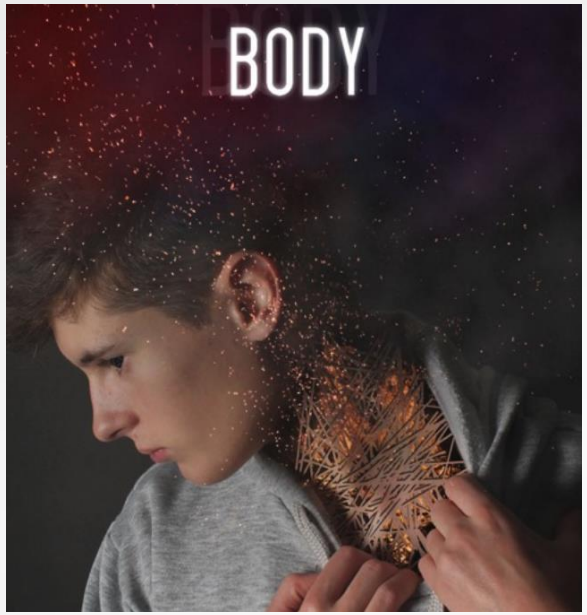
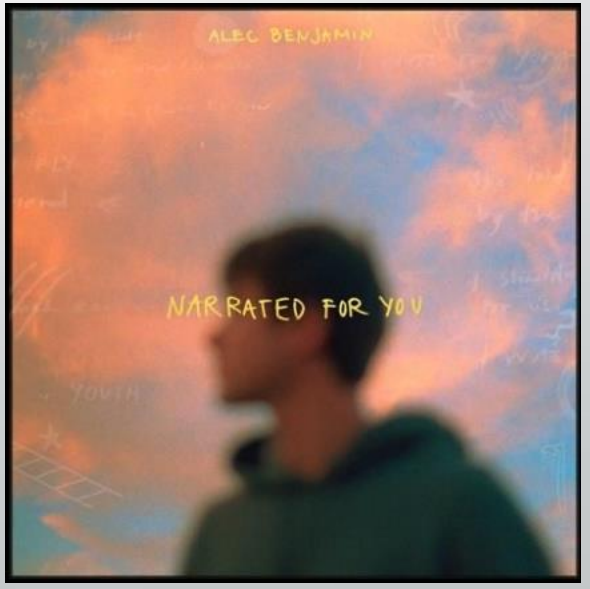
Power point analyse

1. The artists use effects and a contrast of colour within their images.
2. Most images use blurry images and focus on the effects or text rather than the portrait.
3. Many use fiction within their images and have a deeper meaning behind the images.





Mood Board – Starting Point

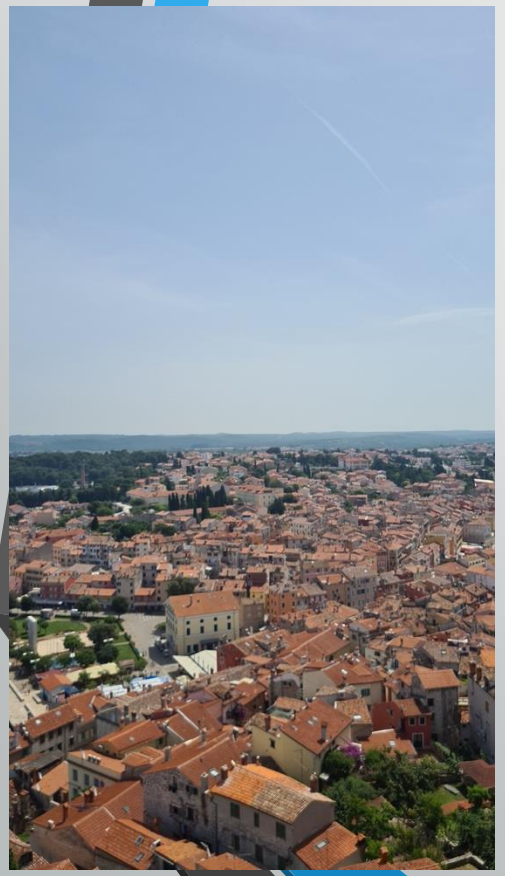
Landscape + Shoes

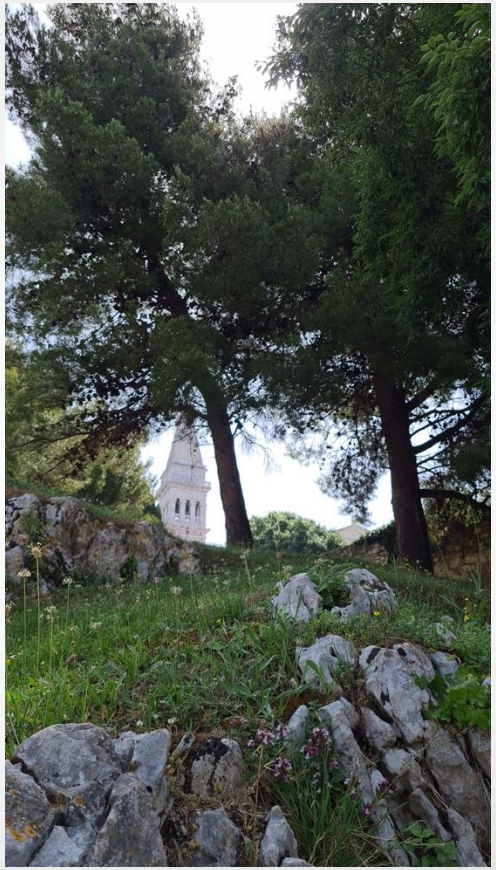
1. From the photography website, I have chosen the two subjects, Landscape and shoes. The reason I chose them is that they are two subjects I've enjoyed editing and taken photos of.

Mood Board – Starting Point

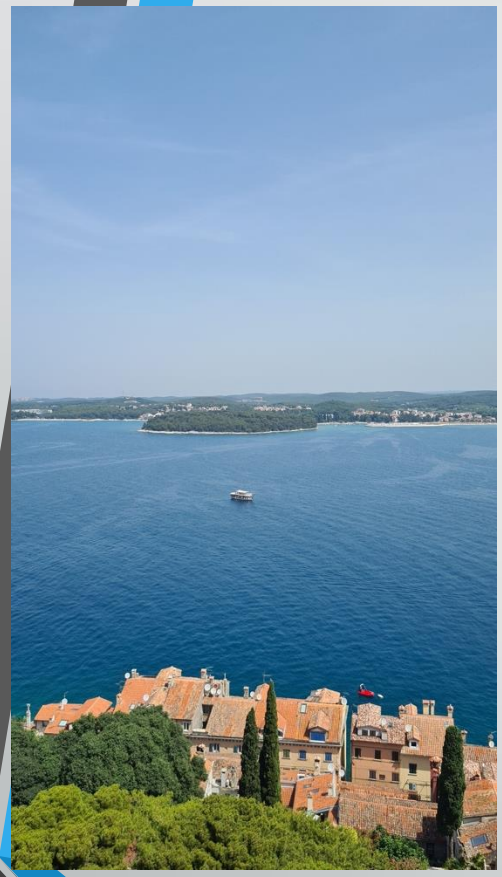
Texture photos

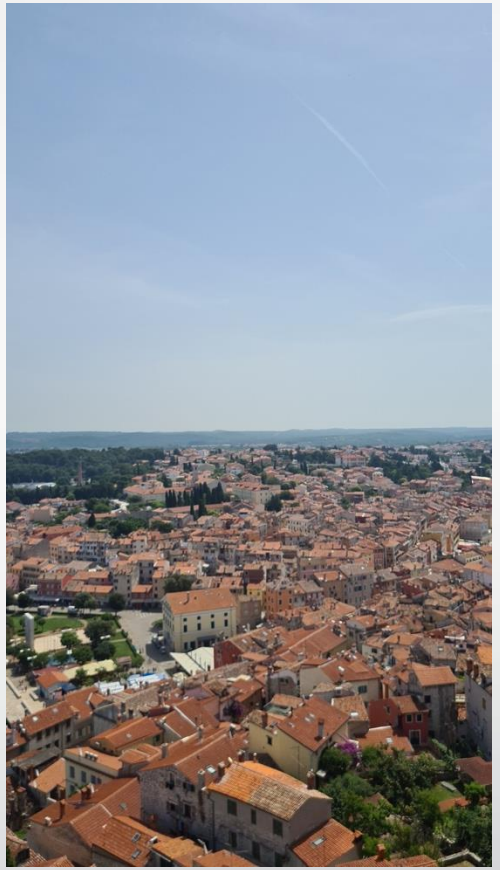
Photos

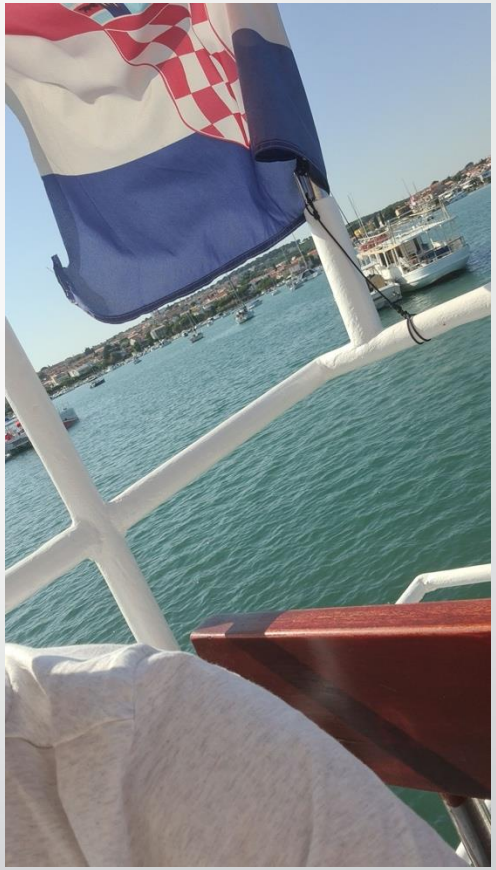




Photos







David Muench

1. David Muench is an American landscape and nature photographer known for portraying the American western landscape.
2. He is the primary photographer for more than 60 books and his work appears in many magazines, posters, and private collections.
3. David Muench takes photos of famous landscapes such as "The Grand Canyon".
4. In the primary picture, you can see a contrast between warm colours in the background and much cooler colours on the actual shape. This shows this was taken in the golden hour as you can see the sun glowing in the back and lighting up the area. Next, the shadow add depth to the picture, almost turning this organic shape into an aperture. I could respond and take these types of photos at the coast as the erosion develops unique rock shapes that would suit this well.

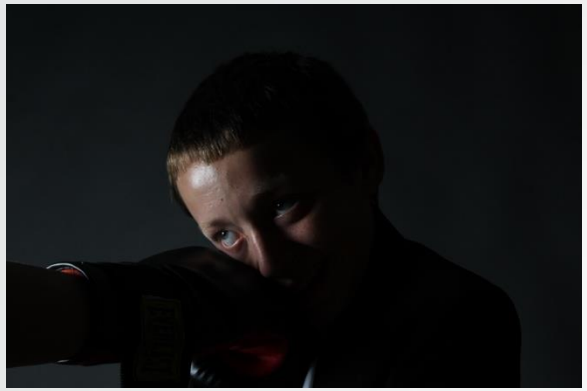
Photos in the style of: David Muench

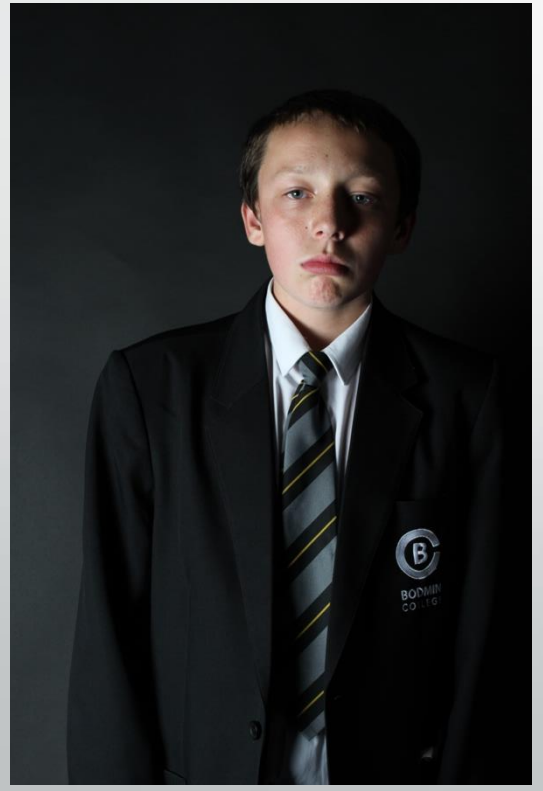
Within these photos, I taken them during daylight to highlight the water and I added depth by taking the bottom photos with small objects infront.

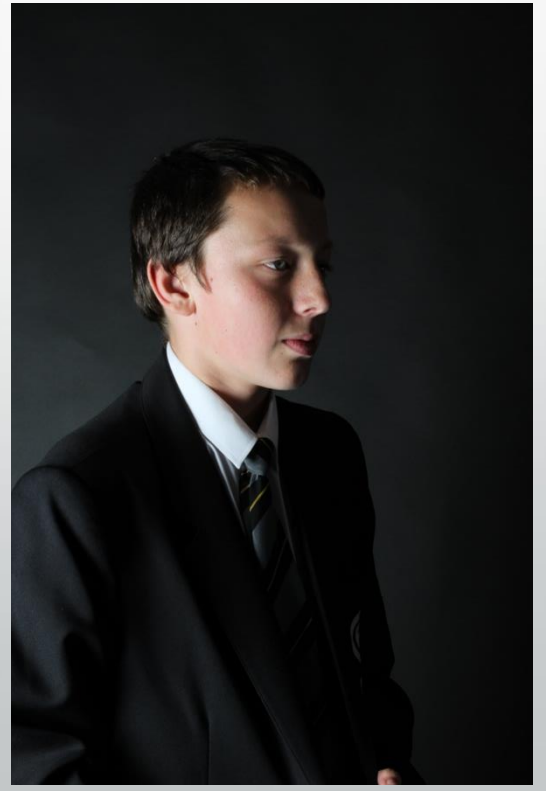
Aaron Siskind

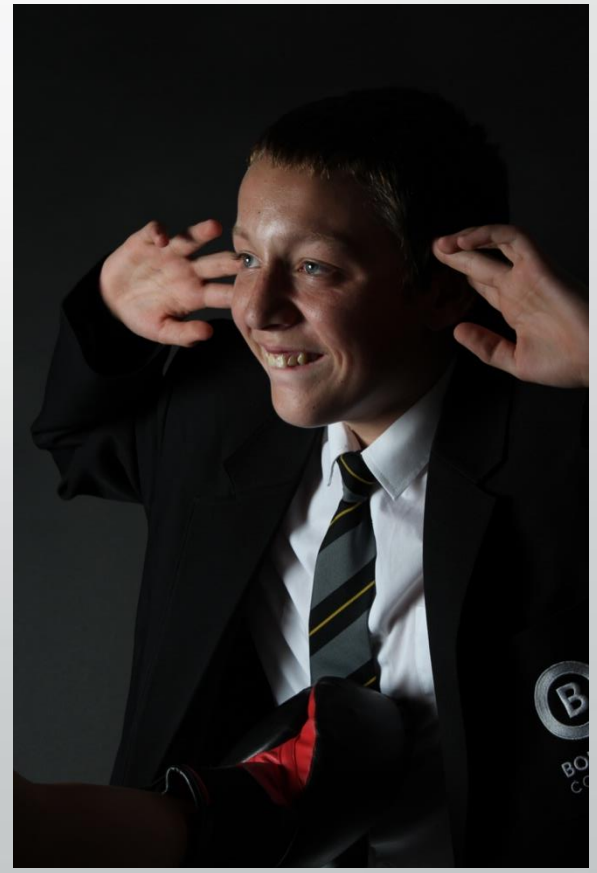
- Aaron Siskind was an American photographer whose work focuses on the details of things, presented as flat surfaces to create a new image independent of the original subject.
- Aaron Siskind graduated from the City College of New York in 1926 and taught high school English until he became interested in photography in 1930.
- Aaron Siskind using a contrast of texture and basic images to create his famous portraits. His photos usually consist of basic images with a mixture of black and white to perhaps convey some sort of message.

Studio Photos

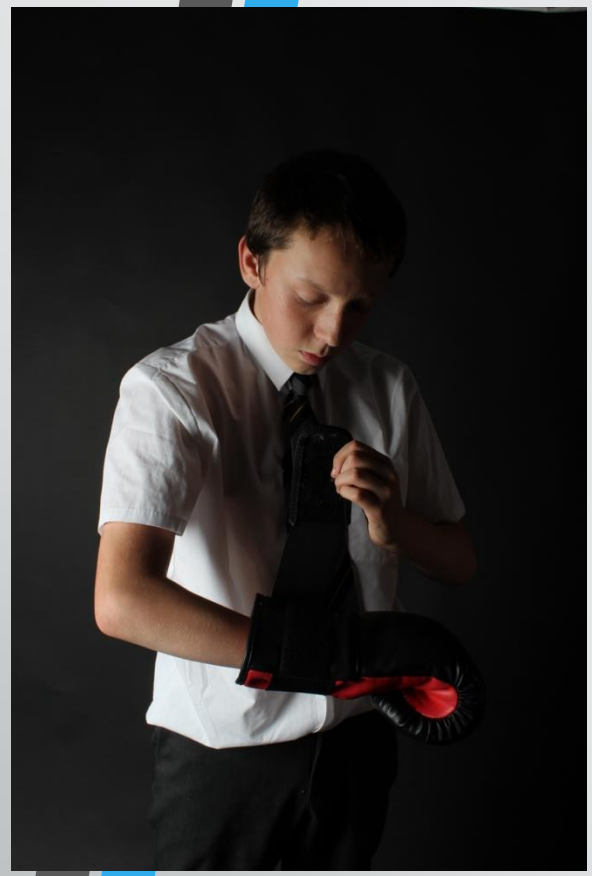


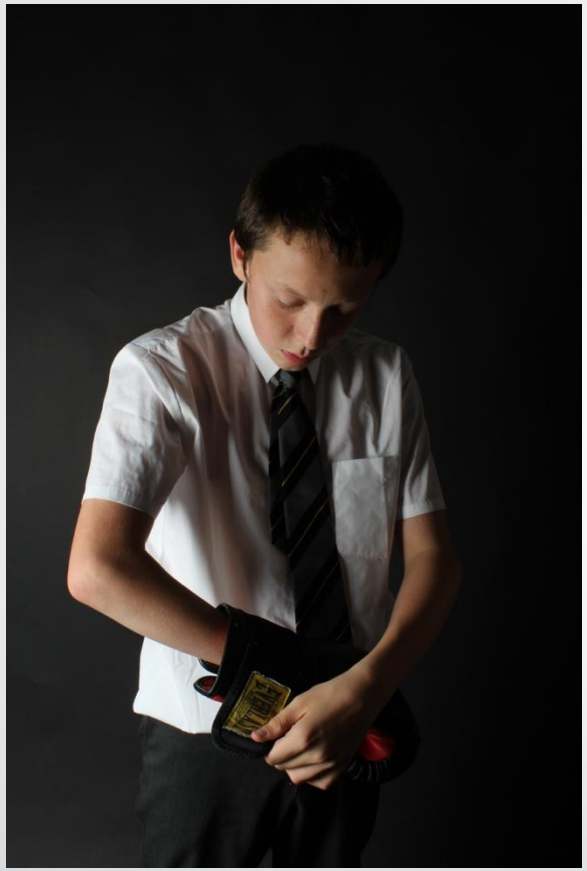


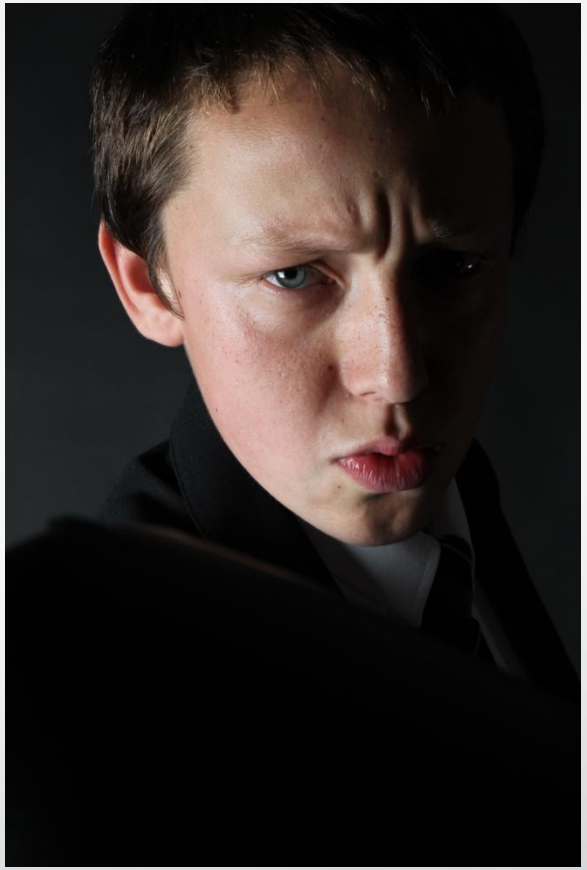


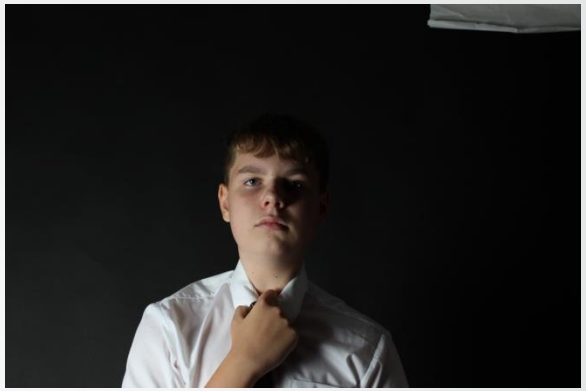


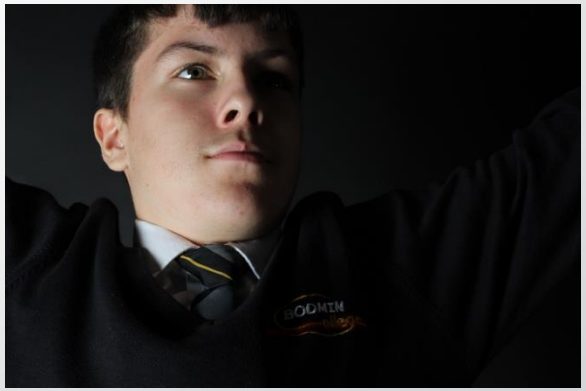
Studio Photos

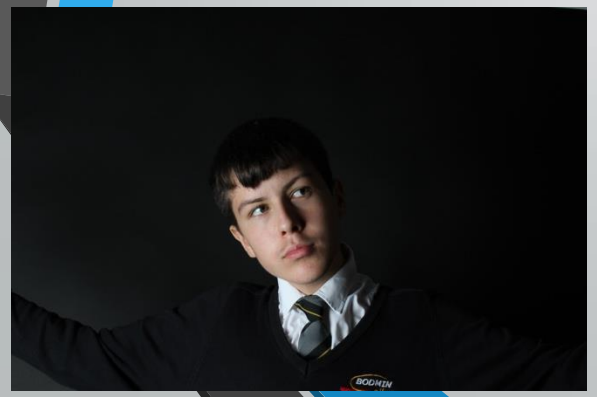










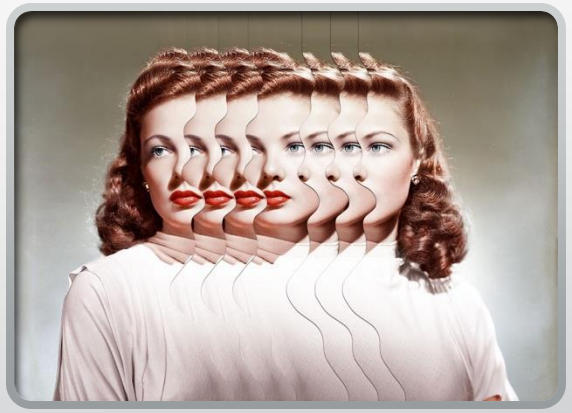


Photos in the style of: Aaron Siskind

For these images, I contrasted basic images with different textures taken within nature filled landscapes. This gives them a double exposure effect.

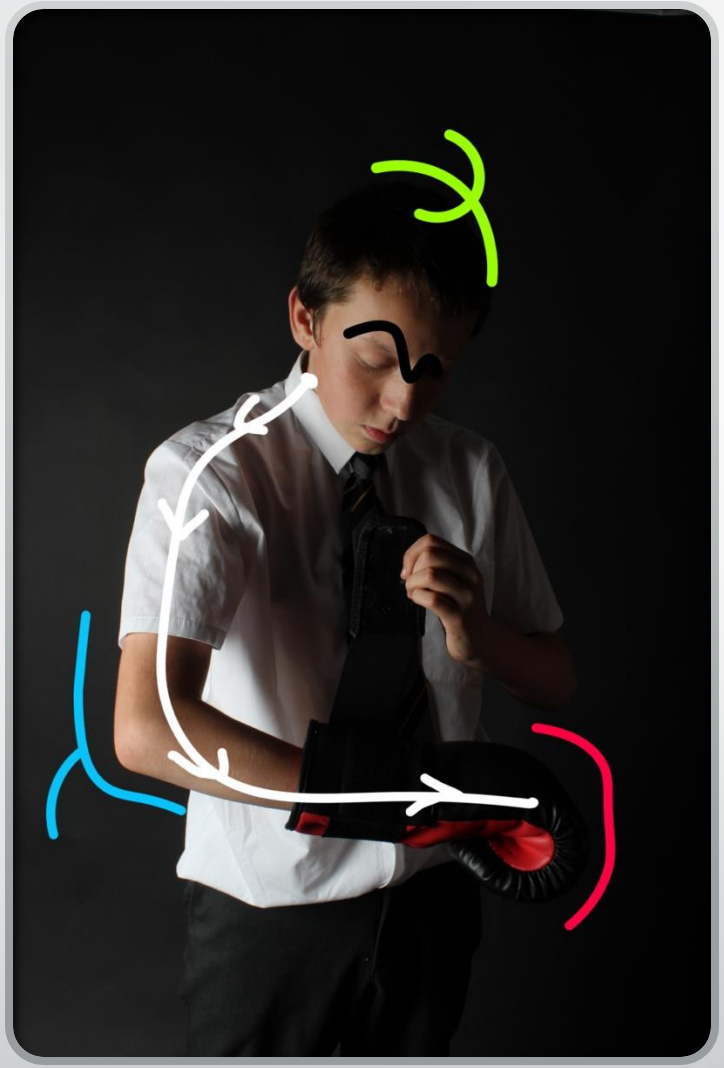
Matthieu Bourel

- Matthieu Bourel is a French visual artist and college maker who was born in 1976.
- He creates collages and animated GIFs based on old photos collected in books or magazines from which he creates new deconstructed and recomposed images.
- Matthieu Bourel's art consists of multiple traditional cut and paste with college techniques. Or on the other hand, he may use 3D symbols filled with abstract and vivid colours to add depth and life to his portraits.

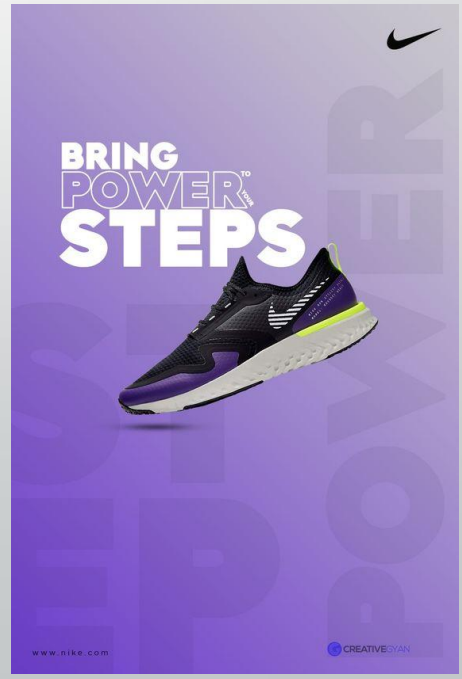


Photos in the style of: Matthieu Bourel

For the first image, I had taken the idea of vivid colors and symbolism from the artist to add depth and a cartoon like effect. On the other hand, the second image was a duplication in the style of Matthieu with a basic drop shadow to give the effect of it not being copy and pasted.



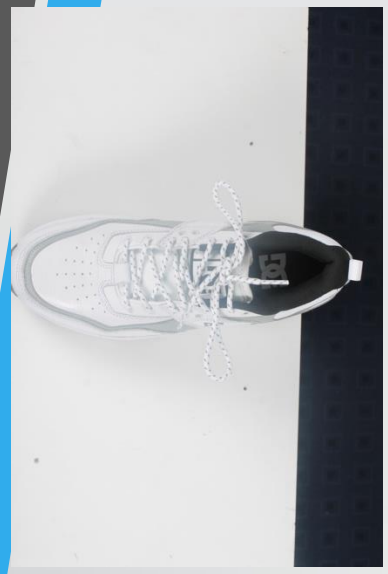
Final Piece Pinterest Board



Final Piece Planning Page

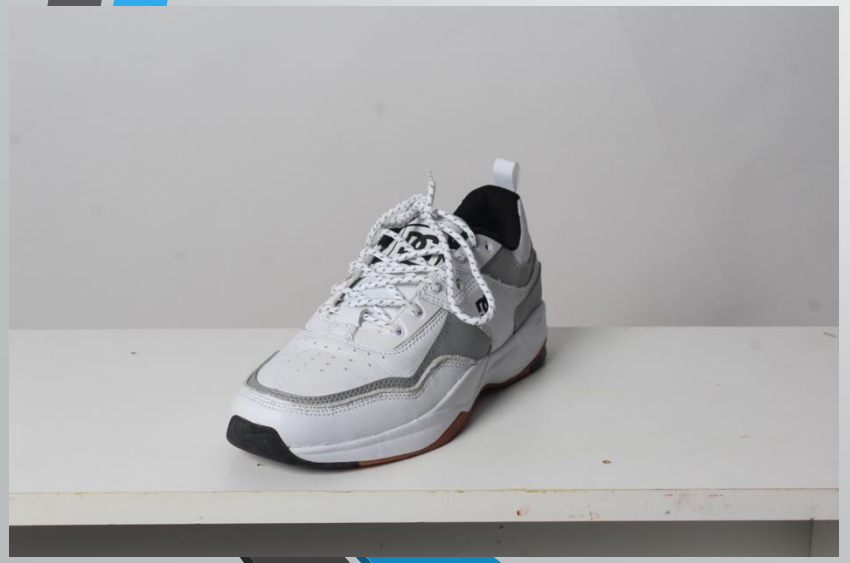
I have chosen these 3 designs as my favourites and the designs I will use to inspire my photoshoots and edits. Each of these images have a clear message of trying to sell/advertise you the shoe whilst being presented in an artistic fashion. They are all used to attract customers with the shoe as the main centre piece followed by either bright colours and detail, or a general popular brand which shows that the shoe is a "luxury" product. For example, the AIR Jordan has no description or slogan/tagline but rather it shows its created by Nike and linked with Jordan which makes it seems high quality and a rich product. On the other hand, the "Running SPORT" shoe has no major brand, so it sells you the shoe as this great product which is perfect for sports like running. In addition, it gives the details of the shoes performance to further influence the reader and show them the shoe is incredible within the correct area or areas. Therefore, I will interpret these features into my designs.

Final Piece Photoshoot 1



Final Piece Photoshoot 2

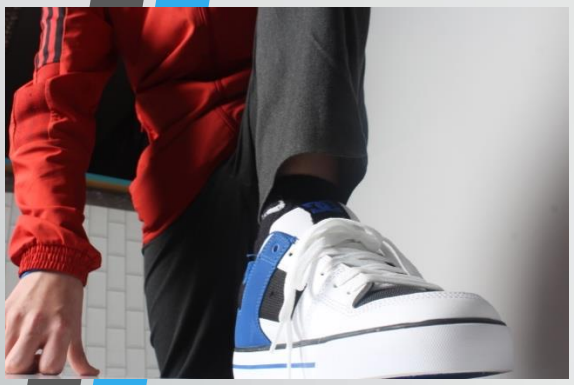
Final Piece Photoshoot 2.5



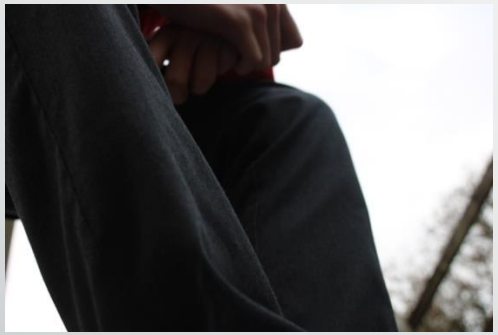
Within both photoshoots, I insured to get photos of a range of shoes rather than just one; furthermore, I took roughly 3-4 different angles of each shoe so they can be used in different edits.

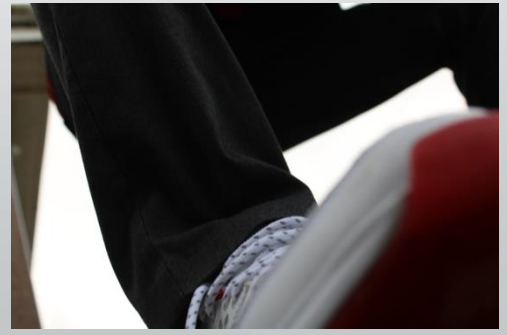
Final Piece Photoshoot 3

Final Piece Photoshoot 3.5

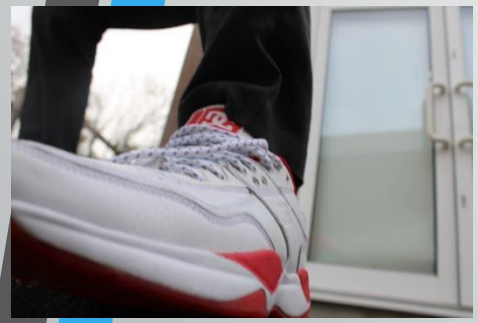


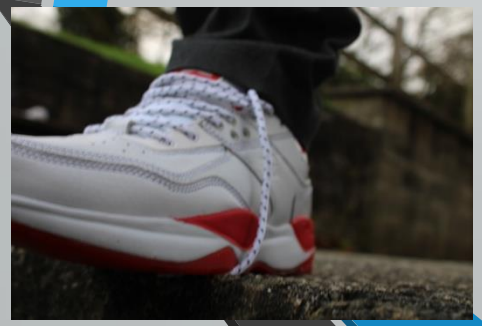
Final Photoshoot 4





Final Photoshoot 4.5





Final Photoshoot 5

Louis Browne

- Born in London, Louis Browne spent his teenage years chasing the music scene around England. Playing in bands, and then shifting to photographing them instead, Louis has worked with artists from Billie Eilish to Mumford & Sons, Olivia Rodrigo to The 1975. Moving into commercial work, Louis has shot for Gucci, Mercedes-Benz and Calvin Klein, alongside featuring in publications like Rollacoaster, Wonderland, British Vogue and Rolling Stone.
- Louis's Art/Photography consists of portraits of people with subtle features of the brand he creates the art for. For example, for Nike he gets multiple people wearing Nike clothing to advertise, rather than blatantly putting the logo on the image.

Photos in the style of: Louis Browne

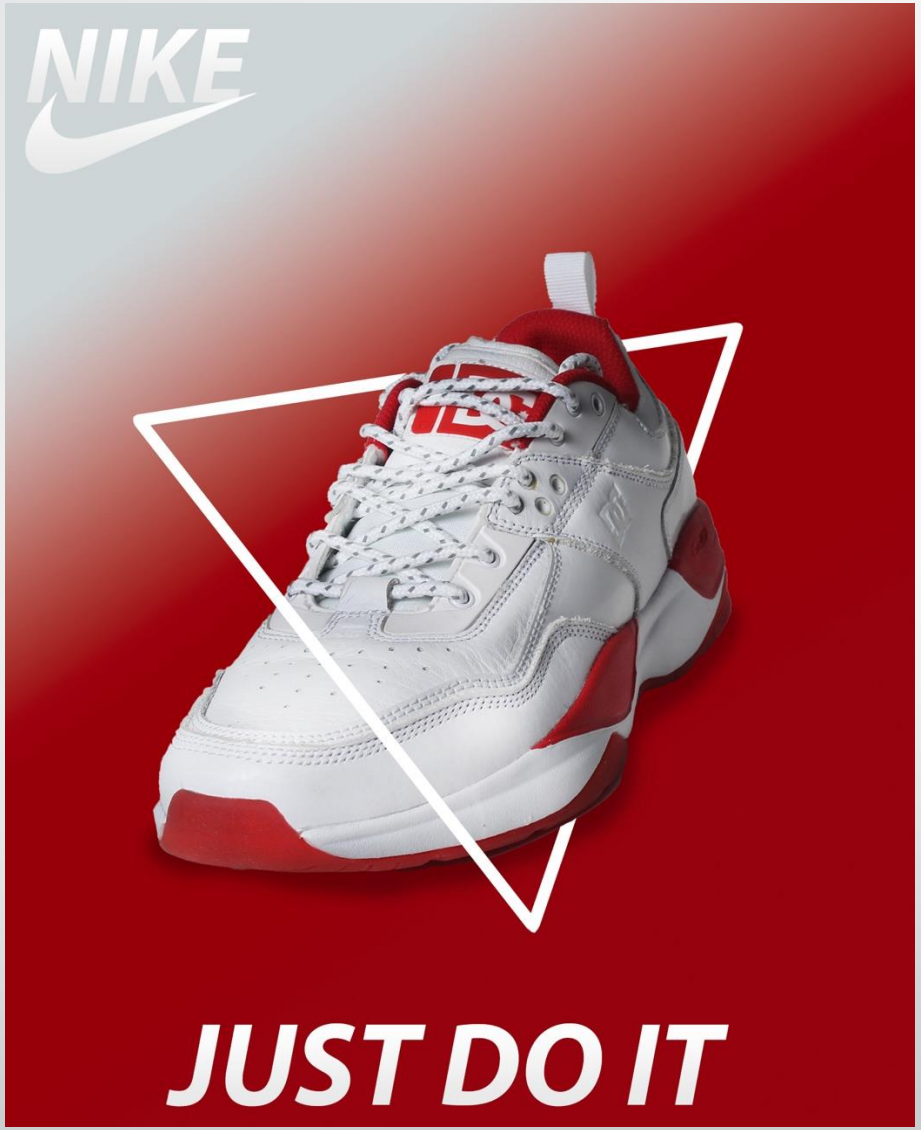
- During the time of shooting the image, I took the photo from the bottom of the shoe to the top to give a effect of depth and to make the image look more interesting rather than a basic shoe.

Final Piece Photo 1

- I used the base design of the image on the far right to inspire my edit. I create a shadow on the shoe to add depth and a light gradient onto the text to make it less bland.

Final Piece Photo 2

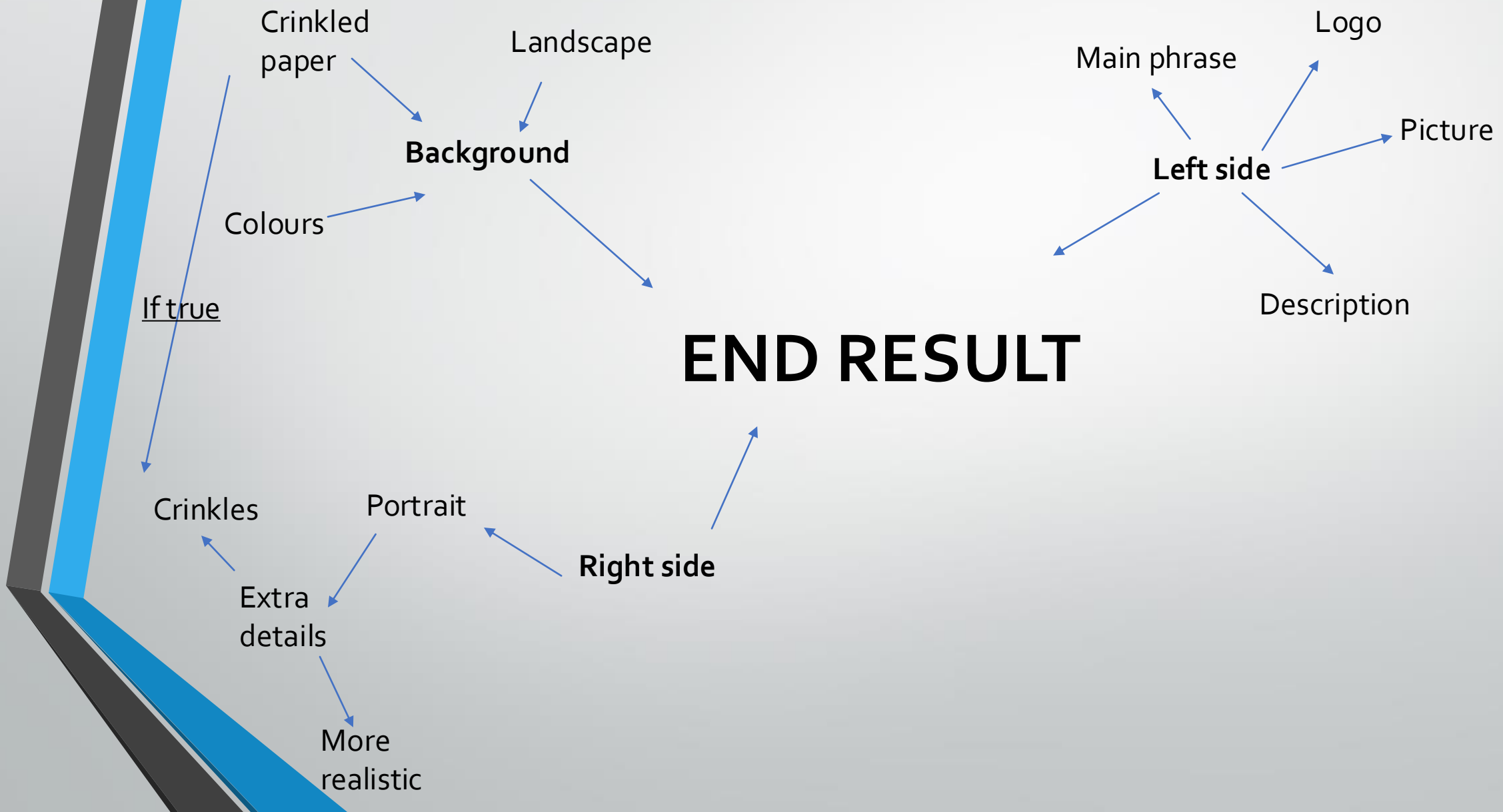
- I used the same illustration in my design except I used brighter and more vivid colors rather than using dark colors like the inspiration image (on the far right).



Final Piece Photo 3

- I used the same design as the far-left image to create my response. Furthermore, I experimented with gradients, drop shadows and the lasso tool to create the edit.

Lookbook planning page



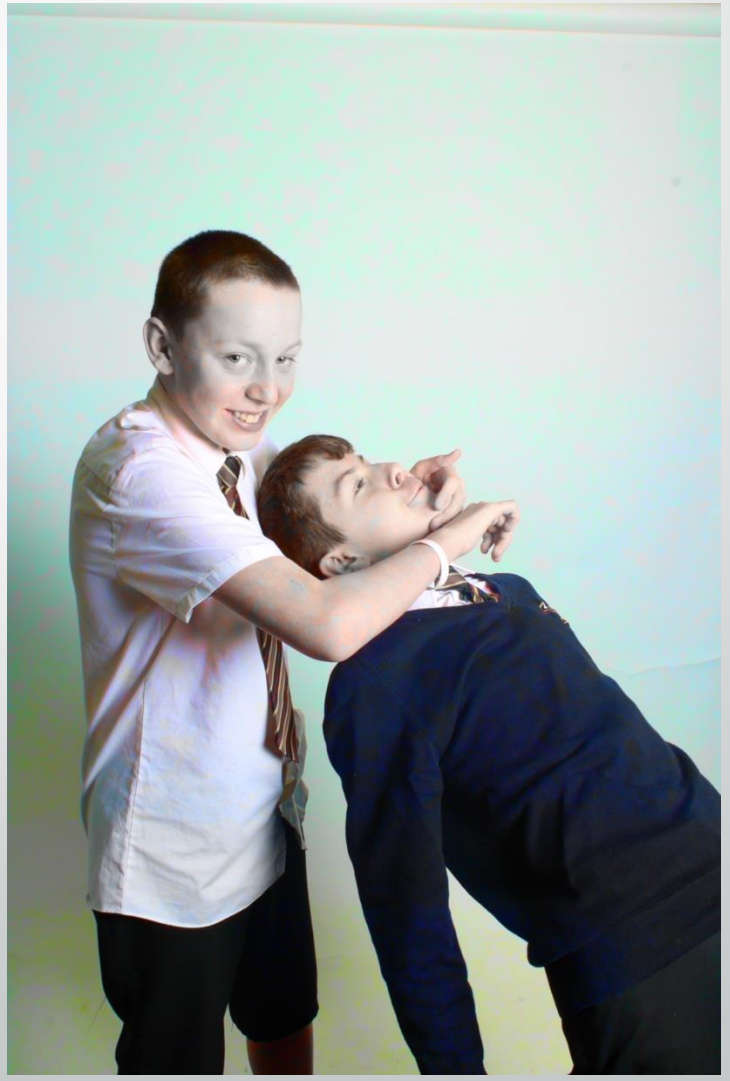
Final Piece Photo 4

- I used a crinkled sheet as a base and used a combination of an image and a short descriptive paragraph to explain the use and function of the shoe.

Final Piece Photo 5

- I used a basic combination of white and yellow as a base and then the same layout as the previous final piece, except the use of 2 images.

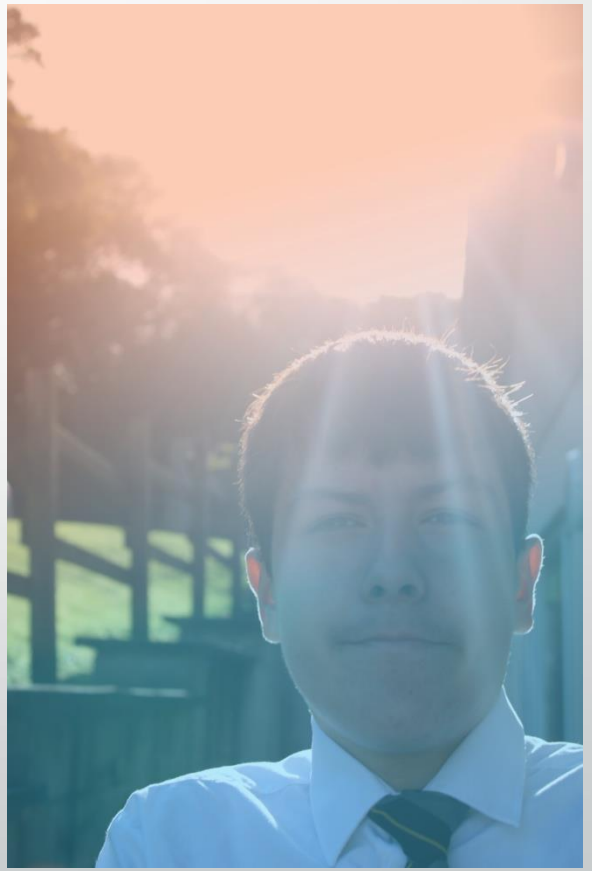
Do now 1- Double exposure



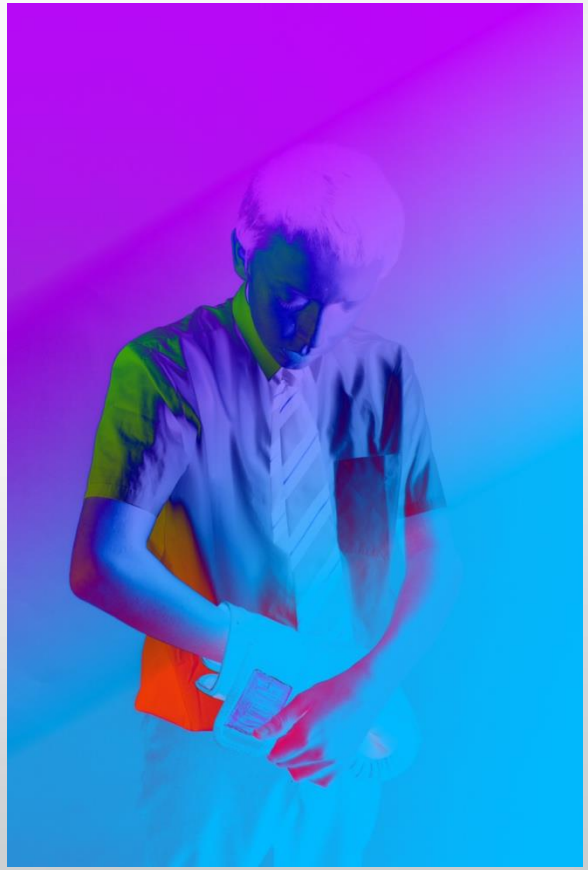
Do now 2

Do now 3

Do now 4

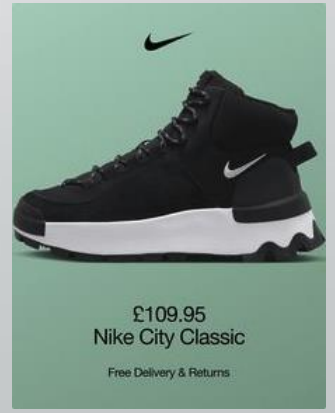


Do now 5

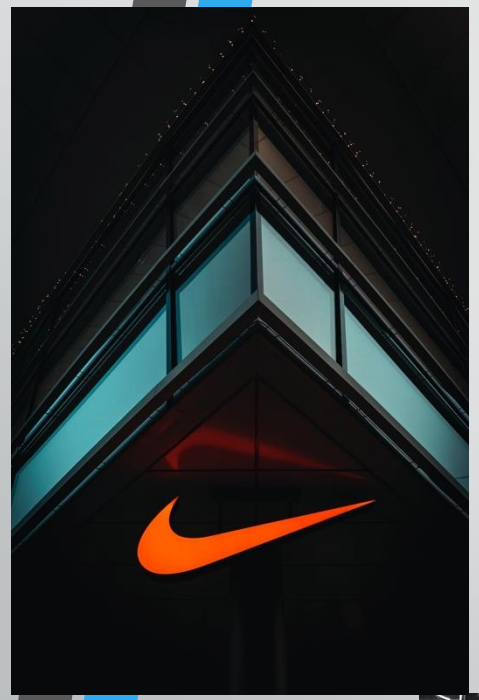


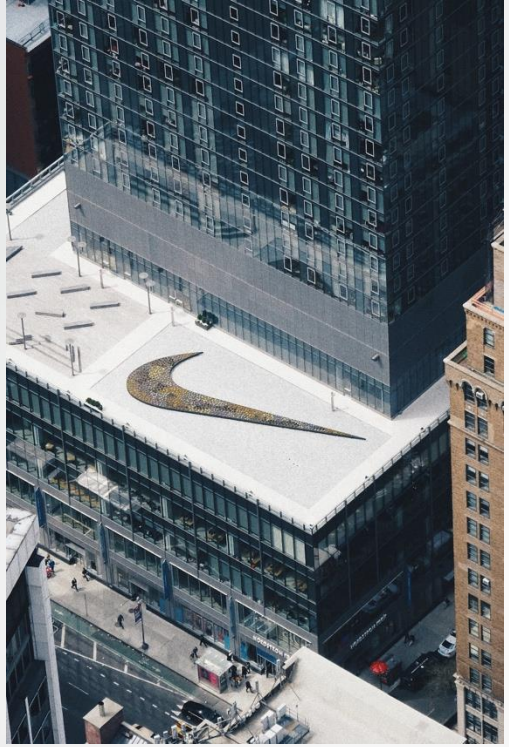
Starting point

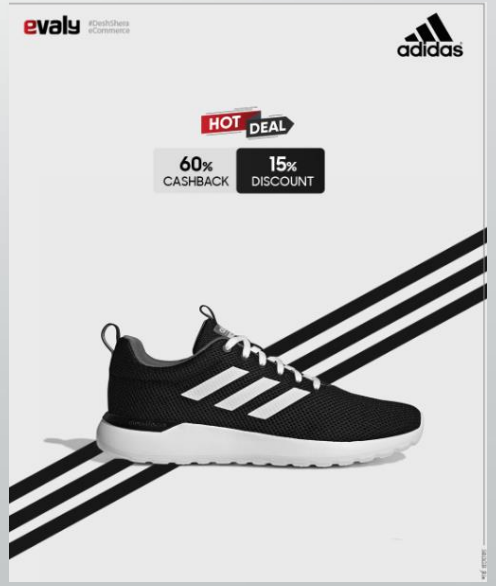
- Shopping
  - Clothes
    - Types
    - Brands
  - Shoes
    - Brands
    - Nike
  - Light trails
    - Flames
    - Effects
  - Streetwear
    - Street Photography
    - Outfits



Pinterest Board







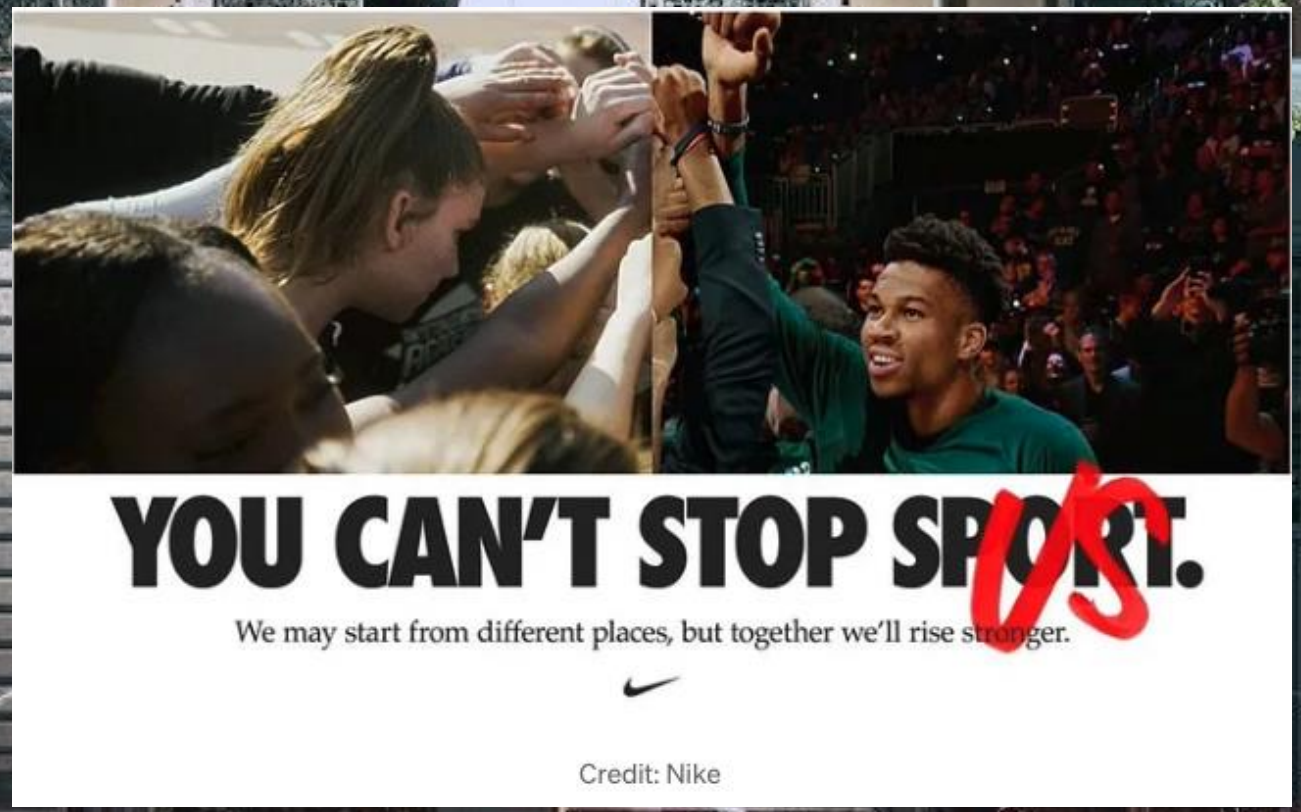
Light Trail Photography

1. At type of long exposure photography that highlights the movement of light. By keeping the camera shutter open for a long period of time, you can collect more light and show how that light moves across the frame.
2. Light trail photography is an interesting and special type of photography because you're able to depict something that isn't real in any one instant. Consequently, I will use light trail photography to make my images seem more terrestrial rather than plain.
3. Furthermore, I will utilize light trail photography to emphasise effects or details of a certain portrait, make it the main element within an edit, or to create new details to make the images seeme for space-like.

NIKE

1. Within their images, Nike features a faded background with a mix of a potential model, but always one of their products. Furthermore, multiple of their other photos consist of a down-top view, usually starting from the shoe.
2. They take high quality photos and either contrast or link the background to the photo. Another part of the Nike photoshoots is the lighting. Rather than simply using a faded background, you can see multiple different colours within the images or a bright light to highlight the product.
3. Therefore, I will insure to gain a high-quality medium and use multiple different coloured lights/strong lights to achieve these types of portraits.

NIKE CAMPAIGN



1. "You Can't Stop Us" is a marketing campaign that celebrates the return of sports after the pandemic. The campaign features a video montage of athletes from different sports and backgrounds, highlighting the resilience and unity of the sports community.
2. Here are some of the key marketing strategies that made this campaign so special:

- First, the emotional appeal. The campaign taps into the emotions of the audience, such as hope, joy, courage, and solidarity. The video uses powerful narration, music, and imagery to convey these emotions and create an emotional bond with the viewers.
- Second, cultural relevance. The campaign reflects the current social and cultural issues that affect the sports world and beyond, such as racial justice, gender equality, environmental sustainability, and mental health. The video features athletes who are role models and activists for these causes.

Supreme

1. Supreme is known for its limited-edition releases and collaborations with other brands and artists. The brand has collaborated with everyone from Nike and Vans to The North Face and Louis Vuitton. These collaborations are often highly sought-after and can sell out in minutes.
2. Most Supreme images include a red box with the word "Supreme" through it. Although basic, it is one of the most authentic logos in the community, almost anyone will be able to spot the logo.
3. Despite its decreasing popularity, Supreme remains a beloved brand within the streetwear community, and it's unlikely that it will disappear completely anytime soon. As a result, I will apply the unique style of supreme to my edits.

Adidas

1. Adidas (styled as "adidas" since 1949) is a prominent German manufacturer of athletic shoes and apparel, identified by its three-stripe trademark. Although basic, the 3 stripes are globally known and recognised as the official adidas logo, therefore giving them a wider identity.

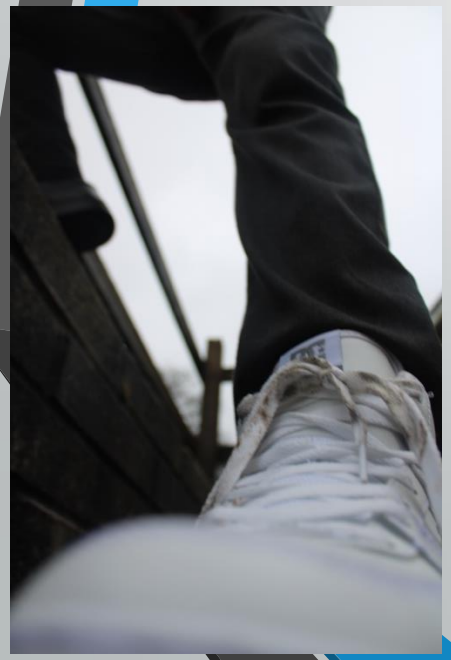
2. Adidas's photoshoots are very similar if not identical to Nikes photoshoot in the way of how they both use close images and usually a blurry background.

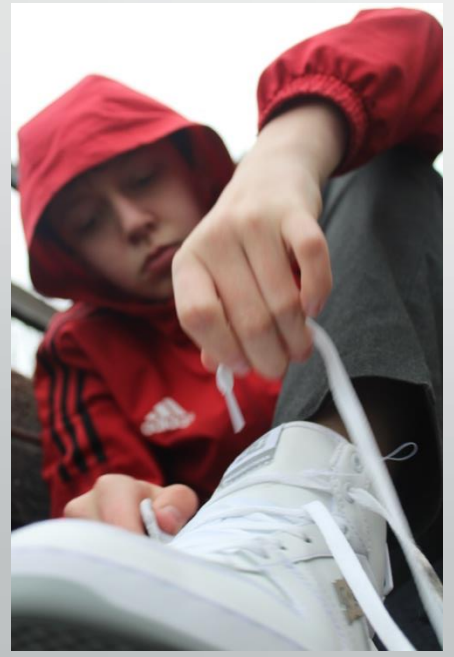
3. Consequently, I will apply these strategies and techniques to achieve similar images.

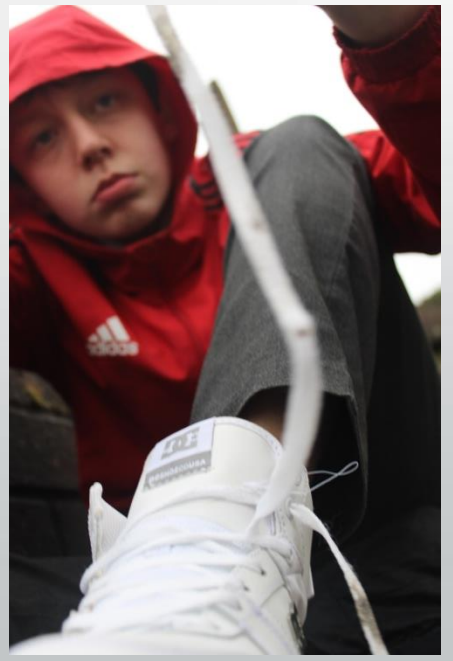
Corteiz

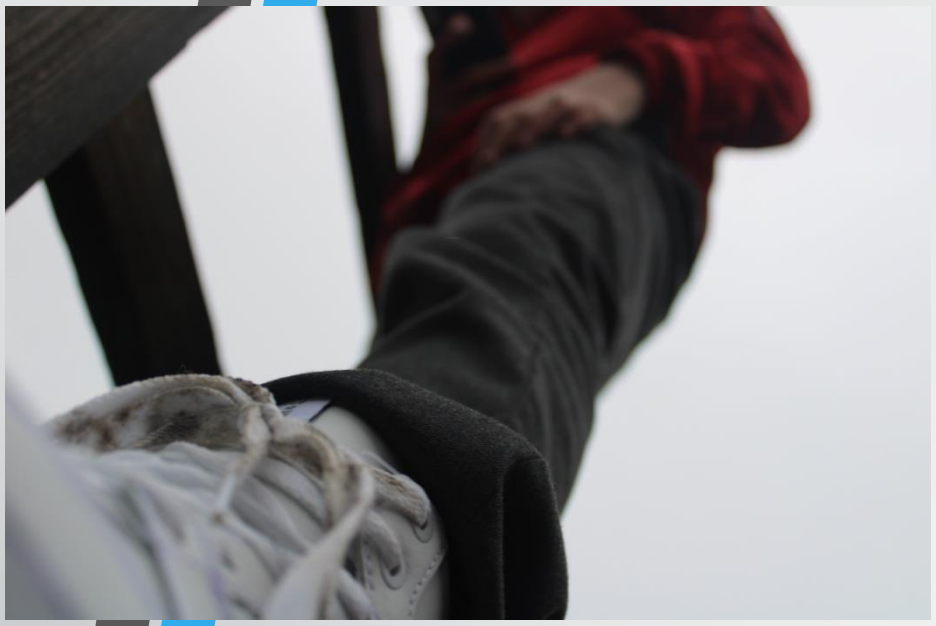
1. Clint is the founder of Corteiz, a cult London streetwear label founded in 2017. Corteiz exploded in popularity during the pandemic, and its logo depicting the former prison island Alcatraz has become a recognisable signature on the streets of London and beyond.
2. Corteiz has exploded across the scene due to its fresh designs and marketing prowess. It has gained a loyal following that can be seen from its sold-out drops and the noise created around its releases
3. -

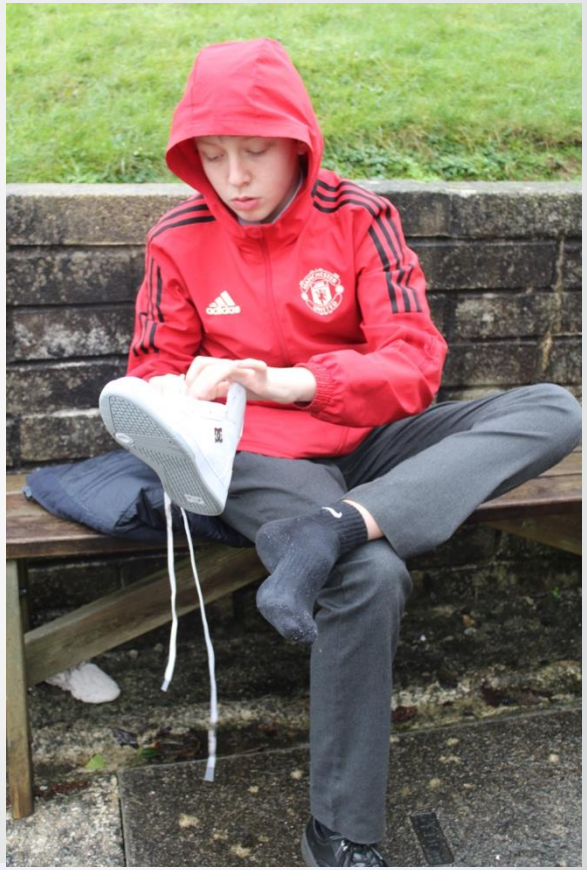
Nike Photoshoot



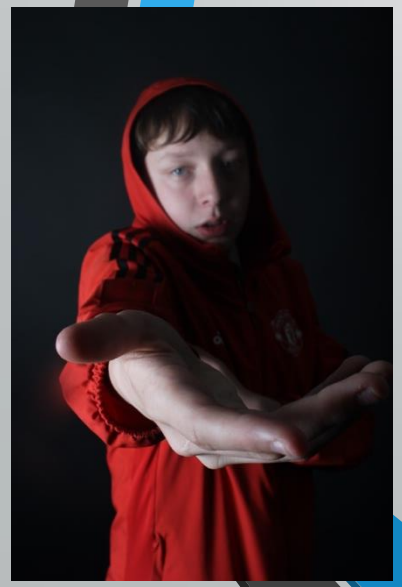


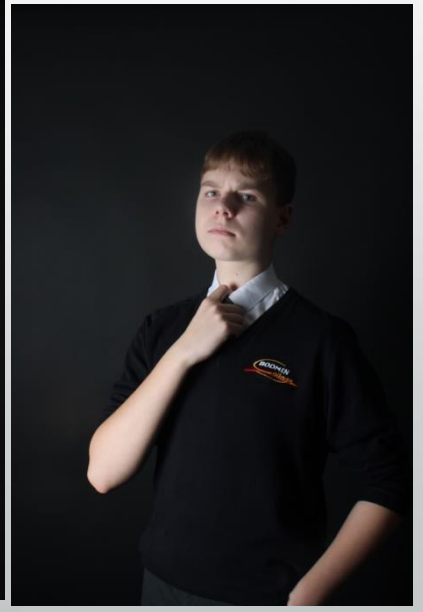
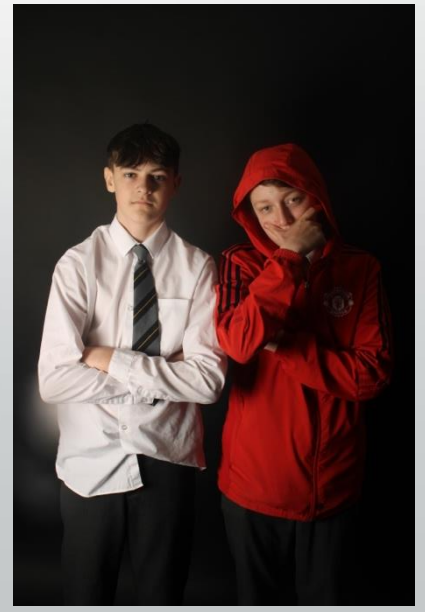
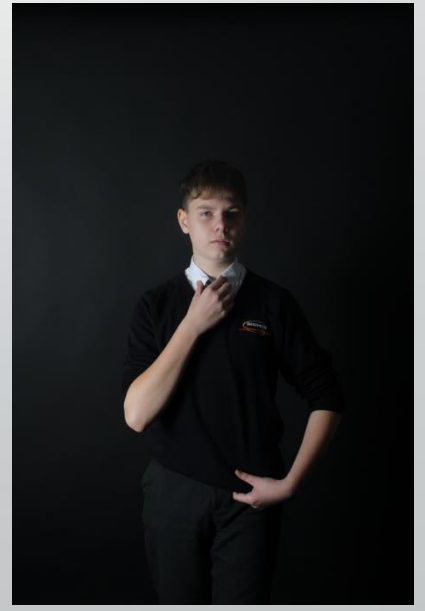




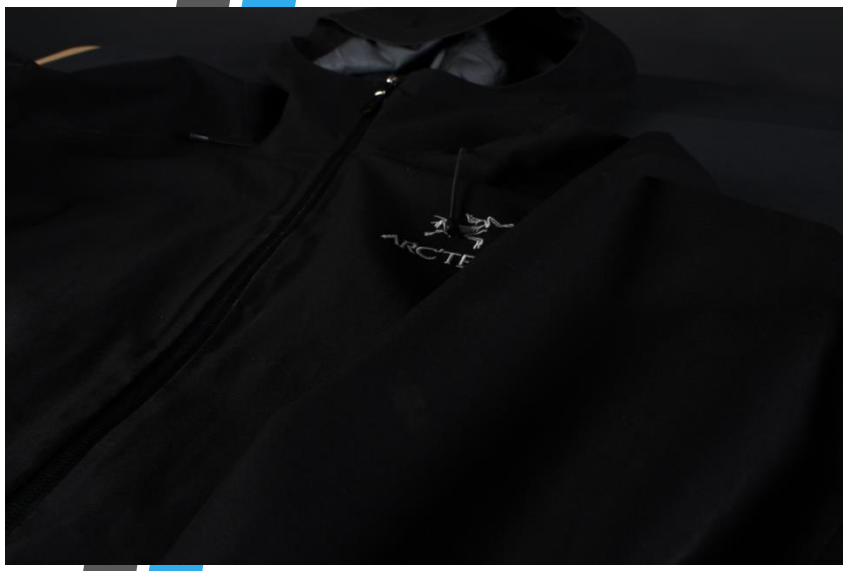


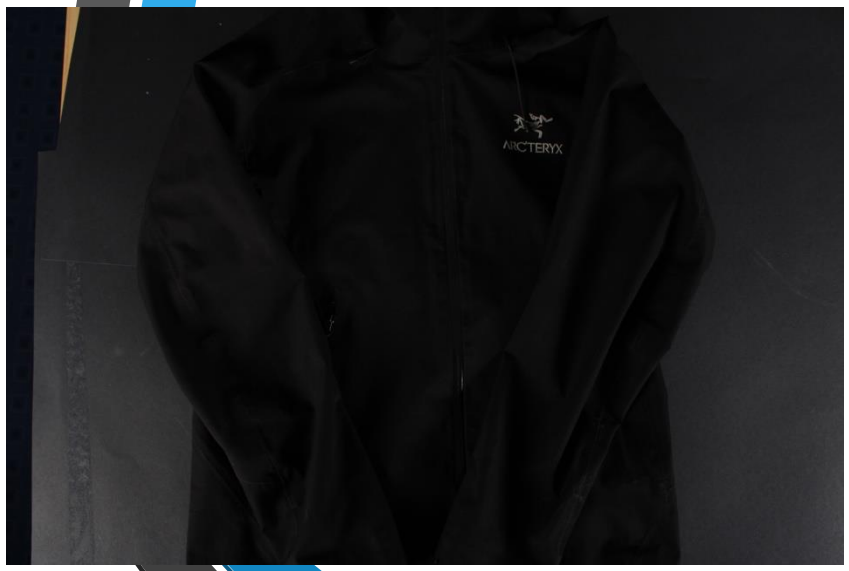
Adidas Photoshoot

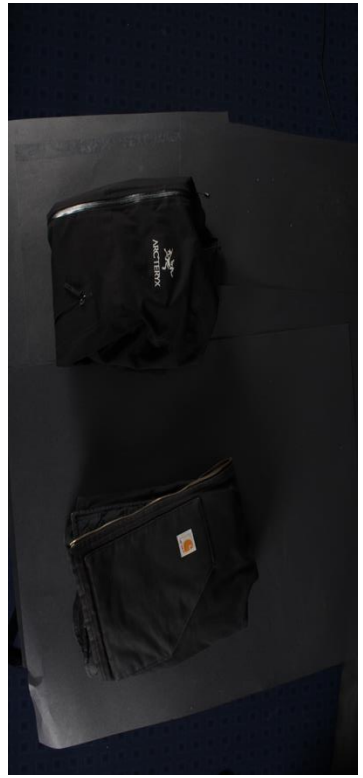


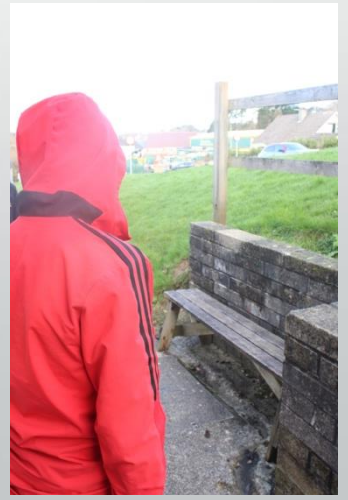
Supreme + Corteiz Photoshoot

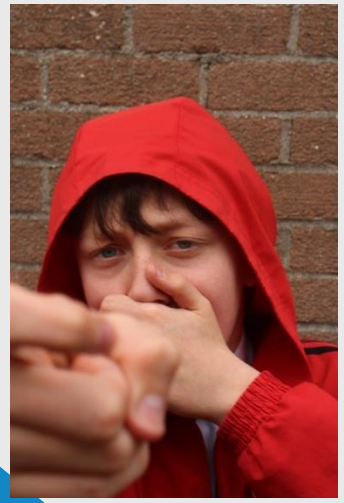






Photoshoot 3





Cortez
adidas
UNITED

Planning Page

- Create a logo -/
- Create a photoshoot tagged with the logo -/
- Create a lookbook or magazine page for the brand
- Create a zine to bring everything together

Extension: Make a GIF

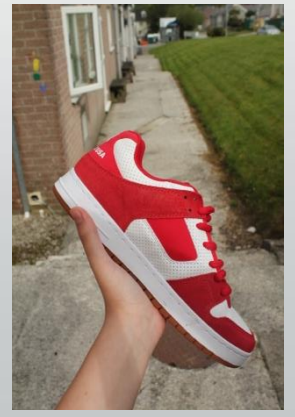
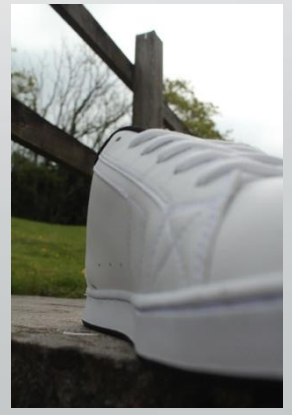
KEEP IT, FRESH.

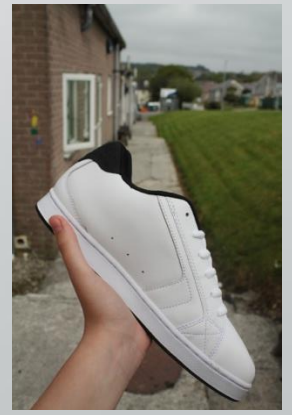
Mint

Keep it,
Fresh.
Mint

MINT
AIR MAX
Mint
"Keep it, fresh."
Crafted with high-quality materials, these shoes are designed to provide optimal support and durability for everyday wear. With a sleek and modern design, they are suitable for various occasions, from casual outings to formal events.

STREET-WARE
adidas
MANCHESTER UNITED
Mint
THE POWER OF STREETWARE.

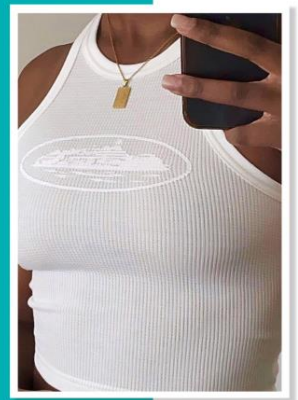





Mock exam idea page

- Magazine
- Zine
- Lookbook

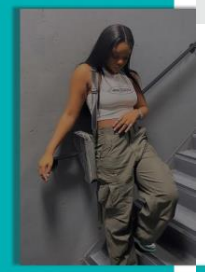
Stuff needed:
- Extra photoshoot
- Choose color pallet specifically



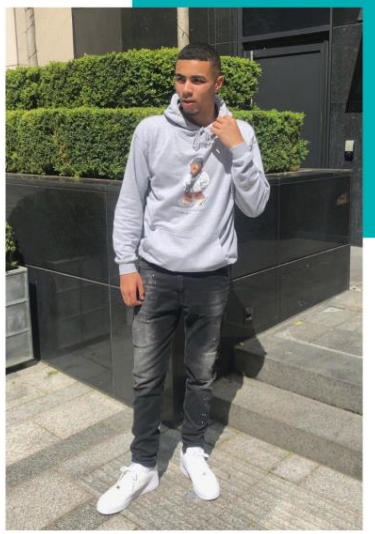
CORTEIZ TANK TOP - WHITE

CORTEIZ

ON A WEEKEND IN JANUARY, GROUPS OF YOUNG PEOPLE WERE SPOTTED CLIMBING FENCES AND RUNNING THROUGH A CAR PARK IN WORMWOOD SCRUBS, WEST LONDON, CARRYING PUFFER JACKETS FROM BRANDS INCLUDING THE NORTH FACE, STUSSY, MONCLER, SUPREME AND ARCTERYX. THEY WERE FOLLOWING CLUES TO TAKE PART IN DA GREAT BOLD EXCHANGE, AN EVENT ORGANISED BY LONDON-BASED STREETWEAR BRAND CORTEIZ. COORDINATED WERE SHARED ON SOCIAL MEDIA ALONG WITH INSTRUCTIONS TO BRING AN AUTHENTIC BRANDED DOWN JACKET IN REASONABLE CONDITION. THAT MADE YOU ELIGIBLE TO RECEIVE ONE OF CORTEIZ'S NEW BOLD JACKETS. HUNDREDS OF YOUNG ADULTS SHOWED UP, EVEN THOUGH THE BRAND HAD ONLY 50 JACKETS TO GIVE AWAY.



BRITISH STREETWEAR LABEL CORTEIZ HAS CULTIVATED A DIE-HARD FANBASE, EMERGING AS A HOT BRAND IN A CROWDED SECTOR. ITS CREATION OF A COMMUNITY WITH AUTHENTIC VALUES RESONATES WITH ITS YOUNG CUSTOMERS.



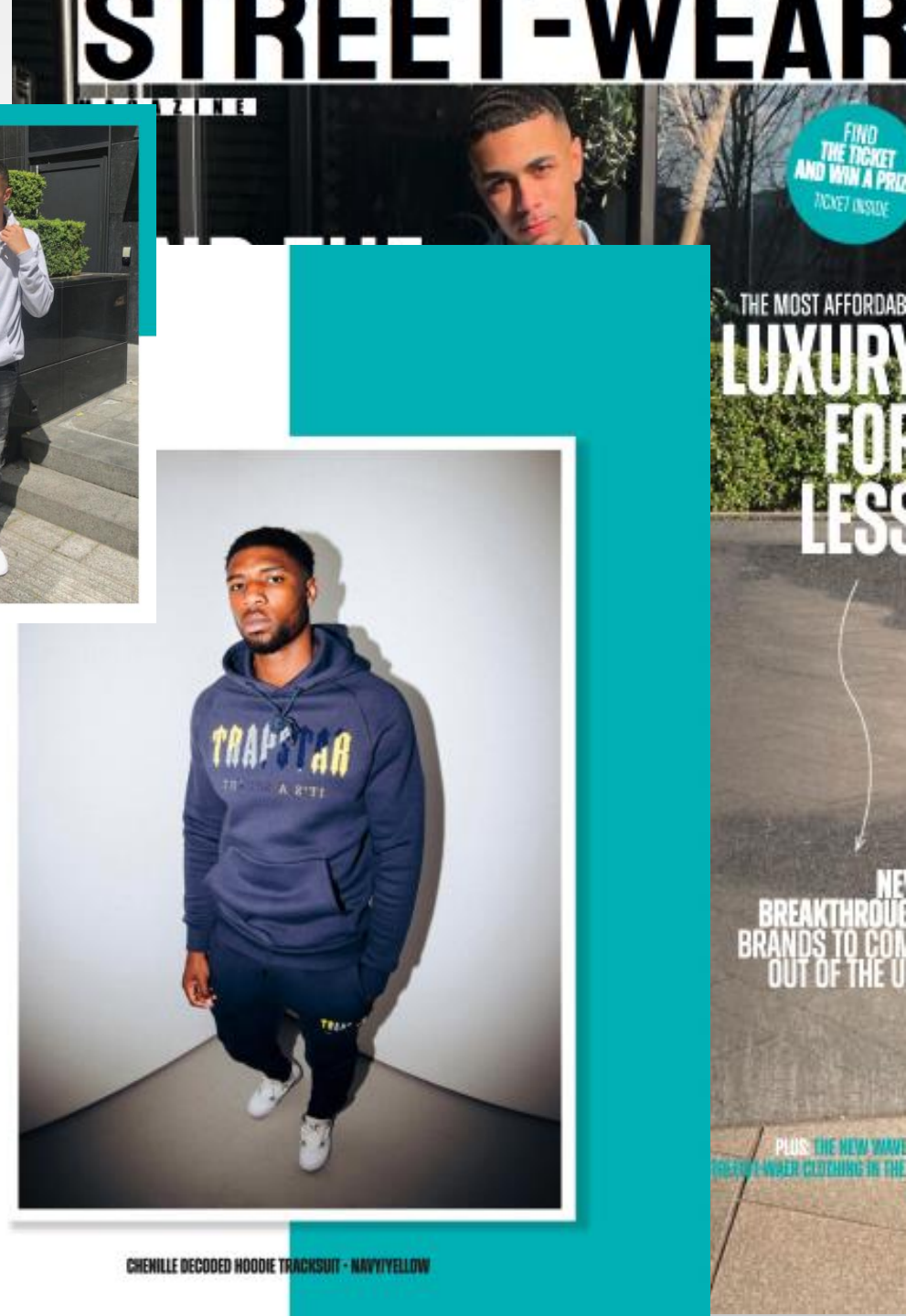
CHENILLE DECODED HOODIE TRACKSUIT - ALLOVER TIE DYE

THE LABEL STARTED IN 2006 AT THE HEIGHT OF THE FIRST STREETWEAR BOOM, A TIME WHEN MIKEY TRAPSTAR AND HIS BUSINESS PARTNERS COULD BE SEEN ROLLING AROUND THE STREETS OF THEIR NATIVE WEST LONDON WEARING BAPE WITH SKINNY JEANS, NIKE AIR JORDANS AND RALPH LAUREN.

TRAPSTAR LONDON

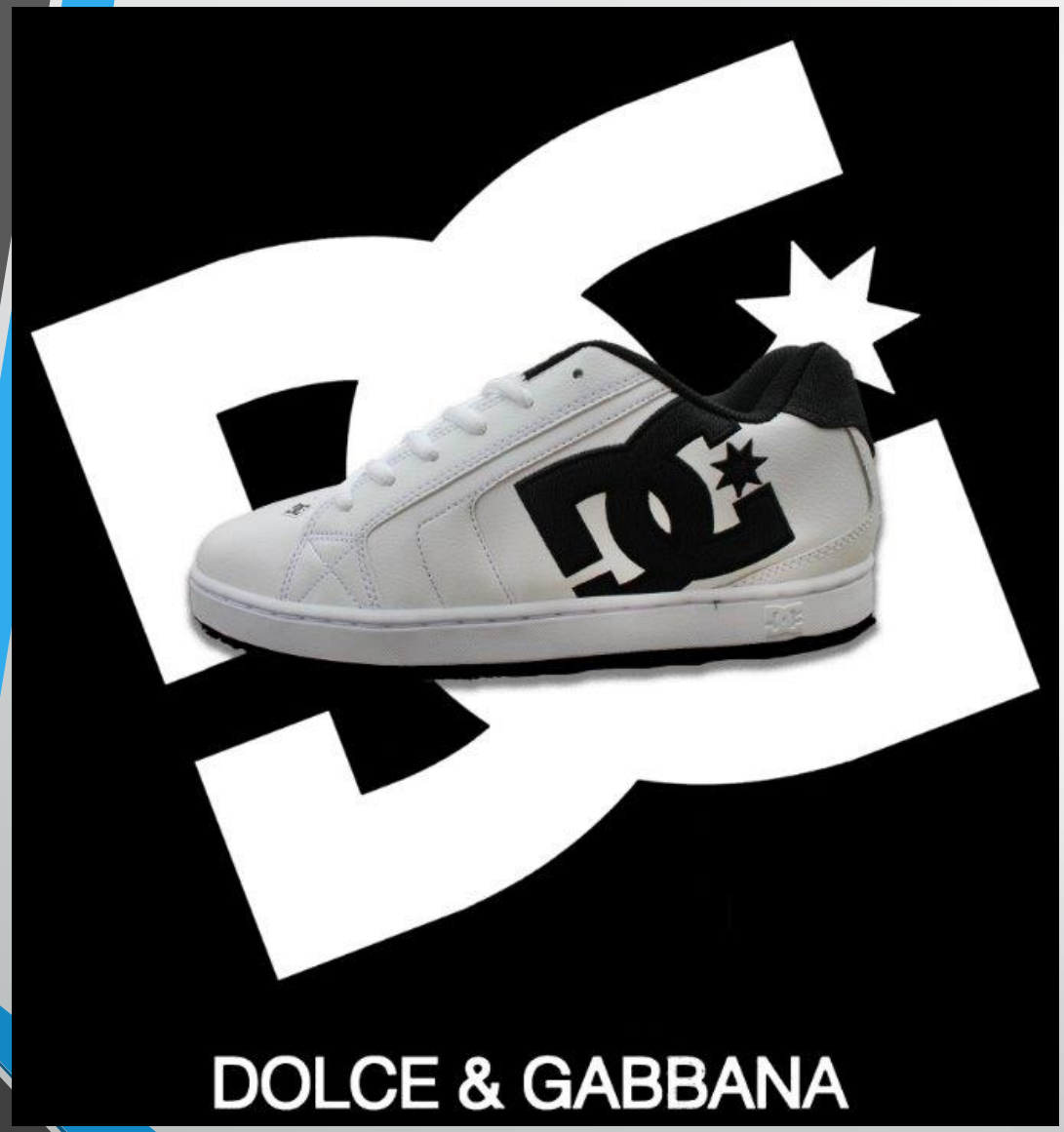
IN 2008, THREE SCHOOL FRIENDS FROM WEST LONDON STARTED MAKING THEIR OWN T-SHIRTS AND SELLING THEM AT PORTOBELLO MARKET. NOW TRAPSTAR IS A GLOBAL FASHION BRAND, WORN BY STARS LIKE RHIANNA, JAY-Z AND STORMZY. TRAPSTAR TAKES ITS NAME FROM TRAP MUSIC, A SUBGENRE OF RAP THAT ORIGINATED IN THE SOUTHERN UNITED STATES. THE LABEL WAS FOUNDED BY MIKEY, LEE AND WILL WHO, DESPITE THEIR SUCCESS, ARE TRYING TO MAINTAIN A DEGREE OF ANONYMITY.

CHENILLE DECODED HOODIE TRACKSUIT - NAVY/YELLOW



Mock Exam Poster

As seen on the left, I have created a poster to advertise a streetwear brand. To create poster, I have imported 2 images and used the lasso tool to create ridges on the side of the images then I painted the bits that were cut of white and modified them to seem like the images were ripped. Secondly, I used a stroke to make bold titles to make them stand out. The inspiration behind this poster are Nike photoshoots. Looking back in hindsight, I should have put some sort of logo to identify the streetwear brand this poster belongs too.



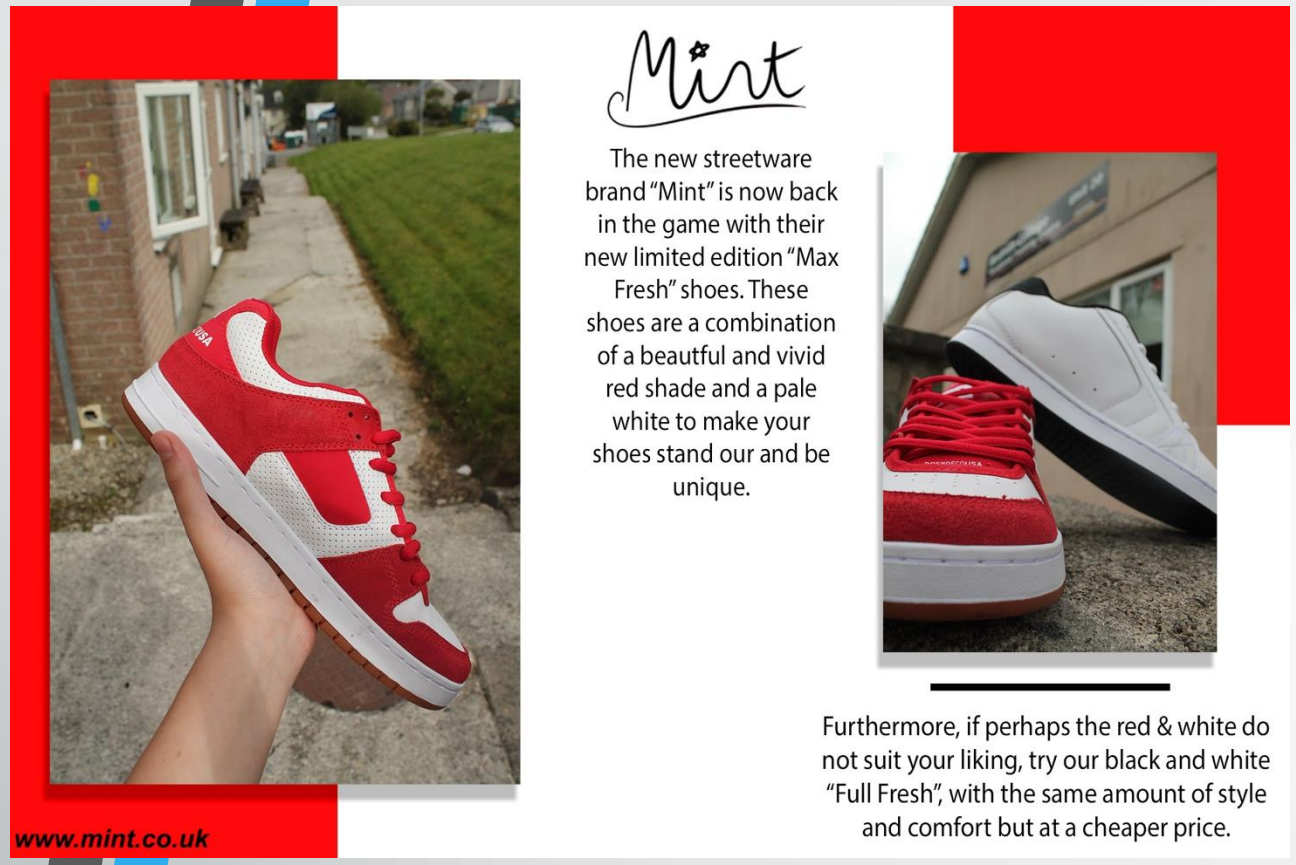
Mock Exam Logo/Poster

As seen on the left, I have created a logo/poster for the brand Dolce and Gabbana. To make it, I started with cutting out an image of a shoe and adding a shadow to make it looks more realistic. Next, I got a picture of the D and G logo; title and after I colored them white to fit with the black background. Aside from the brand itself, there was no inspiration behind it. Overall, there is nothing I would change as the contrast between the white and black; the simplicity of the image makes it feel very neat and not too detail heavy.

Mock Exam Zine Cover

To create the cover I have used simple text with different type of fonts (bold, light etc.) to make the text seem more impactful. Although, I have used a spline/pen tool to create the arrow so perfectly. Online I found a streetwear zine which inspired me to create this *entire* zine . If I was to change something, I would fix the streetwear spelling as for whatever reason I spelt it wrong when I was making it.

Mock Exam Zine Page 1-2



To create the first 2 pages, I used the basic color pallet of red and white with some information and images scattered around the screen. Just as stated before, the only thing I would really change would be the streetwear spelling.

Mock Exam Zine Page 3-4

ADIDAS x MAN UNITED

Explore the world of adidas X Man United clothing. From sleek jerseys to trendy streetwear, we've got you covered. Join the community of fashion-forward football fans and let's showcase our love for the beautiful game in style.

To create the last 2 pages, I used the same method as stated before. As for what I would change would be center the text/information more, so the color of it fits in with the background, more.

Mock Exam Poster 2

To create the second poster I used a custom brush and the color pallet of red, white and black to make the foundation- along with the main image. Then I add more detail in the form of a title, QR code and "Save 50%" title in the form a note. The inspiration behind this image is some random streetwear poster I found on the internet. Once again, I would change the streetwear text to the correct spelling if I had the chance.

Mock Exam Poster 3

To make the third poster I used black and white; the lasso tool to create the unique background. Next, I added my custom "Mint" logo in the top left along with a red rectangle with the word "Streetwear" inside for some extra detail. Furthermore, I added QR code in the bottom left and 3 rectangles to give the discount title some variety. If I had to change something for the 3rd time it would be to fix the spelling of streetwear.

Mock Exam Poster 4

To make the final poster I used black, red and white; the lasso tool to create the background. Next, I added my custom "Mint" logo in the bottom right along with a link to the mint website- not real. Next, I used the stroke tool to create title New Sale and once the details were complete, I imported the images.

NEW TERM

Portraits

Clothing

Poses

Lighting

Setting

Landscape

Journey

Mountains

Nature

Coast

Ocean

Clothing

Streetwear

Sustainable Clothing

T-Shirt design

Magazine

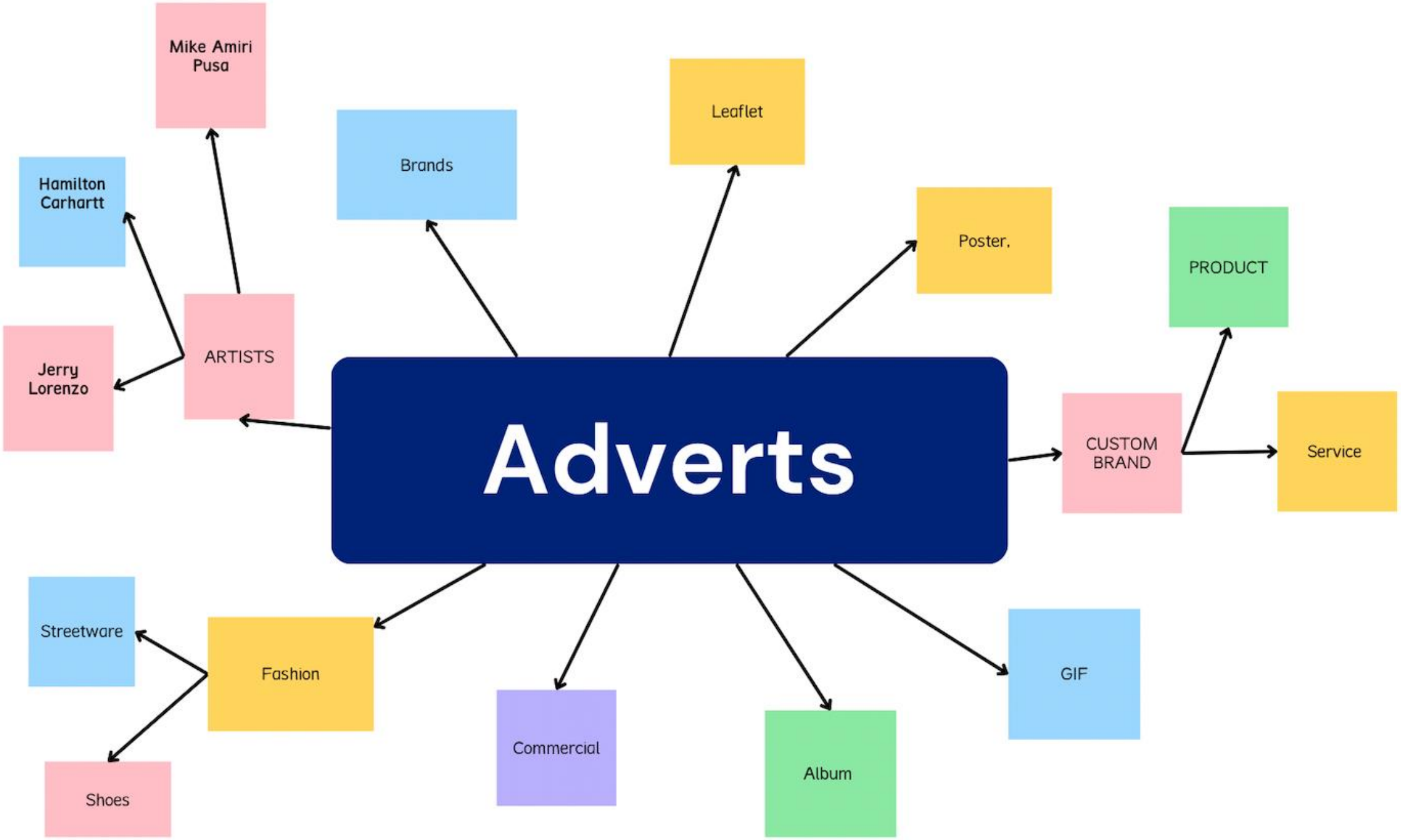
Advertisements

Pepsi

1. Pepsi utilizes water in their adverts to make the drink seem fresher. In addition, pepsi uses ice to convey that the drink tastes better chilled.
2. The PepsiCo name is deeply embedded within American pop culture. It emerged in 1965, when the Pepsi-Cola Company merged with Frito-Lay, Inc.

Sustainability

1. Companies convince their audience effectively, using compelling visuals and storytelling to create emotional connections, highlight the impact of ocean waste on marine life and ecosystems, and showcase actionable steps individuals can take to combat ocean waste.
2. By emphasizing the urgency of the issue and empowering viewers to make a difference, advertisements can inspire people to act and drive positive change.

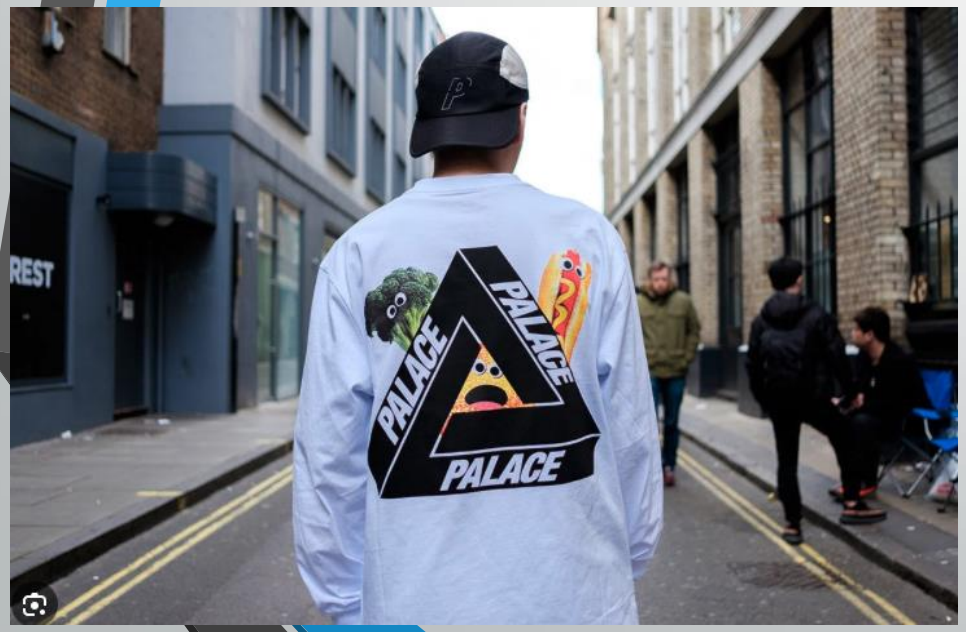

Adverts
Mike Amiri Pusa
Hamilton Carhartt
Jerry Lorenzo
ARTISTS
Brands
Leaflet
Poster.
PRODUCT
CUSTOM BRAND
Service
Streetware
Fashion
Shoes
Commercial
Album
GIF

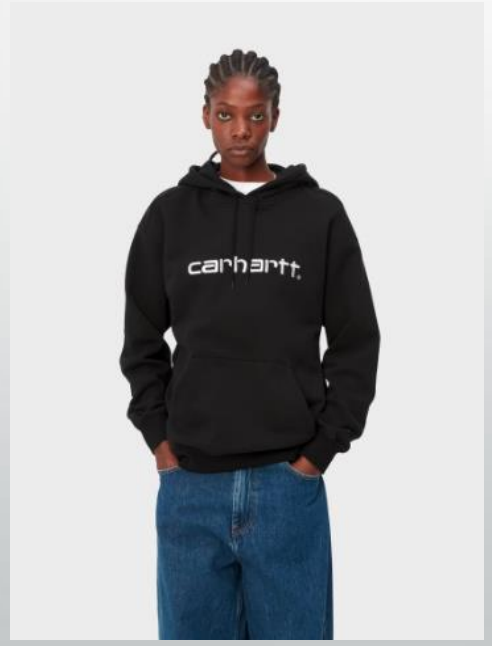
HUF

HUF

H

PALACE
PALACE
PALACE


PALACE
PALACE
PALACE

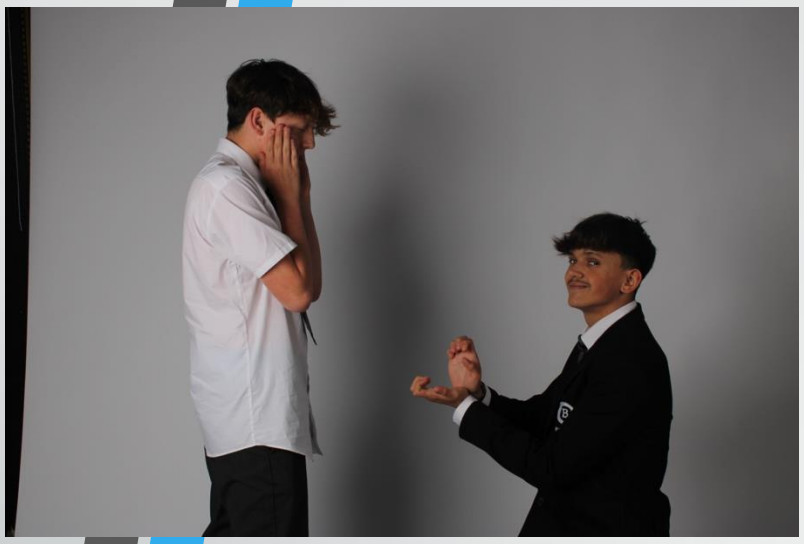

carhartt

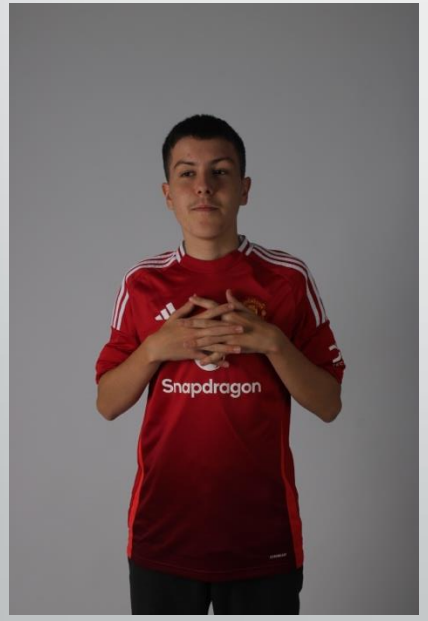
PALACE
PALACE
PALACE
PALACE
PALACE
PALACE
PALACE
PALACE

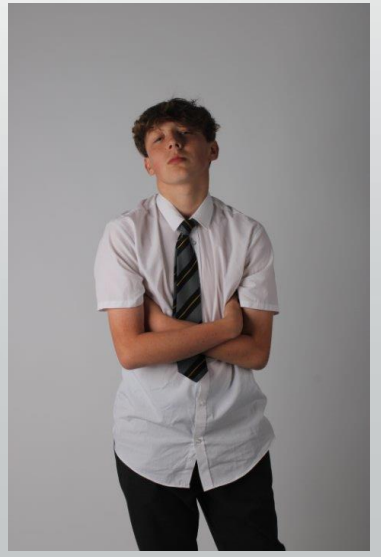
carhartt

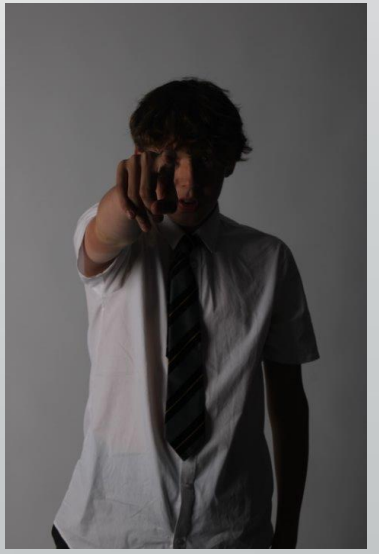
carhartt

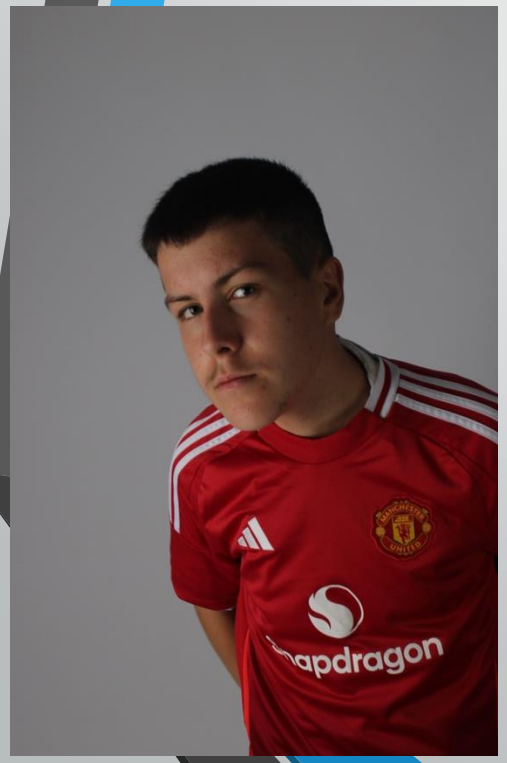
Photoshoot 1

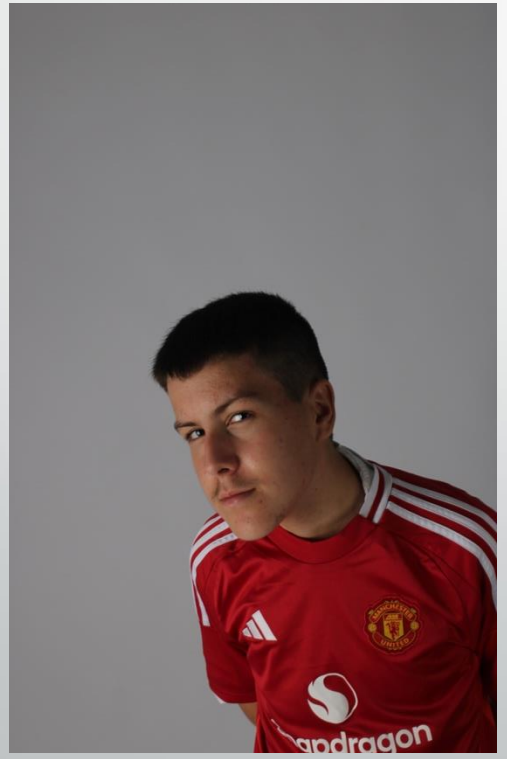


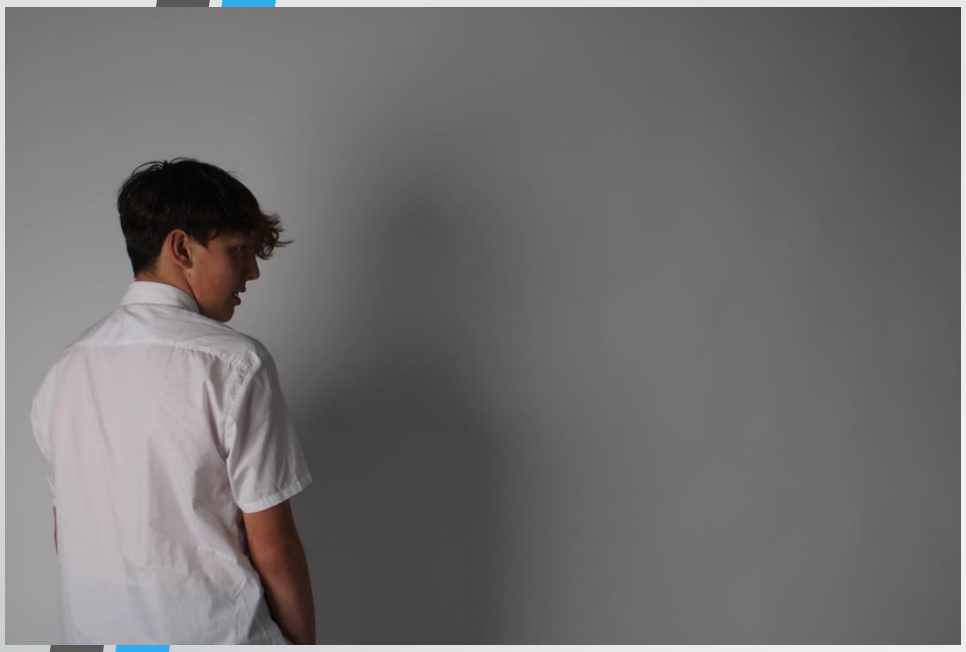




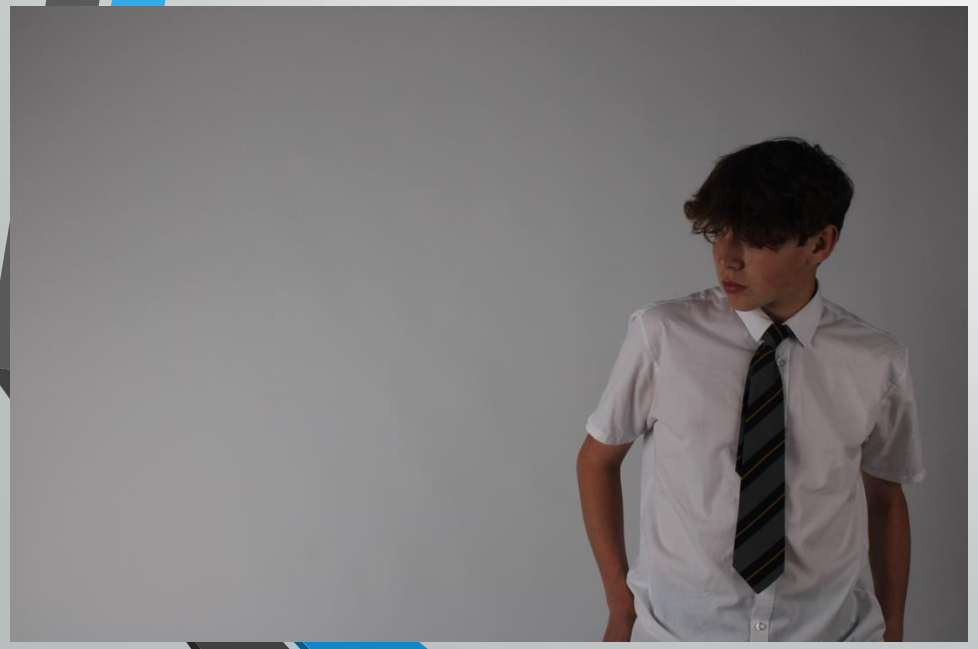


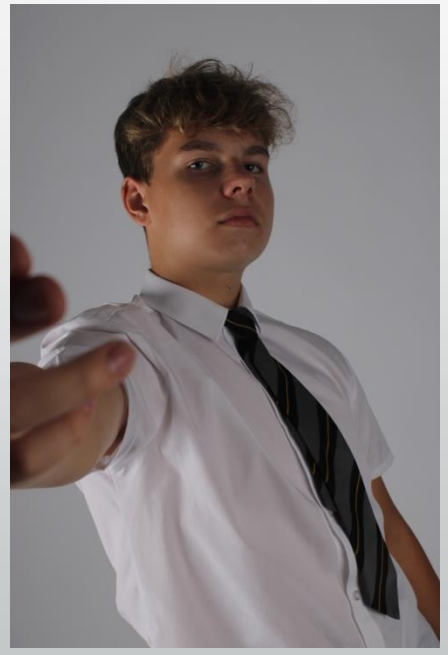






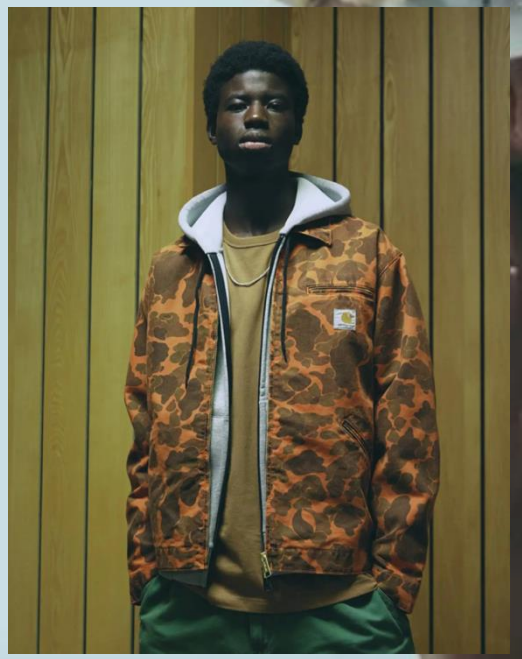
Snapdragon

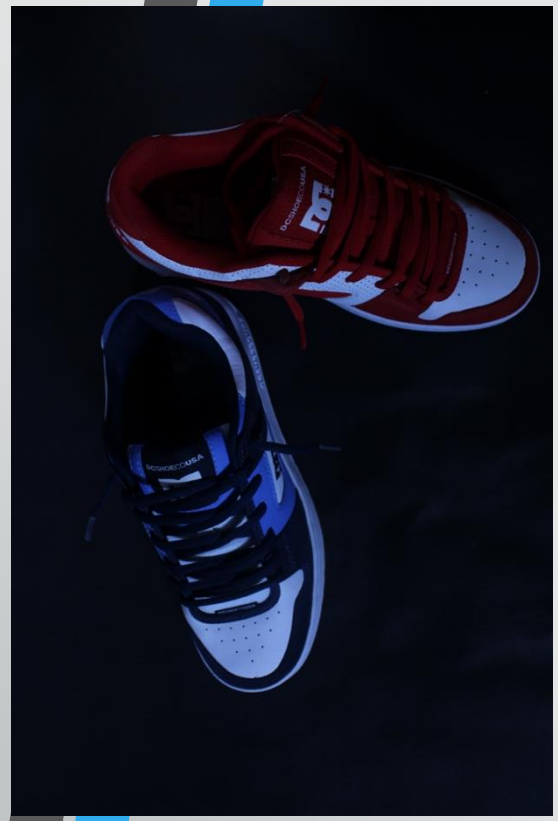
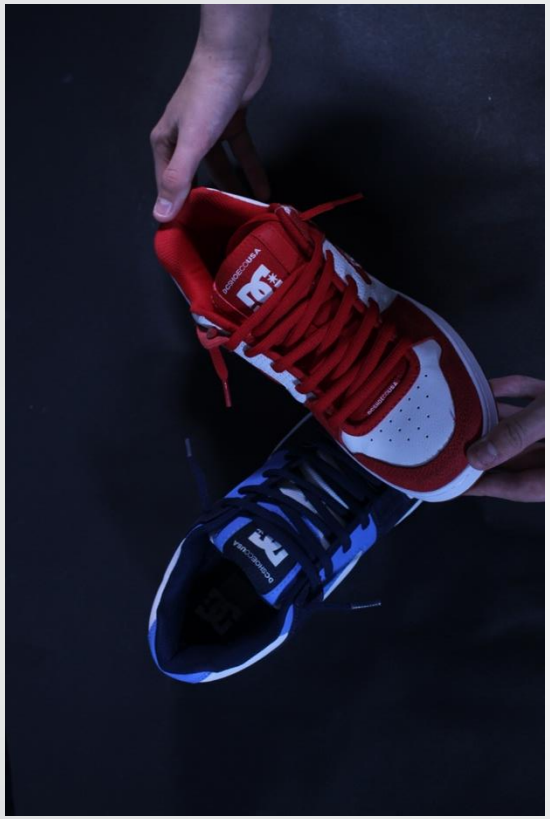




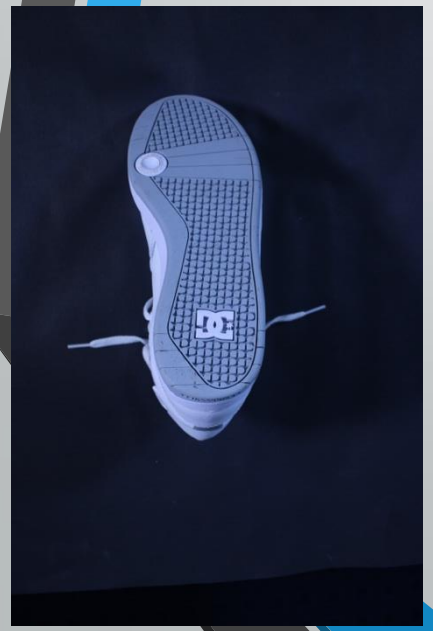
Website: https://www.carhartt-wip.com/en?srsltid=AfmBOopfCVWj3nBhmAG6SSBdM9ds6ku7NCGrUod47VQJFtPIWGEcW6Y0

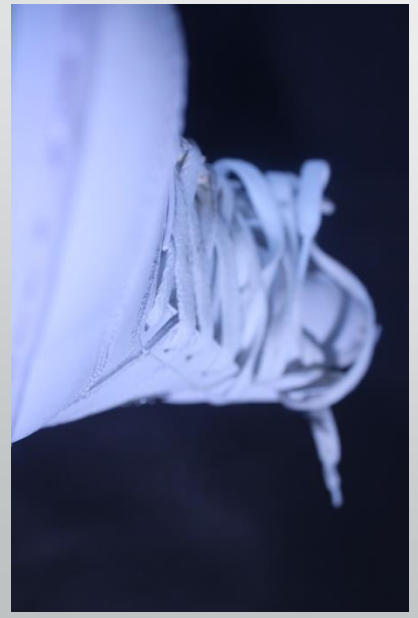
1. Hamilton Carhartt, Carhartt's founder, was an independent thinker, endless creator, but most of all a believer in doing what's never been done. He believed in himself and the goods he made.
2. And to every man, "a square deal, whether he works for me or buys from me." In doing so, he didn't just build a workwear brand, he built friendships that have lasted over 129 years.
3. Carhartt stands for any man or woman who tackles life with the same spirit of Hamilton.



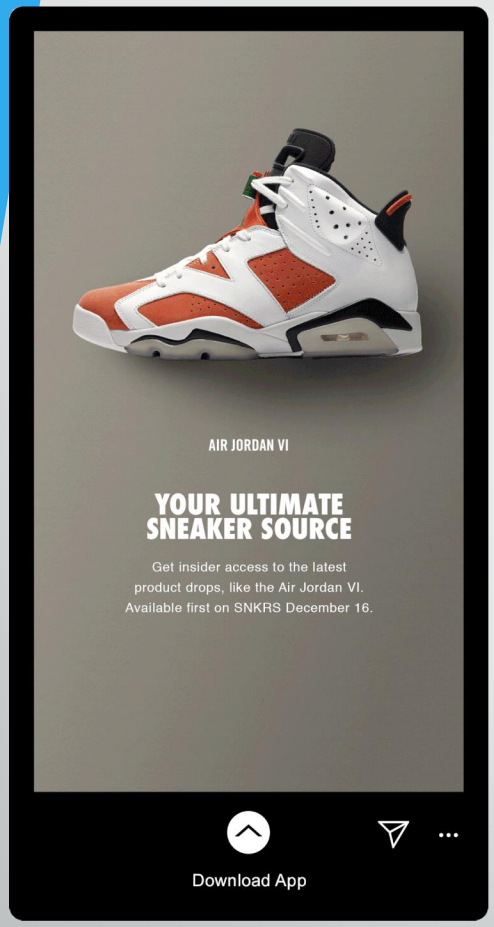



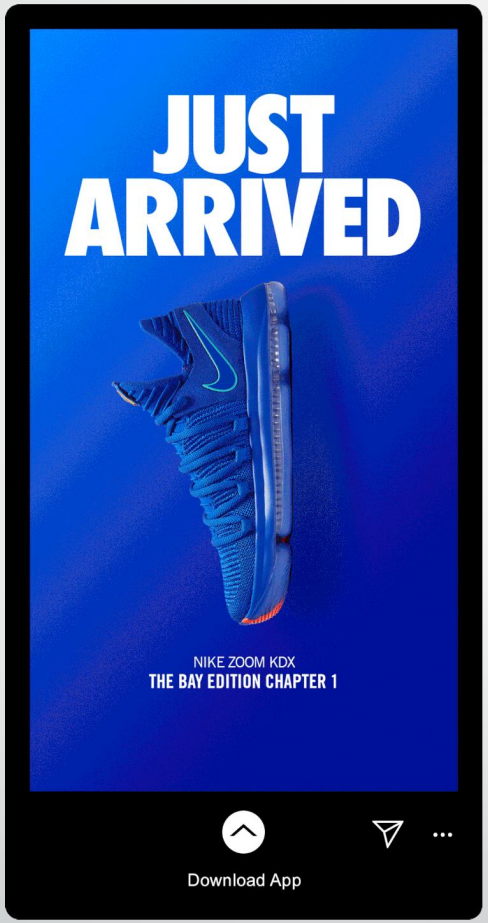
DCSHOECOUSA

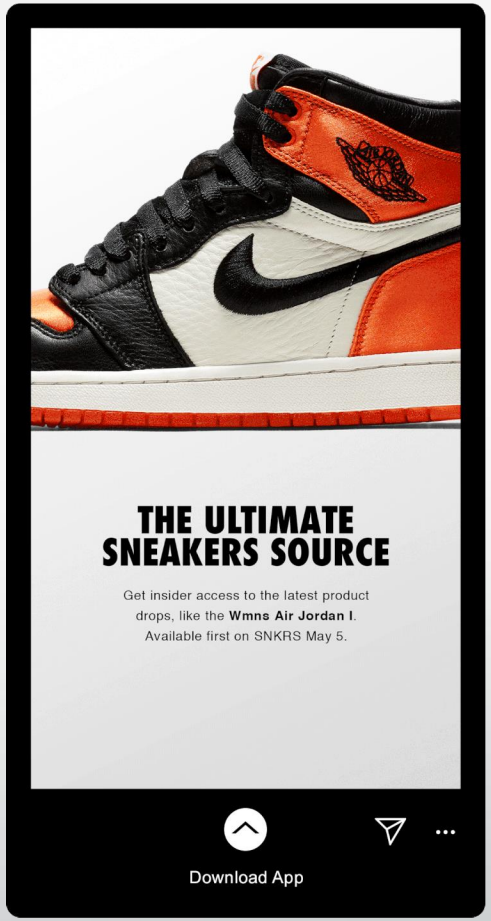


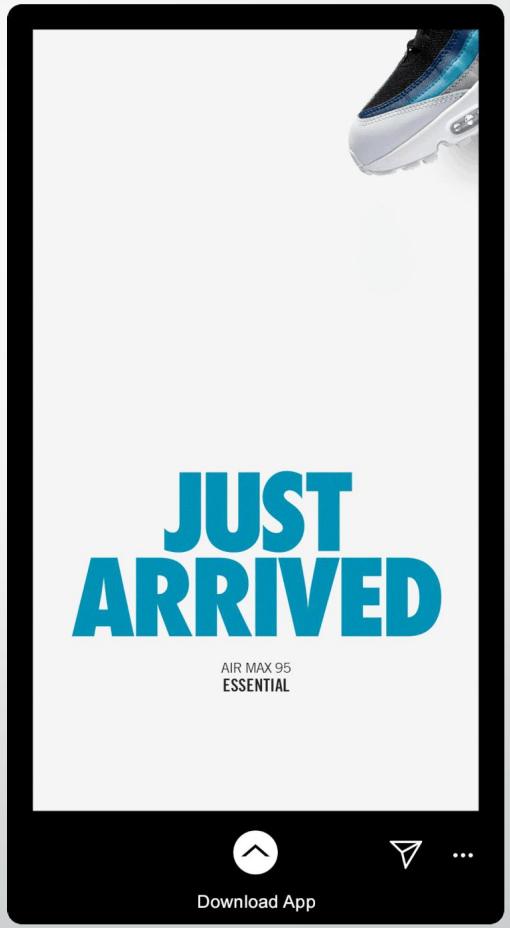


Nike Gifs


AIR JORDAN VI
YOUR ULTIMATE SNEAKER SOURCE
Get insider access to the latest product drops, like the Air Jordan VI. Available first on SNKRS December 16.
Download App

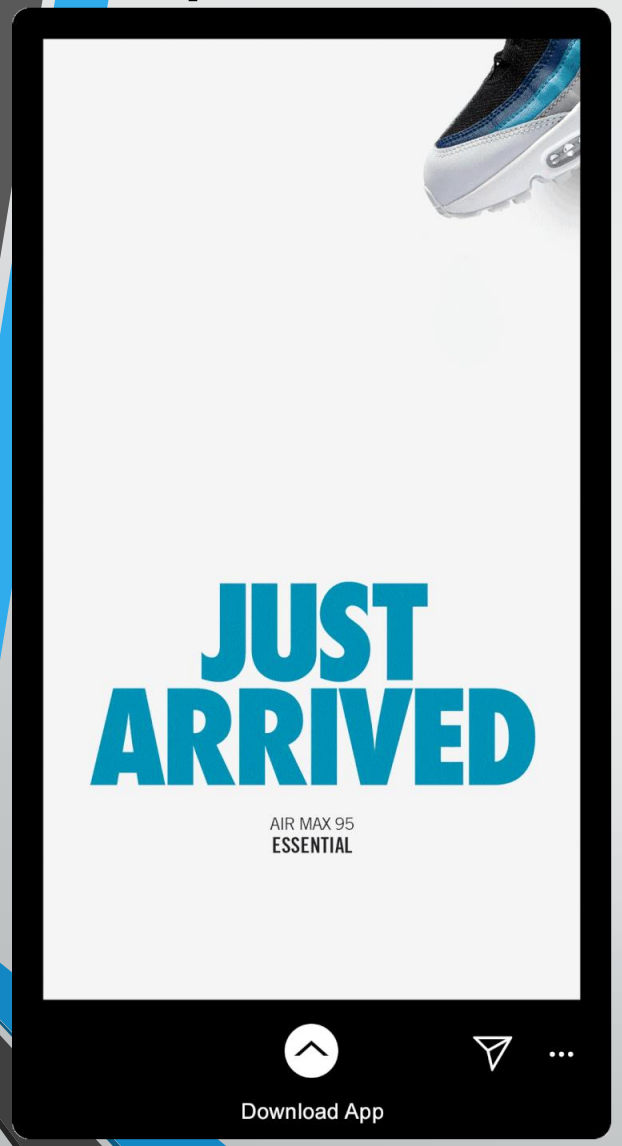

JUST ARRIVED
NIKE ZOOM KDX
THE BAY EDITION CHAPTER 1
Download App


THE ULTIMATE SNEAKERS SOURCE
Get insider access to the latest product drops, like the Wmns Air Jordan I. Available first on SNKRS May 5.
Download App


JUST ARRIVED
AIR MAX 95
ESSENTIAL
Download App

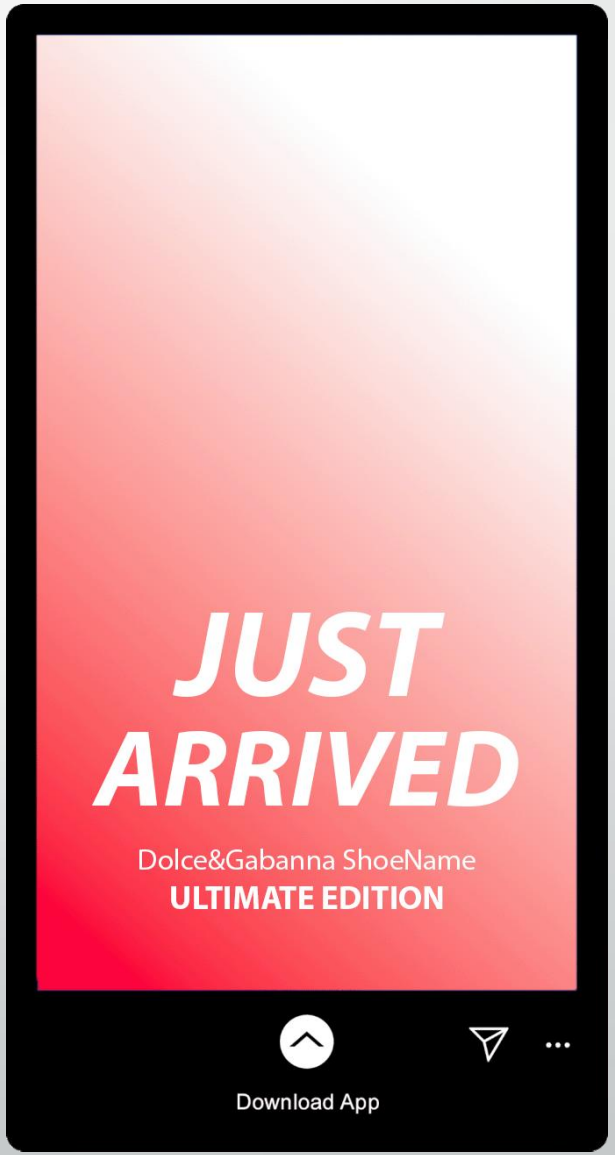
Final Piece - 1

Inspiration



In my version, I used my "Mint" brand rather than the nike brand and furthermore I used a different shoe and made the background gradient blend with it.

My Version



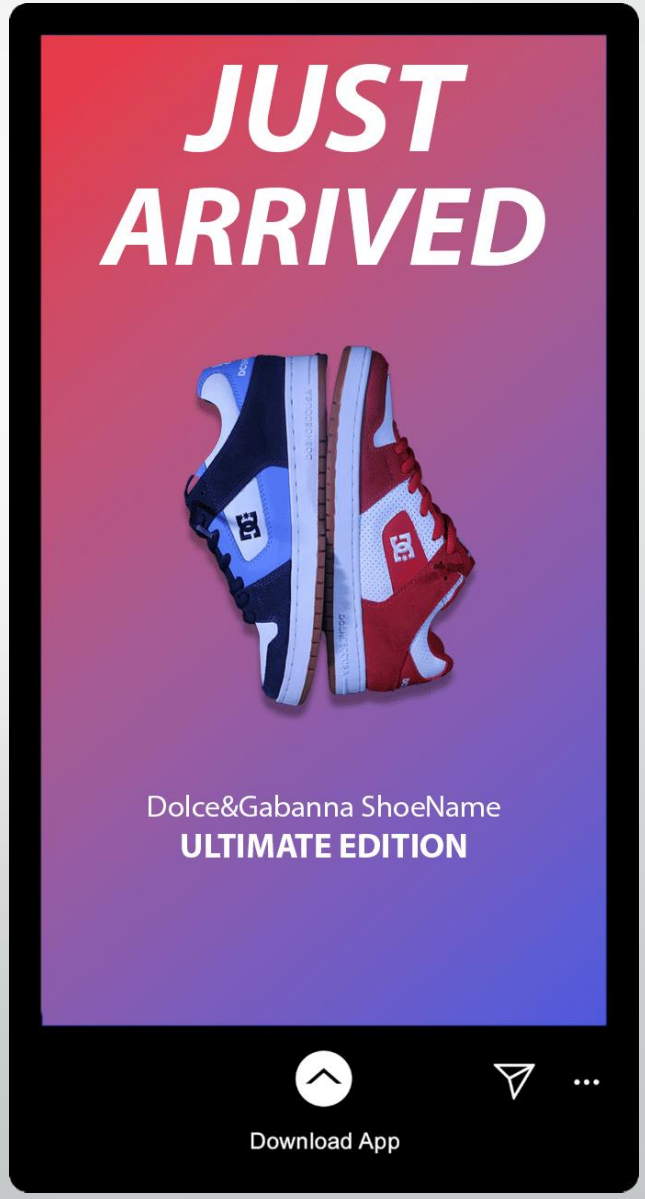
Final Piece - 2

Inspiration

None

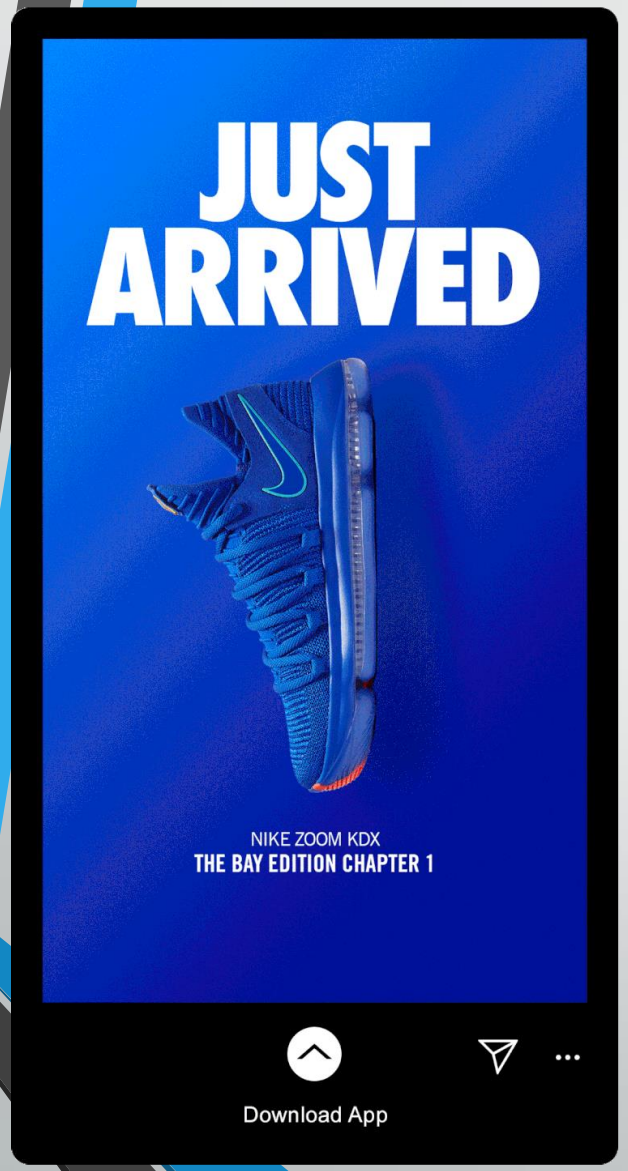
This design had no prior inspiration for what it would contain inside the gif. I used a blue and red shoe and a blue and red gradient in the background so the shoe would blend with it.

My Version



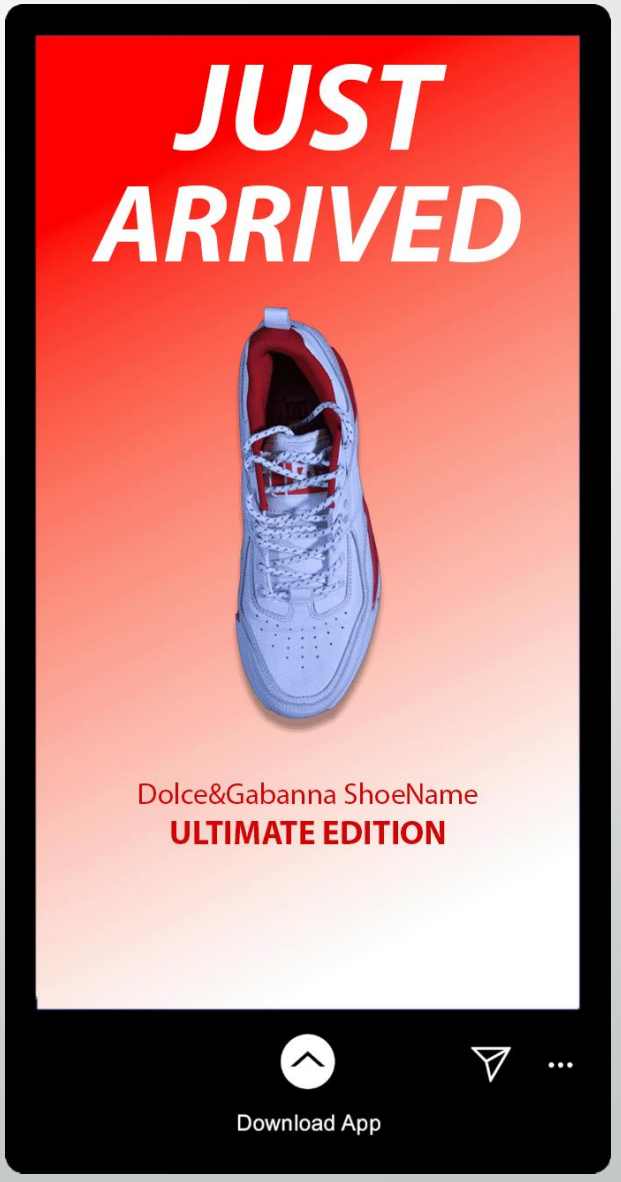
Final Piece - 3

Inspiration



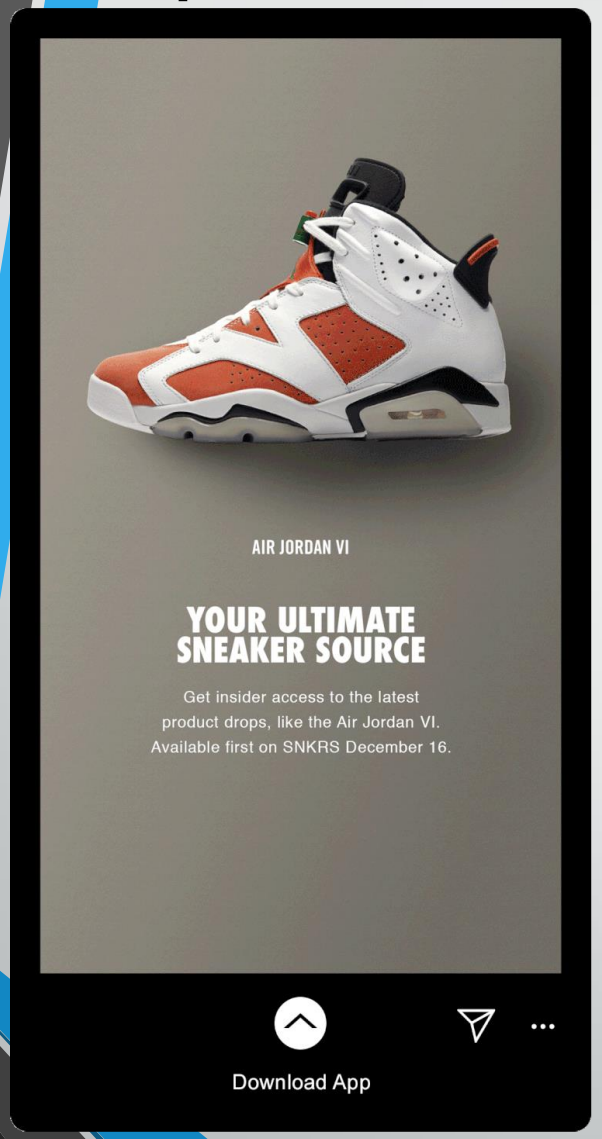
In my version, I once again used my mint brand as appose to the nike and I used different colours and a different animation.

My Version



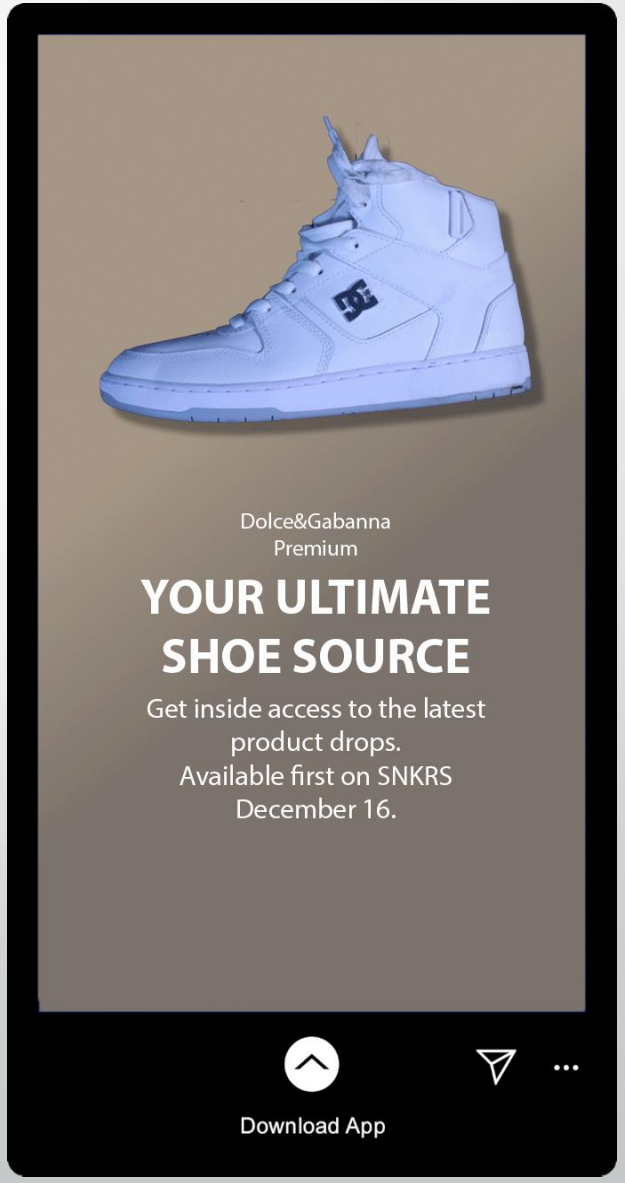
Final Piece - 4

Inspiration

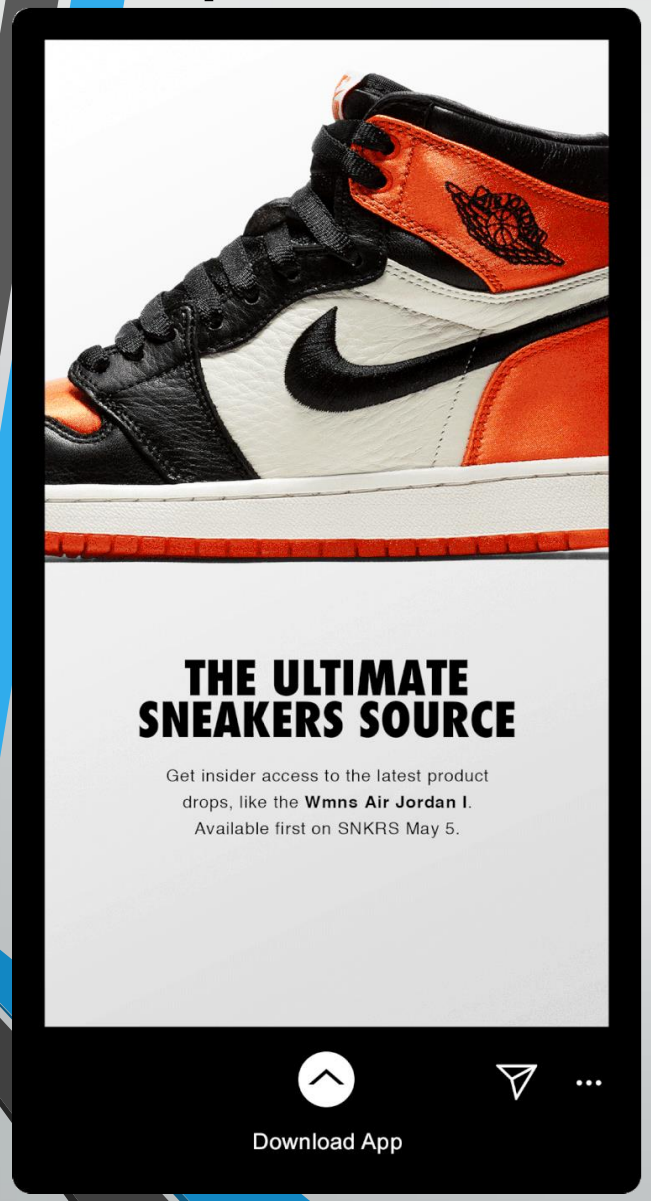


In my version, I used my "Mint" brand rather than the nike brand once again. Aside from that, nothing really changed in the design.

My Version



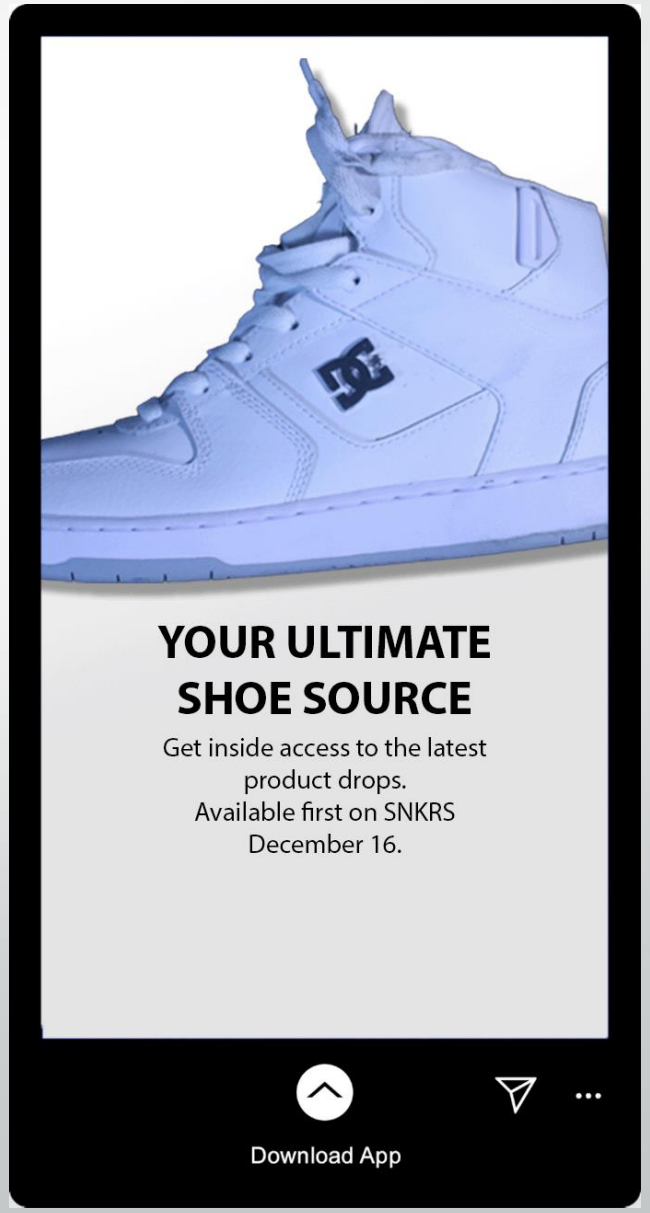
Inspiration

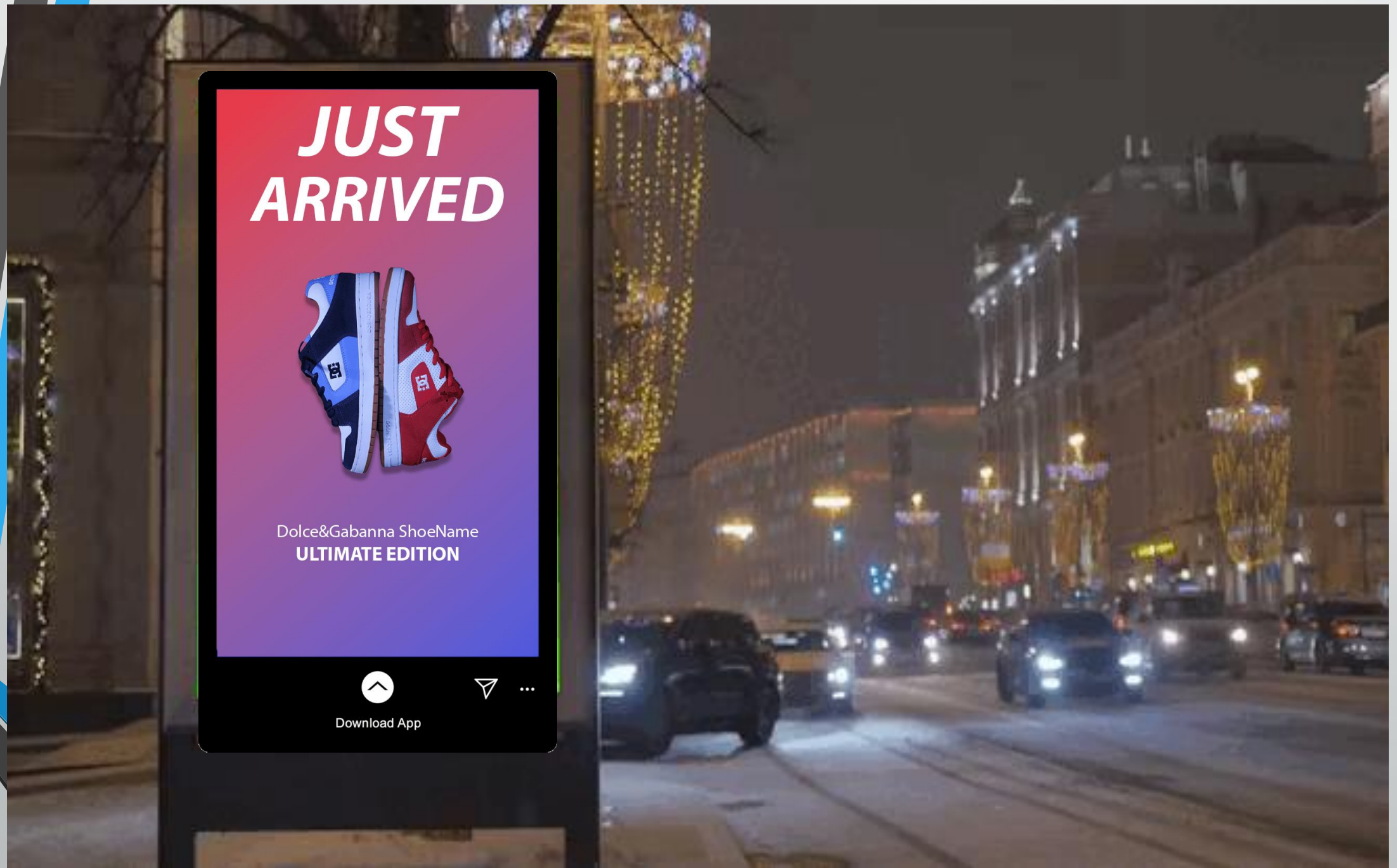


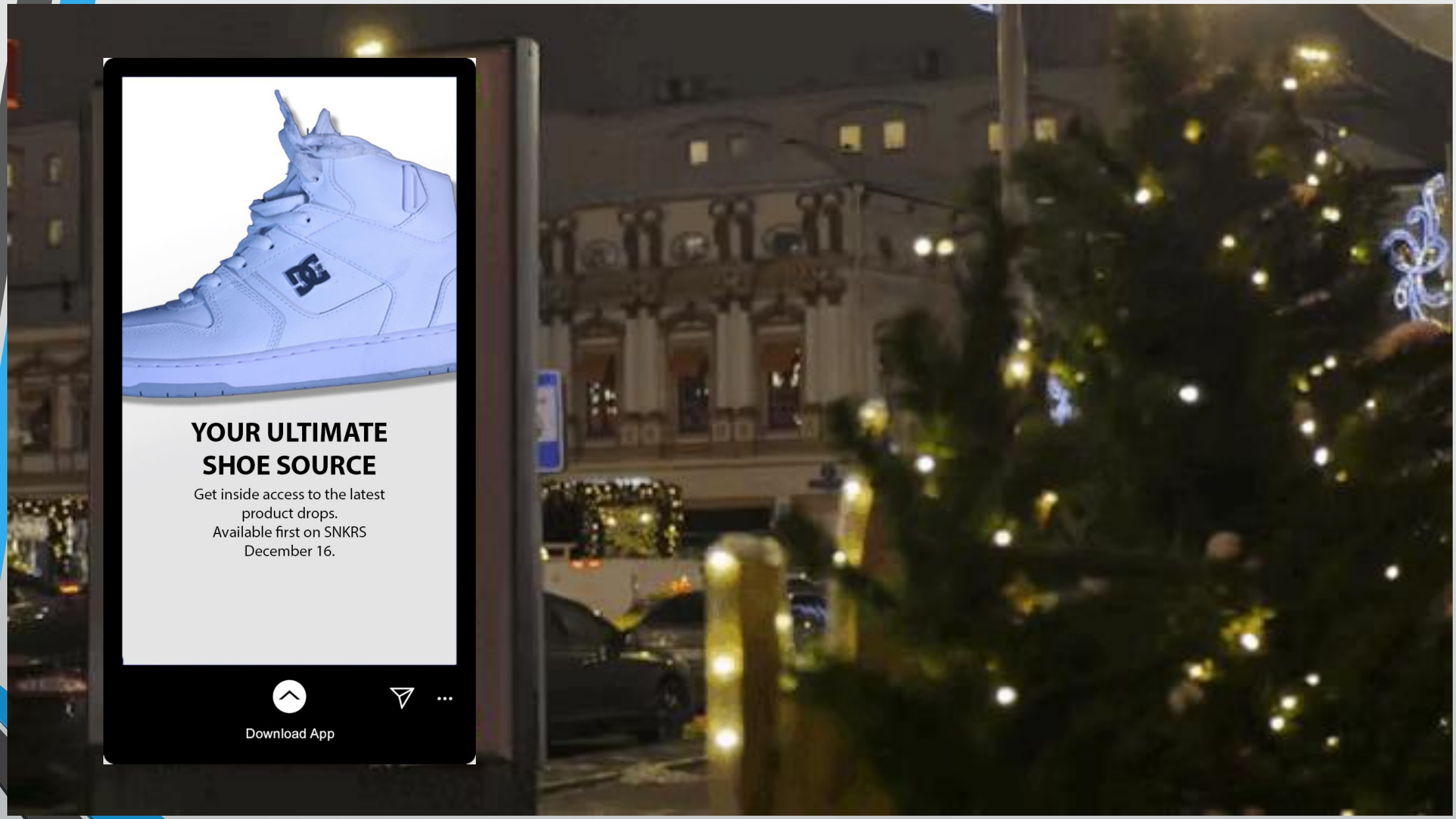
Final Piece - 5

In my version, I used my "Mint" brand rather than the nike brand once again. Aside from that, nothing really changed in the design.

My Version




JUST
ARRIVED
Dolce&Gabanna ShoeName
ULTIMATE EDITION
Download App


YOUR ULTIMATE
SHOE SOURCE
Get inside access to the latest
product drops.
Available first on SNKRS
December 16.
Download App