

Marley Jacobs + FASM 210 + Prof. White + Summer 2023

VERAWANG

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Spring/Summer 2017

Production Schedule

	07/03 - 07/09							07/10 - 07/16							07/17	07/19
	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	W
PLANNING																
Project Setup																
Research																
Concept Development																
Finalize Concept																
PRE-PRODUCTION																
FPO																
Location Scouting																
Storyboard / Thumbnails																
Shotlist																
PRODUCTION																
Photoshoot																
Contact Sheet Review																
Final Draft																
Contact Sheet Notes																
Final Image Selection																
Image Editing																
Advertisement Flats																
Advertisement Mockups																
FINAL																
Finalize Process Book																
Final Submission																

IMPORTANT DATES

Wednesday, 07/5/2023 - Proposal Due
Wednesday, 07/12/23 - Draft Due (with FPOS. Storyboard/Thumbnails + Shotlist due on Discussion Board)
Sunday, 07/16/23 - Photo Review
Pre-Production Meeting - Monday, 07/10/2023
Shoot Date - Friday, 07/14/2023
Wednesday, 07/19/23 - Final Project Due

X Pre Production Meeting

XX Photoshoot Date

Brand Introduction

- + Following an unsuccessful search for a wedding dress, Vera Wang launched her own bridal gown business in 1990, at the age of 40.
- + Born on June 27, 1949 in New York city, Vera Wang worked in the industry for big names such as Vogue (as the youngest editor) and Ralph Lauren (as an accessories designer) before going off on her own.
- + Though the brand is now known for dressing a variety of high profile brides such as Victoria Beckham, Gwen Stefani, Issa Rae and Ariana Grande, It has expanded to other products such as Haute Couture, home, eyewear, fragrances, jewelry, and spirits at the high end luxury level.
- + The Vera Wang brand is driven by artistic, modern and luxurious design and style, couture-like quality and a high level of customer service, Vera Wang's collections hold impeccable customer appeal.



Past Campaigns



Shu Pei , Fall 2014/Winter 2014



Josephine Le Tutour for Fall 2014

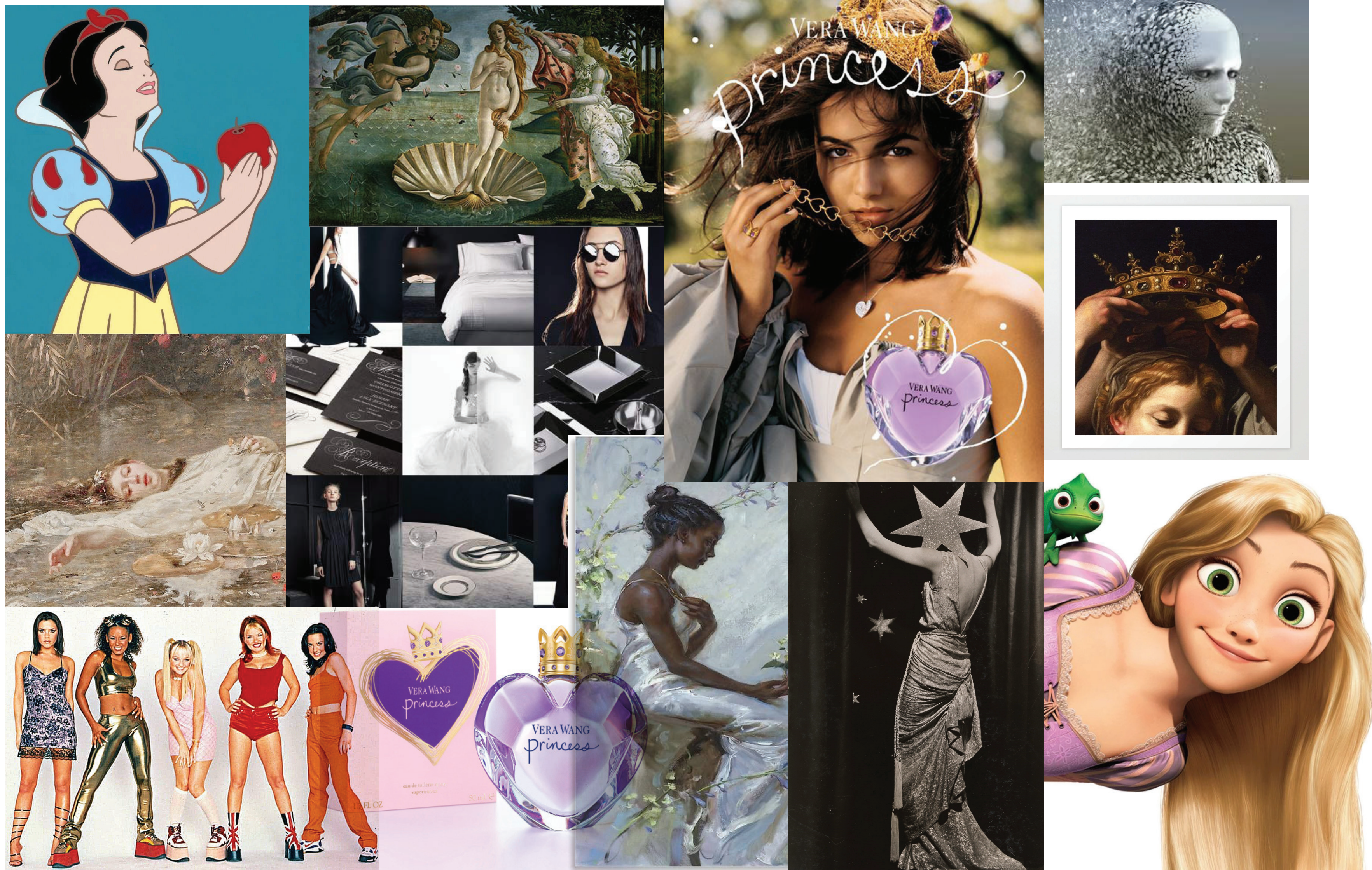


Nathalie Chablat and Kassia Taylor for
Spring/Summer 2021



Harleth Kuusik, Greta Varlese and Li Xiao
Xing Fall/Winter 2016

Visual Inspiration



Concept Statement

Be your own kind of
princess

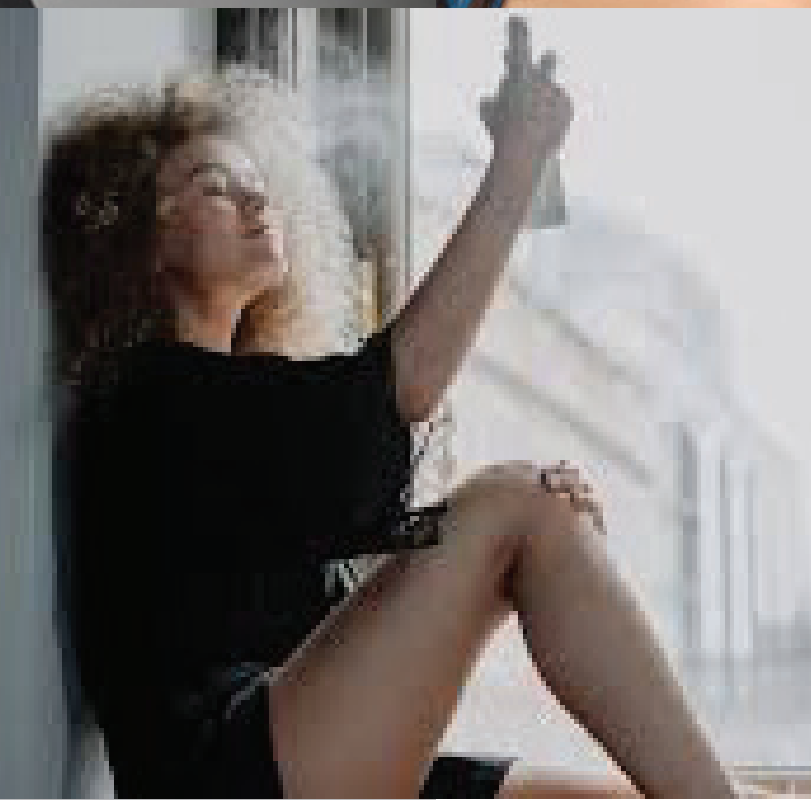
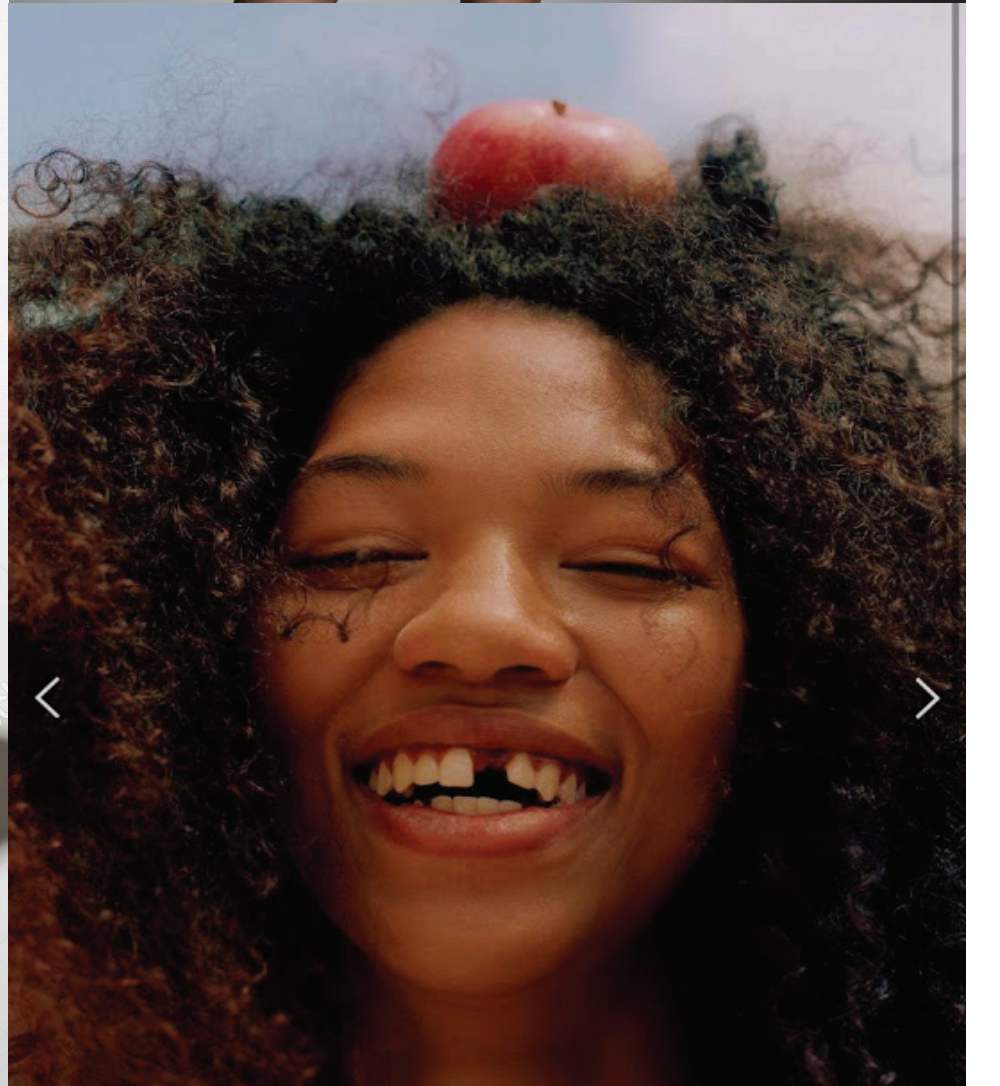
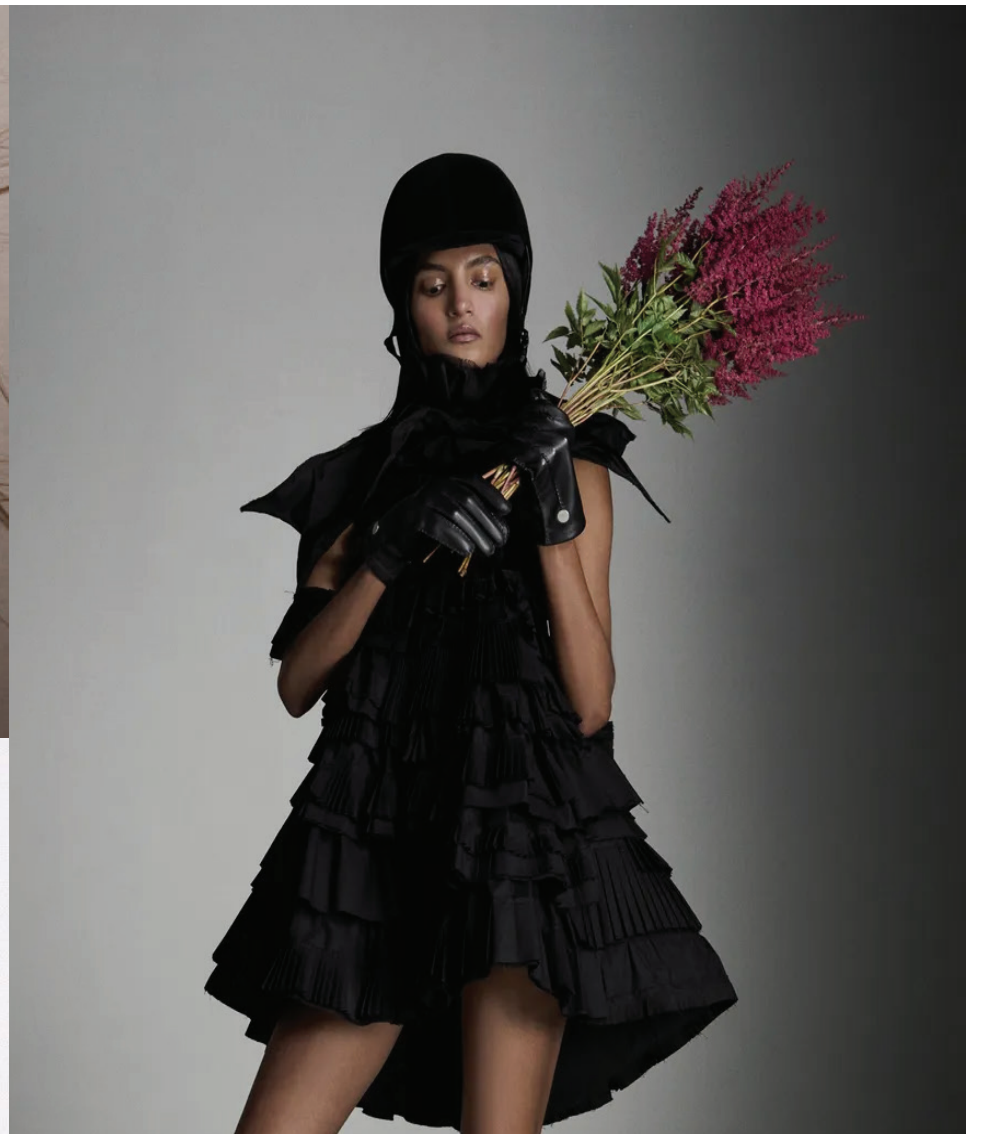
A fragrance for multifaceted women who are
redefining what royalty looks and smells like.

Hair and Makeup

A mixture of minimal/natural aesthetics and explorative, colorful grunge ones. Clean, messy and nerdy looks representing the different styles and feels of day to day women.



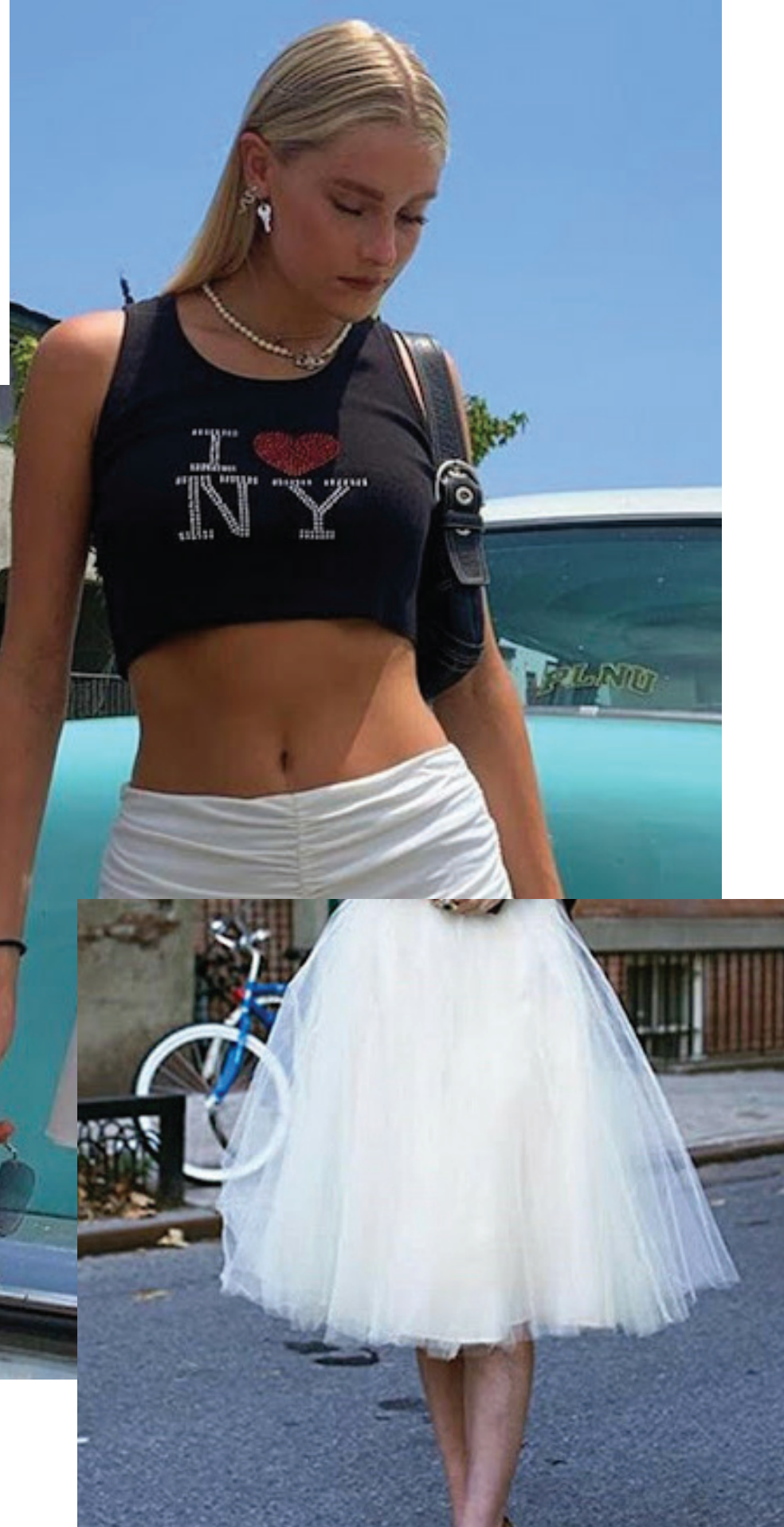
Poses



Props



Styling



Photographic aesthetic



Team



Marley Jacobs- Creative Director and model



Jeremiah Laureano-Photographer



Jabria Anala- Model

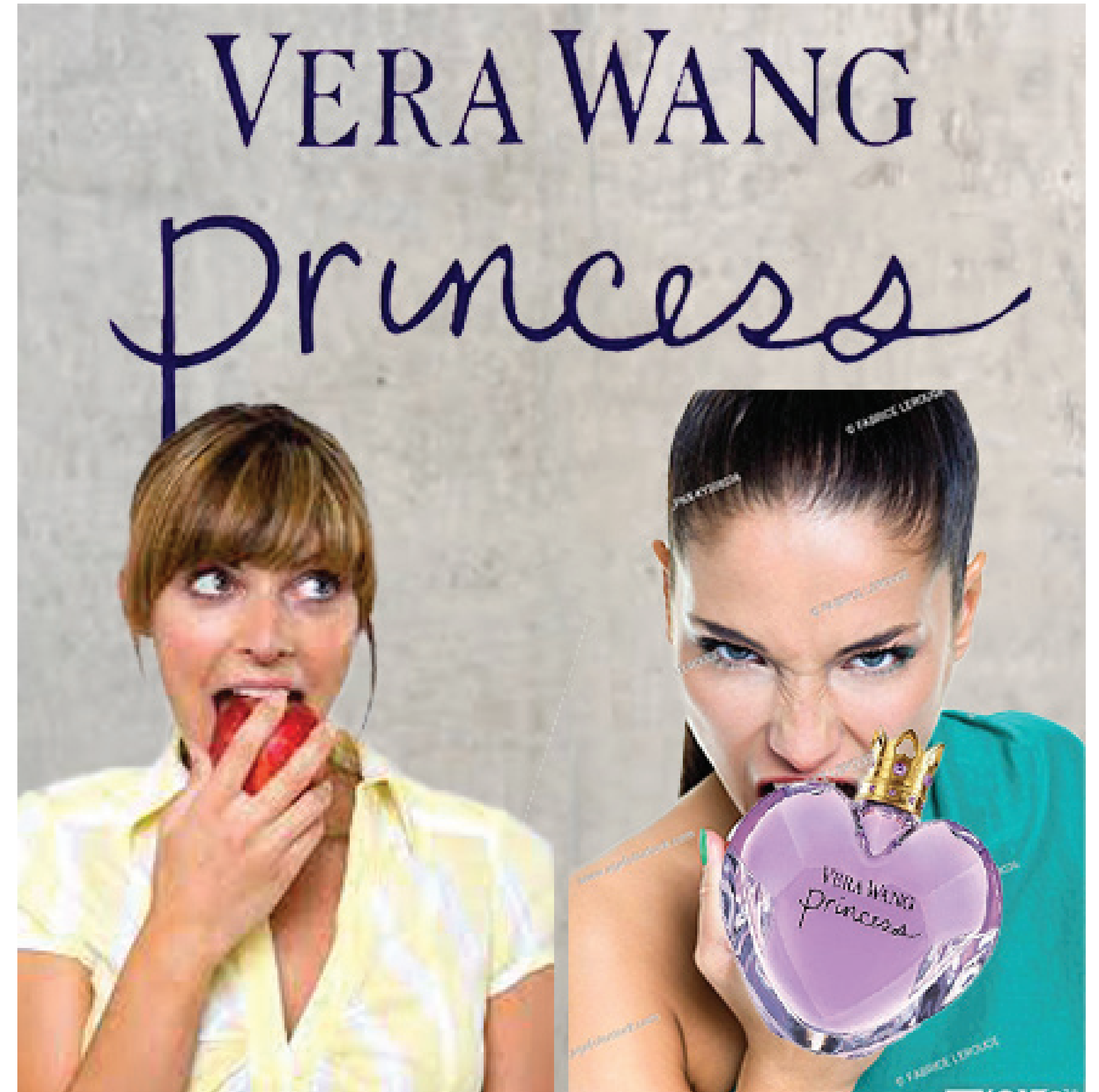
Location

Primary Location: Outside SCAD House and High Museum of art (Back entrance.

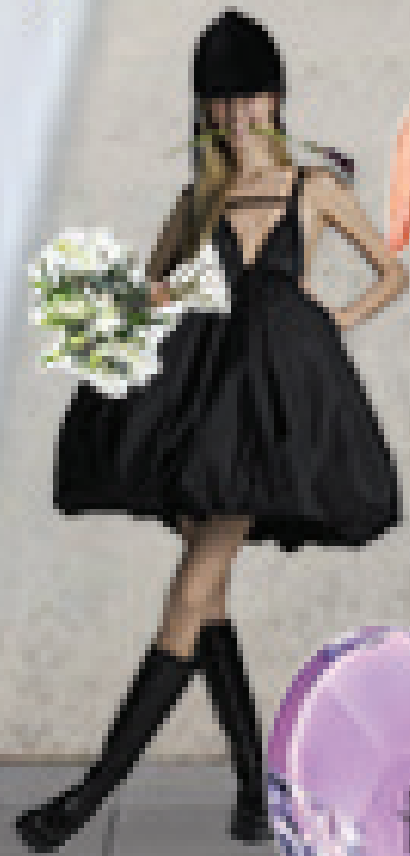
Backup Location: Nearest Parking Garage



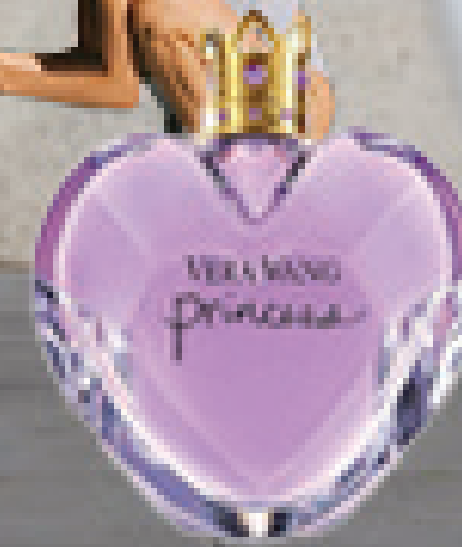
FOP AD COLLAGES



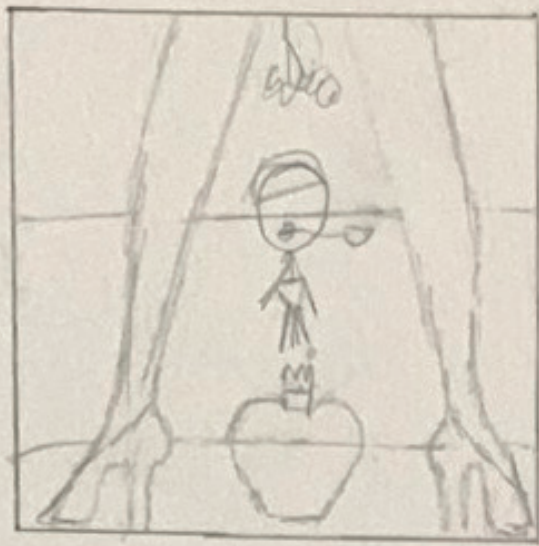
VERA WANG
Princess



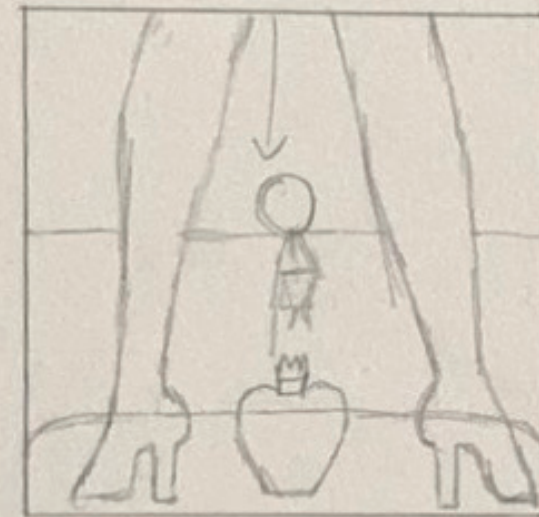
VERA WANG
Princess



Storyboard and Shot list



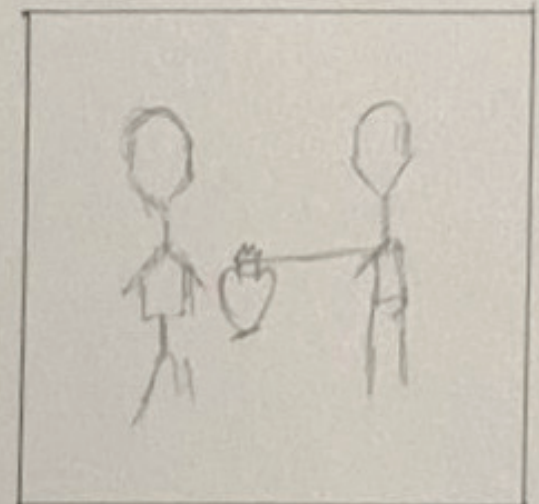
1. Girl in distance seen through legs of another, she is playing with water lillies ,zoomed out tight shot.



2. Girl taking up perfume, slowing zooming out.



3. Following hand of girl, and zooming in as the girl spray her-self with product, close shot.



4. Girl then sprays perfume on friend, two-shot.



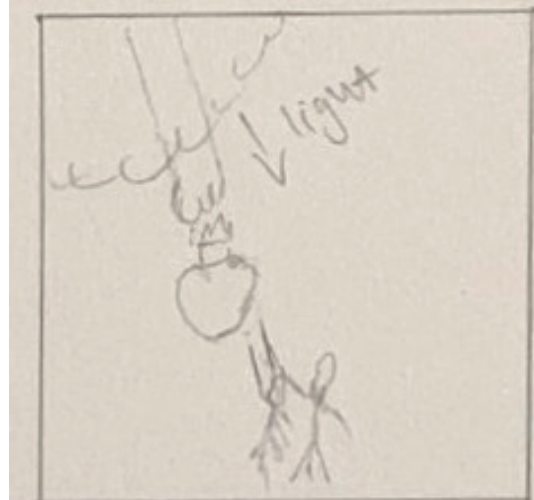
5. The girl puts the perfume on her friend's head, like a crown. Point of view of receiver, over the shoulder shot.



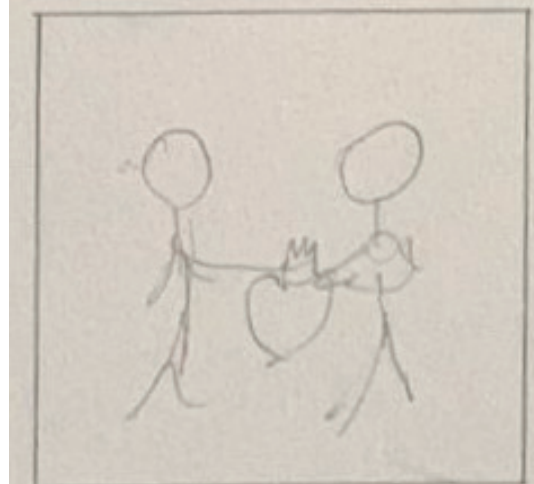
6. The girl puts the perfume on her friend's head, like a crown. Point of view of giver, eye level.



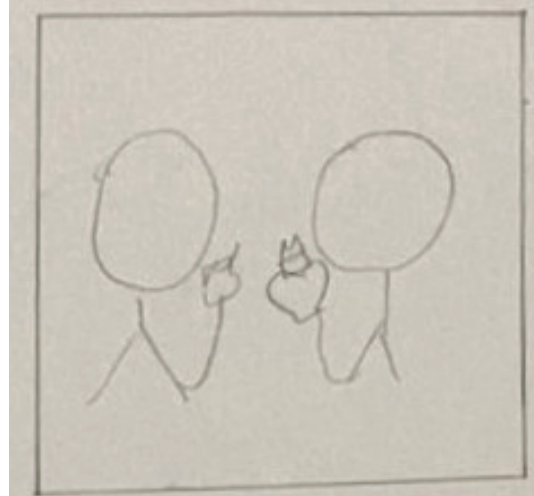
7. Hand from above (in tree) taking bottle off of her head, medium frame, eye level



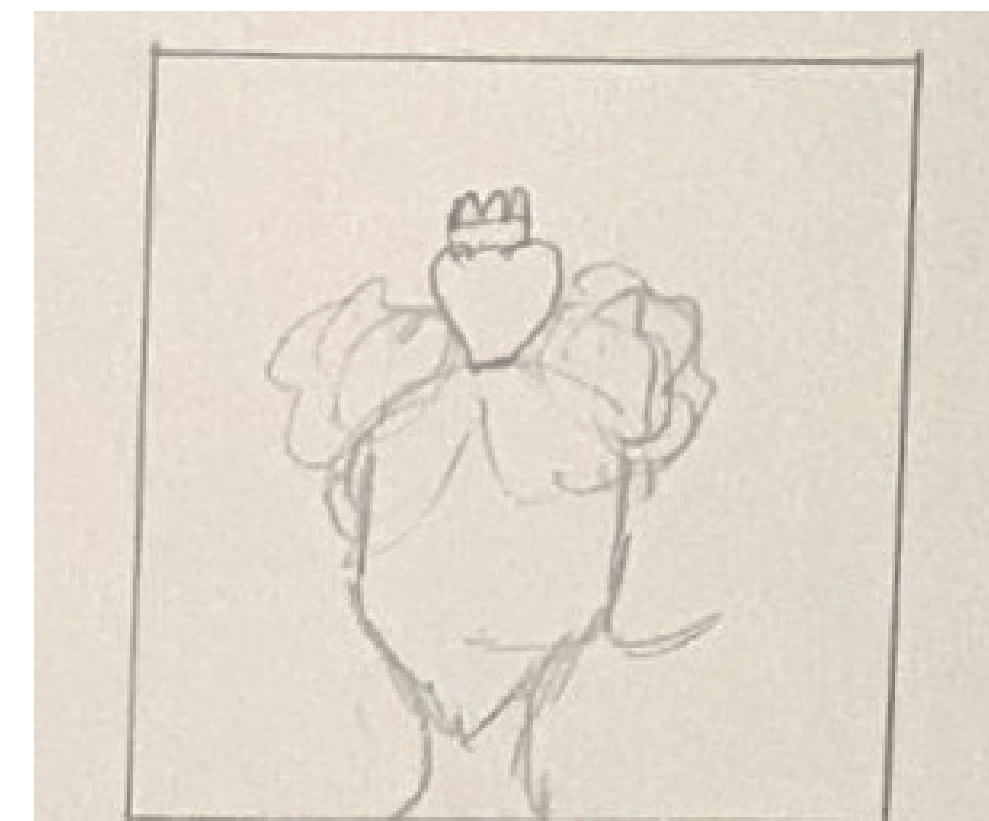
8. Both reaching for the bottle, wide shot.



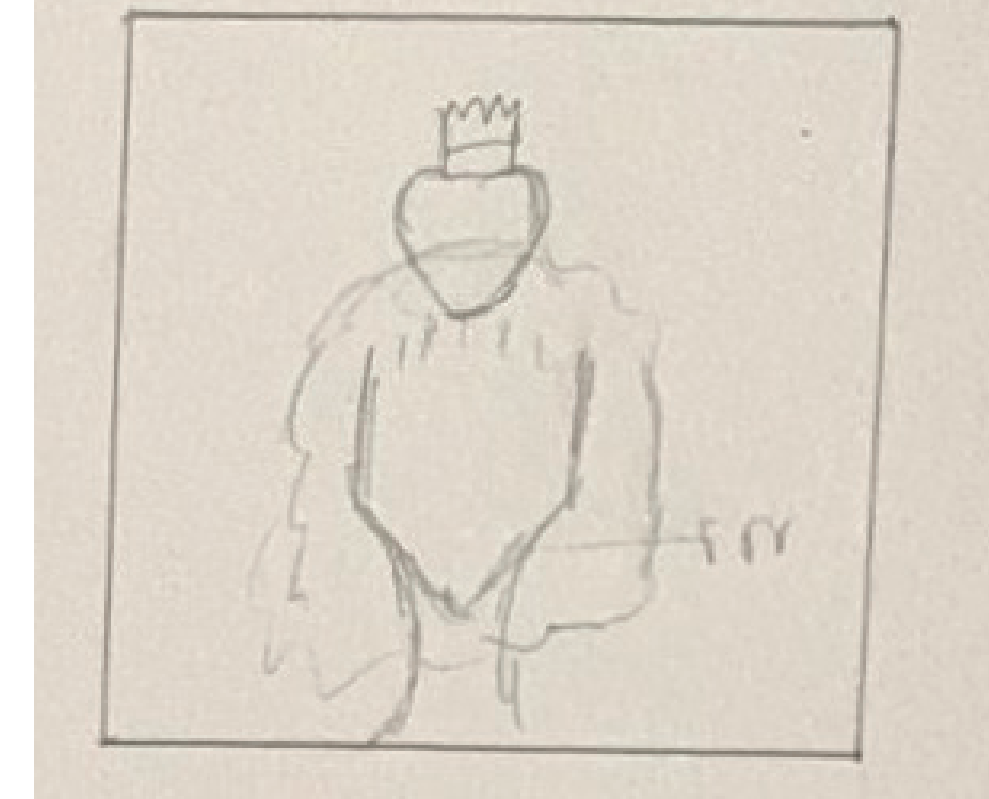
9. Both playing with bottle, zooming in, two-shot.



10. One girl biting an apple while the other pretends to bite into the perfume bottle, facing each other and looking out, close two-shot.



11. Portrait of bottle on the head of girl, eye level, close shot.

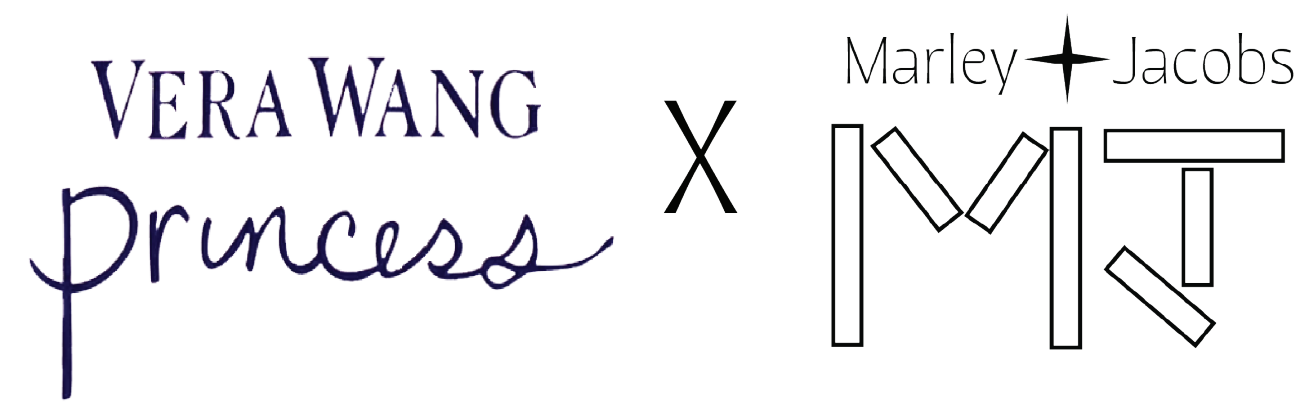


12. Portrait of bottle on the head of girl, eye level, close shot.

Final Styling



Call Sheet



Friday, July 14, 2023 @10 a.m.

Location- High Museum back entrance
(close to SCAD house)

Team

- Marley Jacobs- Creative Director /561-379-3194/ @marleyj28
- Jeremiah Laureano- Photographer /678-350-3994/ @phars_
- Jabria Anala- Model/ 678-360-3841/ @jabriaanala

Emergency Services: Piedmont Hospital

1968 Peachtree St. NW
Atlanta, Georgia
404-605-5000

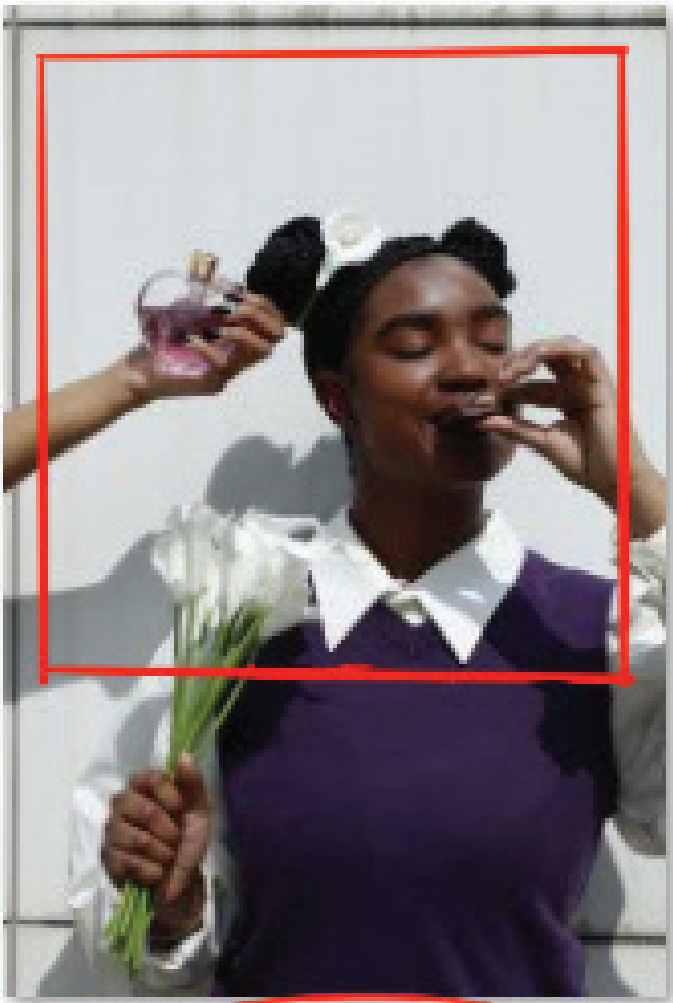
Weather

Mostly Cloudy



91°F | °C

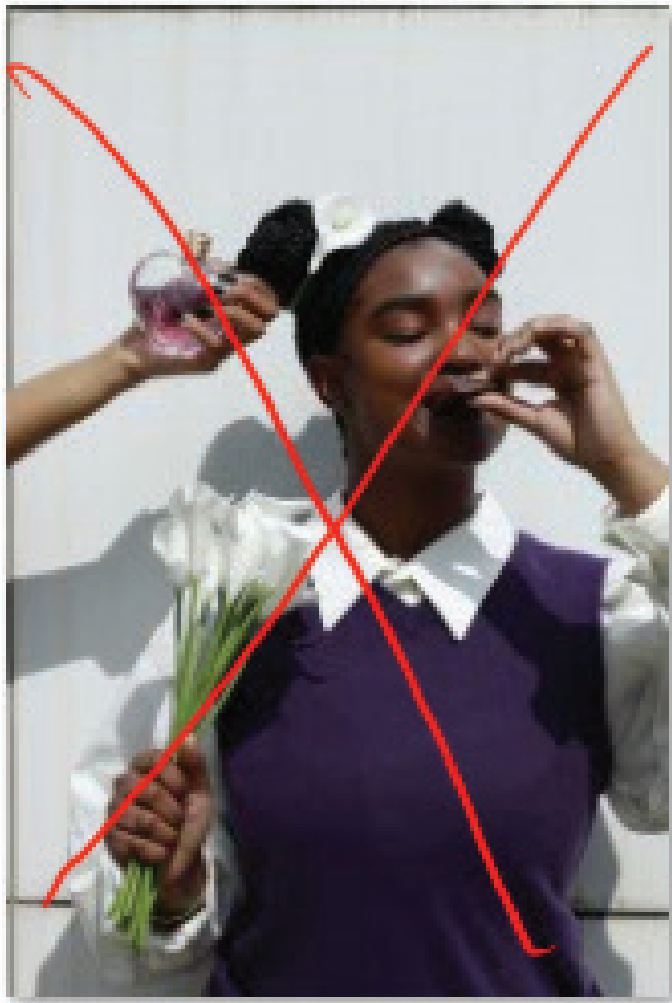
Precipitation: 20%
Humidity: 67%
Wind: 7 mph



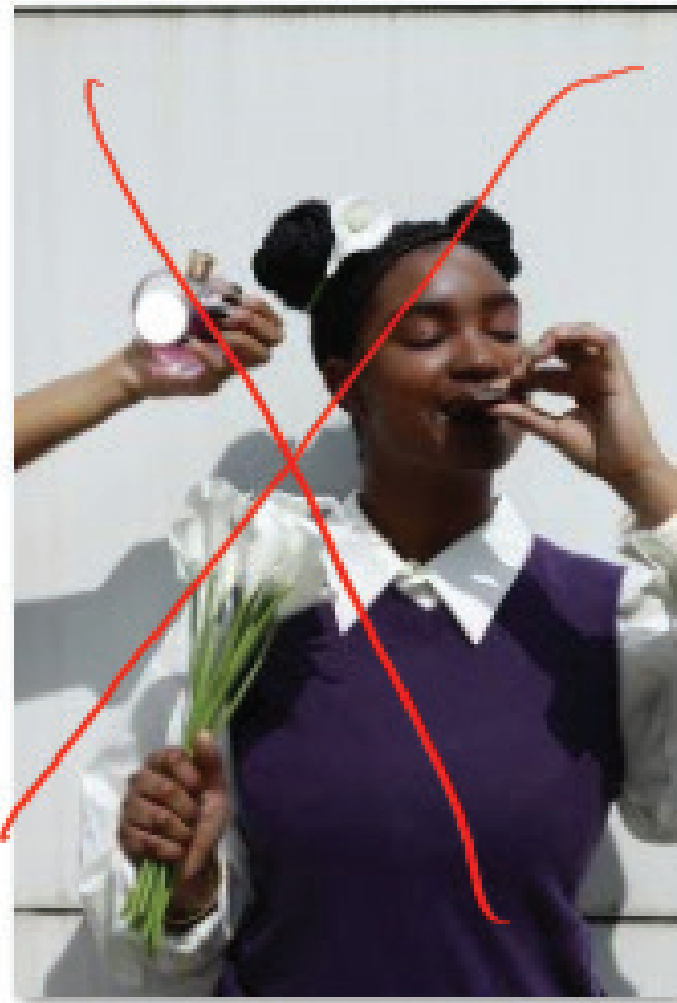
_D5A8103

magazine

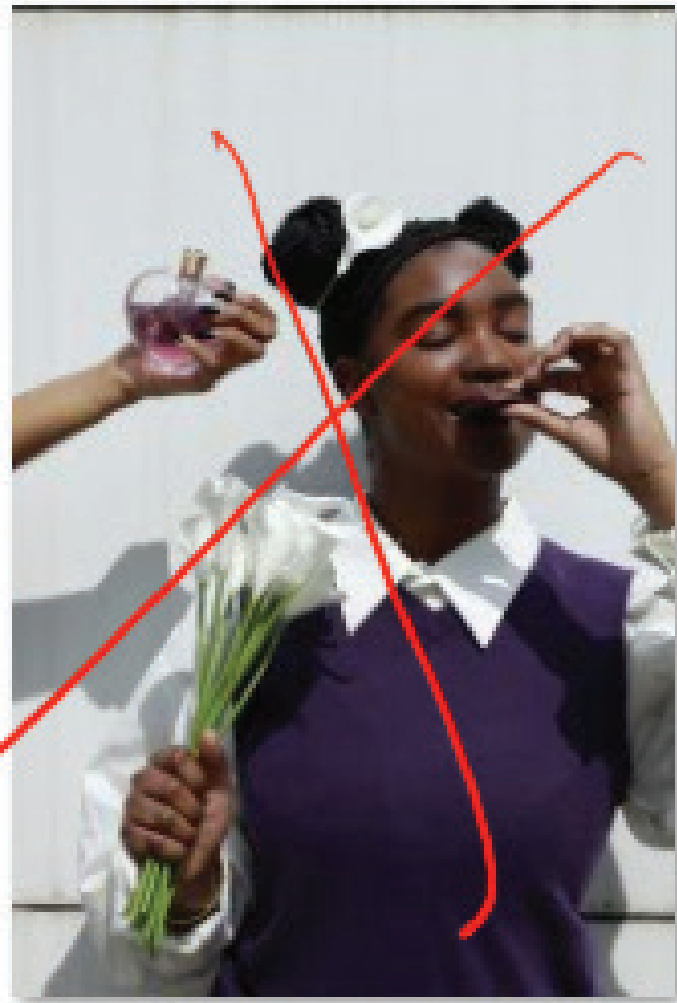
2



_D5A8106



_D5A8109



_D5A8111



_D5A8174

- Times Square

1

make horizon line straight



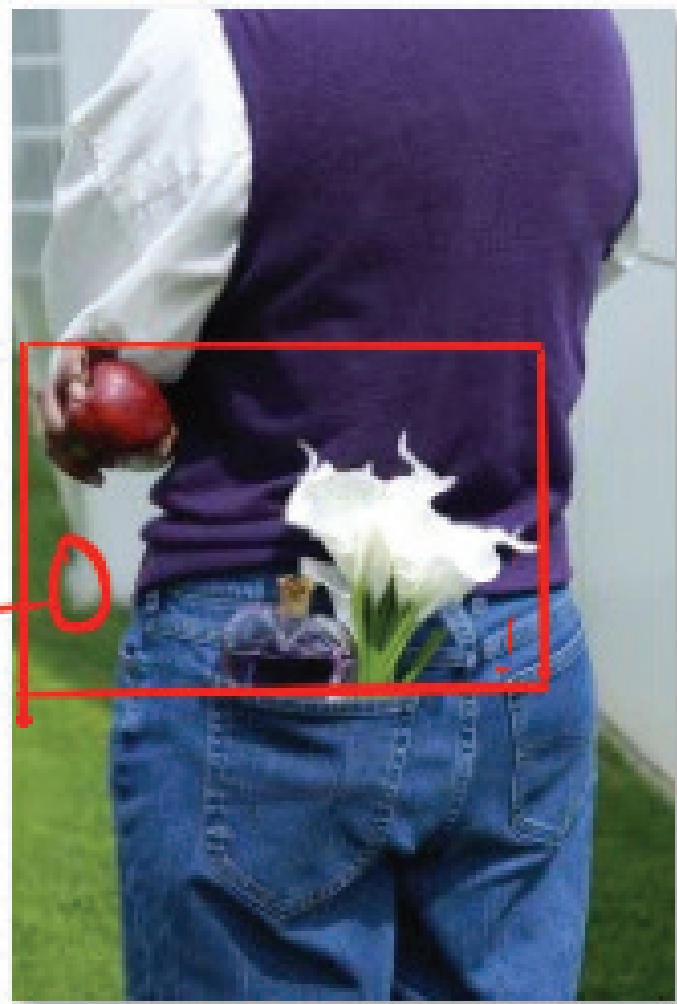
_D5A8300

Straighten line



_D5A8303

3



_D5A8356

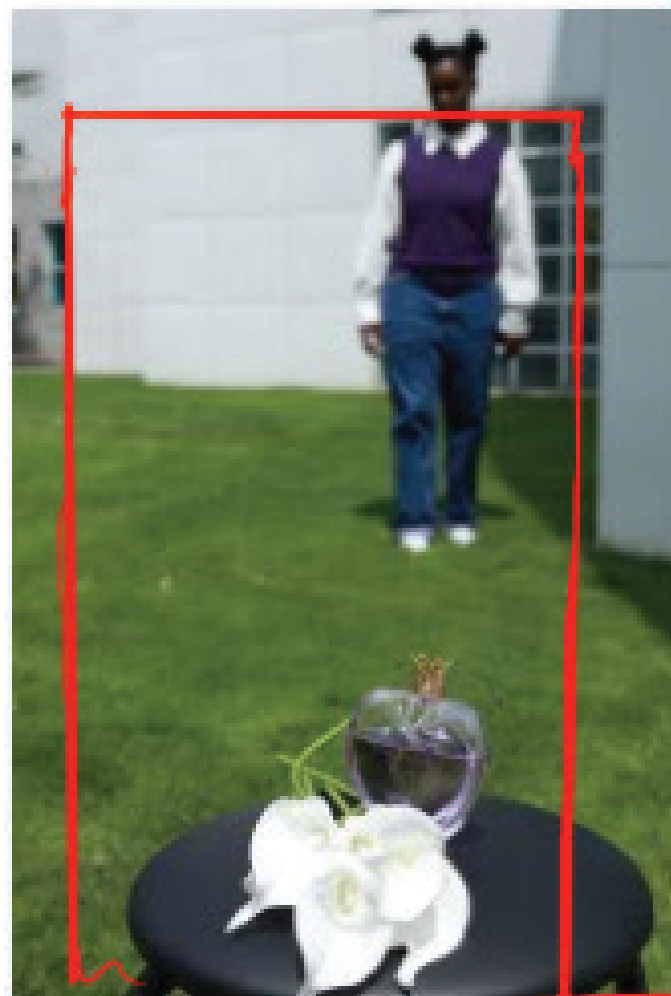
Add grass

- mask & change denim color



_D5A8503

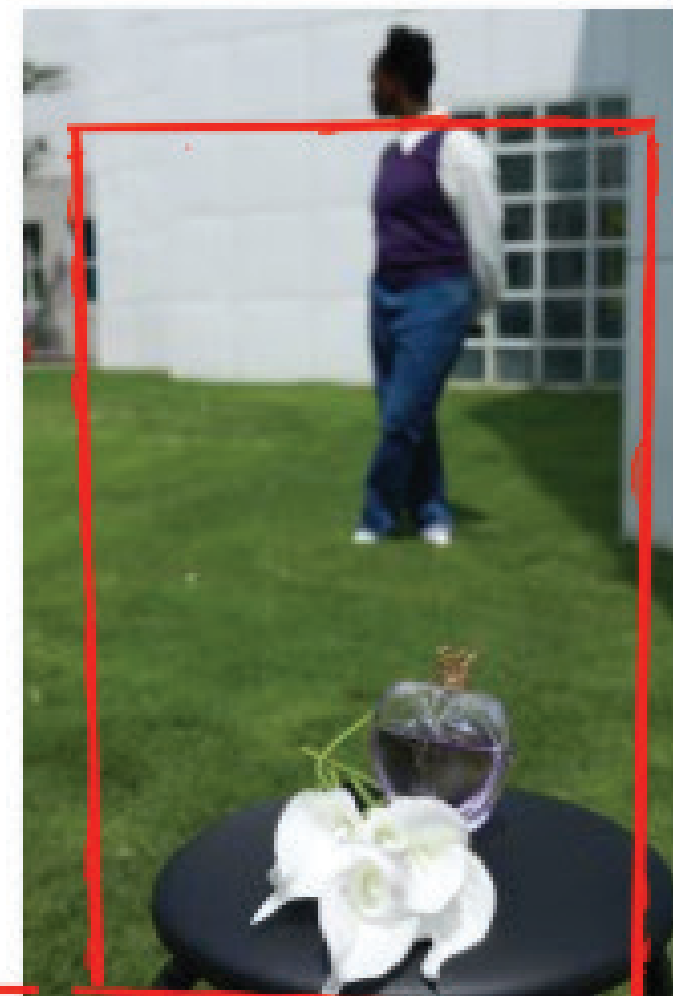
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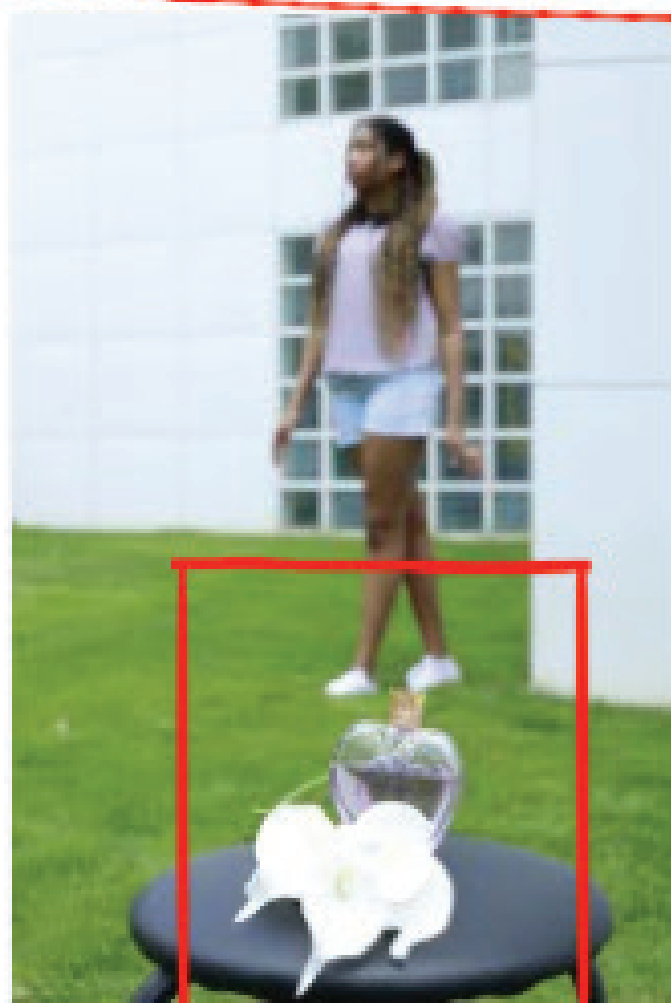
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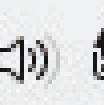


_D5A8551

Show desktop



Search

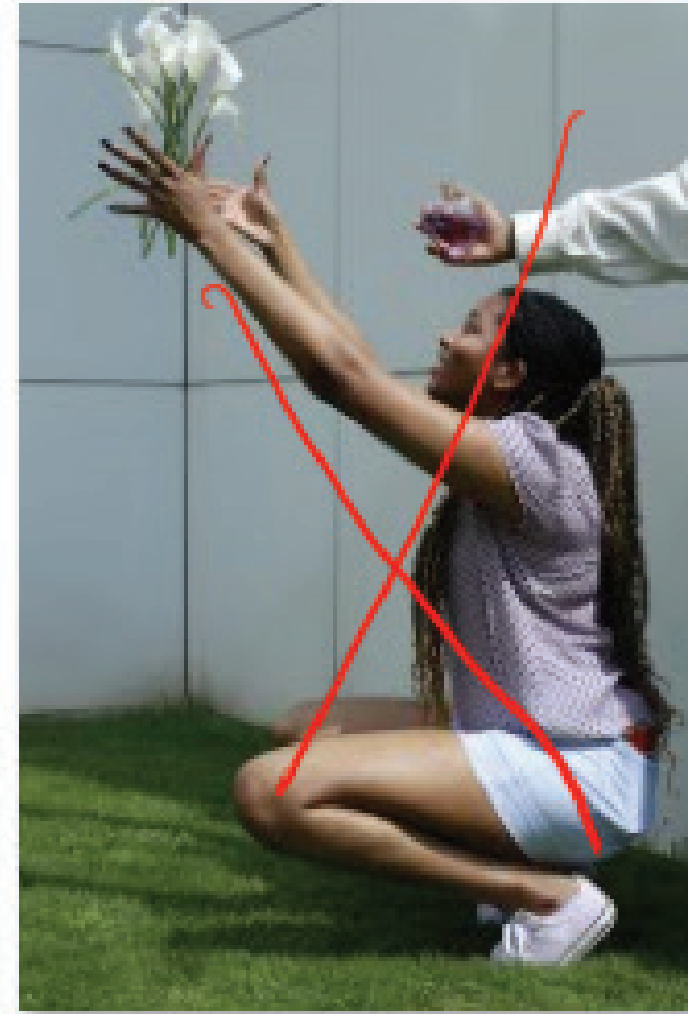


12:51 PM
7/17/2023





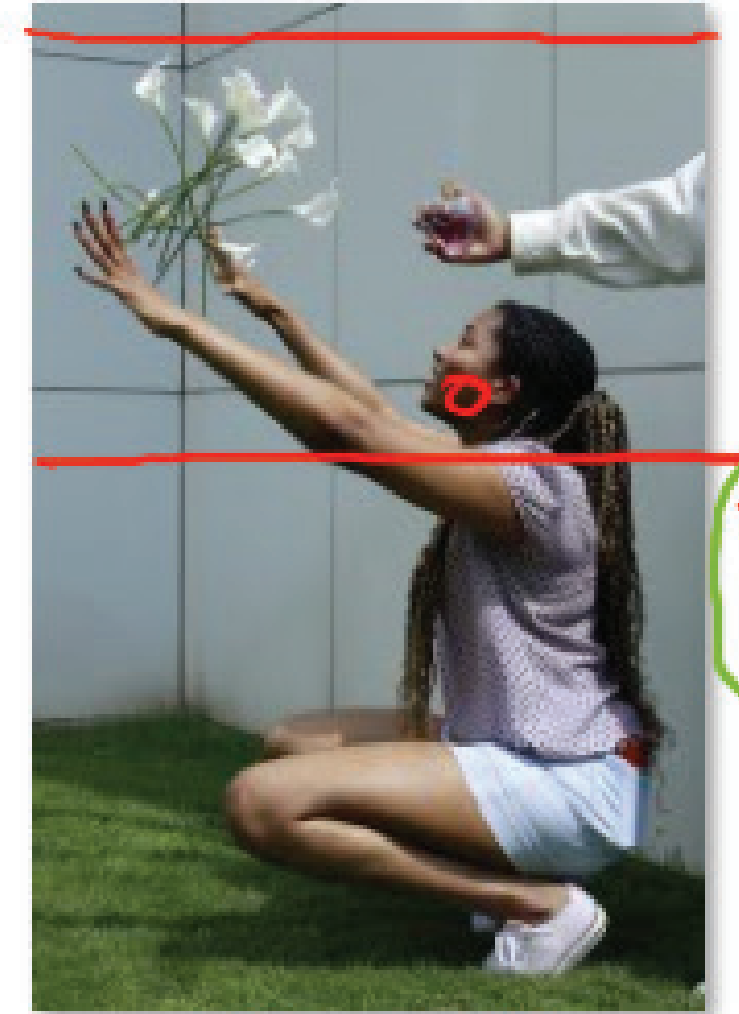
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_D5A8484



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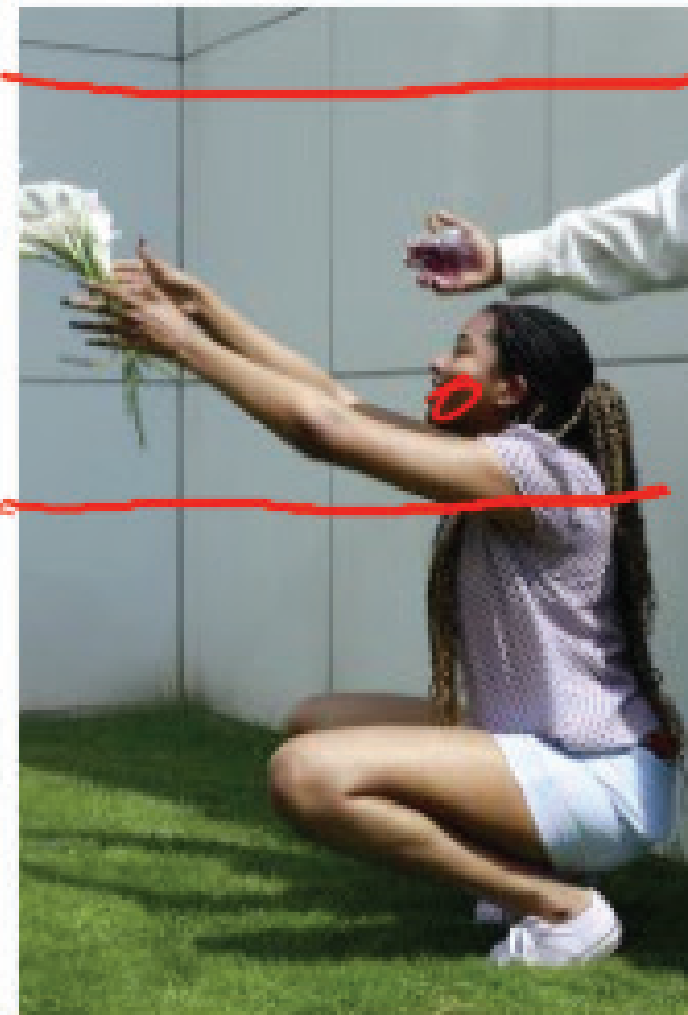
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Instagram Band



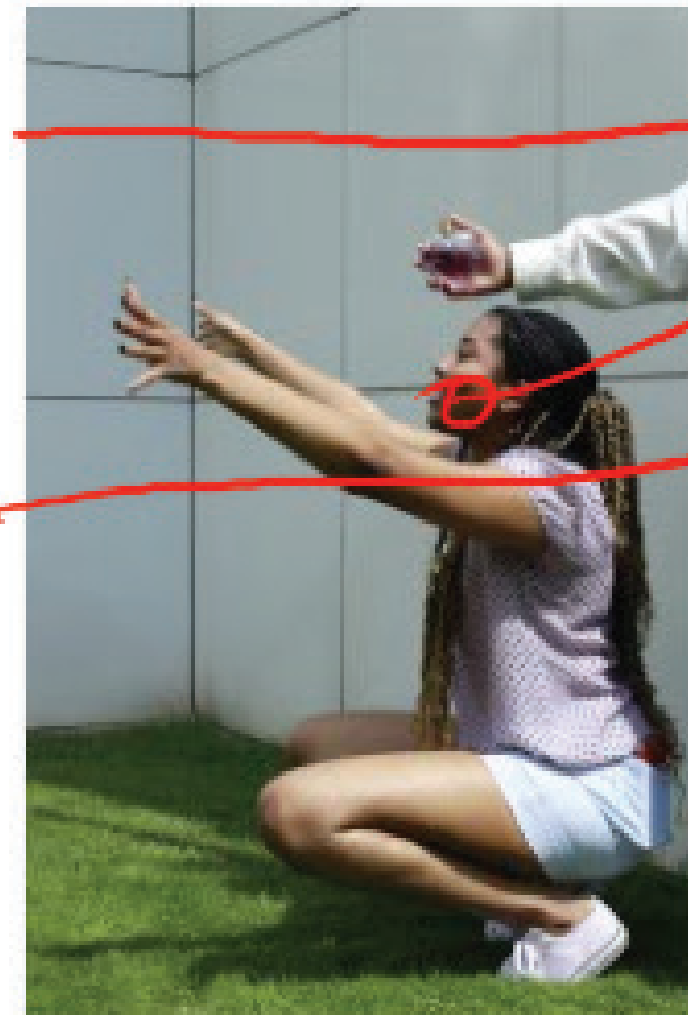
_D5A8487

1



_D5A8488

3



_D5A8493

Sweat & Dark areas

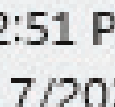
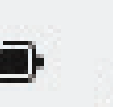
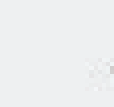


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Show desktop

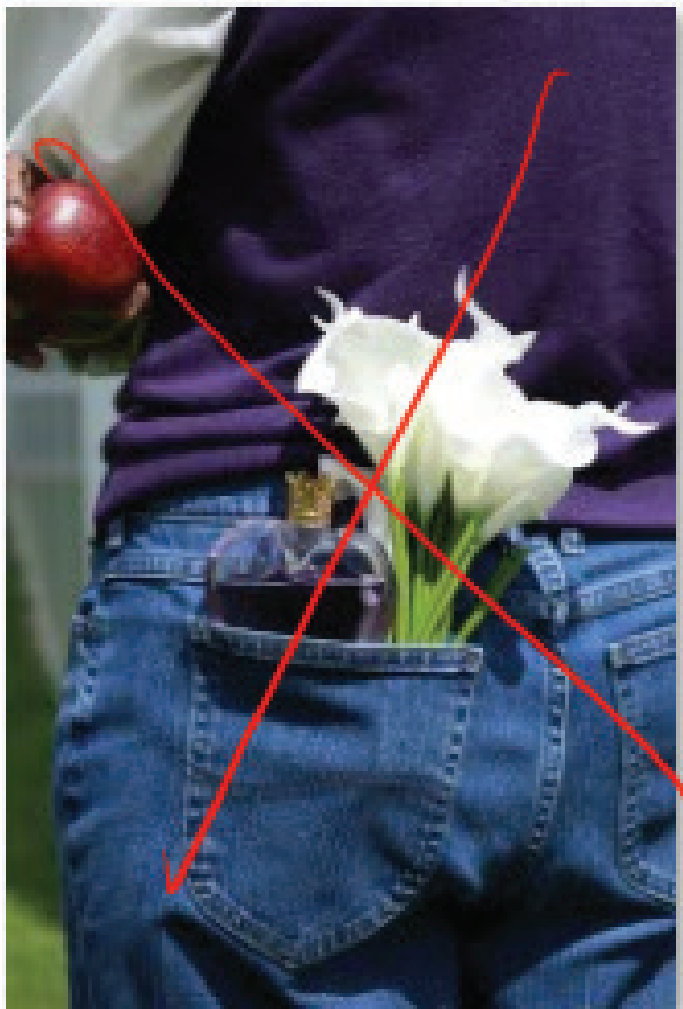


Search

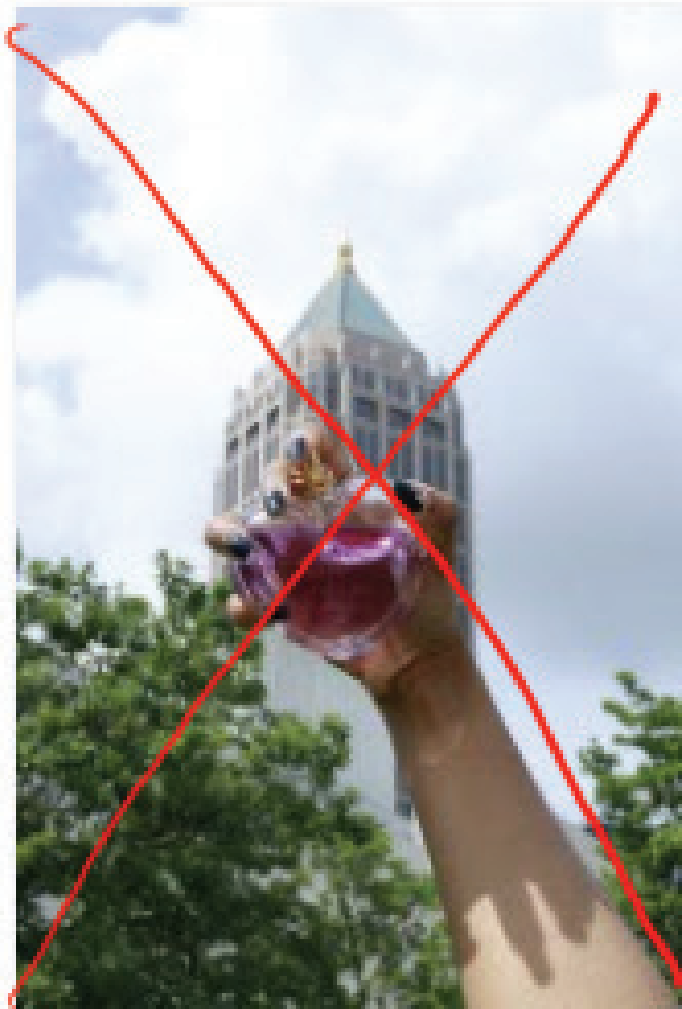


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7/17/2023

7



_D5A8364



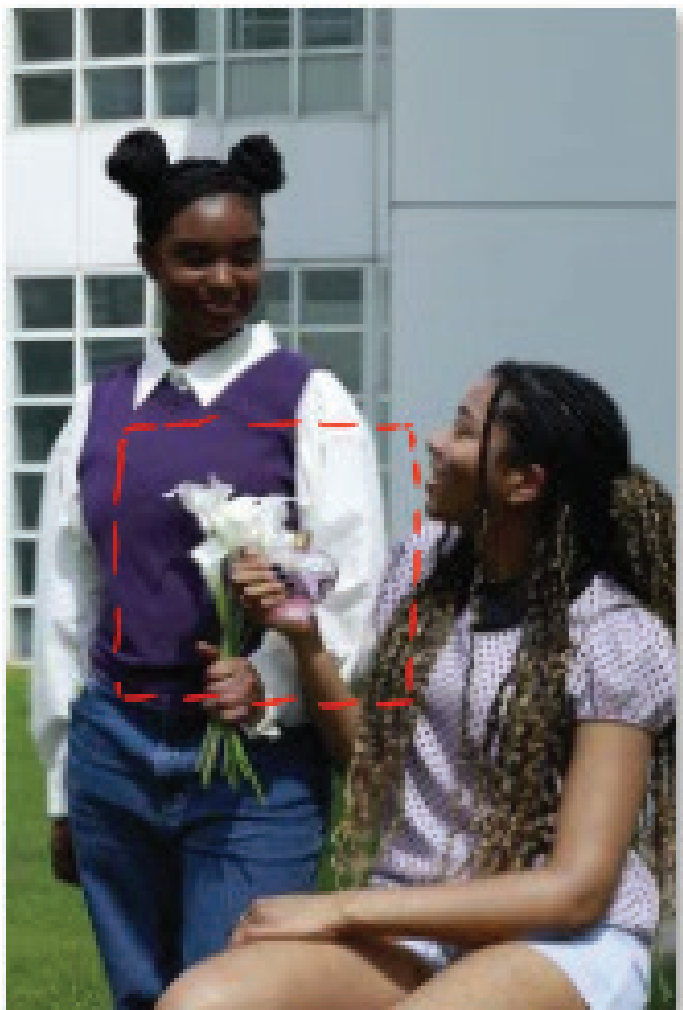
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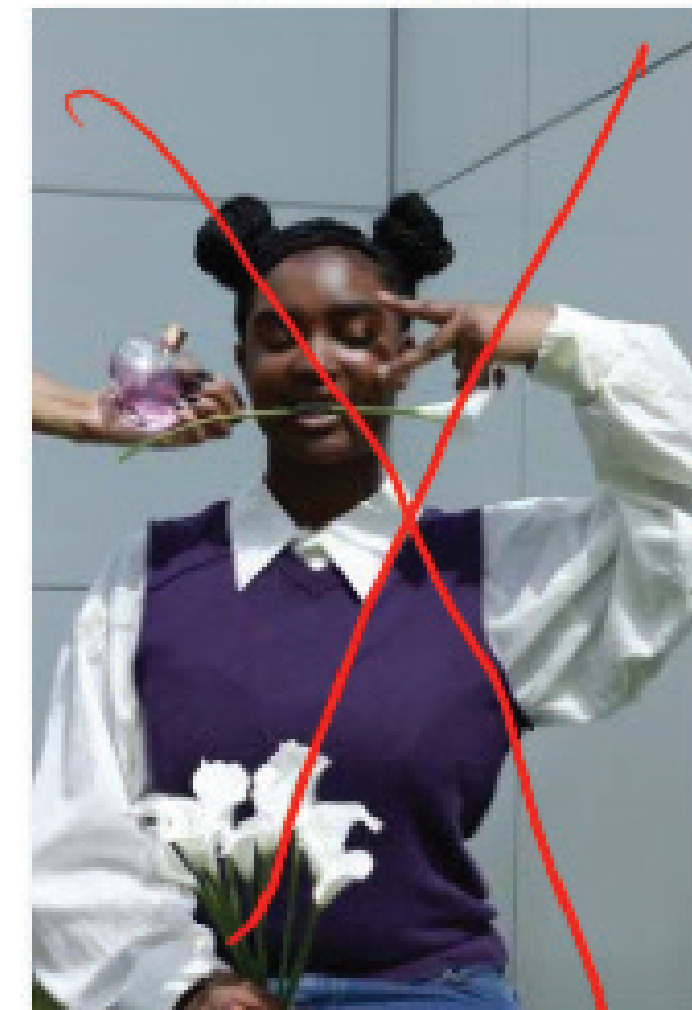
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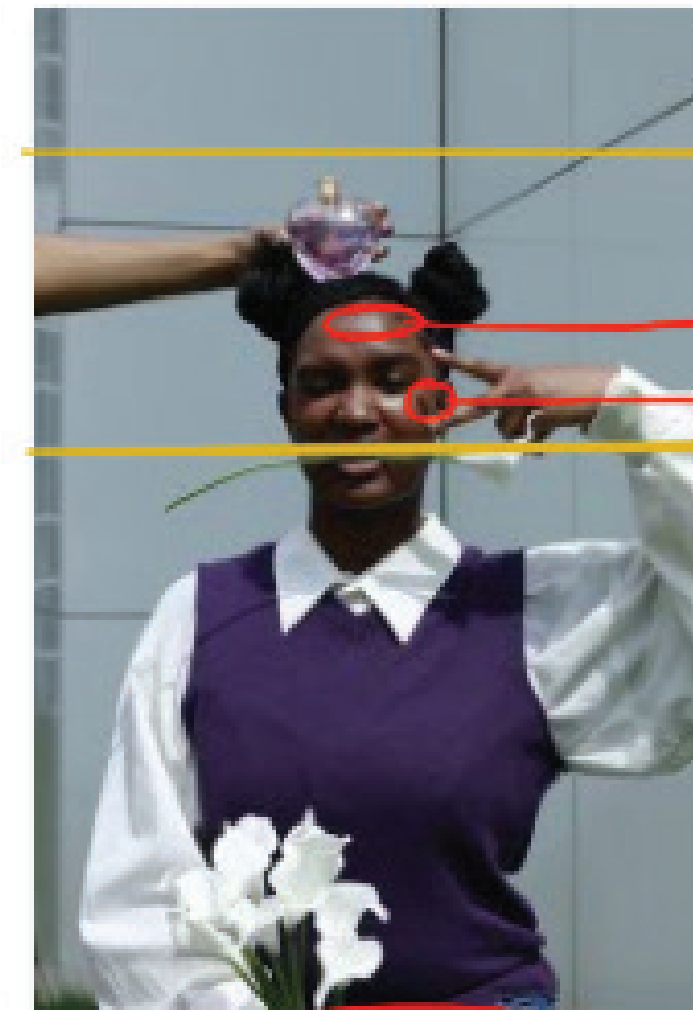
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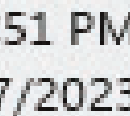
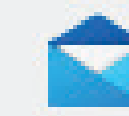


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Final Selected images



Final Selected images (Mockup Advertisements)



*Final Selected images
(Mockup Advertisements)*



Flat Print Advertisements



Final Three Mockup Advertisements







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