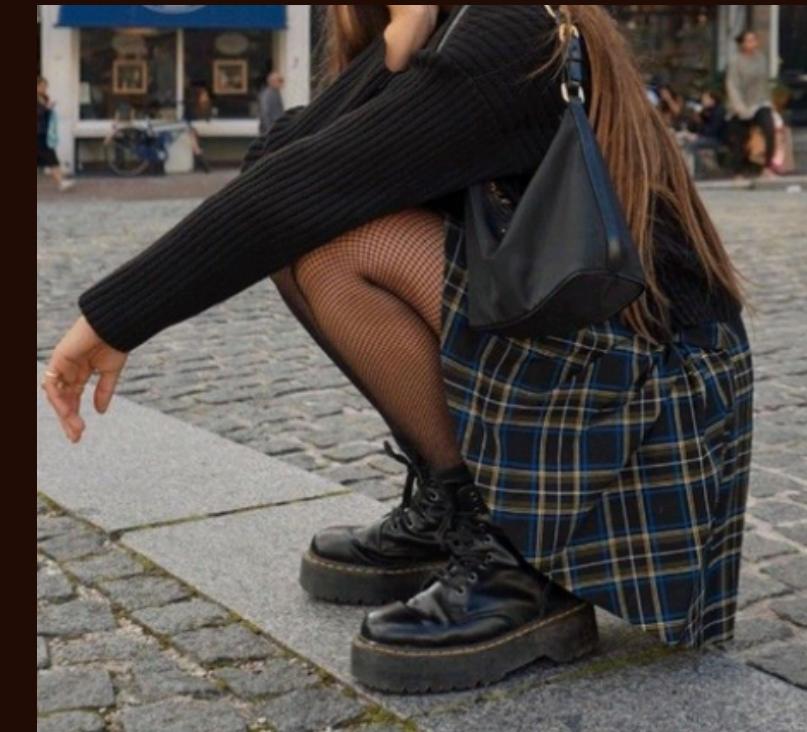


emilybhull



# Pose Inspo 2

For Image 2 I will have Audrey pose in a squatting position, this will show off her outfit as well as the shoes.





# Poser Inspo 3

For Image 3 I couldn't find any specific photos that exist that visualise what i was hoping. I will take a close up of the shoes standing in a puddle with the reflection of the boots in the water.

# Pose Inspo 4

For Image 4, in a similar way I will use this image to take a close up of the shoes. This will break up the 'fashion' pictures and will be a lot more simplistic and easier on the eye- ultimately making the images work better together in a feed or collection but also still work by itself.



# Final Images





