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developing an **aesthetic**: where to begin?

1. fashion or glamour?
2. pick a specialty (less is more).
 - A. editorial or commercial; clothing, beauty or accessories
 - B. public personalities; real people
3. study, study, study. again. some more.
4. conceptualize.
5. experiment on your own; evaluate
6. collaborate.

(and it *is* a production)

PRE-PRODUCTION

who? what?



model

clothes/hair/makeup



makeup artist



hair artist



wardrobe stylist

where? how?



location



lighting setups



camera/lenses

angles

what else?

set terms

know all contact info



confirm thrice

= the **FEEL**

on the SHOOT

- arrive earliest
- stick to the call-sheet, but allow for serendipity (and weather)
- establish rapport. set the tone. be positive.
- mistakes happen. just don't let on.
- communicate constantly. direct your show.
- everyone there is important. show it.



POST-PRODUCTION

- edit. (yourself, not the photo)
- edit again.
- and *again*. the most potent buzz-word images are the keepers.
- repetition bores the eye. *cut, cut, cut.*
- give constructive feedback to all involved
- deliver product in a timely manner



RESOURCES

modelmayhem.com

models.com

thesugarspace.com

modtv.com

joshblumental.com

The Fashion Book by Phaidon Press

bpdstudios.com

I Love Your Style by Amanda Brooks

ulta.com

What Not to Wear on TLC

sephora.com

Project Runway on Lifetime

pictureline.com

The September Issue dvd, Amazon.com

vogue.com

amyisabella.com