

A BRAINY CUBE

Photoshoot

SP23MC02

Mentor: Mr. Hoang Vu Quoc Anh

PHOTOSHOOT GUIDELINE

Aligning with our color palette and templates, we need a big amount of people photos as a source to go hand in hand with our designs for the whole communication project.

Having considered the brand guideline together with A Brainsy Chat's Founder- Ms. Halle Quang, we want the photos to be aligned with ABC brand tone of voice as well as well-reflect the project's TA personalities which are shortened as below keywords:

- **Critical and smart**
- **Interest in science-based knowledge**
- **Young and dynamic**
- **Fresh and confident**
- **Care about effective study & work**

We also want to focus on people emotions and expressions rather than outfits and environment/spaces, so that we require the photos to be:

- **Neat and clean**
- **No extreme colorful outfits and items**

Please see detailed references in next slides.



Reference of designs that combine people photos and illustrations

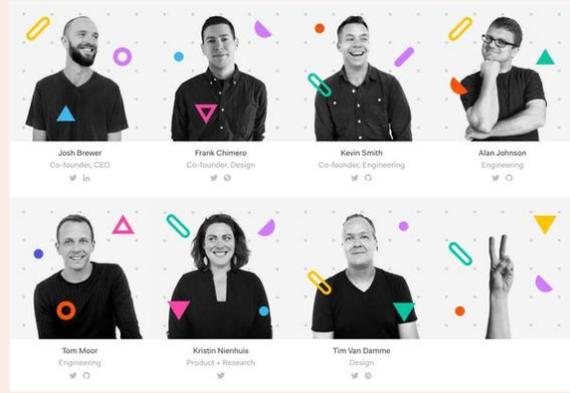
PHOTOSHOOT REFERENCES



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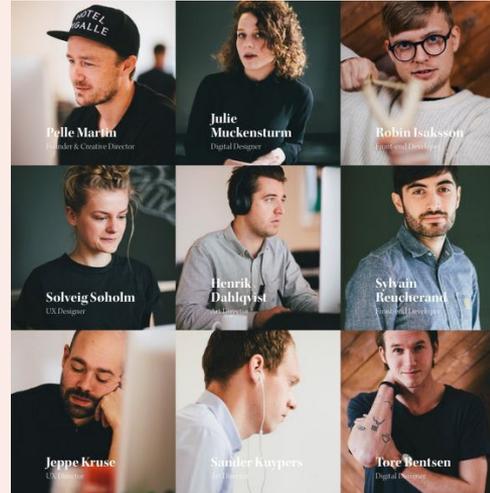
OUTFIT GUIDELINE FOR MODELS

Dos:

- You will **do the makeup yourself** since the photoshoot does not require harsh/bold makeup layout, just **light makeup is appreciated**.
- Wear casual top: plain shirts, T-shirts, flannels (without brand logo at front) in formal and basic colors (ex: white, beige, brown, grey, pastel blue, olive green, some stripes pattern is still okay, ...). Look at the 2 images beside for detail.
- Wear casual bottom: any kind of trousers, jeans, pants (without brand logo at front)
- Wear casual shoes, sandals and sneakers. Look at the 2 images beside for detail.
- Black color is okay but should be minimized
- Great if you bring more outfits to change. We appreciate.

Don'ts:

- Wear colorful outfits and shoes (both top and bottom)
- Wear clothes that have similar colors to our main palette (see slide 8 to know the main palette)



PHOTOSHOOT INFORMATION & AGENDA

Time: 8: 30-11: 30 Friday, January 13, 2023.

Divided into 3 shifts to avoid losing the time of the sample, the model only needs to choose 1 of 3 slots:

- 8: 30-9: 30 am (slot 1)
- 9: 30-10: 30 am (slot 2)
- 10: 30-11: 30 noon (slot 3)

Location:

Studio room 613, FPT University of Ho Chi Minh City.

Photographer: 01 person

Models: 15 people

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PERSONAL SHOOT

#02

GROUP SHOOT

PERSONAL SHOOT 1ST LOOK



GROUP SHOOT 1ST LOOK



SOCIAL MEDIA DESIGNS WITH PHOTOS



Since the recommended file for thesis submission is limited in capacity, please kindly access this [Google Drive Link](#) for full detailed photoshoot folder.

Thank you so much.