

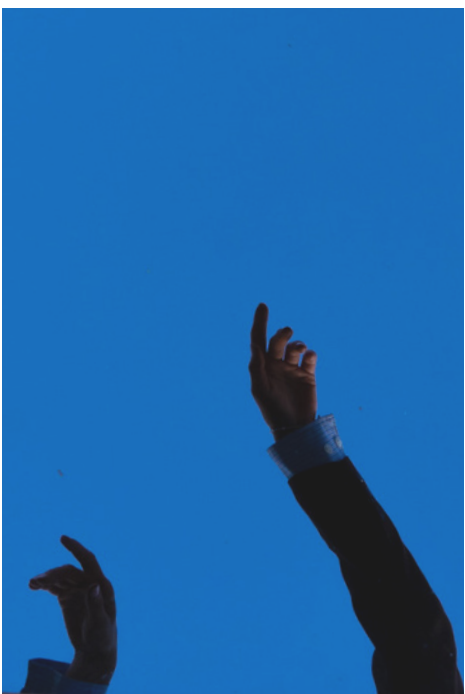


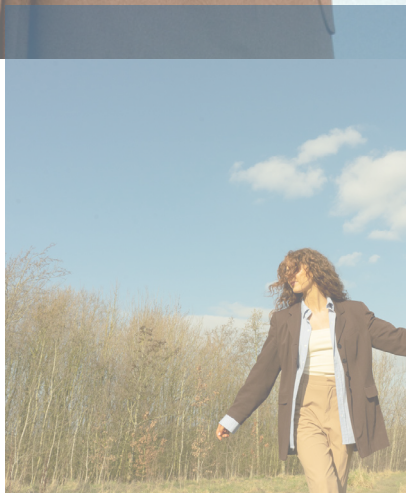
OLIVIA

ROSE

MURPHY

GFF AWARDS /// FASHION COMMUNICATIONS DIGITAL PORTFOLIO







SUPPORTING

In this document I have showcased the two photoshoots for my final major project that I completed as part of my third year on the Fashion Management and Communication course at Sheffield Hallam University. Within both shoots I was responsible for the styling and direction. My overall aim was to represent the awakening of oneself in the digital age, showing understanding of how our own change in behaviour can benefit our future.

I have presented each photoshoot with my original vision and thoughts, which is then expanded on in the text. I have also included layouts from my publication titled 'More Life' which is the exploration of life, communicating a sense of gratitude for the simple pleasures.

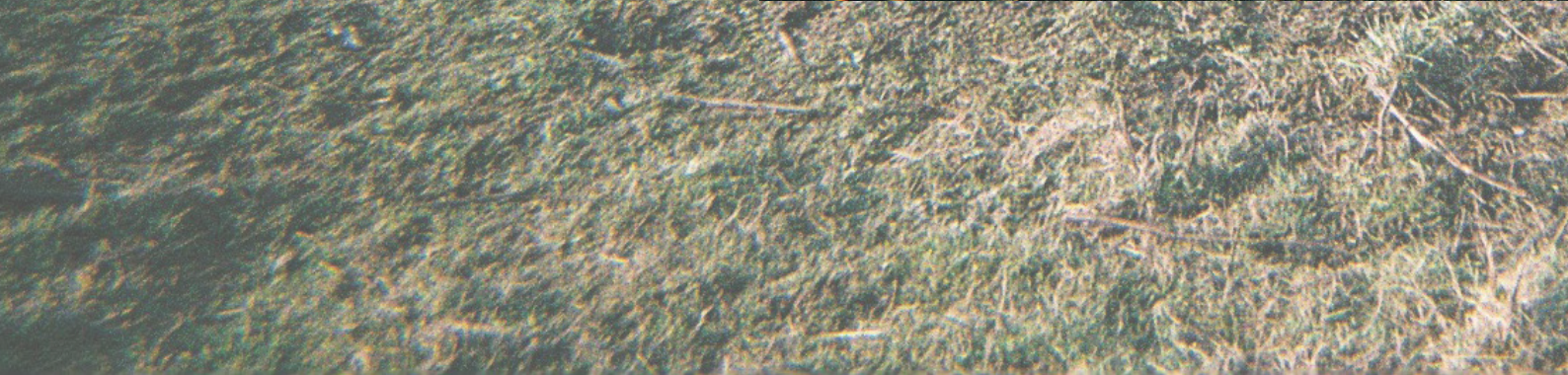
The topic first arose to me through motion pictures and written accounts. The issues of consumption and overuse of social media and the internet intrigued me. Having researched in depth into minimalism during my

STATEMENT

second year studies, I wanted to further my understanding not just in text but image curation. Visualising this topic was important to me, as I didn't want it to be too literal. The freedom of interpretation is important to me, and so creating thought provoking imagery that contrast with one another was vital.

With an interest in set design, I decided to explore consumerism through the use of still life, taking ordinary household belongings and creating lively imagery. I wanted the whole photoshoot, titled 'Consumption' to encapsulate the feeling of chaos, which can be associated with overconsumption and lack of control. For the second photoshoot, 'In Nature', I worked alongside two photographers, adhering to government guidelines throughout, to create a romantic exploration of nature, and it's vital connection to us. The styling was a reflection of this, very fluid and relaxed to further communicate a feeling of comfort in nature. I used my own clothing, with the addition of my mother's blazer. This connection to my mother through the images further achieves the wholesome aesthetic I hoped to reflect.

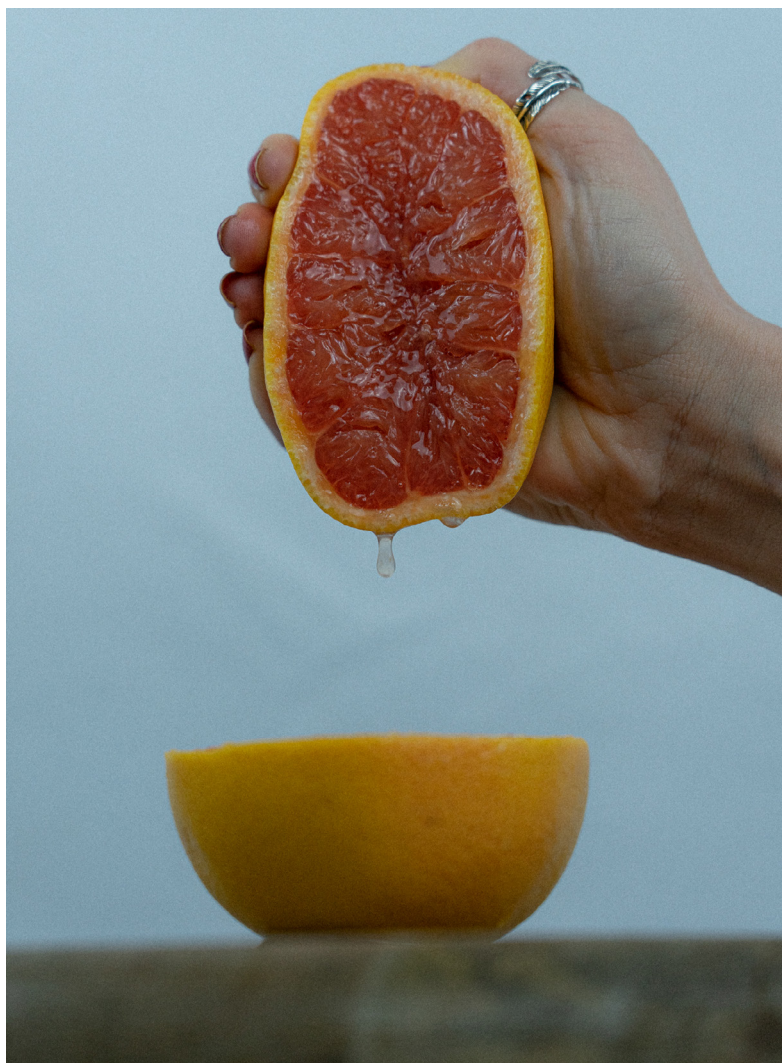






P R O C E S S

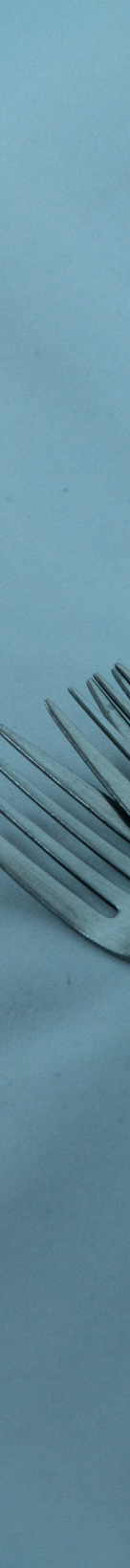
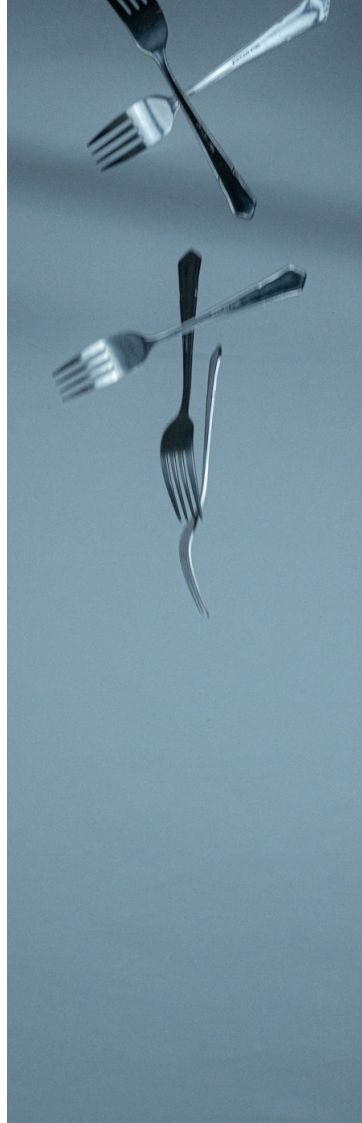
When developing my final major project from my dissertation it was important for my concept and supporting visuals to communicate progression and the journey from the initial starting point. The conversation regarding manipulation of social media and internet user's behaviours to convey the development of one's health and wellbeing in order to fulfil a life of substance and gratitude. I put empathy on consumerism, human connection and our open spaces of opportunity.





R E A L I S A T I O N

Despite having to complete my project during a national lockdown and having to adhere to government guidelines, I am proud of the work I have achieved. Having explored new creative areas it has enabled me to grow in confidence and knowledge of set/prop design and direction.









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