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**PROFESSIONAL DEVELOPMENT PLAN**

**Lecture Series/ ECG Talk/ Workshops Reflections**

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| **Reflections** |
| Title of Lecture Series Attended: Photography Workshop  Artist/ Designer/ Creative: Ivan Ho  Date Attended (Offline): 17 Maret 2023  On 17 March 2023, we visited a studio of one of photographer who already have experienced in fashion photography for more than 20 years. He shared a lot of his experience with clients, and we are also honored to be shown of how he usually conducts his photo session with his client.      in his sharing session, he mentioned that there are 2 things in fashion photography:   * **Commercial Photography**     What is on highlight of commercial photography, is more about how the designer of the garment can really emphasize on the **details** of the garment. So, with that in mind, the photographer, the makeup artist, the hair do, the stylist, the model, need to coordinate together to make sure that everything that laid in front of the camera is perfect. Because not only that the garment is being represented, but the model also. All of the accessories that is pasted on the model's body should also be considered. The dress/ garment itself, should be prepared neatly, no wrinkle behind, and no accident tucked.   * **Editorial Photography**   Usually for emphasizing the mood, the emotion, the concept, or any other messages that the designer/ artist behind it wanted to accumulate.    Different than a commercial photography, editorial is more for images that usually accompany an article in a publication (magazine), or implying a narrative, outlining a creative concept. As an example, the four pictures above have some kind of different visual than the previous one, as the pose, lighting, and effect that they have is the **main point**of the whole shoot, rather than the details that the garment has on it.  Reflection:  To be honest, I feel like visiting a studio / a gallery that is related to fashion but not totally related to fashion is a wonderful experience for me. Because, as I went deeper about the fashion industry, all I usually focus is more about the construction, the design, the aesthetic, and the concept behind it. But actually, there are still a lot of things to explore on how we can **communicate**our idea together, how we want other people to **view and feel** about our product.  As a designer, I pretty much believe that we all have the power to shift and create something that can be very impactful, meaningful, and useful for society or any environmental problem. But that is all depend on how we can **portray well**our artwork, to tell a story. Which is why, this workshop really helps me to see fashion in a much broader perspectives, as fashion also requires other **aspect**in **art,**that then help us to transform our purpose in our garment.  I realized that even though the world is evolving, the fashion trend, or even how people even react to photography, Ivan always has his own “style” that we can see and sense from his website. He still uses analog camera to keep his authenticity and his creativity in his work. Every piece of his editorial work that he own, it really has its own meaning and story behind it. Meaning that he has great discussion and workmanship amongst his team to portraying the narrative towards photography |

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| **TO BE COMPLETED BY STUDENT** | | | |
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For more support, you may get in touch with Education & Career Guidance Office (ECG) at email, [ECG@nafa.edu.sg](mailto:ECG@nafa.edu.sg) or Hotline, 6512 1385 to book appointment.

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