



SHOOT BRIEF

Creative Brief: Fashion Designer

Keyword Code: **FASHDEC2018**

A day in the life of a fashion designer encompasses strong concepts, depicting skills that go far beyond the occupation's literal interpretation.

Shot List Thought-Starters:

- Draping, pinning, and measuring fabric on model or mannequin
- Designer sketching a design freehand or on computer with virtual model
- Portrait
- Designer flipping through clothes rack
- Designer studying drawings, inspiration boards on wall
- Designer using a sewing machine to stitch fabric together
- Designer inspecting material by gently rubbing it between fingers
- Designer creating a pattern and cutting it with scissors
- Designer taking a photo of dress and sending it via a text

Suggested Keywords: Measurement, Precision, Innovation, Concentration, Preparation, Individuality, Ambition, Occupation

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions

Fashion Designer

Pro-Tip:

It's highly recommended that you hire a real fashion designer. Get coverage with a variety of angles on your subject. In addition, adding a cell phone conversation and texting scenario to a few setups is worth the effort.

Casting Considerations: 23 years and up, gender and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

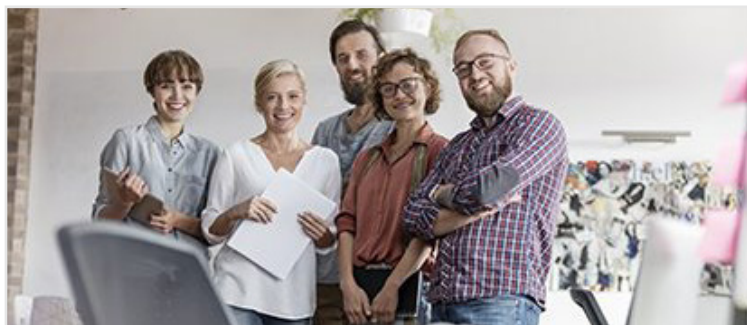
Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **FASHDEC2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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