



CREATIVE PROPOSAL

PREPARED FOR
TATTOO/PIERCING CLIENT
OASIS CREATIVE STUDIOS

CURATED BY:
ANNALISE FOSNIGHT

IN THIS SEASON,
WE FOCUS ON VISIBILITY WITH STORYTELLING.

WARMTH, RITUAL, AND CRAFT ARE AT THE
FOCUS OF THE PROJECT
SHARING A CANDID GLIMMER OF LIFE AT THE
STUDIO.

INTENTIONALITY

VISIBILITY

AUTHENTICITY



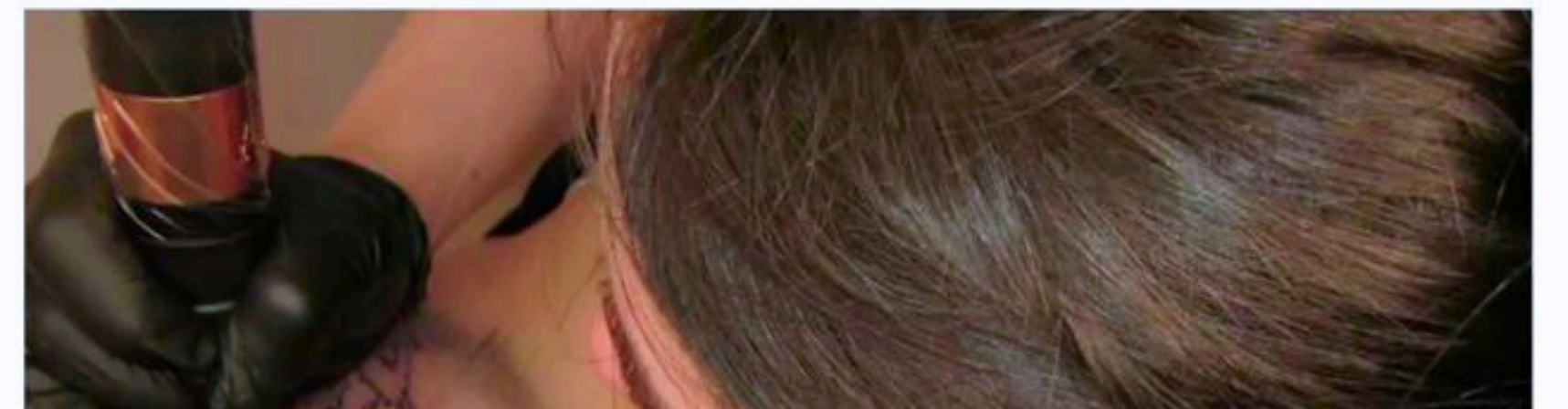
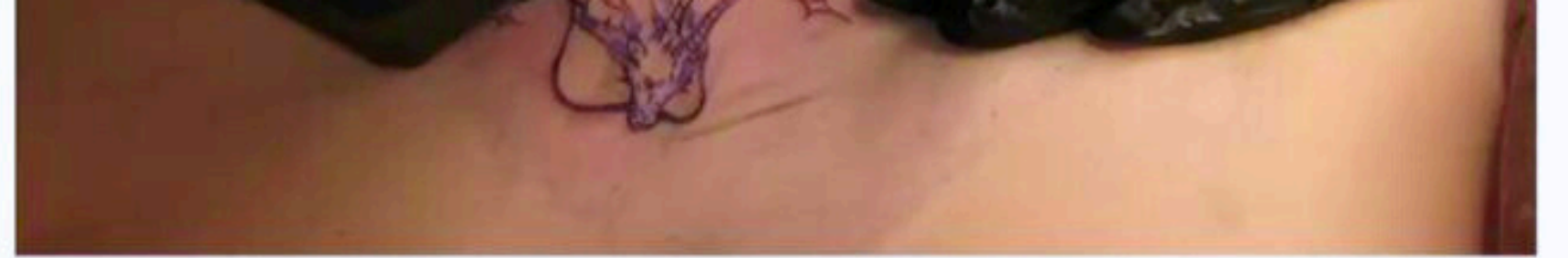
BRAND + CLIENT CONTEXT

CONFIDENT, FEMININE, BOLD LATINA ENERGY

SHY, BUT READY TO EVOLVE

CLEAN, MINIMAL, BLACK + WHITE FOUNDATION
WITH WARMTH AND LIGHT

THE GOAL:
DEEPER CONNECTION + STORYTELLING
THROUGH LIFE MOMENTS





I SMELL SOME
NEW TATTOOS
IN THE AIR

@minustatto

mucho amor

META

111

SOMETIMES
SELF CARE
IS BOOKING
THAT
TATTOO.

SOMETIMES
SELF CARE
IS
BOOKING
THE TATTOO.

TATTOOS &
SELF CARE

THE MOOD BOARD

SHOT LIST + STRUCTURE

WHAT	LOCATION	WHO	PROPS + ASSETS	WHAT'S NEEDED
<i>Studio Environment</i>	Verse One Studios	N/A (Detail Shots)	Decor, Signage, Furniture	Wide shots to ground the audience in the space; capture updated renovations and overall atmosphere
<i>Studio Details</i>	Verse One Studios	N/A (Detail Shots)	Art, Tools, Trays, Textures (Could be leather, or a natural texture)	Close-ups of surfaces, ink stations, mirrors, lighting; focus on texture and craftsmanship
<i>Tattoo Process (Action)</i>	Tattoo Station	Owner, Apprentice, Model	Tattoo Tools, Gloves, Ink, Model	Mid-Action shots; hands at work, natural movements, authentic pacing
<i>Piercing Process (Action)</i>	Piercing Area	Owner, Apprentice, Model	Piercing Jewery, Tools, Model	Capturing precision, care and focus, emphasis on trust and professionalism
<i>Hands + Tools</i>	Verse One Studios	Owner, Apprentice, Model	Needles, gloves, tray, ink, Hands	Macro-style shots; tactile, intentional, curated and editorial
<i>Fresh Tattoo Close-Up</i>	Verse One Studios	Model(s)	Finished Tattoo	Clean, detailed shots of fresh work; neutral framing + focused framing
<i>Healed Tattoo Details</i>	Verse One Studios	Model(s)	Healed Tattoos	Softer, lifestyle-forward framing to show longevity and artistry
<i>Piercing Detail Shots</i>	Verse One Studios	Model	Earrings, Studs, Hoops offered at V1	Clean close ups; minimal styling to focus on jewelery
<i>V1 Team Interations</i>	Verse One Studios	V1 Team	Tools, Stations, Studio Furniture, Sweaters, Merch as needed	Candid moments that show mentorship, trust, collaboration and storytelling of the brand
<i>Lifestyle/Candid Moments</i>	OCS or Cafe/ Alt. Location	V1 Team	Coffee Cup Holders, Merch, Coffees, or applicable scene setting needs per location	Casual, observational shots, no forced posing
<i>Curated Aesthetic</i>	OCS or Cafe/ Alt. Location	V1 Team	Coffee, Merch, Personal items, ie. lipgloss, small pocket mirror, rings, watch, flowers (?)	Adds Warmth, supporting content, reliability and lifestyle story telling

THIS WOULD BE SPLIT INTO 2 PHOTOSHOOTS DEPENDING ON THE CLIENT'S PREFERENCE.

THE FIRST ESTABLISHES A REBRAND, WHILE THE SECOND REINFORCES LIFESTYLE AND STORYTELLING ELEMENTS TO REINFORCE THE BRAND

ON-SET FLEXIBILITY & PIVOT POINTS

ADJUSTMENTS CAN BE MADE BASED ON COMFORT + ENERGY LEVELS TO MEET THE NEEDS OF THE SHOOT TO ENSURE COMFORT AND AUTHENTICITY.

PROPS LIST + PRE-SHOOT PREP

STUDIO + SERVICE PROPS

<i>Tattoo Machine</i>
<i>Ink caps</i>
<i>Needles</i>
<i>Piercing Tools</i>
<i>Jewelry trays</i>
<i>Gloves</i>
<i>Wipes</i>
<i>Aftercare supplies</i>
<i>Sterilized metal trays</i>
<i>Course pamphlets</i>
<i>Printed Materials</i>

BRAND + MERCH

<i>Branded Coffee Cup Holders</i>
<i>Sweaters</i>
<i>Coats</i>
<i>Stickers (if applicable)</i>

LIFESTYLE + TEXTURE

<i>Ceramic Coffee Cups</i>
<i>Neutral Notebooks/ Sketch pads</i>
<i>Pens, Markers, Design tools</i>
<i>Cowgirl Boots</i>
<i>Leather or Denim Jacket</i>

ENVIRONMENT/STYLING

<i>Plants/ Greenery</i>
<i>Neutral Stools</i>
<i>Chairs</i>
<i>Small Mirrors</i>
<i>Clean Linens or Paper Backdrop</i>

PRE-SHOOT ALIGNMENT

CONFIRM GOALS + COMFORT LEVEL
REVIEW PRIORITIES
ALIGN ON PACING AND BREAKS
IDENTIFY ANY LIMITATIONS

CONFIRM DELIVERABLES WITH CLIENT

- EDITORIAL STILLS
- DETAIL SHOTS FOR STORIES
- EVERGREEN BRAND IMAGERY
- ASSETS THAT CAN BE USED ACROSS FEED, STORIES + LAUNCHES

SHOOT DAY TIMELINE

9:00-9:30
ARRIVAL + SETUP + PREP

9:30-10:00
STUDIO-WIDE SHOTS + DECOR DETAILS (*LOW-PRESSURE WARM-UP*)

10:00-11:30
TATTOO & PIERCING PROCESS (*ACTION + HANDS + TOOLS*)

11:30-12:00
EDITORIAL DETAIL CAPTURE

12:00-12:30
BREAK + RESET + STYLING TOUCH-UPS

12:30-1:15
FINISHED TATTOO & PIERCING CLOSE-UPS

1:15-2:00
TEAM INTERACTION SHOTS

2:00-3:00
LIFESTYLE + CURATED AESTHETIC

3:00-3:30
BUFFER TIME FOR PIVOTS OR ADDITIONAL IDEAS

STYLING DIRECTION

- ELEVATED BASICS, NEUTRAL LAYERS
- CLEAN SILHOUETTES PAIRED WITH COWGIRL BOOTS
- MINIMAL ACCESSORIES
- FOCUS ON POSTURE, COMFORT, CONFIDENCE



CONFIDENCE WITHOUT DISTRACTION FROM PERSONALITY + STORYTELLING

SUGGESTED GLIMMERS

(TO ENHANCE CLIENT EXPERIENCE)

CLIENT CURATED PLAYLIST

MUSIC-DRIVEN PACING TO
SUPPORT THE FLOW

- **EXAMPLES INCLUDE:**

- OLIVIA DEAN
- CLEO SOL
- SABRINA CARPENTER\
- FOURTÉ
- BLOOD ORANGE

PERSONAL OBJECT

INTEGRATION

FOR SUBTLE AND
INTENTIONAL
STORYTELLING

EXAMPLE:

BOOTS, JEWELRY,
NOTEBOOK, COFFEE MUG

CONTENT PAIRING RECOMMENDATIONS

EXAMPLE:

ONE SERVICE SHOT + ONE
LIFESTYLE DETAIL
ONE CLOSE-UP + ONE WIDE

HELPING THE CLIENT
CONFIDENTLY DECIDE HER
NEXT MOVE

A GLANCE FORWARD

SUMMER **(Q2)**

*BUILD CONFIDENCE THROUGH
EXPERTISE*

SHOOT IDEAS:

- "AT WORK" EDITORIAL SERIES
- COURSE TEASERS FOR THE CLIENT
- SOFT MOMENTS

IMPACT:

- REINFORCES PROFESSIONALISM
- MAKES EDUCATION WITH THE CLIENT ACCESSIBLE
- EASES THE AUDIENCE INTO A STRONGER PRESENCE

FALL **(Q3)**

DEEPEN THE CONNECTION

SHOOT IDEAS:

- CLIENT INTERACTIONS
- STUDIO LIFE
- LIFESTYLE EXTENSIONS

IMPACT:

- INTENTIONAL SHIFT FROM SERVICE TO RELATIONSHIP-BASED
- HIGHLIGHTS APPROACHABILITY AND WARMTH
- SUPPORTS STORY-HEAVY POSTING AND BTS REELS

WINTER **(Q4)**

VISIBILITY + CONTROL

SHOOT IDEAS:

- EDITORIAL PORTRAITS
- SIGNATURE BRAND IMAGERY
- COURSE + SERVICE CAMPAIGN SHOTS

IMPACT:

- I ESTABLISHES HER AS A RECOGNIZABLE BRAND
- CREATES EVERGREEN CONTENT ASSETS
- SIGNALS GROWTH AND AUTHENTICITY

LET'S MAKE THIS VISION HAPPEN

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