

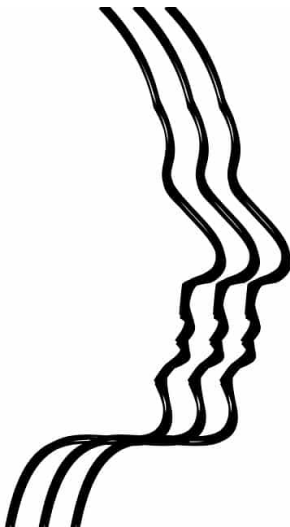
Confidence Project Process Journal

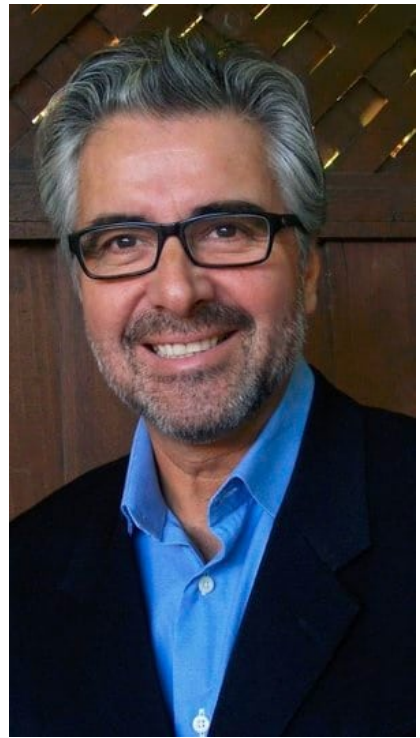
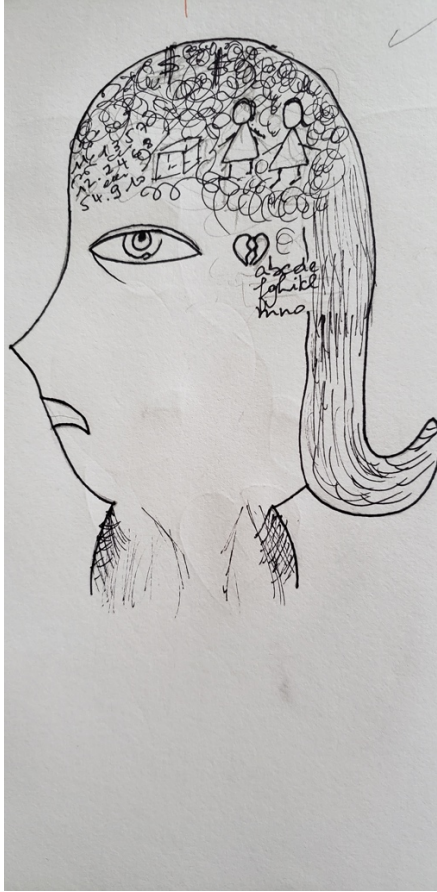
The Confidence Project will expose through photography a reflection of two concepts, *Impostor Syndrome* and the *Dunning-Kruger effect*. After analyzing the process of this project, I came to a conclusion that it will be better to do a photo shoot by showing the two concepts with two different models. The process for the Confidence Project will cover three parts, and a gallery.

Part 1: Overview

This section will focus on the outline and the purpose of the project using a visual identity captured by photography.

Sketches





Part 2: Development

This part will indicate all the steps to follow for the optimization of the project.

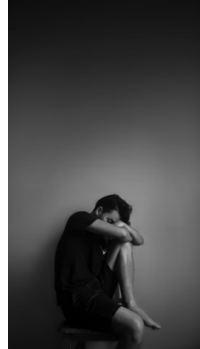
- 1- Visualize the concept
- 2- Sketch the concept
- 3- Challenge - Find the model
- 4- Plan the photo shoot
- 5- Results - Select the best photos



Part 3: Outcomes

This section will display the results of the project pointing out the two concepts, *Impostor Syndrome* and *the Dunning-Kruger effect*

- 1- Impact – The purpose of photography in the eyes of the viewer
- 2- Tone – The use of traditional, modern, and/or the combination of different tones in photography
- 3- Message – Reassuring the customer with evidence (e.g. Photography)



The Gallery - Impostor Syndrome



The Gallery – The Dunning-Kruger Effect

