

ELLE HALLEY

IMAGE BRANDING & THE CREATIVE PROCESS



ELLE HALLEY

" Elle is a unique and creative individual. Her alt-world view of culture and sensuality is both provocative and sensitive. Her photography manages to capture both the spontaneity and the depth of human frailty. She is an incisive and sympathetic voyeur who is both fearless and commanding in her desire to portray her chosen themes and fascinations."

Dr Gary Pritchard, Dean of Media, Ravensbourne

" Elle's images are daring, provocative and rich in sexually charged narrative - tailor made for the music industry!"

Harry Leckstein, Managing Director, Tileyard Education

" Elle's images are uniquely captivating and thought-provoking. Her approach to visual storytelling is powerfully compelling and spot on for artists and musicians."

Miguel Kertsman, Director MA Programmes, Music Management and Media Music, Daunbe University Krems



TIMELINE OF VISUAL MARKETING IN MUSIC

- Summarise and discuss the basics of changing and constant elements of artists branding and marketing in both historical and contemporary marketing practice
- Introductions and networking



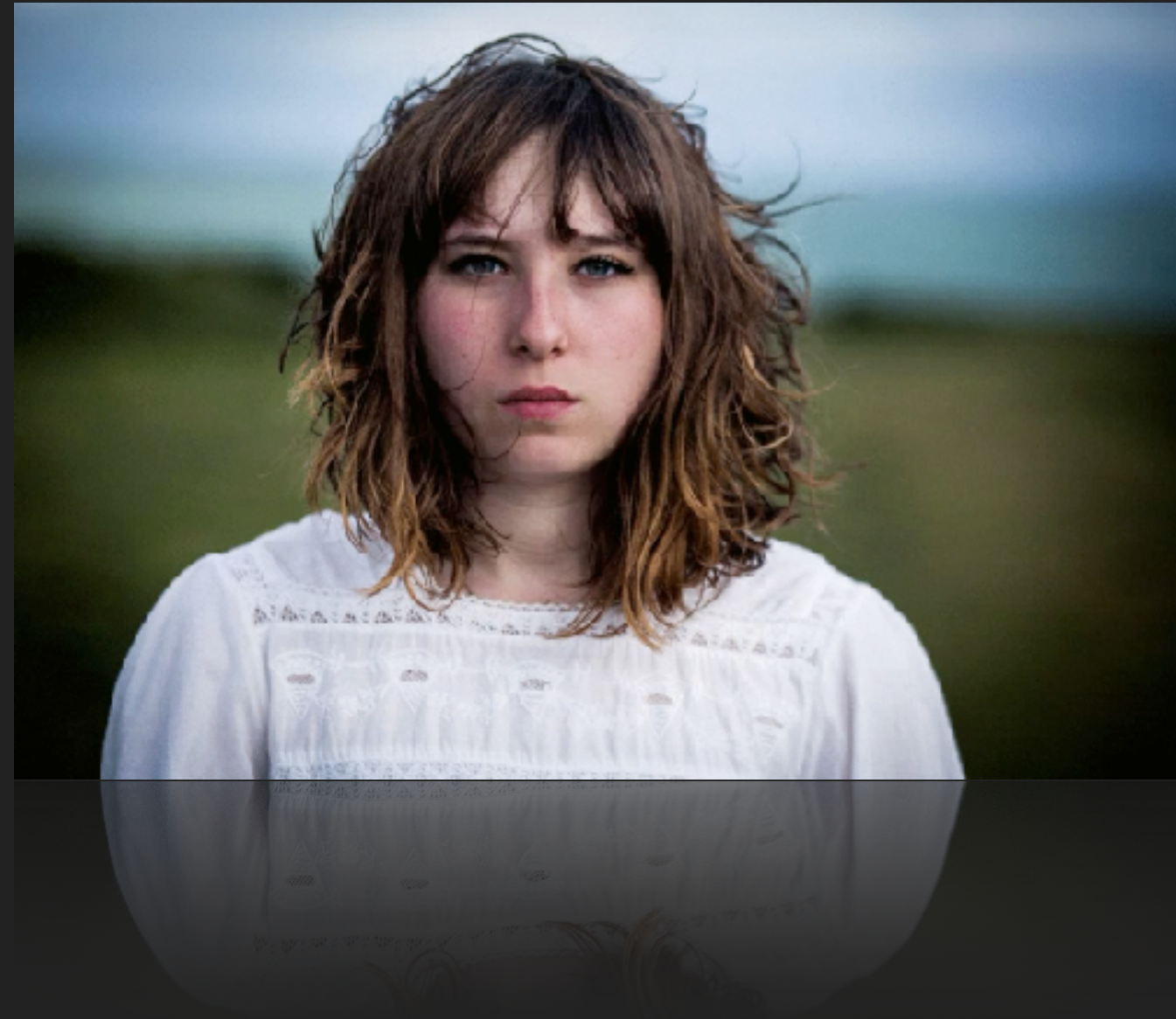
NARRATIVE SCHEMA AND METAPHOR

- ▶ A summary of the uses of narrative schema and metaphor, and the ways they can be used as a form of communication in marketing practice.



ARTISTS BRANDING AND DEVELOPMENT

- Summarise the and discuss principles and benefits of establishing a strong artists brand
- Analyse and implement image branding techniques to help establish and grow a specified target audience
- Guest speaker



TECHNIQUES FOR DEVELOPING IDEAS

- ▶ Systems and methods for the creation and cognition of ideas
- ▶ Creative challenges



ALBUM ARTWORK

- Develop an understanding of the processes involved in creating outstanding album artwork
- Guest speaker



MUSIC PHOTOGRAPHY AND SHOOT PLANNING

- Develop skills to plan and create visual image campaigns.
- Summarise and discuss the key elements for creating strong promotional photographs
- Guest speaker



BUILDING A MARKETING CAMPAIGN

- Summarise and discuss the principles of building a strong visual marketing campaign
- Analyse alternative and creative marketing concepts, and assess their benefits/weaknesses
- Student proposals for music video shoot



MUSIC VIDEO WORKSHOP DAY

- ▶ Location shooting with my production team.
- ▶ Each group will have to prep, direct and shoot their video within a designated time-slot



PLAYBACK WEEK

- ▶ Students will present their video footage from the week before as a rough edit

