

# STATEMENT OF INTENT

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Photography & Styling FMP RESEARCH AD\_394

# Research Plan

To initiate with my creative research project was to explore many exhibitions such as The Photography Gallery, Whitechapel Art Gallery, Getty images Gallery, Brighton Photo Fringe, The White Cube, and National Portrait Gallery. Two displays stood out the most was The Photography Gallery (Alex Prager) and National Portrait Gallery (Simon Frederick), which indicates to explore diverse on different cultures and identity contrast and to embrace the emotions of the shadow to light, colours, and nature (such as landscape, flowers, etc.). Along with, gender issues, material culture issues, nonmaterial culture and how it can embrace in artistic photographs and collages illustration. This concept has conducted to focus on depths with culture and identity for the Final Major Project. I aspire to keep exploring and experimentation on collages, culture values and images on visual art inspiration to contrast as a symbol of the power of the natural world which features towards the Final Major Project.



The Photography Gallery and National Portrait Gallery, London. Personal photograph by the Claudia Jardim & Faban Hibayu. 25 October 2018.



## Reflection Process

During this process manifests on my Final Major Project, by exploring furthermore on secondary research, for instance, young photographers and how it influences to create a visual illustration either by representing my collages and crafting. Ira Bordo, Paulina Metzcher and Luke Gram are the photographers that I mainly observe to emphasis their images on illustrating with strong communication and meaning of arts, culture and identity matters. However, I did not create a survey to investigate the society's opinion on psychoanalysis topic on women and cultural history besides the importance of emotions and cognition. On the other hand, there are various debates, fashion shows, films, and articles to support this attitude. It has helped me to keep experimenting on photographs and other visuals to produce a photography magazine through examining other photographers on the type of prints on websites, magazines, and exhibitions, which reproduce the continuation of my Final Major Project.



Luke Gram



Paulina Metzcher



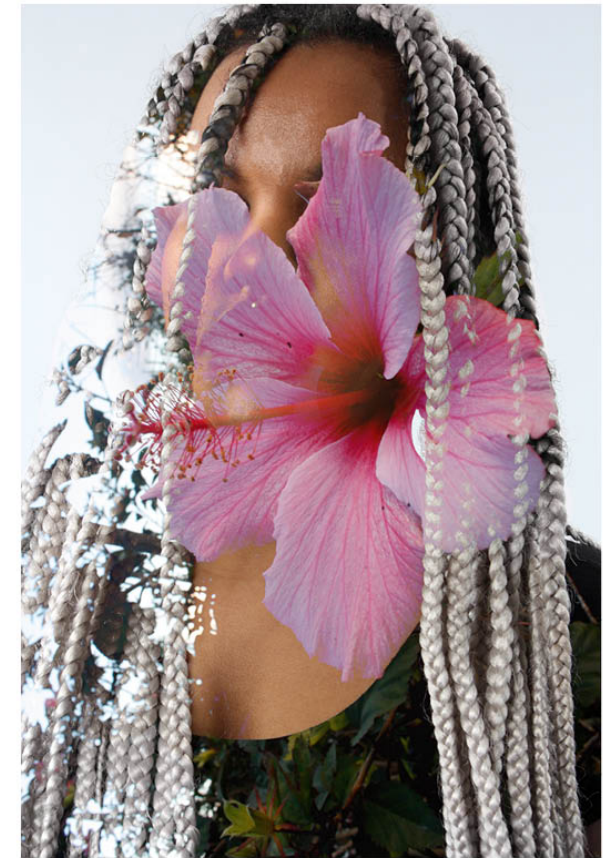
Ira Bordo

sentimentos



Sentimentos Magazine, Front Cover

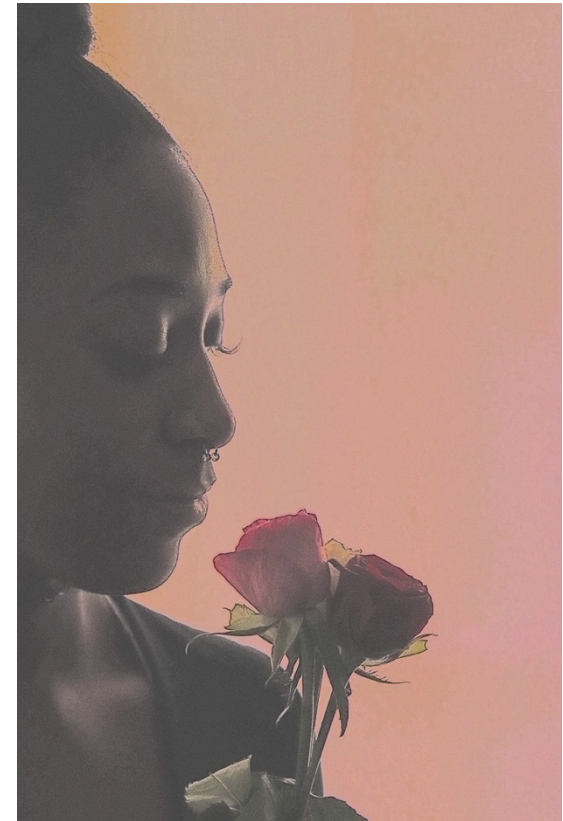
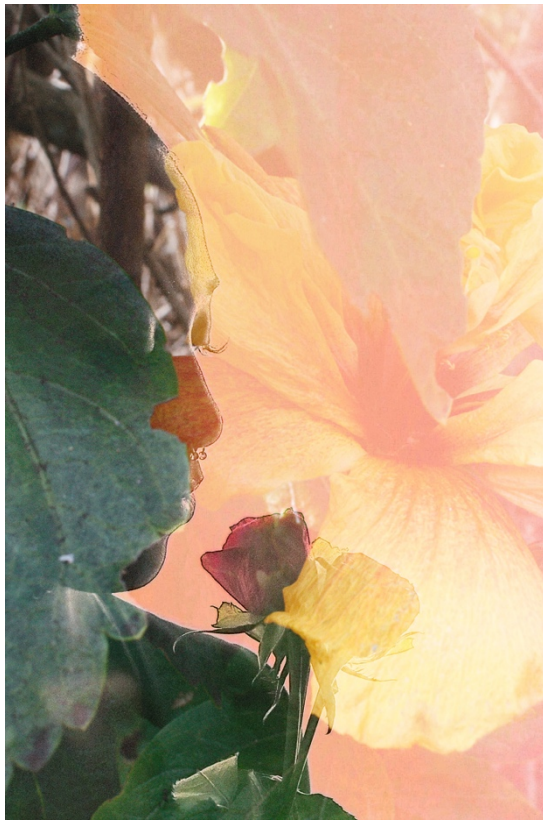
Therefore for my Final Major Project research, I have created some experimentations with my images and reflecting nature. However, I also created a small photography magazine called 'Sentimentos' which means feelings in the Portuguese language. This research helps on the starting point for the outcomes of the project such as deciding the layout design, typography, and visual identity. The main reason that the title is in a different language because it defines that emotions have a diverse expressing on language, cultural arts, and colours. The font (Antipasto), presents a pink outline and white filling to blend in the concept as empty or pain, following this inspiration was taken from a photography magazine 'STACK' (behind the scenes: feelings magazine) which improve me to experiment with my thoughts.



'Dor' (Pain) editorial in Sentimentos Magazine

## Reflection Research

*Sentimentos* magazine has explored in different figures from the human race of culture, gender, identity, and opinions on the notion of diversity and connection. Each chapter or issues investigates on values and meaning viewpoints such as Will Diversity Last?, Are Emotions Feelings?, Black is the New Black (National Portrait Gallery). This reflection research includes on influencing fashion, films, music, traditions, political debates (for instance, the importance of nature and charities). In The Guardian article about Hollywood making 'no progress' on diversity and women, which I am appealing to find it interesting because, in today's society, it is still an issue to have that representation women with a cultural background mainly Hispanic, Asian and Black. Including people gay and transgender. On the other hand, along with the experimentations of this research I have done a couple of test shots to have a distinct view on taking this forward for the final outcomes.



Test Shoots with Tyanna Lewis



Experimentation

On second thoughts observing on my previous work over the years, I was always keen on concentrating on the topic of 'cultural identity' because it has many questions and editions combining with visual art and expressions on using the shadow and light. As multi-cultural individual supposes on noticing the issues in today's society on what needs to improve or express through photography. I decided to focus on all kinds of the human race to illustrate the embracement of skin colour, hair, beauty, and values along with nature, landscape or objects. Locations wise can be set indoors as well as outdoors sets in the United Kingdom or any other country. London is one of the top multi-cultural country in the world

which is a mixture of generation, gender, and characteristics. Many different magazines will help me with a positive result such as Wonderland, Bazar and Dazed. These will impact on the fields for narrative editorial, advertorial, and beauty. My intentions and purposes for creating a photography magazine are to accomplish a strong composition amongst the images as well as the layout design. On Layers Magazine online demonstrates all types of portraits photography especially David Samuel Stern created his images into a dynamic textile on weaving fabrics and threads, which has a robust approach to combine abstract and photography..



Test Shoots with Tyanna Lewis



## Final Major Project Narrative & Reflection

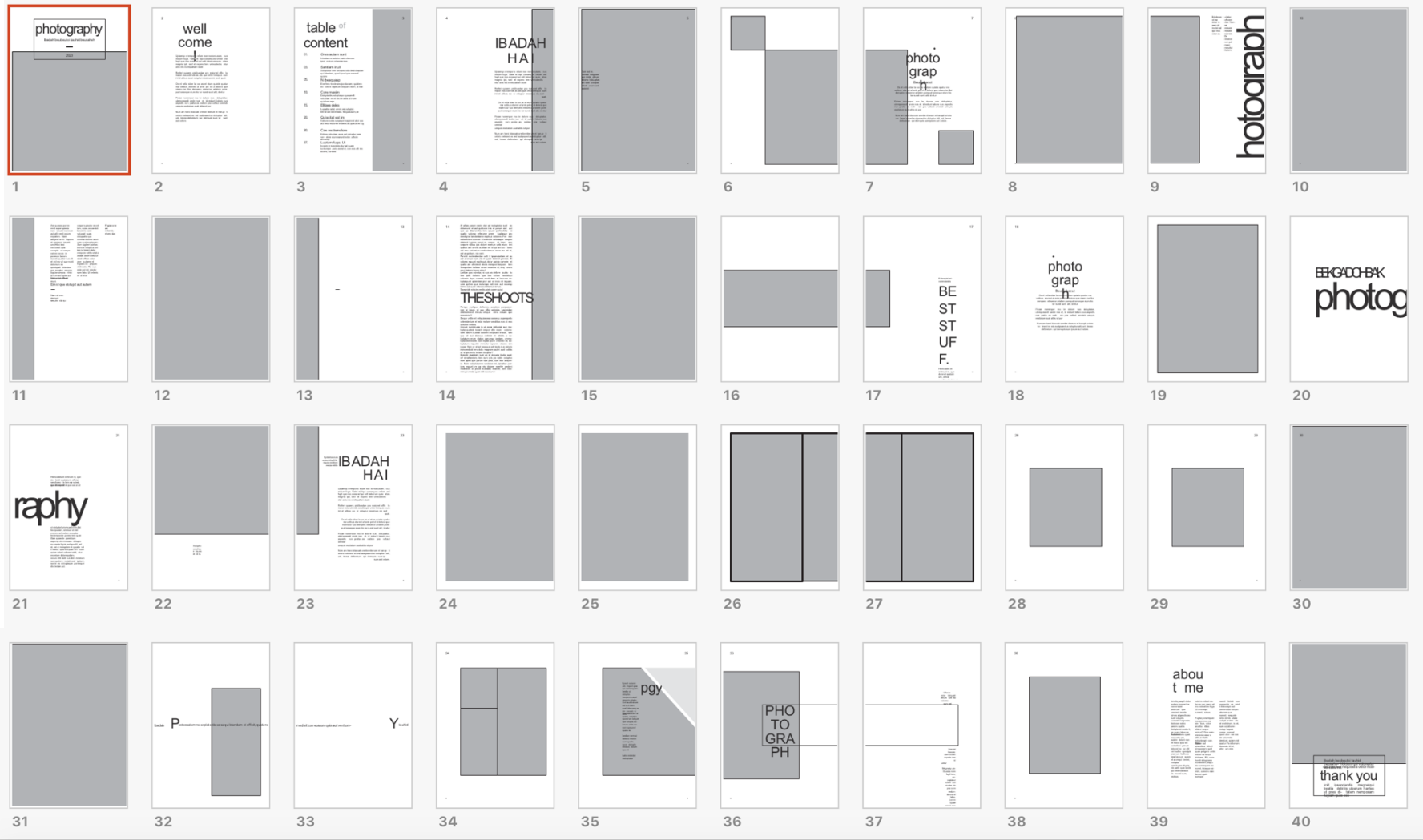
For my Final Major Project, aims and objectives are to create a specific and compelling photography magazine to illustrate abstract and attractions. For each chapter will explore on different emotions such as pain, disclosure, and blue (depression) however in today's present, most cultures have the trouble to express even through expressing art to an image. To achieve this is to gain a wide range of inspiration from the human race with different colours and taste. I look forward to creating every individual embracing the beauty of their origin and identity.

Furthermore, it is also to gain more in-depth in the photography industry by operating different textures and qualities. I have created a result for a printed magazine (as an example) of the layout design for the Final Major Project including various types of layout on each page, contents page, photographer information, social media connections and finally achievements. I am confidence to be able to develop more on the print of the magazine (gloss, matt, etc.) as well as the layout design. As photography & styling individual, I am willing to grow and improve various skills all the way through the Final Major Project.



Experimentation

Flat Plan Experimentation (This is an estimated idea for my photography magazine outcomes)





# Summary

In summary, I will continue to explore, experiment and research forward in the concept of diversity and connections for better understanding and developing on shooting, especially to progress the *Sentimentos* magazine. Including visual ideas, projects on discovering cultural identity aspects and magazines editorials. However, during this process is to experiment on the layout design and compositions of the images. In my opinion, a great start off point is to explore different exhibitions at The Photography Gallery in London.

Main Dates for FMP:

Briefing for FMP will be on 11 December.

Final Major Project (End of May)

Graduate Fashion Week & Graduate Show Brighton 2<sup>nd</sup> – 5<sup>th</sup> June

Timeline for the Final Major Project:

	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan	15-Jan	22-Jan	29-Jan	05-Feb	12-Feb	19-Feb	26-Feb	05-Mar	12-Mar	19-Mar	26-Mar	02-Apr	09-Apr	16-Apr	23-Apr	30-Apr	07-May							
Research	Active																												
Magazine Production					Active																								
Experimentation on shoots					Active																								
Layout Design										Active																			
Portfolio, Social Media & Website																Active													
Prints																	Active												

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