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## **Festival Lookbook / Individual Project**

The ability to showcase your creative work in a professional manner through making a portfolio can be very impactful towards building your career. I intend on putting together and utilizing this portfolio to pursue a job creating visual content for a fashion brand or magazine. With that being said, I want my portfolio to exemplify this interest and the affinity I have for diverse fashion styles and content creating itself. By breaking up fashion styles into categories, I can display my eye for different styles and conceptualizing.

For my first individual project idea I plan on conceptualizing, styling, shooting and editing a festival lookbook. Considering that festival season is approaching in the spring, the timing could not be any more perfect. Through the process of looking for shoot locations, sourcing clothing pieces, styling and actually shooting the lookbook; my skill sets will all come to fruition and show in my portfolio. Noting that many online stores pay close attention to festival season trends, it seems appropriate to create my own lookbook to highlight the importance of this time period for fashion and generating sales.

This type of lookbook will require scouting a prime location to complete the aesthetic of the shoot. A great deal of planning and organizing must be implemented in order to create a successful project to showcase within my portfolio. Pulling looks and scheduling fittings with the model is essential to the planning process (especially before shooting looks.) I'm very excited to get out of my comfort zone and create work that is not only meaningful but extremely helpful as a soon to be college graduate who needs a portfolio.

The festival lookbook will be comprised of a series of fashion forward images and short clips highlighting the details of each outfit. This project requires me to not only take charge in photography/videography but styling and the creative direction of the lookbook itself. Creating an appealing aesthetic that shows off festival style through this series of images and clips will push me to demonstrate my skills in a professional manner. I can't wait to show my aesthetic and creativity within my work!

### **Requirements:**

- Shoot location
- 1 model
- 6-8 festival inspired outfits

- Camera
- Tripod

## **Festival Lookbook Schedule**

### **Week 1 / January 21**

- o First day of class
  - o Brainstorm ideas and content to create for projects
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### **Week 2 / January 28**

- o Research what people are looking for within social media portfolios
  - o Assess my skill sets and what I want to highlight in my portfolio
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### **Week 3 / February 4**

- o Brainstorm more ideas to bring to class and discuss
  - o Research lookbook locations
  - o Put together a collage for inspiration and references
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### **Week 4 / February 11**

- o Start creating a tentative budget:
    - Clothing, tripod, luts, food for day, gas, stay at hotel/airbnb, (if needed)
  - o Travel for lookbook locations (hopefully confirm location by end of week)
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### **Week 5 / February 18**

- o Brainstorm outfit ideas
  - o Start looking for a model
  - o Confirm lookbook location
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### **Week 6 / February 25**

- o Pull clothing pieces from my closet that can be used for lookbook
  - o Brainstorm layout ideas for lookbook (picture placement/style)
  - o Look into tripods for shoot
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### **Week 7 / March 3**

- o Start bookmarking potential clothing pieces to purchase
  - o Confirm model
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### **Week 8 / March 10**

- o Begin coordinating fittings (multiple if necessary) and shoot day
  - o Look into hotel stay near shoot location (if needed)
  - o Finalize budget
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### **Week 9 / March 17**

- o Book hotel stay (if needed)
  - o Purchase tripod
  - o Purchase clothing/accessories needed for shoot
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### **Week 10 / March 24**

- o Coordinate fitting of clothing (if this hasn't been done already)
  - o Show model the lookbook aesthetic through references/collages
  - o Finalize putting the looks together
  - o Prepare for shoot
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### **Week 11 / April 7**

- o Shoot lookbook content in desired location w/ model
  - o Go through images/clips and pick out favorites
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### **Week 12 / April 14**

- o Begin the editing process  
(using Adobe programs such as Photoshop, Lightroom and Premiere Pro)
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### **Week 13 / April 21**

- o Finalize edits
  - o Configure layout and design of the lookbook (utilizing layout examples created during week 6)
  - o Finalize layout and design
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### **Week 14 / April 28**

- o Final review of lookbook
  - o Ensure the content, editing and design of the lookbook is perfected
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### **Week 15 / May 5**

- o Present lookbook/portfolio to class

## Editorial Lookbook / Mini Project

My second individual project would be to create an editorial/high fashion lookbook. The lookbook won't necessarily involve expensive high fashion brands but will display how you can style affordable pieces to achieve elevated looks that you see on social media or within magazines. Ideally this shoot would require a special location that provides the right ambience without taking away from the clothing being photographed. The goal is to provide outfit inspiration through this theme while highlighting my skill sets. Various magazines like Vogue, Porter and Elle are great examples of editorial lookbook magazines.

This project too requires planning and budgeting. The ideal location for this shoot is Greystone Mansion in Beverly Hills, so permit requirements must be set in place. Pulling outfit looks and coordinating with the model in terms of fittings and shoot dates are some of the steps prior to creating this lookbook. From there a series of three to four outfits and the details will be shot throughout the estate to capture the aesthetic and high fashion vibe. Fashion is all about getting creative and working with what you've got. I believe that anyone can achieve an elevated look with affordable items which this lookbook will demonstrate.

### Requirements:

- Shoot location (Greystone Mansion)
- 1 model
- 3-4 street style inspired outfits
- Camera

## Editorial Lookbook Schedule

### Week 1 / January 21

- o First day of class
  - o Brainstorm ideas and content to create for mini projects
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### Week 2 / January 28

- o Research what people are looking for within social media portfolios
- o Assess my skill sets and what I want to highlight in my portfolio
- o Research lookbook locations

- o Start looking for a model
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### **Week 3 / February 4**

- o Brainstorm more ideas to bring to class and discuss
  - o Put together a collage for inspiration and references
  - o Brainstorm outfit ideas
  - o Visit Greystone Mansion to get an idea of the layout/lighting/vibe
  - o Start bookmarking potential clothing pieces to purchase
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### **Week 4 / February 11**

- o Start creating a budget:
    - Clothing, tripod, food for day, gas, permits
  - o Figure out permit requirements for shooting at Greystone Mansion
  - o Pull clothing pieces from my closet that can be used for lookbook
  - o Purchase clothing/accessories needed for shoot
  - o Confirm first fitting and shoot date with model
  - o Purchase permit (if needed)
- 

### **Week 5 / February 18**

- o Brainstorm layout ideas for lookbook (picture placement/style)
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### **Week 6 / February 25**

- o Conduct first fitting and show model references images for aesthetic
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### **Week 7 / March 3**

- o Shoot date
- o Begin to pick out favorites for content
- o Begin editing process using Adobe programs

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**Week 8 / March 10**

- o Configure layout for lookbook
  - o Final review of lookbook
  - o Ensure the content, editing and design of the lookbook is perfected
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**Week 9 / March 17**

- o Present lookbook to class

## **Street Style Lookbook / Mini Project**

My third individual project is to create a street style lookbook. Street style has become very popular, primarily because it encompasses all kinds of fashion, even casual wear while meshing different styles. You can really get the most creative with street style because it really focuses on individualism and mixing pieces that make up your wardrobe. Again, this would require location scouting, sourcing clothing pieces, finding models, shooting, editing, etc. This would allow for tons of exploration in terms of showing how I can style outfits and shoot them.

This project will be comprised of a series of fashion forward images showing the outfit and the small details that make up each look. Using a camera the model and I will go all around Downtown Los Angeles to find ideal locations that complement the outfit but don't take away from it at the same time. I myself will handpick each image and edit them using Adobe programs such as Photoshop and Lightroom. While the project is smaller than my individual project it will require all my attention and focus to detail and organization.

### **Requirements:**

- Shoot location (DTLA)
- 1 model
- 3-4 street style inspired outfits
- Camera

## **Street Style Lookbook Schedule**

### **Week 1 / January 21**

- o First day of class
  - o Brainstorm ideas and content to create for mini projects
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### **Week 2 / January 28**

- o Research what people are looking for within social media portfolios
- o Assess my skill sets and what I want to highlight in my portfolio
- o Research lookbook locations
- o Start looking for a model



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**Week 3 / February 4**

- o Brainstorm more ideas to bring to class and discuss
  - o Put together a collage for inspiration and references
  - o Brainstorm outfit ideas
  - o Confirm model
  - o Start bookmarking potential clothing pieces to purchase
- 

**Week 4 / February 11**

- o Start creating a budget:
    - Clothing, tripod, food for day, gas, permits
  - o Pull clothing pieces from my closet that can be used for lookbook
  - o Purchase clothing/accessories needed for shoot
  - o Confirm first fitting and shoot date with model
- 

**Week 5 / February 18**

- o Brainstorm layout ideas for lookbook (picture placement/style)
  - o Conduct first fitting and show model references images for aesthetic
- 

**Week 6 / February 25**

- o Shoot date
  - o Begin to pick out favorites for content
  - o Begin editing process using Adobe programs
- 

**Week 7 / March 3**

- o Finalize the editing process
  - o Configure layout for lookbook
-

**Week 8 / March 10**

- o Final review of lookbook
  - o Ensure the content, editing and design of the lookbook is perfected
- 

**Week 9 / March 17**

- o Present lookbook to class









