

Anthony Acierto – Individual Project Schedule Spring 2016

Hey Ron,

As I discussed with you this past Monday, I am excited to begin working on my individual project I proposed to you. My goal is to come out with a small collection of clothes as a brand and present it through platforms such as Instagram, website, and a handheld look book for the class. My first line of action is of course to come up with a clothing brand name and designs. From there I want to create two to four pieces containing a t-shirt, hat, and possibly a sweatshirt. All three of these pieces will have original work by me and are to be made at a local screen-printing/embroider shop. After the pieces are complete I wish to shoot these pieces three different ways; 1 – pieces on model outside shot with a film camera, 2 – pieces on model shot in studio here on campus, and 3 – the pieces alone shot in studio. With these shots, I will form a look-book of the collection for the web, Instagram, and a hand held magazine. I'm eager to get this going and cannot wait to show you and the class.

Wish me luck,

Anthony

Week 1 *Januray 26*

- First day of class
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Week 2 *February 2*

- Start researching for content for both clothing and website.
 - Brainstorm mainly for designs for the clothing.
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Week 3 February 9

- Begin working on the website by creating the structure and layout.
 - Will slowly fill in pages once content is shot and edited.
 - Finalize the designs.
 - Fine tune designs/start shopping around for places to embroider or screen-print.
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Week 4 February 16

- Submit designs to be printed/embroidered onto clothing pieces.
 - Start scouting locations for outside shoot.
 - Continue designing the frame of the website
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Week 5 February 23

- Shoot clothing pieces on model outdoors with film
 - Have film developed for prints
 - Begin editing and scanning photos
 - Continue designing the website
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Week 6 March 1

- Finalize edits for the outdoor film shots

- Develop outdoors film shoot
 - Shoot clothing pieces on model in studio in digital
 - Continue designing the website.
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Week 7 March 8

- HAVE WEEK OPEN FOR RESHOOTS/EDITS
 - Continue designing the website
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Week 8 March 15

- Have both film and digital edits finalized and ready for the website.
 - Begin filling the website with photoshoot content.
 - Make an instagram account for the clothing brand
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Week 9 March 22

- Print poster of the images at Costco
 - Continue working on the website
 - Make an instagram account for the clothing brand
 - Start editing my zines I will be handing out to everyone on presentation day
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Week 10 April 5

- Finalize and produce the zines.

- Finalize the the website/instagram
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Week 11 *April 12*

- Portfolio Presentation!
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Week 12 *April 19*

- Continue working on group project
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Week 13 *April 26*

- Hiring Committee

Week 14 – 16

- Group Presentations