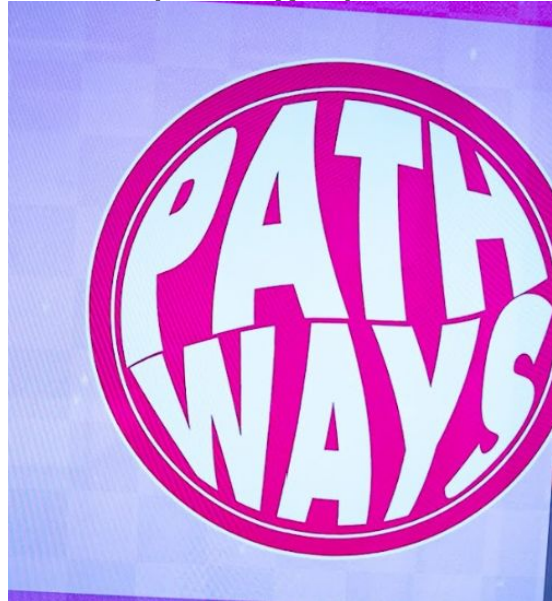


Cultural, Media and Creative Industries

Nfa-Alie Turay 34012861

Initial Ideas

This was the initial design of the branding aspect. The design was something simple and easy to understand. It is fair to say that the whole brand can be seen as bit bland and not as exciting as the one we later agreed on (Pathways). The first design was created by me and another photographer.



Photography/ Different types of headshots

Head shots

Over the shoulder shots

Wide shots

Extreme long shots

Medium wide shots

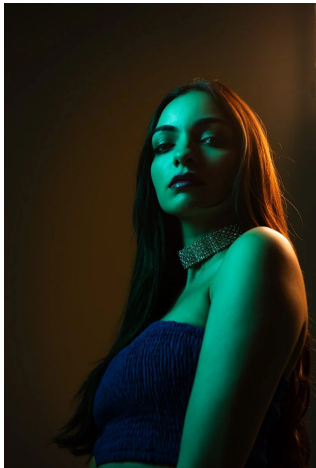
Wide venue shots

Close ups

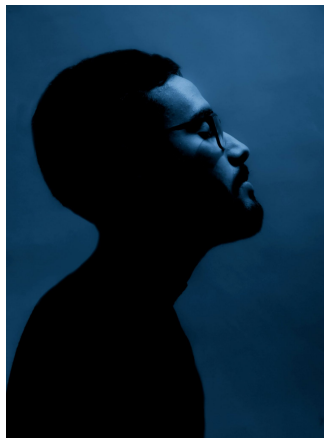
Behind the scene shots

Potential shots at the event





front (even, low shadow)



side (dramatic, textured)



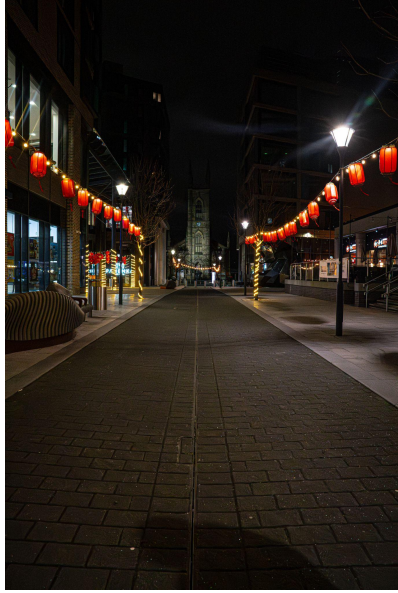
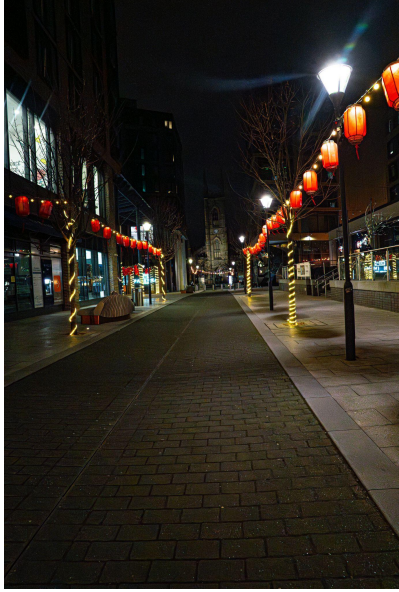
back (rim light/silhouette)



top (dramatic,, often used for,,, portrait, drama)

Theme pictures

The pictures taken below look like pathways to create a divintive meaning. The purpose of these shots were to act as promotional material for the event. The Sony A7 III camera was used. The idea of pictures was to be nothing crazy, all the pictures just needed to have one thing in common. They all had to signify a path which links to the title of the event (Pathways). So we collected alot of photos which could be used for the slides to connote this meaning. It was agreed, the best thing to do was to get different times of the day and locations around sheffield to give a wide variety of theme options, whilst portraying the same theme. This was done to mainly help the graphic team get a more visual representation of things.



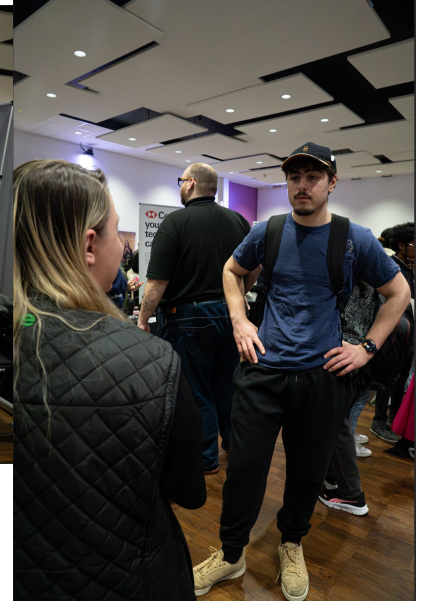








More practice shots



All of these pictures were taken at career fairs event taken place at Owen. This was a perfect opportunity to test the different type of shots we could accomplish. A Sony A7 III camera was used. Based on the results of the camera it will be used on the day of the shoot. They all give off the same theme. I learnt it would be better to have different pictures with different colours to an extent.

The Event

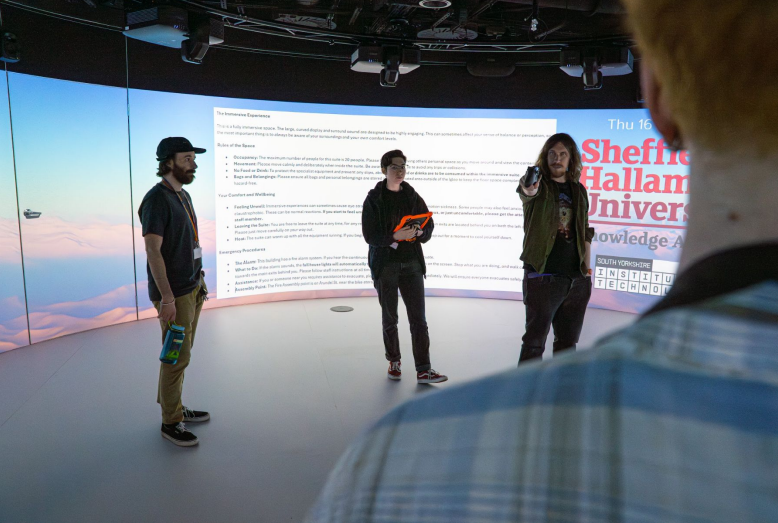
.There was quite a few number of shots which werent taken due to lack of numbers at the event. I arrived on the event with another member of the photography team. We were tasked on attaining headshots of people at the event (I was in charge). There weren't many people at the start of the event so we had to get a hand full of other professional shots for the scene. There were a few over the shoulder shots taken with creativity to help communicate the atmosphere theme. The pictures were taken across different locations to show that there were a ton of locations to be around on the day, to illustrate a more dynamic effect. Even though each location was less than a 2 minute walking distance from each other. We had Sony A7III cameras with a tripod to get certain types of camera shots. Later on we did get our desired headshots but that was only towards the end of the event. There were forms filled out and there was also potential green screen with some headshots as well.

Visual Style & Mood

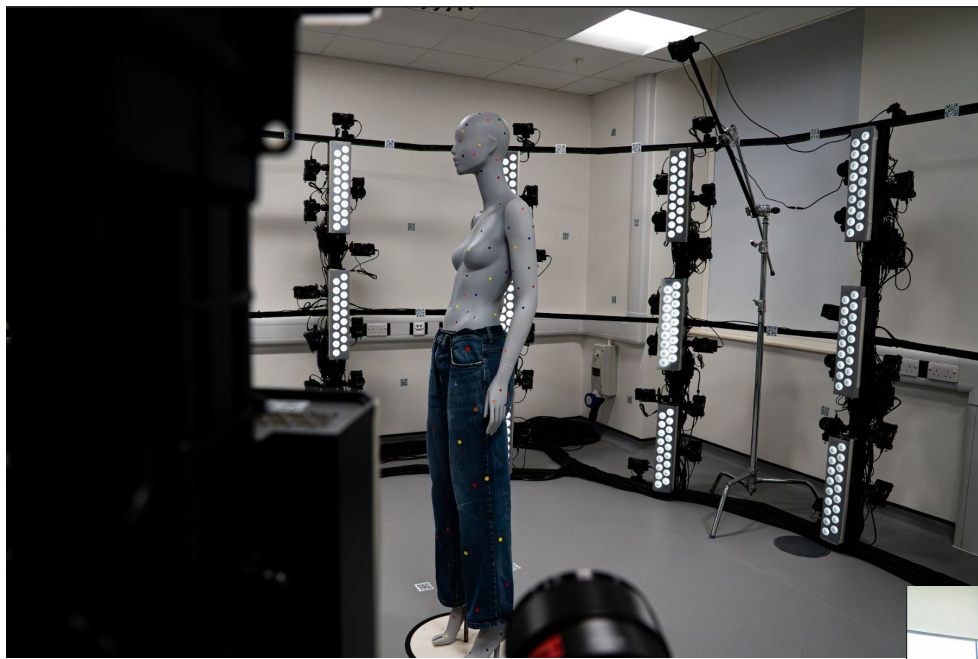
The pictures



These pictures were attained when a former graduate of hallam was showing of her realistic model of hospital. The pictures here mainly match her attire which amplify all focus on her. As all pictures give of a hint of warm yellow colour to match the person speaking.

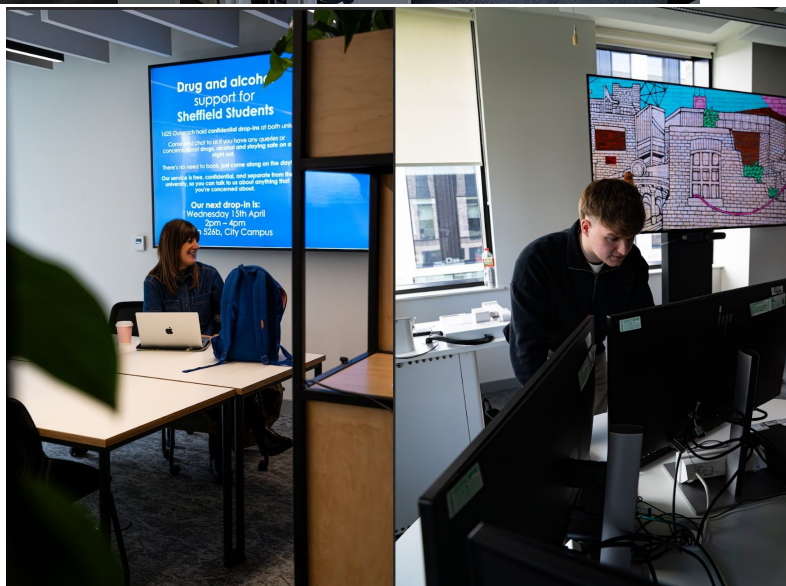
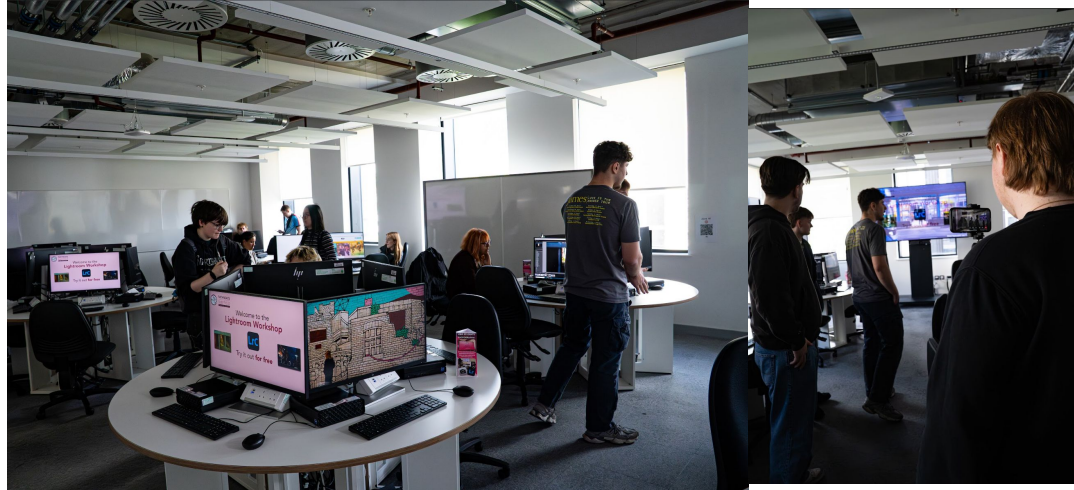


The shots taken here are different, for instance one of them is taken on a portrait format but all pictures have somewhat of a dark theme to them, due to the clear absence in light. This was given to portray a more serious theme and mood.



Mid shoot i realised one of the best shots to capture is when people are unaware they are being taken a picture of. These shots were captured in a natural moment behind the scenes of everything. For instance conversations and last minute plans.





My contribution

Overall my contribution to the project was as a photographer (creating visual content in the promotion and the event). I helped in the developing the theme, capturing photos and most of all adapting to the event by making the most of what was in front of me.

During this whole process one key thing which i learnt was being flexible when things dont go as planned, especially for things that you cant expect last minute like attendance.

Due to this event i learnt to think more freely and creatively when given a task, this mindset flourished when i was collecting theme and mood boards.