

# PROJECT BRIEFS:

## 1. INTERACT.

- ⇒ ENGAGES THE AUDIENCE.
- THE PURPOSE OF COMMUNICATION
- "DID IT provide an experience?"

EFFECTIVELY COMMUNICATING  
AND INTERPRETATION OF  
A QUOTE.

## 2. SELF PORTRAIT & BODY POLITICS.

- INVESTIGATE THEMES OF CURRENT EVENTS/  
POLITICS.

→ COMPOSITE → Photography → relationships  
→ creating an image → community & media.

- Identity, Self reflection → Composition.

→ PHOTO  
SERIES? CURRENT → PHOTOGRAPHY  
EVENTS → INVESTIGATE MODERN

## 3. FILM & THE MOVING BODY.

- Structure → Narrative.

DEVELOP THE LANGUAGE OF THE  
MOVEMENT

# SAUL NAST!

Campaign

PROMOTION FOR THE COLLECTION

ON SET.

PHOTOGRAPHY

Brand Identity

Branding

collaboration

concept

CREATE NARRATIVE

→ POSTER, MOVING IMAGE →

→ PHOTOGRAPHY, FILMING, STYLING

# DENIM

Competition

DOCUMENT MOVEMENT

Styling

Narrative

Concept

TITLE:

presenting garments  
side, creating a narrative for it.

→ CREATIVE DIRECTION

SUB. - SAUL ASH. → PROMOTE GARMENTS.

PRO. PHOTO/MOVING IMAGE =

ASM → BODY POLITICS.

- CURRENT EVENTS