Evaluation

When approaching this project, I wanted to discuss and educate my audience on the subject of fast fashion and its damaging effects on the environment. As a result I wanted to mix the graphic and explicit images that are usually found when the subject of pollution and plastic waste are being discussed and mix this with the high fashion style of photography found on websites such as Missguided and ASOS. As well as this, fashion magazines such as Vogue and Elle also came to mind when finding inspiration for my shooting style.

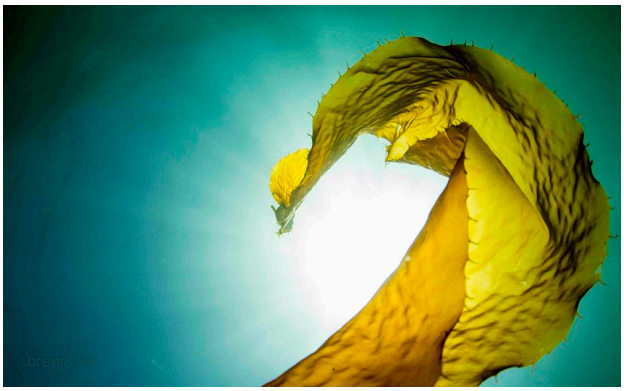


Image by Brent Alex

In order to rationalise and organise my thoughts in this project, I created a mood board that featured many styles of photography that mostly focused on the fast fashion aspect of my idea. This helped me create a clear art direction for my shoot in the studio and also allowed my external model to have a clear idea of the style of images and poses that I wanted to create in my images. As well as my mood board I researched photographers such as Brent Alex, Benjamin Von Wong and Nick Knight. Brent Alex is a photojournalist who specialises in pollution photography in-particularly the effect of plastic pollution on the ocean and its inhabitants. His images carry a lot of weight and are explicit in their content featuring images of animals dying from plastic and habitats degrading due to the human impact on the ocean. While the content of his images heavily feature controversial and hard hitting subjects, the style and editing look almost idyllic and surreal which creates a real juxtaposition between the content and message the photographer is trying to present. This uncomfortable style of photography is exactly what I was looking for and referencing to when stating that I wanted to mix the two styles of photography.



Image by Benjamin Von Wong

Furthermore, I also researched Benjamin Von Wong as his photographic style when addressing the topic of plastic pollution was completely unique compared to other photographers. His images featured the idea of fairytale and legend as his images included mermaids as the subject and the effect on plastic to these mythical creatures. The style of images created were similar to Leibovitz's work in her fairytale collection in collaboration with Disney. This unique take on the negative effects of plastic pollution on our waters interested me greatly as it was completely unique in its style and content compared to photographers such as Brent Alex who seemed to stick to the more traditional style of photographing pollution. For my final photographer I wanted to research someone who predominately shoots for high fashion magazines such as Vogue and Elle and someone who may be somewhat responsible for the high demand of fast fashion products. As a result I chose to research Nick Knight as he has shot for Vogue and Elle on numerous occasions as well as my personal preference to his style of images. Nick Knight uses a contemporary form of fashion photography in his images that I feel elevates his work and creates images of true depth and manipulation. His various series and projects allowed me to access and vast collection of his work that aided me in my approach to my studio shoot and style of images that I wanted to create. One image in-particularly that influenced me was one of photos with Irving Penn that features a Bee on a subject's lips. The close up on the lips and simplicity of the image looks like it could be found on a campaign shoot for make-up products as well as fashion campaigns. This unique use of the close up inspired me greatly to create an image that takes direct inspiration from his image.



Image by Nick Knight

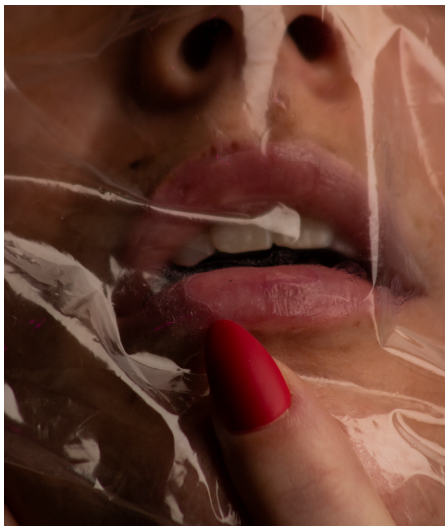


Image by myself

The idea for my shoot was to have a model wearing the clothes and accessories found in high fashion shoots but to have the subject wrapped in plastic found in the packaging for these products when they are sent to the consumer. As well as this I also had the idea to have my subject regurgitating the plastic that's found in our packages to give the illusion that her stomach is full of plastic (much like how the Ocean's whales are also dealing with the same problem).The plastic was sourced by myself and collected from old boxes and packages that I had ordered from online that featured plastic packaging. As I felt that due to myself directly adding to the situation I was addressing I should use the plastic for some sort of secondary purpose other than to protect my products ordered previously. In the studio I used one large soft box to softly light the subjects face and to ensure that the plastic could be seen without glaring or reflecting back harsh light. Due to this the plastic almost looked like water on my subjects face which added a new perspective to my images. I used a silver reflector on the opposite side of the soft box to ensure that my subject was lit from behind. This allowed for a much softer light which was what I wanted in my images as this was lighting commonly found in high fashion shoots.







Images produced in the studio

During the editing process of my images I wanted to keep my poster short and simple as I felt that the images created in the studio were strong enough themselves to convey a clear message to the spectator. As a result I only wanted to include two phrases of my poster, “Stop Fast Fashion” and “There Is No Planet B”. I feel that these two phrases have enough substance and weight in order to elevate the poster higher than just the image isolated from any text. I also wanted the text on the poster to be bold and striking which encouraged me to opt for a Sans font as the text wasn’t distracting and added to the image rather than overcomplicating and overcrowding the image. During my editing process I came to a choice between three posters and decided to



Final Posters

submit the last image as my poster. While the other two were pleasing to the eye, I felt that the final poster was the most effective in delivering my message clearly. The text shading was taken from the background and darkened a little to ensure the text could be seen clearly by the spectator. The brown shading of the text not only creates consistency within the poster as the background, text and skin complexion compliment each other well but it also fits the high fashion style comfortably and creates an outcome that I had originally aimed for in the beginning of the brief.

Overall, the poster that I have submitted for the brief “Sh*t is F****d up and Bullsh*t” fits the subject matter of the project as well as meeting the expectations set by myself when first approaching the project. The mix of different photographers aided me greatly when trying to create a style and artistic vision for my shoot in the studio and as a result have helped me create stronger images and final poster.

Bibliography

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