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It Takes a Village: An Exploration of the Components Needed to Create Professional Themed Fashion

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METHODOLOGY

The very first thing I did was all of my research:

1. Find all the signs
2. Find their traits
3. Get models with a specific sign
4. Get model releases signed
5. Find makeup ideas
6. Find a makeup artist
7. Makeup rehearsal
8. Book the studio
9. Day of session
10. Edit and release

The models that I used are the sign that they were in the session for except for Gemini. With Gemini (the sign of the Twins) I wanted to use real twins. Since finding twins in general would be a little difficult, trying to find twins that are also Gemini would be even more difficult. So I decided to find a set of twins that still fit the Gemini personality (two sides of a coin). Nikki and Sean may be twins but they are polar opposites and I think thats what really made this work so well.

It Takes A Village

Sometimes you just have to wait for the stars to align to get something started. Taking on a new project that is a little out of my comfort zone always makes me really nervous, but having a team really helped me delegate and achieve my vision. I went a little out of my box and successfully exacted a styled shoot; complete with make-up artists, hair stylists, a videographer, and multiple models. I wanted to choose a topic that I didn't have a lot knowledge in that would be a fun challenge. I ending deciding on the Zodiac Signs, I wanted to recreate and almost modernize them complete with vibrant makeup and hair styles that suit their sign. Thats where all my research came in handy, each sign has their own traits and specific colors that go with them based on the type on sign: fire, earth, water, and air.

Creating successful images in this genre is incredibly challenging. Not only did I have to master the craft of lighting, posing, but management, communication and interpersonal relationships as well. I had to rely on my team of professionals to make sure everything went smoothly. My models and makeup artists are college students and I had to work around their class schedules as well as their work schedules; I think that was the most difficult part of this project. The typical styled shoot has a team of up to ten people but I completed my project with a team of just four people including myself but not including my thirteen models.

If I was going to change something I would have set deadlines for myself and my team to save time and not be pressed for time in the end. As of right now, I only have two signs down but I will continue to finish out all the Zodiac signs throughout their year.

Equipment Used

- Canon 6D mark ii
- 85mm Sigma Art
- Four Einstein strobes
- Grid soft-box
- Medium soft-box
- Snoot for a hair light
- Floor strobe for color gel
- Horns for Aries from Amazon
- Earrings for Gemini from Amazon
- Studio provided by PSU
- Drawings from local artist
- Video from Steinmiller Productions
- Editing software:
 - Adobe Lightroom
 - Adobe Photoshop

