

ABSTRACTS 2018/19

VISUAL NARRATIVE FOR MODERN DAY MARKETING



ENGAGING WITH IMAGES

ELLE HALLEY



VISUAL NARRATIVE FOR MODERN DAY MARKETING

In today's image-saturated world, it has become much harder to attract attention. Pictures are the first point of contact between brand and consumer but, in such a fast-paced, competitive market, the importance of attention-grabbing imagery has never been stronger .

This group of lectures is intended to inspire and encourage student ideas on the concept of using images as a form of language to communicate and engage a sense of value and worth with a target audience.

LEARNING OUTCOMES:

- ▶ Evaluate contemporary visual technique in historic and sociological context
- ▶ Explore the use of images as a form of language
- ▶ Develop processes for creating images that reflect brand core values
- ▶ Critically evaluate the importance of consistent brand identity across all mediums
- ▶ Build systems, processes and techniques for translating brand values into visual form

THEORY

- ▶ Historical context of narrative imagery
- ▶ Theories of visual communication in different forms
 - ▶ Image Schema, Semiotics, Narrative, Colour Theory, Perspectives, Image Ratios, Shooting Styles
- ▶ Use of visual metaphors and psychology techniques to create viewer engagement
- ▶ Group exercise and feedback

IMAGE DEVELOPMENT FOR A MEDIA MARKET

- ▶ Iconography and brand identity in contemporary marketing
- ▶ Cool and the bandwagon effect
- ▶ How to create cohesive public image and artistic persona
- ▶ Changing market trends, moving with the times
- ▶ Methodologies and processes to create visual brand identity:
"Creativity by Numbers"
- ▶ Group exercise, presentation and feedback

SHOOT PREPARATION – FROM CREATIVE TO PRODUCTION

- ▶ Understanding the creative process, marketing objectives and context of promotional imagery
- ▶ The linear steps to producing a photo or video shoot
- ▶ Production rolls, an overview of budgeting and planning timelines
- ▶ Workshop: Create brief, planning and presentation

EXAMPLE ASSESSMENTS

- ▶ Essay (2500 words): Discuss the relevance of creative imagery in contemporary marketing
- ▶ In-class group exercise (2 hours): create brief, research and consolidate, create mood boards, project management outline, sample budget
- ▶ Group / solo portfolio: create artist campaign presentation and artefacts for single, EP or album release

ELLE HALLEY

" Elle is a unique and creative individual. Her alt-world view of culture and sensuality is both provocative and sensitive. Her photography manages to capture both the spontaneity and the depth of human frailty. She is an incisive and sympathetic voyeur who is both fearless and commanding in her desire to portray her chosen themes and fascinations."

Dr Gary Pritchard, Dean of Media, Ravensbourne

" Elle's images are daring, provocative and rich in sexually charged narrative - tailor made for the music industry!"

Harry Leckstein, Managing Director, Tileyard Education

" Elle's images are uniquely captivating and thought-provoking. Her approach to visual storytelling is powerfully compelling and spot on for artists and musicians."

Miguel Kertsman, Director MA Programmes, Music Management and Media Music, Daunbe University Krems



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