

CREATIVE VISION

Melanie Dunshea

OH **sweet!**

CREATIVE VISION AND DIRECTION  
INSPIRED BY THE ELEMENTS





MD

MELANIE DUNSHEA

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BO

+

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BOLD x OPTIMISM + STRUCTURE

Melanie  
Art Director

# Melanie Dunshea

"Find your connection with design identity through conceptual discovery, experience and exploration"

## STUDENT Bio:

Melanie Dunshea is an emerging Creative Director based in Melbourne, with a beaming enthusiasm for editorial aesthetics, space design and visual identity.

Through her studies Melanie identified that her design philosophy stems from an appreciation of structural elements and conceptual narratives. Reflective in her design process, she is considerate and consistent in her approach to creating innovative results. Growing up in a world of adventure, her work reflects the optimistic and directed journey that shaped her. She credits David Newton's ingenious product photography and film that helped her to discover her design direction. Melanie is driven to overcome and create solutions for conceptual and creative challenges. Melanie wants to live in a world filled with extraordinary adventures, everything flavoured with French vanilla and all rooms decorated with white lily flowers.

## PROJECT Statement:

'Oh Sweet!'; marries both humour and glamour in this Beauty Editorial that celebrates the cohesion of beauty and food styling. In curation through storytelling and visual elements the narrative and candied colour palette is inspired by the thematic and aesthetic influences of the 1950's diner scene. The imagery, graphics and marketing strategy for 'Oh Sweet!' feature my key design signifiers of boldness, optimism and structure, through the determined control of negative space, linear direction and balanced elements.

All styling, photography, art direction and illustration by Melanie Dunshea.





**“Indulge into something in which you desire and find pleasure within; create that feeling of happiness and fulfilment”** - Melanie Dunshea

Oh Sweet the beauty editorial is inspired by the urge to indulge into a sweet treat. The candy like colour palette and thematic inspiration is inspired by the glamorous 50's diner scene and interiors (Sydel, 2021). The linear details, geometric shapes and sweet treat notions present in the diner scene are the signifiers that will be highlight through our campaign imagery, social media and graphics. The set design is cohesively inspired by the sweet food products and it will convey their indulgent and rich textures and flavours.

The product photography will feature an abundance of explicit notions directed through the use of textural and product elements by incorporating makeup, pink hues and food placement. Whereas, implicit ideals displayed through the use of bold and structural lines in makeup products and lighting direction. Beauty will be highly developed and inspired by the current hallmarks of the industry evident in trends of creativity, pushing the boundary and means of unconventional processes. Trends in makeup have also closely aligned with the use of line through graphic eyeliner and the use of bold colours with maximum coverage of the eyelid; impactful, memorable and powerful. We aim to attract the playful and adventurous females who aim to push the boundaries between the normalities of beauty. Aged between 16-34 our millennial and Gen Z demographic will be targeted through social media and other online platforms. Secondly we aim to appeal to the creative minds who find interest and the urge to explore uncommon compositions of subject matter. Our likewise creative minds will find inspiration in our tactical use of graphic design paired with imagery to support our narrative.

Our beauty editorial campaign aligns with benchmark brands of digital platforms and publishers such as Vogue Australia, Jeffree Star Cosmetics, Nars Cosmetics and Mecca Cosmetics as they all feature great use of line, innovative designs and marketing strategies (Brewer, n.d). As our preliminary and supporting target market are widely exposed and interactive with social media platforms we aim to design relative content to align with their interest but to also be creative and push the boundaries (Kastenholz, 2021). Social media promotions will be purchased to raise audience reach and interaction, ultimately maximising the overall exposure of the project to our current and new platform followers. Social media platforms that will be targeted for exposure will be Instagram and Tik Tok. This content of beauty and product photography will be relevant to our target audience as there has been recent launches of new makeup products in the market which in response has lead to more content being shared. Due to how fast paced the social media industry is we aim to release our campaign for Spring Summer 2023.

To produce the campaign we require to network and plan in depth for outsourcing, purchasing and costing of materials and locations. Also understanding and considering the current circumstances of the global pandemic that has created delays on both international and national postage timelines according to Business Insider Australia (Healey, 2021). The budget for this project is set at \$9,000 catering for instagram promotions, materials, delivery costs, hiring costs, deposits, bonds, printing and travel. Safety net costs are also considered for external factors including lost postage, damaged or unsatisfactory items or printing.

# the inside SCOOP

A beauty editorial capturing the ideals of indulgence

Brewer, T., n.d. 30 TOP BEAUTY BRANDS YOU NEED TO KNOW. [online] The trend spotter. Available at: <<https://www.thetrendspotter.net/best-beauty-brands/>> [Accessed 27 September 2021].

Healey, B., 2021. Retailers and consumers are increasingly looking for alternatives to Australia Post amid ongoing delivery delays. [online] Business Insider Australia. Available at: <<https://www.businessinsider.com.au/delivery-platforms-alterantive-australia-post/>> [Accessed 8 October 2021].

Kastenholz, C., 2021. Council Post: Gen Z And The Rise Of Social Commerce. [online] Forbes. Available at: <<https://www.forbes.com/sites/forbesagencycouncil/2021/05/17/gen-z-and-the-rise-of-social-commerce/?sh=3df5e662251d>> [Accessed 27 September 2021].

Sydel, S., 2021. Beauty Standards Throughout The Decades: The 1950s. [online] Eviemagazine.com. Available at: <<https://www.eviemagazine.com/post/beauty-standards-throughout-the-decades-the-1950s>> [Accessed 3 October 2021].

# TARGET audience

## PRIMARY

### **ADVENTUROUS FEMALES**

We aim to attract the playful and adventurous females who aim to push the boundaries between the normalities of beauty. Aged between 16-34 our millennial and Gen Z demographic will be targeted through social media and other online platforms.

## SECONDARY

### **CREATIVE MINDS**

Secondly we aim to appeal to the creative minds who find interest and the urge to explore the unconventional compositions through anomaly. Our likewise creative minds will find inspiration in our tactical use of graphic design paired with imagery to support our narrative

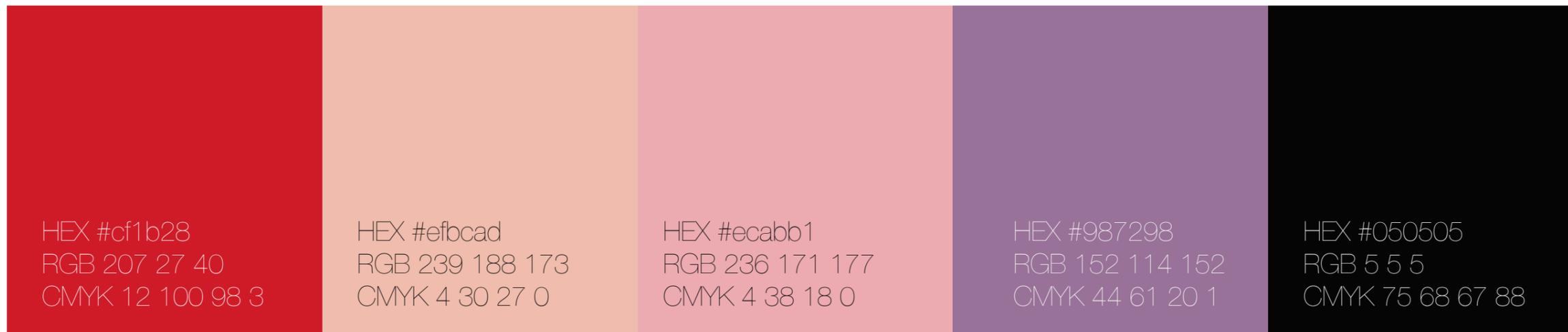
# WHY THE beauty industry?

According to Reilly Roberts from Common Thread Collective the beauty industry is worth \$511 Billion in 2021 and is expected to exceed \$716 Billion by 2025. Roberts explains that behind the growing spike, is the customer's values and buying habits as they are now willing to pay higher prices for a higher quality product. Asia Pacific and North America are currently dominating more than \$60 of the total net worth of the beauty industry therefore explaining why the desire for new and innovative beauty campaigns and products are in such high demand. The key factor to succeed in the large industry is to be the one standing out, be different and be shocking.

Roberts, R., 2021. 2021 Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth. [online] Common Thread Collective. Available at: <<https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce>> [Accessed 28 September 2021].

# OH **sweet!**

The candied colour palette is inspired by the 1950's diner scene with its pink and red decor and furniture that you are surrounded by as you drink a strawberry milkshake with your date.



# ELEMENTS AND **principles**

## LINE

All of my designs represent the use of thick and thin line and direction in explicit patterns, architecture, textures and supporting implicit details through leading lines between product placement and set design. In my work I prefer to feature graphic, structural and geometric lines to represent my interest in architecture.

## SHAPE

Through the use of line my architectural influences guide me to evident shape through block colours, refined subject matter, and the use of the gestalt principle to create negative space and the illusion of shape without the explicit use of subject; law of closure.

## CONTRAST

Contrast is evident in my designs through the balance of thick and thin lines that create emphasise on the different shapes and textures. Additionally, the dark subject matter positioned in the foreground of a high key background creates contrast and therefore brings focus to the textures and shapes in the images.

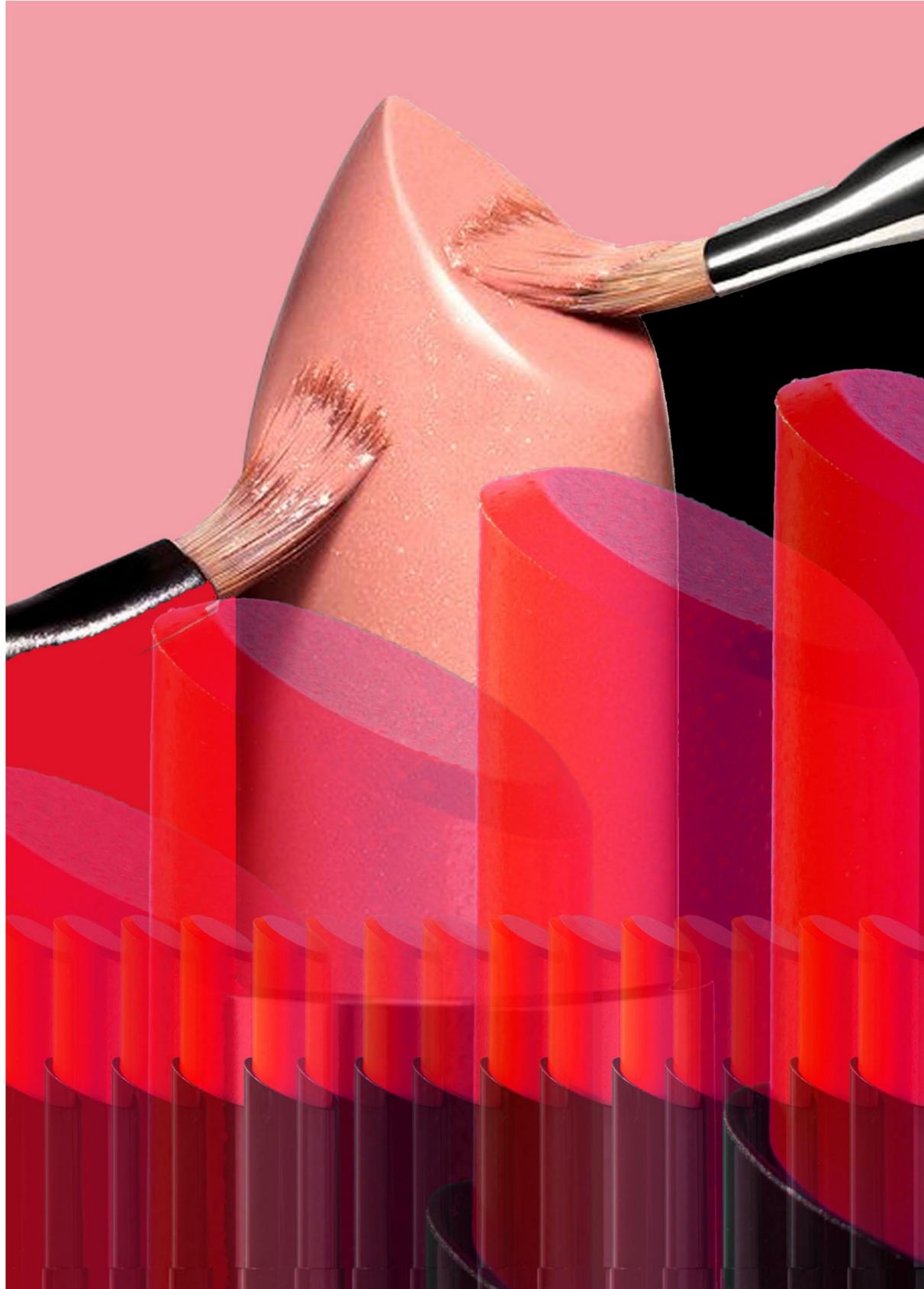
## BALANCE

Balance and hierarchy are used in my design to emphasise shape and line as images are design compliment each other as one cohesive image. Each image and design work is created with the consideration of the rule of thirds to ensure the subject matter is well focussed as a selling point and balanced through the image.



## THEMATIC influences

Oh Sweet, the beauty editorial is inspired by the urge to indulge into a sweet treat. The candy like colour palette and thematic inspiration is inspired by the 50's diner scene and interiors. The linear details, geometric shapes and sweet treat notions present in the diner scene are the signifiers that will be highlight through our campaign imagery, social media and graphics.



## SET influences

The set design is cohesively inspired by the sweet food products and it will convey their indulgent and rich textures and flavours. The product photography will feature an abundance of explicit notions directed through the use of textural and product elements by incorporating makeup, pink hues and food placement. Whereas, implicit ideals displayed through the use of bold and structural lines in makeup products and lighting direction.

# BEAUTY moodboard

Beauty will be highly developed and inspired by the current hallmarks of the industry evident in trends of creativity, pushing the boundary and means of unconventional processes. Trends in makeup have also closely aligned with the use of line through graphic eyeliner and the use of bold colours with maximum coverage of the eyelid; impactful, memorable and powerful.



# ILLUSTRATION inspiration

My illustration moodboard is inspired by the candy colour palette, collage aesthetic and thematic influences; being beauty and the 50s diner scene. I would like to incorporate a sense of humour into the illustrations as well as my design signifiers; bold, structural and optimistic.





## TREND analysis

Our beauty editorial campaign aligns with benchmark brands of digital platforms and publishers such as Vogue Australia, Jeffree Star Cosmetics, Nars Cosmetics and Mecca Cosmetics. They all feature great use of line, innovative designs and marketing strategies.



Nostalgic Art Retro

The 50's milkbar and diner scene is my thematic inspiration behind my beauty and product editorial project as I love the colours, linear details and playful connotations.



Retro planet

Retro 50's diners were often a place to go on a romantic date and indulge in sharing a milkshake or having a hot dog.

Pink was a very popular colour in the 50's  
Roberta Louise Green



Passion for baking by Manvela Kjeilen



A strawberry milkshake is very sweet and is a nostalgic symbol to many as the centre of social gatherings with friends or a date.

Mel's Diner



David Newton

Anomaly is a great way and concept to use in imagery to create a lasting impression on the audience as it sparks a sense of confusion.



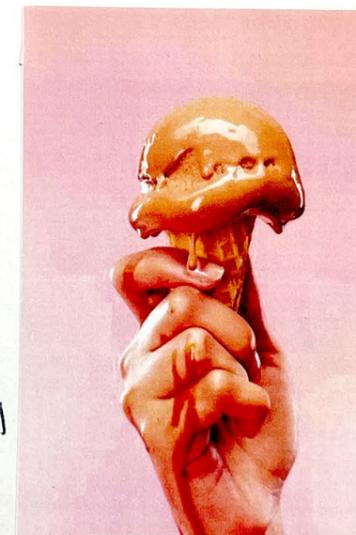
Set design is very important when selling a concept and a narrative. The use of set design rather than prop placement will create greater emphasis on the story rather than the product; more conceptual.

Mac Viva Glam Ariana Grande Fall 2016 collection



Yahoo life

Thematic imagery, such as someone holding an icecream can be used amongst the editorial and product imagery to solidify the narrative.



weheartit.com @RawrIMAdinosuar



bright pink lipstick indicates someone bright, brave, free-spirited, friendly and adventurous.



colorpsychology.org





## HOME studio set

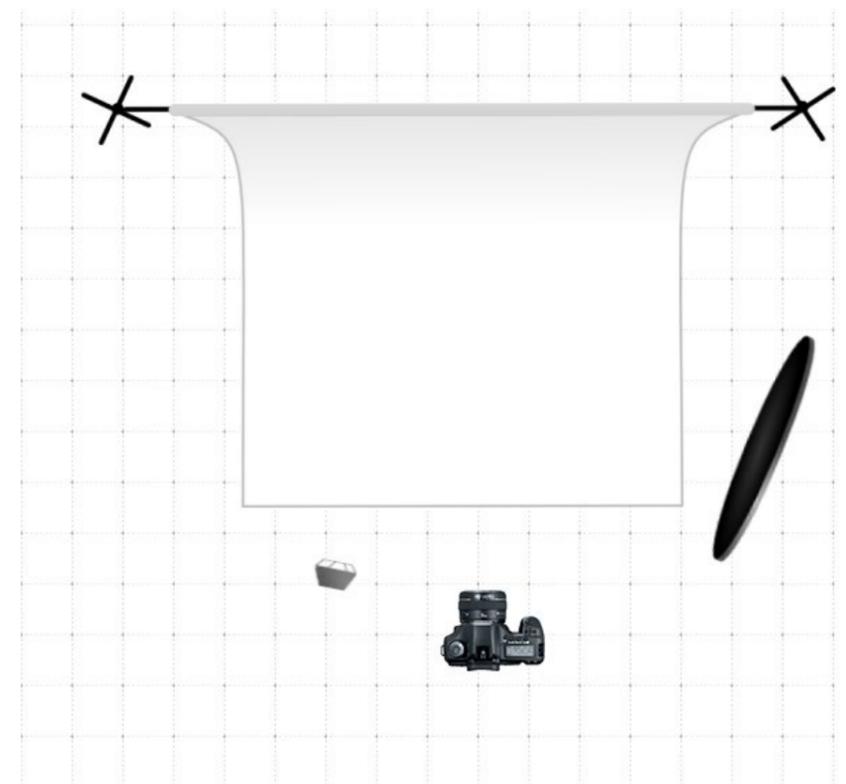
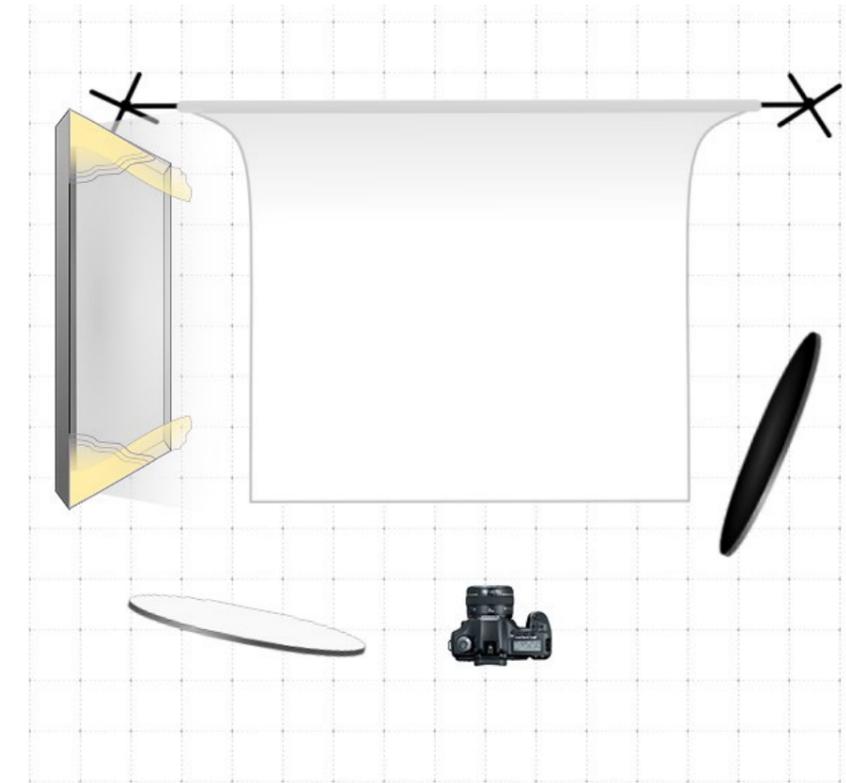
The home studio set up will include photography stands, super clamps, a clamps, baby pink paper back drop, square pole, trestle table, Profoto b10 lights, ocf magnum, ocf beauty dish, reflectors and diffusers.

Studio Location:  
6 Hamilton Drive Ringwood North 3134 Vic

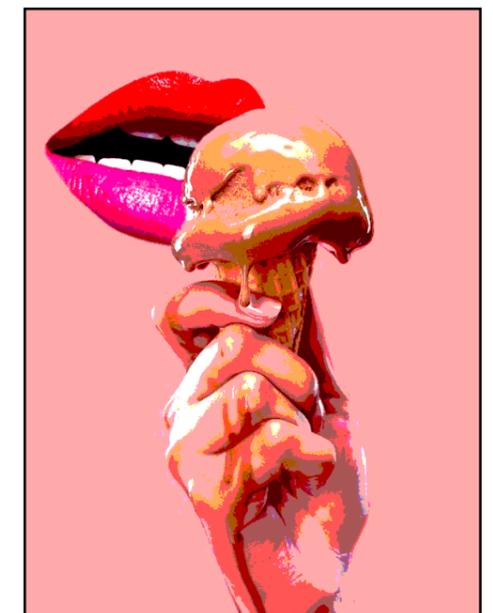
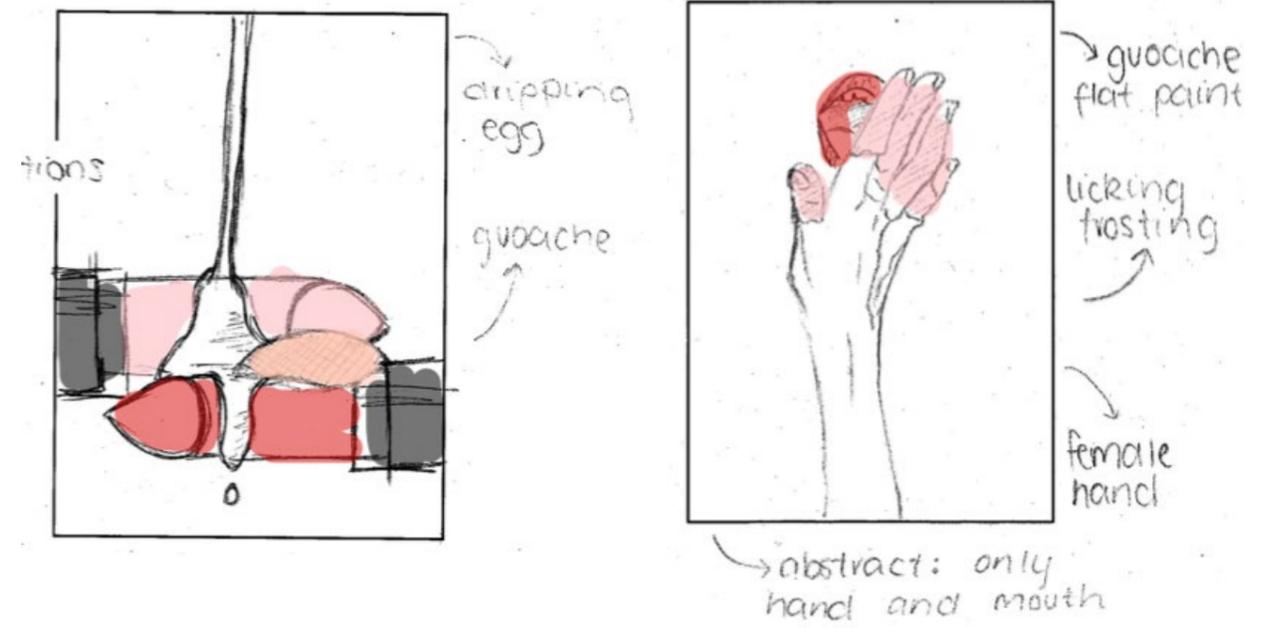


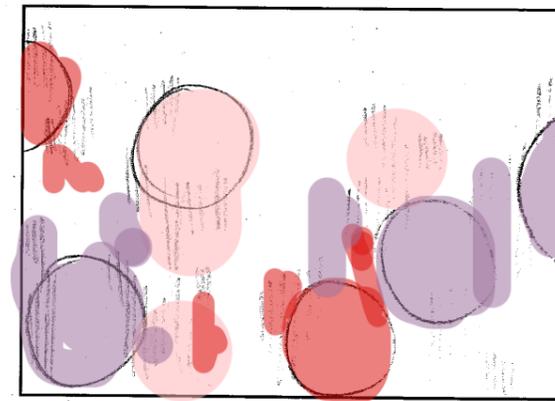
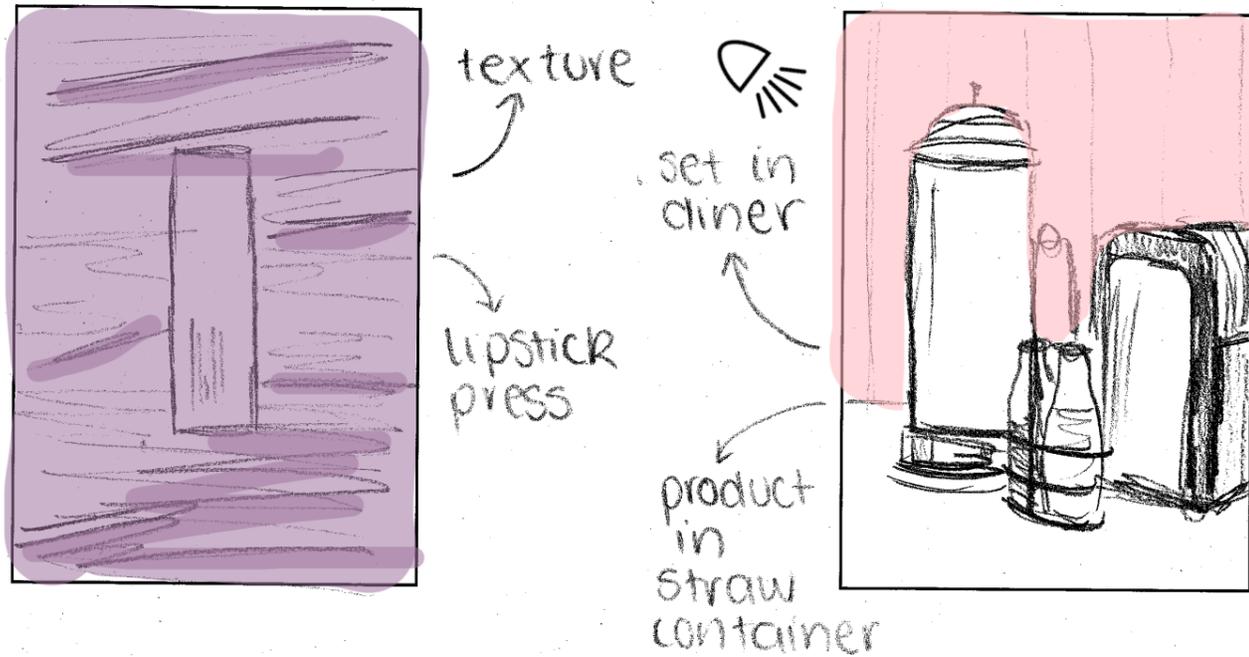
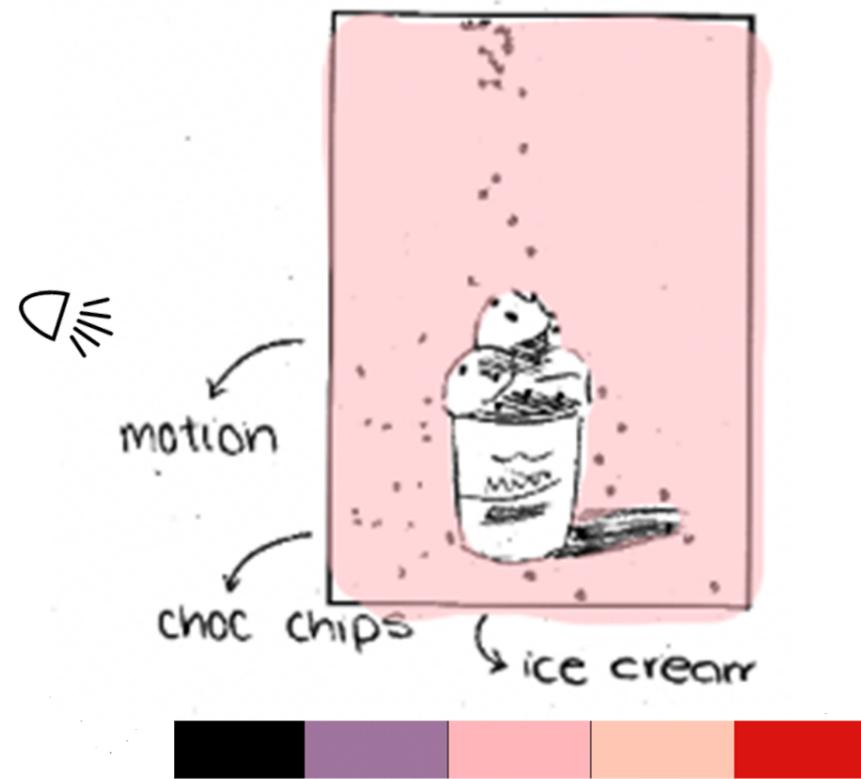
# LIGHTING diagram

Here is a secondary option for lighting without professional lights for a back up set up



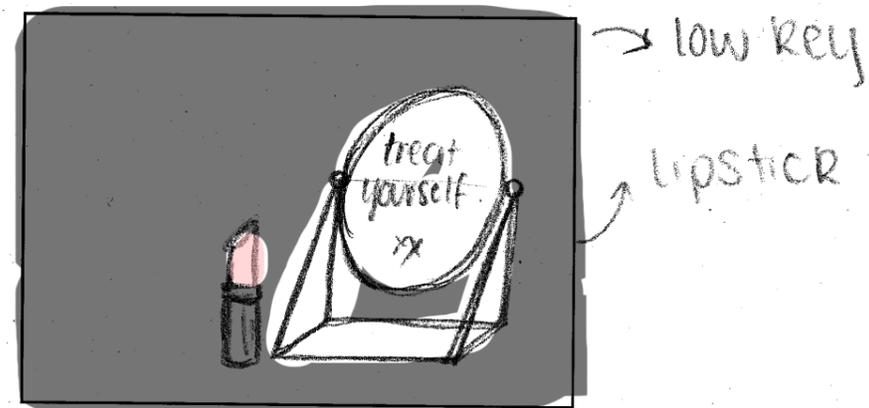
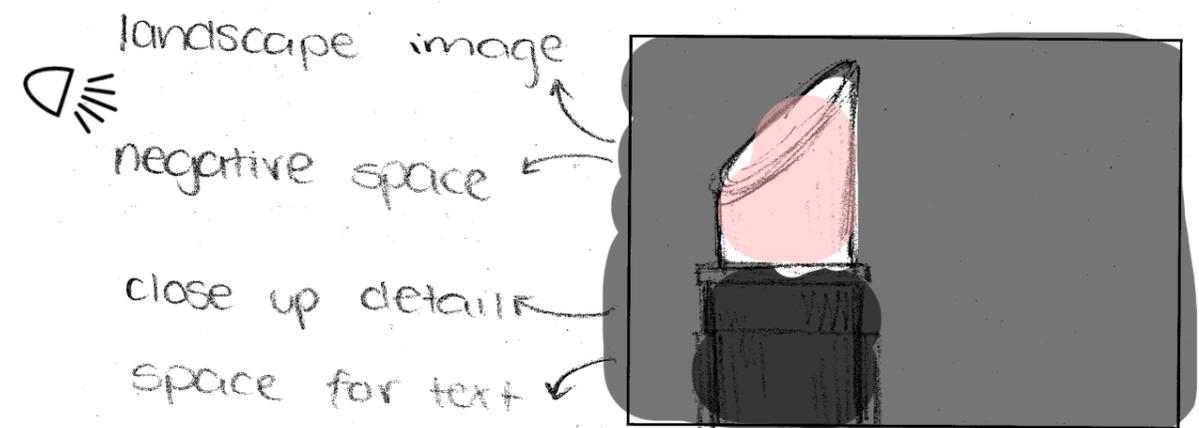
# STORYboards

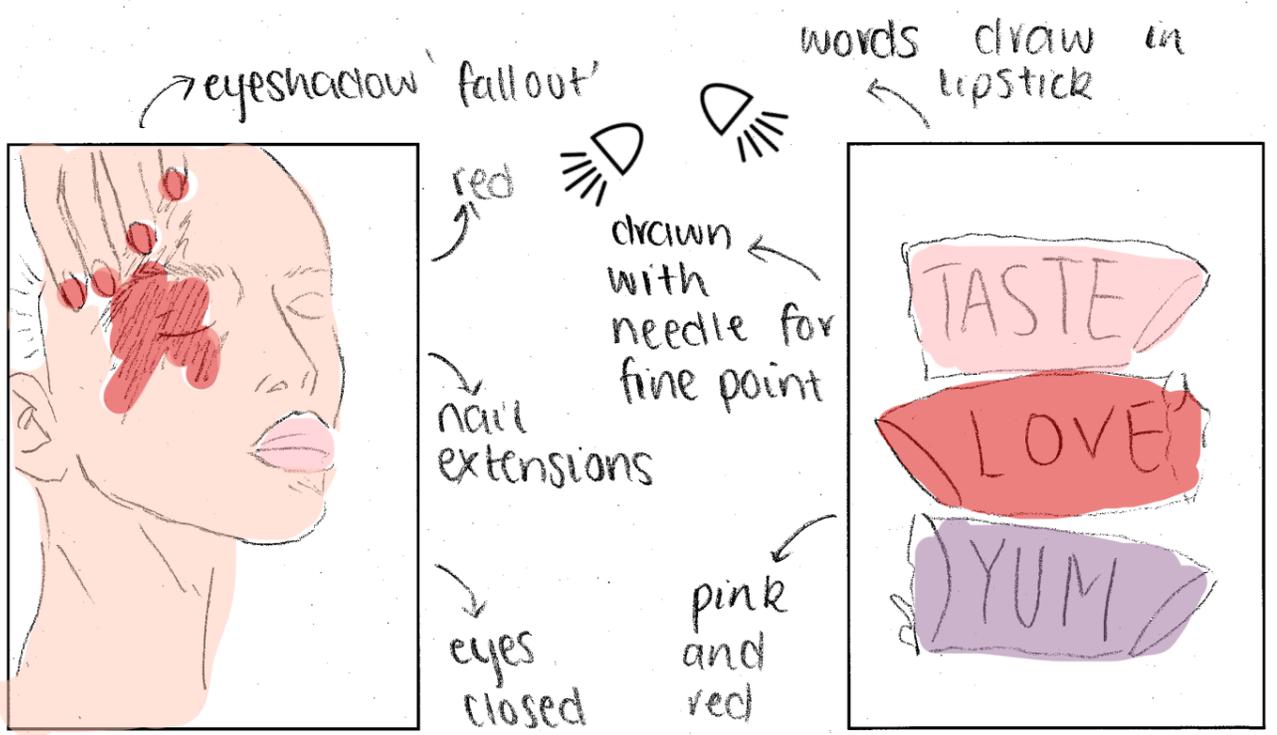


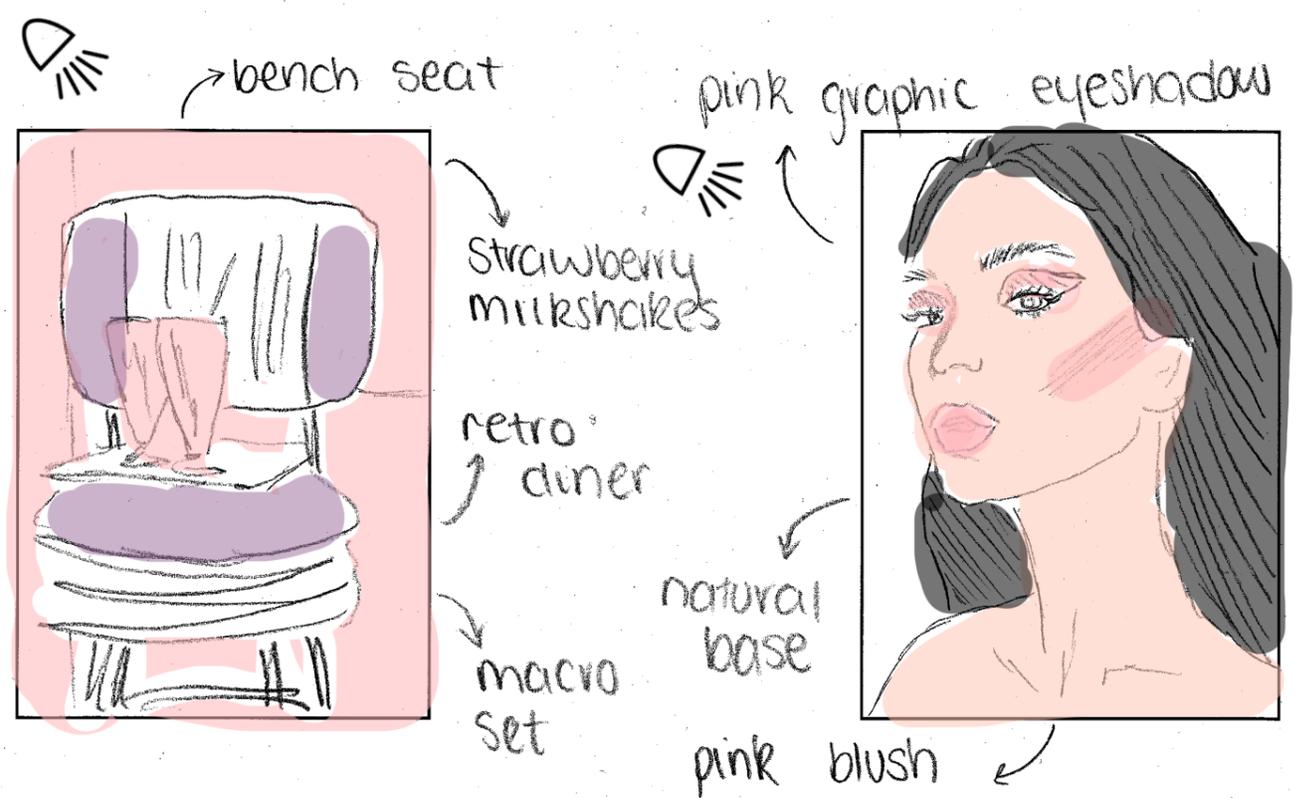
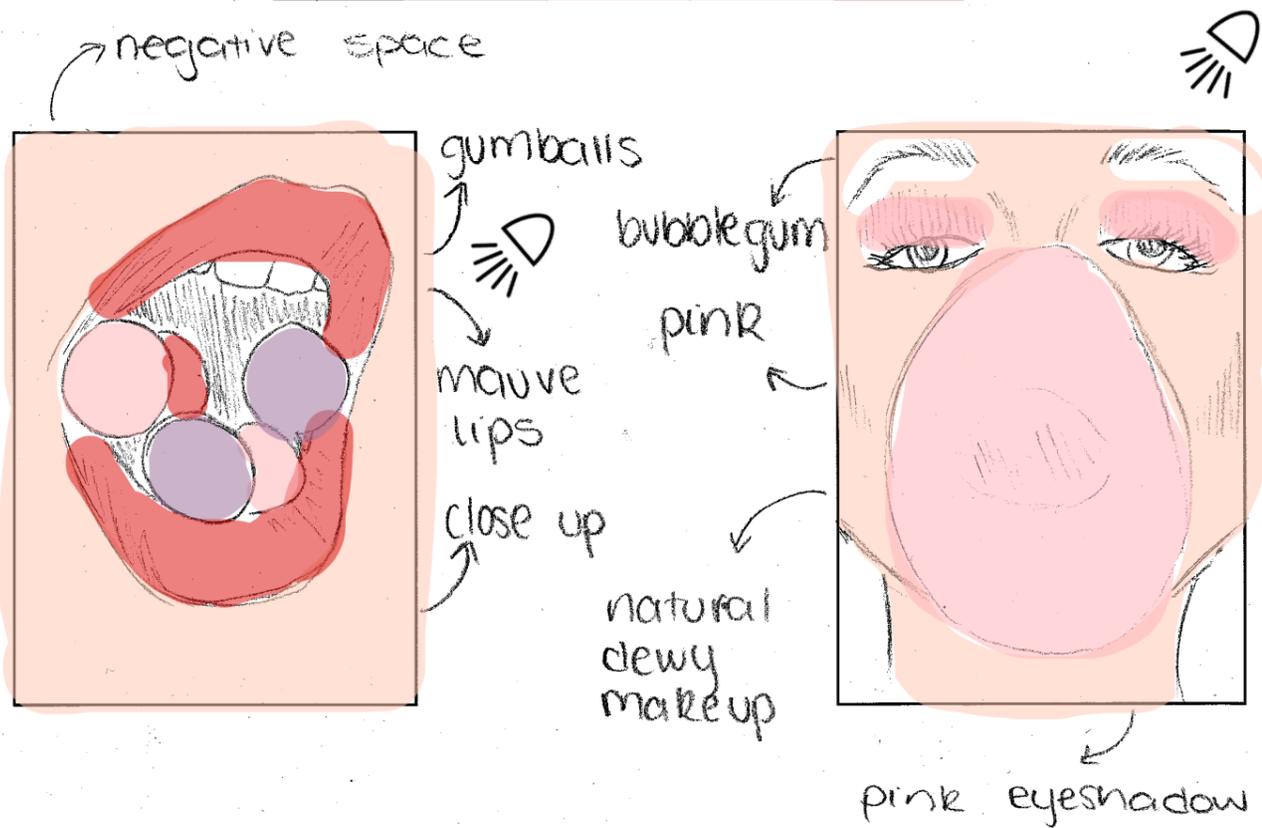
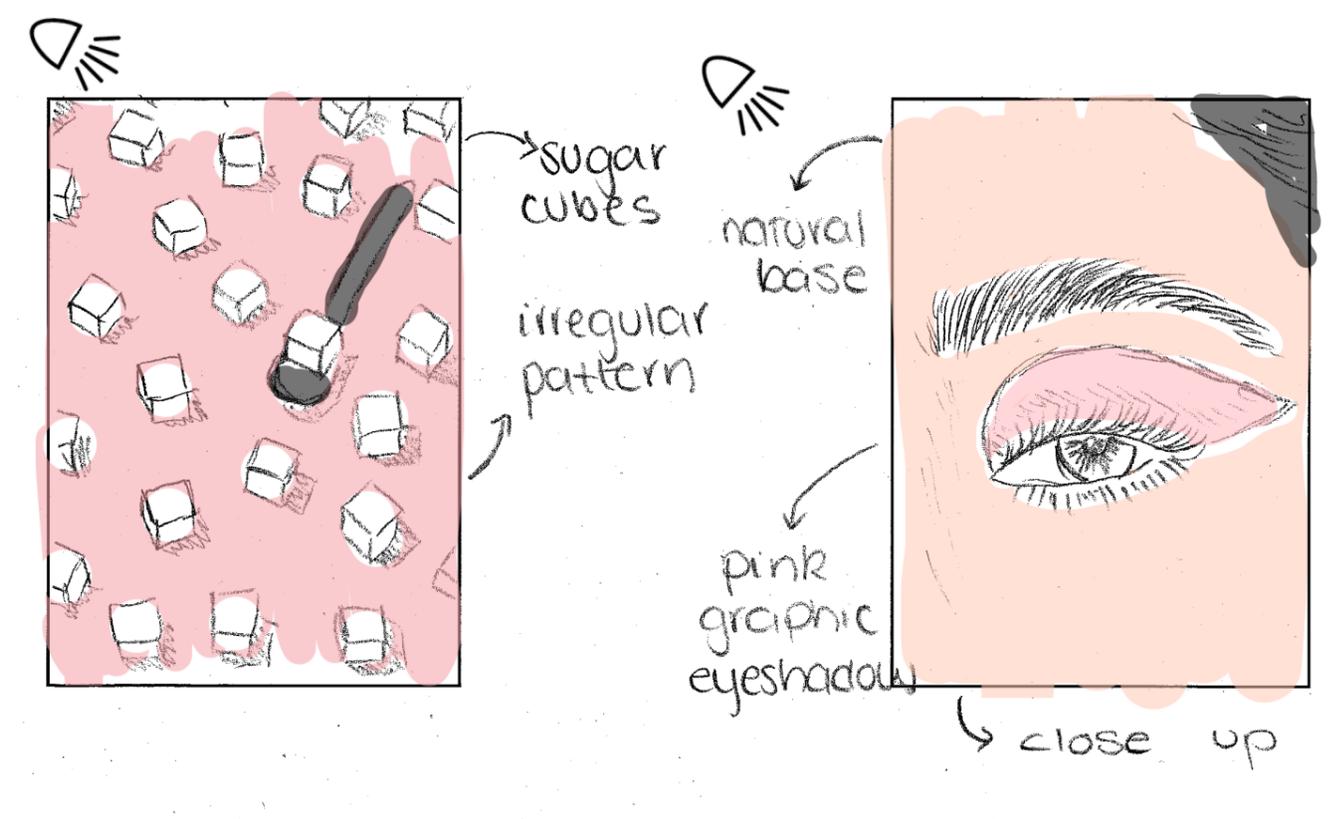
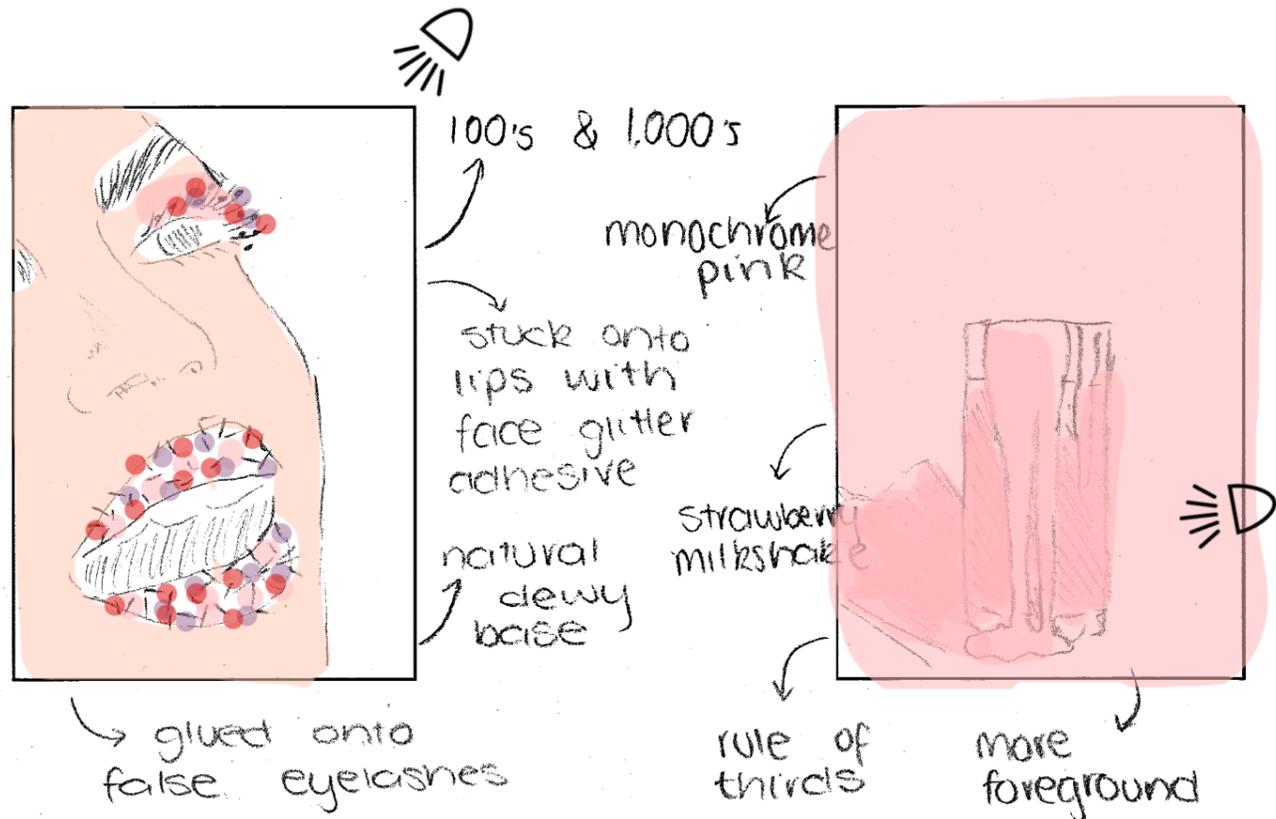


crushed eyeshadow

detailed and scratched with pin







# CASTING

## MELANIE DUNSHEA

**Eye colour:** Green and Hazel  
**Eye shape:** Almond shape  
**Skin tone:** Yellow undertone  
**Skin completion:** Combination skin  
**Skin sensitivities:** No sensitivities  
**Dominant features:** Freckles and moles  
**Hair colour:** Dark Brown  
**Hair length:** 48cm from low pony  
**Piercings:** First and second lobe  
**Height:** 167 cm  
**Top size:** XS/S, 8  
**Bra size:** 10D or 12C



# RELEASE form

## TALENT MODEL

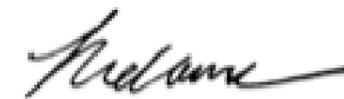
### Usage:

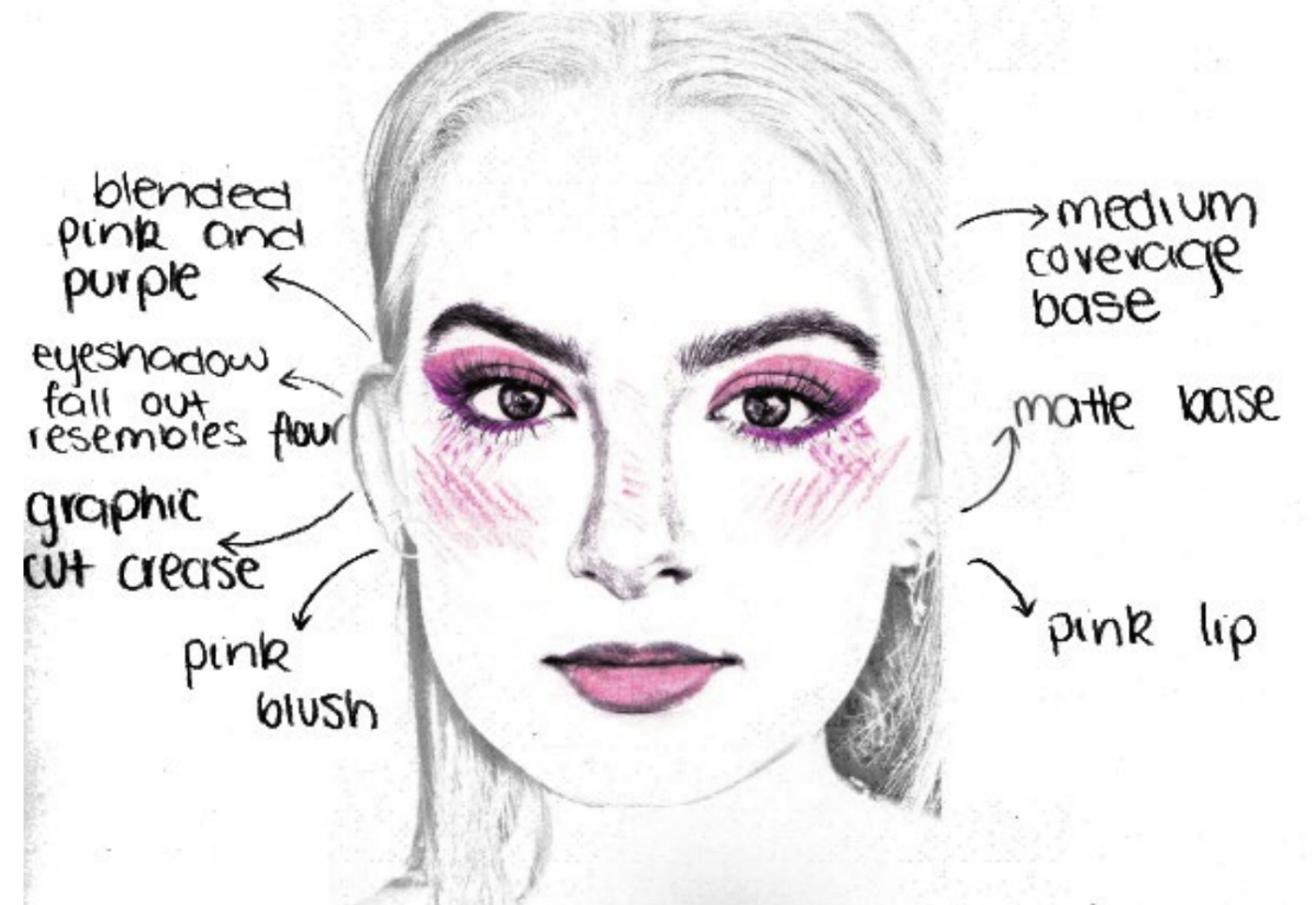
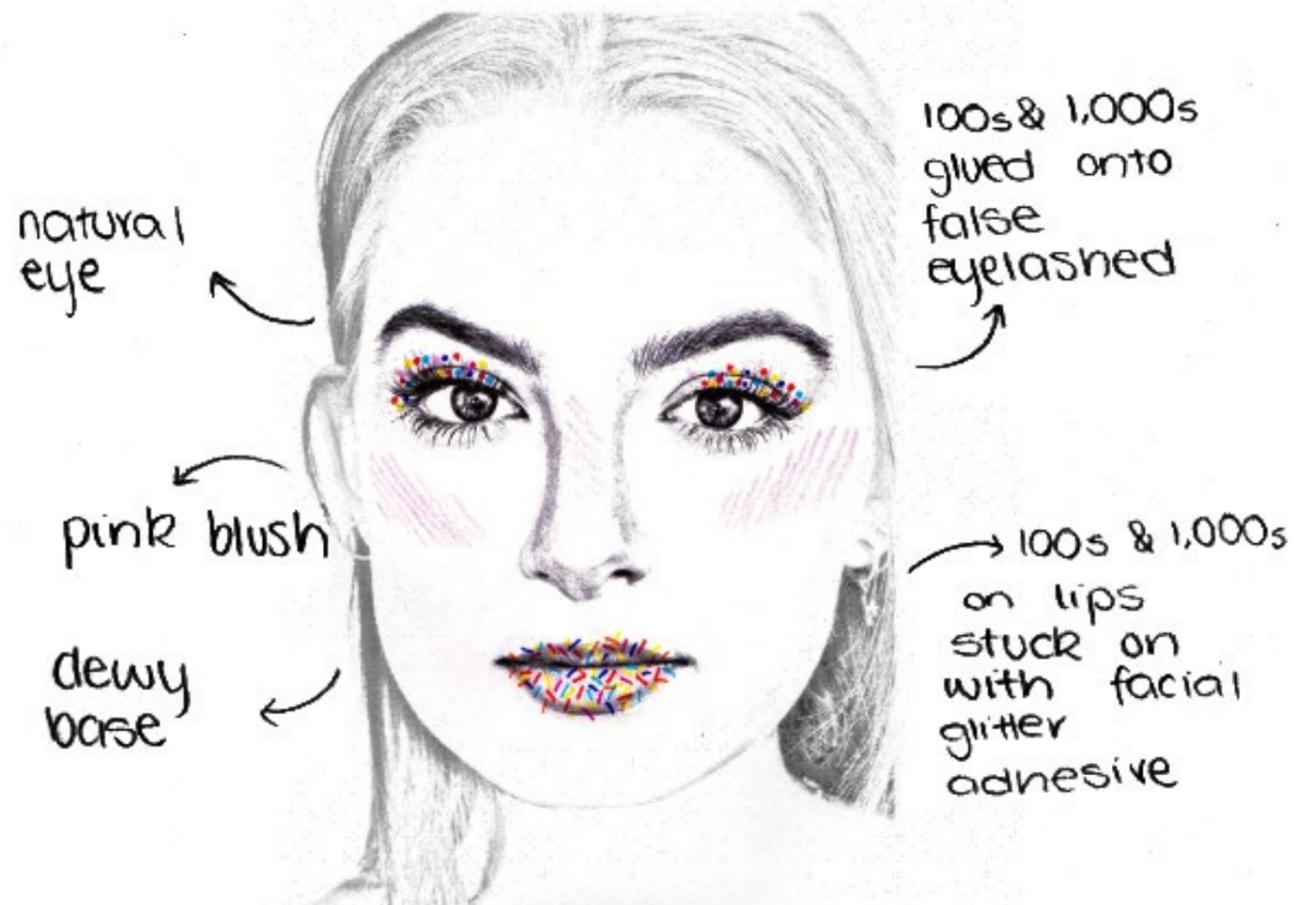
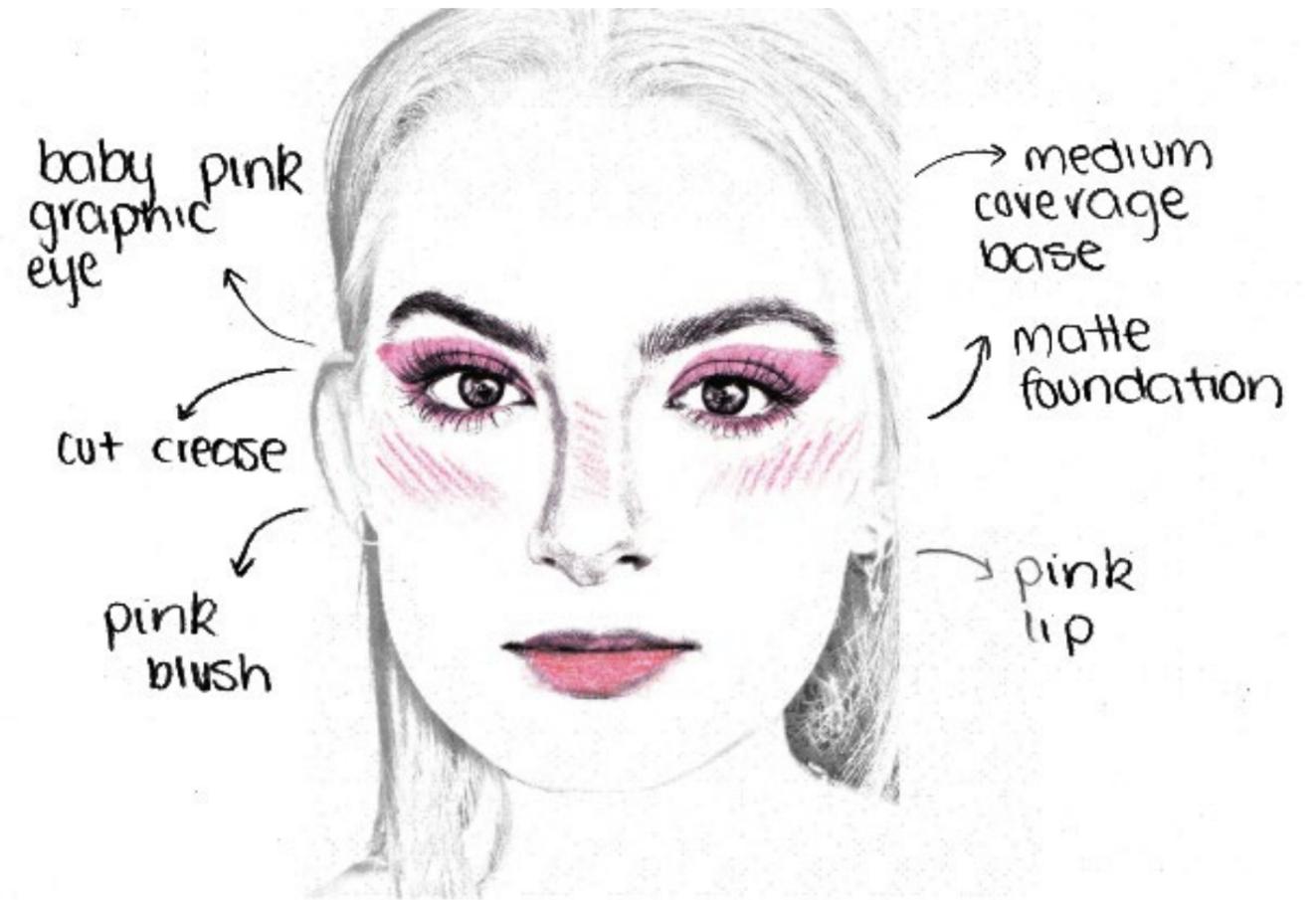
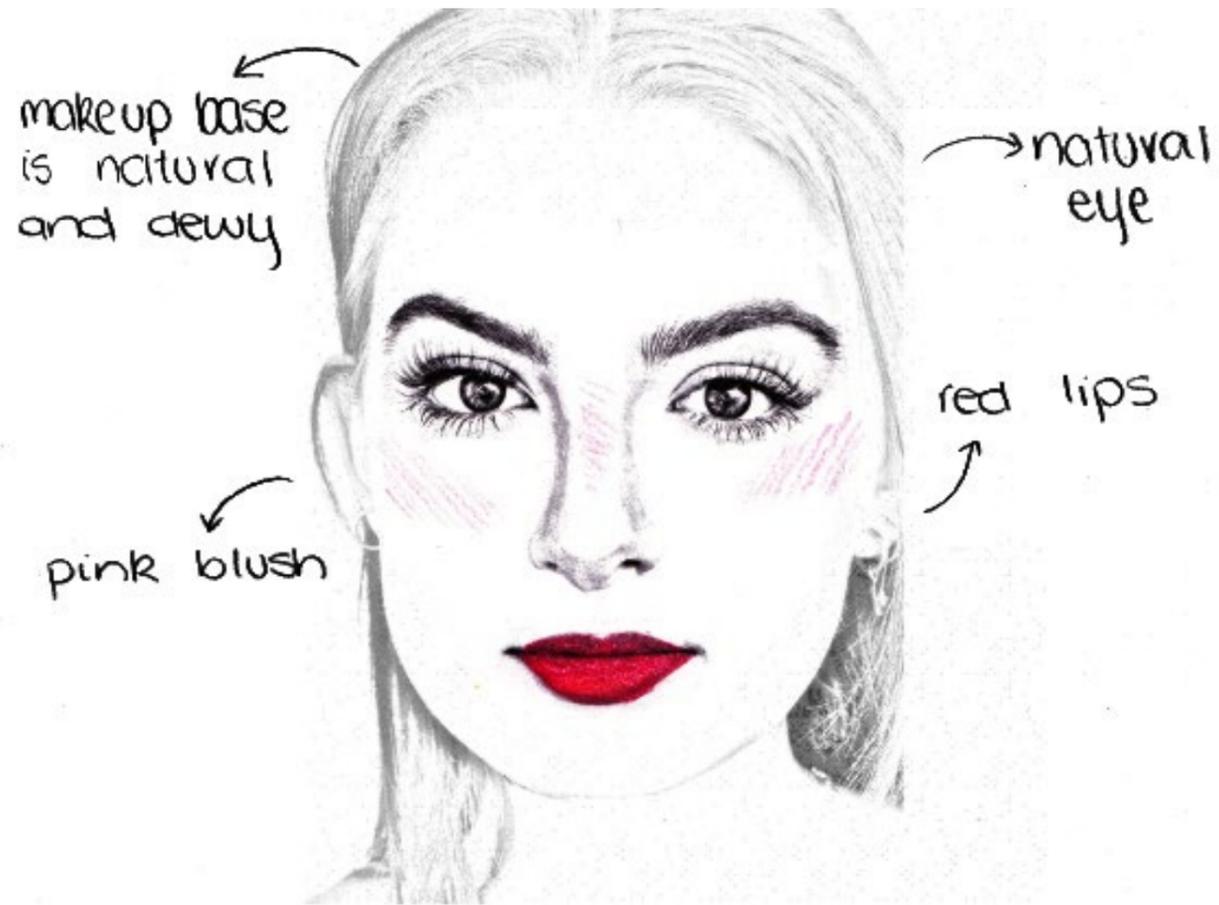
I, Melanie Dunshea, in consideration of my engagement as a model, upon the terms hereafter stated, I grant Melanie Dunshea, the right and permission to use all photographs of myself that may be included wether in whole or in part, and whether as a composite picture or distorted in character or form. I also consent to grant the right for the use of any printed matter in conjunction with the fore written.

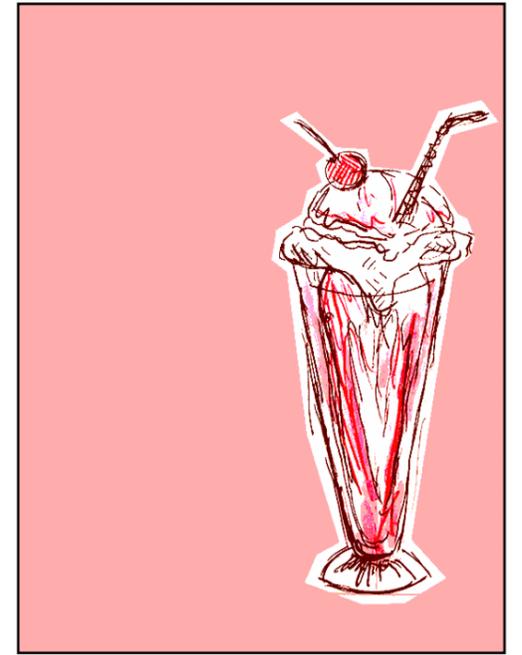
Being an independent contractor, I am fully responsible for any and all taxes and liabilities pertaining to me and my compensation for this job.

In agreement with Melanie Dunshea, I agree.

Signature (Model):  
Date: 08/10/21







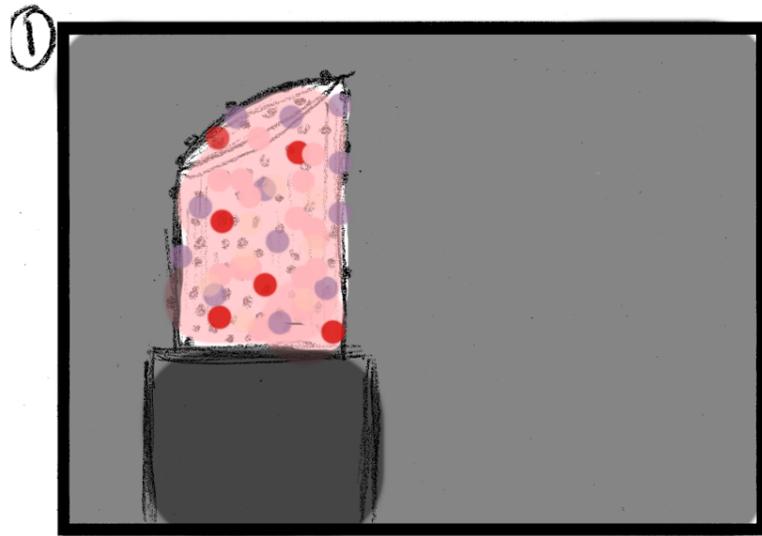
START

# GIF storyboard

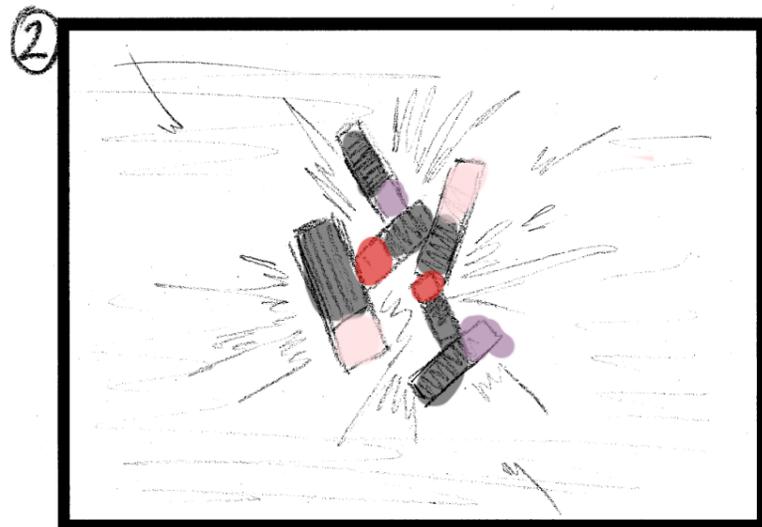


FINISH

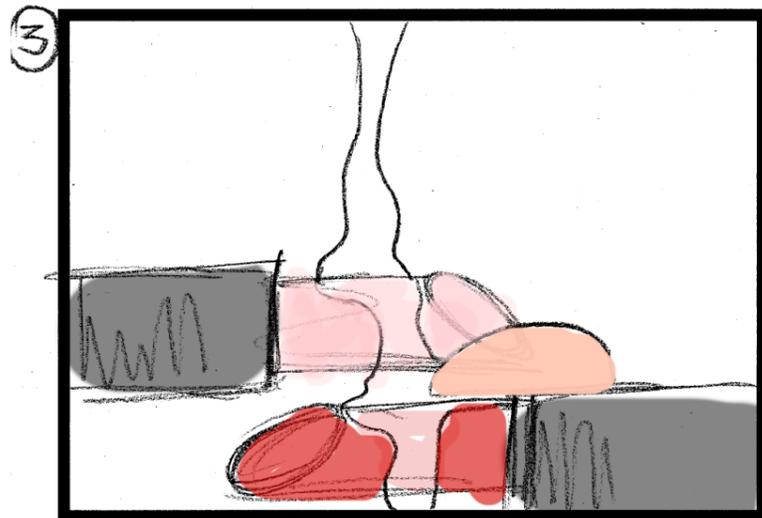
This GIF animation will similarly be created in photoshop and will feature milkshake illustrations disappearing and reappearing through the use of layering.



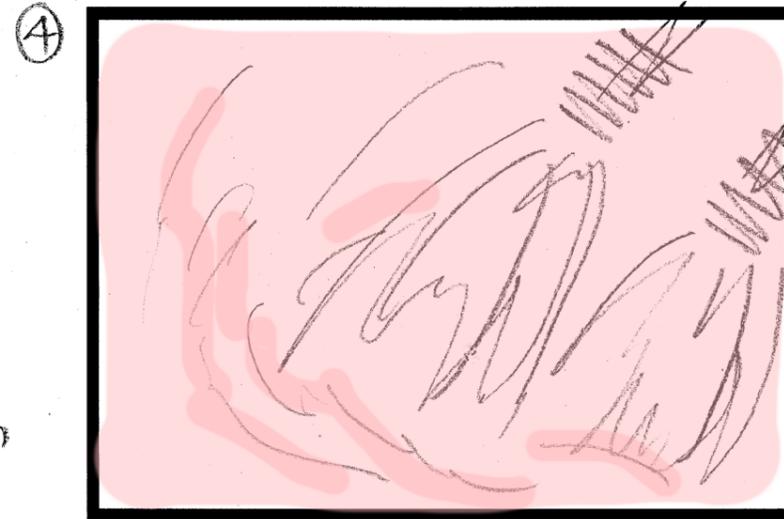
①  
 → lipstick covered in 100s & 1,000s  
 → low key background  
 → turning around on turn table



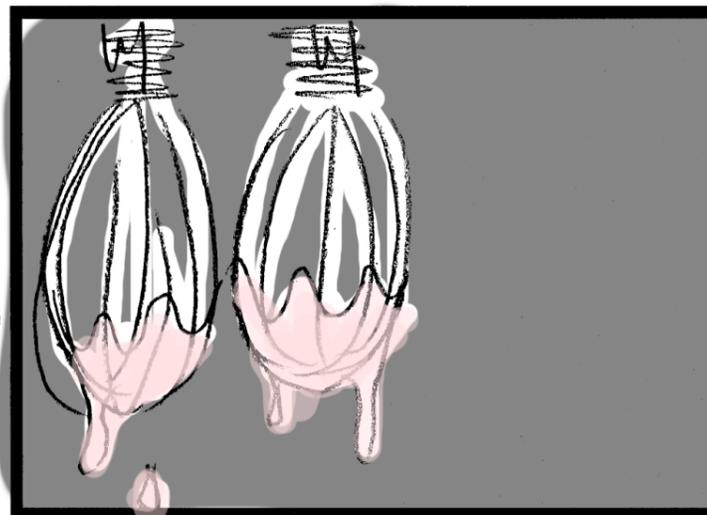
②  
 → highlights and texture  
 → middle of frame  
 → lipsticks being dropped into flour  
 → slow motion to faster (normal) motion at flour explosion



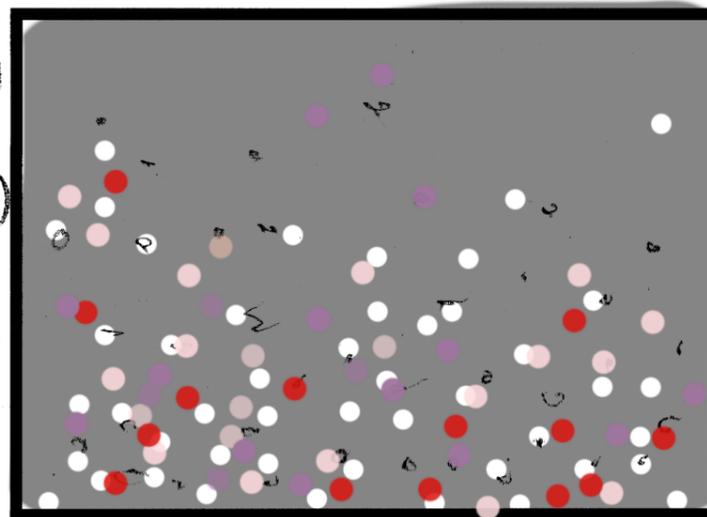
③  
 → egg cracked onto lipstick in slow motion  
 → lowkey background



④  
 → pink icing  
 → medium speed  
 → rule of thirds

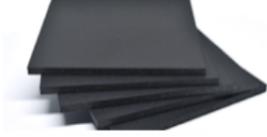


⑤  
 → icing dripping off whisk  
 → black background  
 → normal speed



⑥  
 → sprinkles in slow motion being thrown into air  
 → bottom to top  
 → then falling

# SOURCING items

PRODUCT	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	Essentials Aluminium Foil 30cmx10m	Metallic silver	Woolworths	Obtained	1	\$1.20
	A3 Foam Board 5mm White	White	Officeworks	Obtained	3 \$5.00 Each	\$15.00
	A3 Foam Board 5mm Black	Black	Officeworks	Obtained	3 \$6.00 Each	\$18.00
	Liviano A1 Colour Card 300gsm Light Pink	Pink	Officeworks	Obtained	3 \$4.96 Each	\$14.88
	10in. Selfie Ring Light Pack	Cool, Daylight and Warm	Kmart	Obtained	1	\$35.00
	White Plain Flour 2kg	White	Coles	Obtained	1	\$1.80
	Handee Ultra White Paper Towels- 4 Pack	White	Coles	Obtained	1	\$5.50
	Essentials Household Sprayer Each	Purple tint	Woolworths	Obtained	1	\$2.00
	Pureau Pure Water 2l	Transparent	Woolworths	Obtained	1	\$2.60
	80 Pack push pins	Transparent	Kmart	Obtained	1	\$2.00

PRODUCT	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	Canon EOS 90d and Tripod Pack	-	Specular Photoaquip ment Dealers	Obtained	1	\$2,528.60
	*See quote for pack reference					
	Profoto lighting pack	-	Specular Photoaquip ment Dealers	Obtained	1	\$4,271.30
	*See quote for pack reference					
	Cook & Dine Food Containers 750mL (5 pack)	Cloudy white	Coles	Obtained	1	\$2.00
	Instagram promotion	-	Instagram	Not obtained	1	\$30.00 for 10 days \$3.00 per day
	Domain Name subscription for 2 years with full protection security	-	GoDaddy	Obtained	1	\$54.81
	X-press it 38mm x 50m Brown Kraft tape	Brown	Spotlight	Obtained	1	\$12.50
	Salt & Pepper Cuvee Highball Glasses - Set Of 6	Clear	Myer	Obtained	1	\$29.97
	Printed editorial books A4 Portrait	-	Little Print	Not obtained	4 \$30.00 each	\$120.00
	Adobe Creative Cloud software	-	Adobe	Obtained	4 Months \$116.00 per month	\$464.00
TOTAL:						\$7,611.16

	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	3 Stainless Steel Bowls	Silver	Kmart	Obtained	1	\$8.00
	Soft icing mixture	White	Coles	Obtained	1	\$3.20
	Free range eggs 6 pack	-	Coles	Obtained	1	\$3.08
	Full cream milk 2L	White	Coles	Obtained	1	\$2.39
	Red velvet cake	Red and white	Woolworths	Obtained	1	\$7.00
	Black 30 piece cutlery set with caddy	Black and silver	Kmart	Obtained	1	\$10.00
	Red velvet cupcake 4 medium size	Red and white	Coles	Obtained	1	\$4.00
	Whisk	Silver	Kmart	Obtained	2 \$5.00	\$10.00
	Cadbury Milk Chocolate Baking Chips	Brown	Coles	Obtained	1	\$3.00
	Bake and create bubblegum sprinkles	Pink, red and white	Coles	Obtained	1	\$3.00
	Gumballs 950g	Multi	Coles	Obtained	1	\$7.00
	CSR Sugar cubes	White	Coles	Obtained	1	\$4.50
TOTAL:						\$65.17

	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	Models Prefer Perfect Canvas Mattifying Primer	Clear	Priceline	Obtained	1	\$18.99
	Maybelline Cover stick corrector concealer	Green	Priceline	Obtained	1	\$11.00
	Maybelline Fit Me Foundation Matte and Poreless	Shade 120 Classic Ivory	Priceline	Obtained	1	\$22.00
	Revolution Conceal and Define Full Coverage Foundation	Shade F10	Priceline	Obtained	1	\$16.00
	Maybelline Instant age rewind eraser concealer	Shade 120 Light	Priceline	Obtained	1	\$19.95
	Rimmel Lasting Radiance concealer and eye illuminator	Classic Beige	Priceline	Obtained	1	\$17.95
	RIMMEL LONDON Transparent Loose Powder	Shade 001 Transparent	Priceline	Obtained	1	\$15.95
	MAYBELLINE Face Studio City Bronze Powder	Shade 200 Medium Cool	Priceline	Obtained	1	\$16.95
	Revolution ultra contour palette	Multi	Priceline	Obtained	1	\$20.00
	Sephora Collection flushed cream blush	Shade 01 Cloudy Pink	Sephora	Obtained	1	\$10.00
	ARDELL Brow Sculpting Gel Clear	Clear	Priceline	Obtained	1	\$6.99

	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	L'Oreal Lash Paradise Waterproof Mascara	Black	Chemist Warehouse	Obtained	1	\$20.99
	Manicare eyelash curler	Silver	Priceline	Obtained	1	\$14.69
	L'Oreal skinny definer brow artist	Shade 105 Brunette	Priceline	Obtained	1	\$10.17
	Rimmel lasting finish exaggerate automatic lip liner	Shade 018 Rose Addiction	Priceline	Obtained	1	\$13.95
	Mac prep and prime lip essential oils stick	Clear	MAC Cosmetics	Obtained	1	\$35.00
	Mac lustreless lipstick	Shade 508 Hug Me	MAC Cosmetics	Obtained	1	\$30.00
	Duo quick set strip lash adhesive	White/ Clear	Priceline	Obtained	1	\$9.99
	ARDELL Extension FX L-Curl Lashes 1 Pair	Black	Priceline	Obtained	1	\$12.99
	NYX Makeup Setting Spray - Dewy	Clear	Priceline	Obtained	1	\$14.95
	The Jaclyn Hill Eyeshadow Palette	Shades - Beam - M.F.E.O - Sissy	Mecca Cosmetics	Obtained	1	\$59.00
	Morphe x Nikita Dragun Artistry palette	Shade - Estrogen - Sakura - ABG - Mama Dragun - Mystique	Mecca Cosmetics	Obtained	1	\$43.00

	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	Morphe x James Charles Artistry palette	Shade - Canvas - Ring light - Literally - Sister - Pinkity - Drinkity - Skip - Love that - Artistry - Escape - Flash back - Face - Shook	Morphe	Obtained	1	\$59.00
	Beauty essentials round cotton pads 2 pack	White	Priceline	Obtained	1	\$3.99
	Garnier Micellar Cleansing Water in Oil Delicate Eyes & Skin 400 mL	Clear	Priceline	Obtained	1	\$13.99
	Beauty essentials cotton tips 100 pack	White	Priceline	Obtained	1	\$0.99
	OXX Longwear lipstick	Shades - Mauve - Rose - Rocky road - Berry - Bentley - Cupcake	Kmart	Obtained	16	\$16.00 \$1.00 each
	Babes Faves Face brush set	Black	Morphe	Obtained	1	\$82.00
	Babes Faves Eye brush set	Black	Morphe	Obtained	1	\$55.00
	OXX makeup blender	Pink	Kmart	Obtained	1	\$2.75
	Make protect spray	-	Hairhouse	Obtained	1	\$25.95

	DESCRIPTION	COLOUR	SUPPLIER	STATUS	QUANTITY	COST
	Original Hair Straightener	-	Hairhouse	Obtained	1	\$220.00
	Batiste Eden Dry Shampoo 200ml	-	Chemist Warehouse	Obtained	1	\$9.99
	SCHWARZKO PF Taft Flexible Hairspray Flexible Hold 200 g	-	Priceline	Obtained	1	\$4.29
	LADY JAYNE Core Purse Pad Brush, Multi-Tuft, Mixed Bristles 1 ea	-	Priceline	Obtained	1	\$10.99
	OXX Studio flawless finish foundation 30ml	Nude	Kmart	Obtained	1	\$3.00
	BYS Matte foundation	Natural Beige	Kmart	Obtained	1	\$2.00
	100 pack artificial nails with adhesive	Clear	Kmart	Obtained	1	\$4.00
	Rimmel 60 second shine nail varnish	A SPRITZZZ	Priceline	Obtained	1	\$6.95
	REVLON Compact Emeryl File 1 ea	-	Priceline	Obtained	1	\$5.99
TOTAL:						\$967.39
OVERALL TOTAL:						\$8,643.72



## HOME studio set

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DESCRIPTION	COLOUR	SUPPLIER	STATUS	COST
Photography stands x4	-	Specular Photoaquipment Dealers	Not obtained	NIL
Aluminium square pole x 1	-	Specular Photoaquipment Dealers	Not obtained	NIL
Super clamps x 2	-	Specular Photoaquipment Dealers	Not obtained	NIL
A clamps x 4	-	Specular Photoaquipment Dealers	Not obtained	NIL
Profoto b10 x 2	-	Specular Photoaquipment Dealers	Not obtained	NIL
Profoto OCF beauty dish	-	Specular Photoaquipment Dealers	Not obtained	NIL
Profoto magnum light	-	Specular Photoaquipment Dealers	Not obtained	NIL



Specular Pty Ltd  
www.specular.com.au

Melbourne  
Suite 104, 134 -136 Cambridge Street  
Collingwood, VIC 3066 Australia  
Tel. 03 9091 2111

Sydney  
Suite 18, 112 McEvoy Street  
Alexandria, NSW 2015 Australia  
Tel. 02 7922 3833

ACN 122 084 226 ABN 21 122 084 226

Photoequipment Dealers

**QUOTATION**

**Attention**

Melanie Dunshea  
Melanie Dunshea  
6 Hamilton Drive Ringwood North VIC 3134  
t 0474 981 475 f

**From**

Rory Shinnors  
Mobile. 0410 557 998  
rory@specular.com.au

**Location**

Melbourne

**Date** 01.04. 2020  
**Number** QT 45296

**Canon 90D Camera**

Quantity	Description	Unit ex GST	Total inc GST	Warranty/Type
1	Canon EOS 90D Super Kit 32.5MP Digital SLR Camera Body with EF-S 18-135mm f3.5-5.6 IS Lens • 32.5 megapixel APS-C CMOS sensor • DiGiC 8 Image Processor • ISO 100-25,600 (expandable to 51,200) • Movies: 4K (3840 x 2160) Uncropped Cropped 29.97 fps • Touch screen vari angle 7.7cm (3.0") 3:2 Clear View II TFT, approx. 1040K dots > Lens Mount : EF or EF-S > Flash Sync: up to 1/250 sec > Storage: SD, SDHC or SDXC (UHS II) card Included : Battery Pack LP-E6N Battery, Charger LC-E6 Neck Strap	1,622.73	1,785.00	5 RTB
1	Canon LP-E6N Lithium-Ion Battery Pack to suit EOS 5DS & 5D IV	70.00	77.00	NA NA
1	Hoya Pro1D DMC Protector Filter - 67mm	50.00	55.00	NA NA
<b>Storage</b>				
2	SanDisk Extreme Pro 64GB SD Memory Card 170MB/s (read) 90MB/S (write) UHS-I SDHC	38.00	83.60	3 RTB
1	SanDisk Extreme PRO SD UHS-II USB Type-C Card Reader/Writer	40.00	44.00	NA RTB
<b>Tethering</b>				
1	TetherPro USB-C to 2.0 Micro-B 5-Pin Cable 4.6m - Hi-Vis Orange (Canon 90D, Fujifilm X-Pro2)	40.00	44.00	0.25 RTB
<b>Tripod</b>				
1	Benro TMA28A Mach3 9X Aluminium Tripod - Series 2, 4 Section with HD2 3 way head (with PH9 quick release plate) Maximum Load: 8 kg Minimum Height: 43.5 cm Maximum Height: 167.5 cm Folded Length: 64.5 cm Weight: 2.65 kg Leg Lock Type: Twist	300.00	330.00	5 RTB
<b>Bag</b>				
1	ThinkTank StoryTeller 8 - Shoulder Bag	100.00	110.00	NA NA

Quote Total (ex GST) \$2,298.73  
Amount of GST \$229.87  
**Quote Total (inc GST) \$2,528.60**

Deposits can be made by direct funds transfer : bank ANZ BSB 013 435 account 4914 17686 account name Specular Pty Ltd

**Commercial in Confidence.**  
All prices detailed are valid for 7 days only from date of quotation but are subject to any currency fluctuations. Beyond this time prices must be considered as a guide only. Payment terms are C.O.D. unless you have previously approved credit account. A written purchase order or signed order acceptance is required to confirm intention to proceed with purchase. A 25% deposit is required if you do not have a credit account with Specular.  
American Express is not accepted for refundable deposits. A 1.5% surcharge applies for purchases made by VISA, Mastercard, Bankcard or American Express.  
A 20% restocking fee applies to all cancelled orders and returns. Warranty period is detailed in years. Warranty terms are as specified by the manufacturer. Errors and omissions excepted.  
Please see full Terms & Conditions of Sale at <https://specular.com.au/contact>.

PAGE 1 OF 1



Photoequipment Dealers

Specular Pty Ltd ACN 122 084 226 ABN 21 122 084 226

Suite 104, 134 Cambridge Street  
Collingwood, VIC 3066 Australia  
03 9091 2111

Suite 18, 112 McEvoy Street  
Alexandria, NSW 2015 Australia  
02 7922 3833

info@specular.com.au  
www.specular.com.au

**Terms and conditions including refund/return policy**  
Upon delivery the purchaser accepts liability for the safe custody of the goods. Title of goods does not pass to the purchaser until payment has been received in full. Specular Pty Ltd reserves the right to take possession and dispose of the goods as it sees fit until payment is received in full. Please verify your system requirements prior to opening the packaging. Claims for returns must be authorised by Specular Pty Ltd within 7 days of invoice. Opened software packages cannot be returned due to copyright issues. A credit or an exchange may be offered for any unopened goods returned within 7 days of purchase. Goods returned after 7 days of purchase will only be accepted at Specular's discretion and may incur a restocking fee. No refunds except in accordance with the Trade Practices Act.

**TAX INVOICE****Invoice to**

Melanie Dunshea

Melanie Dunshea  
6 Hamilton Drive  
Ringwood North VIC 3134

T 0474 981 475

**Date** 22 Oct 2021

**Number** PI400750

**Customer Order Number**

**Deliver to**

Melanie Dunshea  
6 Hamilton Drive  
Ringwood North VIC 3134

T 0474 981 475

**Comments**

Part Code	Description	Serial Number	Qty	Unit Ex	Sub Total Inc
CR6065	RedWing 4-Section HD Light Stand 400cm Air Cushioned		2	\$195.00	\$429.00
KG700511	KUPO KCP-710B Convi Clamp (Super Clamp) with adjust handle - Black		2	\$43.00	\$94.60

Page 1 of 1

**Invoice Terms** COD**How to pay** Number PI400750

Invoice Total ex GST \$476.00

Amount of GST \$47.60

**Total inc GST \$523.60**

**Total payable \$523.60**

NB: A 1.5% surcharge applies for purchases made by VISA, Mastercard or American Express.

If paying by cheque, please detach this section and mail with cheque (made out to Specular Pty Ltd with invoice numbers detailed on the back) to:  
**Specular Pty Ltd : Suite 104, 134 Cambridge Street, Collingwood, VIC 3066**

Deposits can be made by direct funds transfer:  
Bank **ANZ BSB 013 435** Account No **4914 17686**  
Account Name **Specular Pty Ltd**

Please list your invoice number as the reference



Suite 104, 134 -136 Cambridge Stree  
Collingwood, VIC 3066 Australia

Tel. 03 9091 2111

www.specular.com.au

## HIRE AGREEMENT

date 13.10.2021  
number HR47818  
invoice terms COD  
customer order number

comments

sales order number SO

client ID 11054

between

Specular Pty Ltd (hereafter "Specular Pty Ltd")

and

Melanie Dunshea  
Melanie Dunshea  
6 Hamilton Drive Ringwood North VIC 3134  
t 0474 981 475 f  
(hereafter "Customer")

Photo ID Type	.....	<input type="checkbox"/> attached
Photo ID Number	.....	
Hire Period Start	Wednesday, 13 Oct 2021	date time
Hire Period End	Monday, 8 Nov 2021	date time

Equipment details (Hereafter, "equipment"):

period	qty	item description	serial number	unit ex GST	total ex GST	
1	Month	2	Hire of Profoto B10 250 AirTTL cordless, battery-powered off-camera flash with TTL. Includes: 1 x Li-Ion Battery, Battery Charger, 1 x Protective Cap.	1804400287 -1804400375	1,280.00	2,560.00
1	Month	1	Hire of Profoto OCF Beauty Dish White 2' for B1X or B10 Including OCF Speedring		400.00	400.00
1	Month	1	Hire of Profoto OCF Magnum Reflector + Profoto Carry Case		240.00	240.00
1	Month	1	Hire of Profoto Air TTL Remote for Canon + Profoto Protective Pouch	1709007991	160.00	160.00
1	Month	2	Hire of Manfrotto 1004 Master Light Stand		80.00	160.00
1	Month	2	Hire of 5kg Midweight Shot Bag - Black		5.00	10.00
1	1	1	Insurance for Hire - 10% of total Hire - Provides Hirer cover for Theft of items that total to a value of over \$1000 - Provides Hirer cover for Damage to items that has a repair value of over \$1000 - Damage costing less than \$1000 to repair is charged to the Hirer - Theft or loss of items costing less than \$1000 is charged to the Hirer - In the case of theft a police report is required - A \$1000 excess applies for all claims (Refer to terms and conditions for more information)		353.00	353.00

replacement value of goods (inc GST) **\$8,155**

hire total ex GST **\$3,883.00**

amount of GST **\$388.30**

hire total inc GST **\$4,271.30**

security deposit required

booking deposit required

page 1 of 1

Please return by scheduled time detailed at the top of this page.

Additional charges will apply for late returns

Goods return date/time:

Received:

customer to complete :

Agreement : Items are not booked until this form is completed and booking deposit has been received. I hereby acknowledge and agree with the terms and conditions of this hire agreement including standard terms and conditions of hire attached hereto or at www.specular.com.au/hireandrental. All goods remain the property of Specular Pty Ltd

signature :	name :	date :
payment : please charge my credit card		
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard	<input type="text"/>	<input type="text"/>
for	card number	expiry date
<input type="checkbox"/> booking deposit	\$ <input type="text"/>	<input type="text"/>
<input type="checkbox"/> hire fee	total amount	signature
<input type="checkbox"/> security deposit	signature	security code



Photoequipment Dealers

Tel. 03 9091 2111  
Fax. 03 9091 2104  
www.specular.com.au

Suite 104  
134 Cambridge Street  
Collingwood, VIC 3066 Australia

## STANDARD TERMS & CONDITIONS OF HIRE

### 1. Hire Period:

a) The term Monthly Hire as used herein shall mean the Equipment is hired on the basis of a so called calendar month commencing from the Date of Delivery of the Equipment as detailed on Schedule 1 attached hereto, and termination at 3.00pm on the last business day immediately preceding the monthly anniversary of the Date of Delivery ("Monthly Termination Date"). By way of example, if the equipment is delivered on 05 January the monthly anniversary is 3.00pm on 04 February or if 04 February is not a normal business day then 3.00pm on the last business day immediately preceding 04 February.  
b) The term Weekly Hire as used herein shall mean the Equipment is hired on the basis of a seven day week, commencing from the Date of Delivery of the Equipment and terminating at 3.00pm at seven day increments, ("Weekly Termination Date").  
c) The term Daily Hire as used herein shall mean the Equipment is hired on the basis of a 24 hour period or part thereof, commencing from the time of Delivery of the Equipment and terminating upon the return of the Equipment ("Daily Termination Date").

### 2. Hire Fees:

a) The Hire Fees set forward in the attached schedule are applicable to this agreement.  
b) Customer shall pay the Weekly, Monthly or Daily Hire Fee as applicable from time to time to Specular Pty Ltd by either daily, weekly or monthly instalments, with the first instalment due upon the date of delivery of the Equipment to the Customer. In the event that Equipment is not returned by either the Daily, Weekly or Monthly Termination Date as the term utilised in Paragraph 1 above then a further Daily, Weekly or Monthly Hire Fee shall become due and payable and such shall continue to accrue on the appropriate Daily, Weekly or Monthly basis until the Equipment is returned.  
c) Where the Customer has paid a security deposit and fails to make any payment when due and payable, Specular Pty Ltd may deduct from the security deposit the amount due and payable by the Customer.

### 3. Interest:

If payment is not made within the time the payment is due, the Customer must pay interest at the rate of 4% higher than the rate for the time being fixed under section 2 of the Penalty Interest Rates Act 1983 of the State of Victoria computed on the amount overdue from the due date until that money is paid in full. The interest accrues daily and will be capitalized monthly on the first day in each month.

### 4. Other Charges:

Customer shall be responsible for the reimbursement to Specular Pty Ltd of any Stamp Duty or like duties or levies applicable by virtue of this transaction and shall reimburse Specular Pty Ltd for any stamp duty payable by Specular Pty Ltd in respect of the Hire of the Equipment.

### 5. Delivery and Return of the Equipment:

Delivery of equipment to Customer shall take place at such premises of Specular Pty Ltd as set forth in the Schedule 1 attached and return of such Equipment is supplied. Shipment of Equipment when required by customer may be effected if approved by Specular Pty Ltd in writing to an address specified by Customer and at the expense and risk of Customer. Customer agrees not to ship equipment by post.

### 6. Customer's Covenants:

Customer agrees with Specular Pty Ltd that:  
a) the Equipment shall remain the property of Specular Pty Ltd  
b) the Customer shall not sell, charge, pledge or part with possession of Equipment  
c) the Customer shall keep Equipment at the address specified in Schedule 1 attached hereto unless written permission has been obtained from Specular Pty Ltd to relocate the Equipment elsewhere.  
d) The Customer shall use Equipment in a careful and proper manner and not interfere or tamper with or let anyone else do so.  
e) The Customer shall notify Specular Pty Ltd immediately if any judgment or order is levied against Customer or property of Customer or if petition is presented for the liquidation of the Customer or a Receiver is appointed or a scheme of arrangement is proposed.  
f) The Customer shall permit Specular Pty Ltd it's agents or servants to enter the premises where Equipment is located at all reasonable times in order to inspect Equipment or carry out repairs to Equipment.

### 7. Warranty:

Specular Pty Ltd warrants that each item of Equipment hired is of merchantable quality and reasonably fit for the purpose for which it is designed. Customer acknowledges that it has not relied upon any statement by Specular Pty Ltd in respect of Customer's purpose for utilisation of equipment and the Specular Pty Ltd is not responsible or liable for the failure of the Equipment to perform the purpose required by the Customer.

### 8. Maintenance:

Specular Pty Ltd shall at it's expense provide routine maintenance for the Equipment and shall use its best endeavours to expeditiously repair or replace Equipment which becomes defective during the Hire period through no fault of the customer. In the event that the Equipment does not operate properly Customer shall notify Specular Pty Ltd and request instructions before taking remedial action. All repairs shall be done on the basis of return to base. Specular Pty Ltd may at its option and for such length of time as it deems expedient replace Equipment with another of such type or model as shall for the time being be available and Equipment so substituted shall be subject to these conditions.

### 9. Early Cessation:

Notwithstanding the Hire Period Specular Pty Ltd expressly reserves to itself the right of early cessation which may be exercised on demand and at the absolute discretion of Specular Pty Ltd the Hire Fee paid by the Customer may be adjusted on a pro rata basis. For the purpose of pro rating a week shall be seven days and a month shall be thirty days.

### 10. Safekeeping:

Customer is responsible for safekeeping of the Equipment and shall bear the risk of any loss, theft, damage or destruction of Equipment and in the event that the Equipment shall require repair or recalibration as a result of Customer negligence, misuse or abuse Customer shall bear cost or any such repair or recalibration including any freight charges there occasioned. Customer shall forthwith pay to Specular Pty Ltd the new replacement cost as assessed by Specular Pty Ltd of the equipment which is lost or stolen, destroyed, or damaged beyond repair. Customer shall pay to Specular Pty Ltd a reasonable calibration and refurbishing fee in the event that ownership labels, calibration seals or anti-tamper notices affixed to equipment are removed or defaced. Any item of non-expandable materials (including operation manuals) not returned to Specular Pty Ltd Upon cessation of the Hire period shall be charged to the account of the Customer at full replacement cost or \$50.00 whichever shall be the greater amount. In the event that Customer fails to pay to Specular Pty Ltd any amounts due under this Agreement, Customer authorizes Specular Pty Ltd to deduct and retain any outstanding amounts from the Security Deposit which has been previously lodged with Specular Pty Ltd.

### 11. Customer's Default:

At any time after the expiration of the Hire Period or in the event that Customer is in default pursuant to the provisions of this agreement, Equipment shall forthwith upon request being made by Specular Pty Ltd be delivered by Customer to Specular Pty Ltd and the Hire Period upon delivery of the Equipment to Specular Pty Ltd pursuant to the provisions of the agreement be terminated without prejudice to the right of Specular Pty Ltd to require from Customer immediate payment of such monies as may be or become owing to Specular Pty Ltd by Customer.

### 12. Separate Items of Equipment:

Where more than one item of Equipment is supplied under this Agreement in interpreting this Agreement the singular shall be read as the plural where appropriate and the Hire Fee shall be apportioned to each item of Equipment as set forth in Schedule 1 attached hereto and the conditions herein set forth shall apply separately to each individual item of Equipment as though each item of Equipment were subject to separate Agreement.

### 13. Sundry:

The conditions herein before set forth constitute the entire Agreement between Specular Pty Ltd and the Customer with respect to Equipment and shall not be amended except in writing signed by both parties and Customer does acknowledge and agree that all other (if any) warranties or suitability of the Equipment for particular use or purpose whether implied or statutory are hereby excluded.

### 14. Property:

In the event that Customer seeks to purchase the Equipment and Specular Pty Ltd agrees to sell the Equipment the property therein shall not pass until and unless all payments by way of Hire and by way of purchase price have been received by Specular Pty Ltd.

### 15. Intellectual Property Rights:

All rights pertaining to industrial or intellectual property including but not limited to copyrights, patents and trademarks are expressly reserved. Customer shall not and shall not authorise any copying or breach of rights. All copies or articles made in breach of rights shall be destroyed or surrendered to the owner of the rights.

### 16. Limitation of Liability:

a) Except as expressly provided to the contrary in these conditions, all terms, conditions, warranties, undertakings, inducements or representations whether express, implied, statutory or otherwise, relating in any way to the Equipment or these conditions are excluded and without limitation Specular Pty Ltd will not be under any liability to the Customer in respect of any loss or damage (including consequential loss or damage) which may be suffered or incurred or which may arise directly or indirectly in respect of the Equipment or the failure or omission on the part of Specular Pty Ltd to comply with its obligations under these conditions.  
b) Where any Act of Parliament implies in this agreement any terms, conditions or warranties and that Act avoids or prohibits provisions in a contract excluding or modifying the application of or exercise of or liability under such term, condition or warranty, such term, condition or warranty is deemed to be included in this agreement. However, the liability of Specular Pty Ltd for any breach of such term, condition or warranty is limited when permitted by law, at the option of Specular Pty Ltd to any one or more of the following:  
a) replacement of the Equipment or the supply of equivalent Equipment;  
b) repair of the Equipment;  
c) payment of the cost of replacing the goods or acquiring equivalent Equipment; or  
d) payment of the cost of having the Equipment repaired.

### 17. GST:

In this clause:  
a) "GST" means GST within the meaning of the GST Act  
b) "GST Act" means the A New Tax System (Goods and Services Tax) Act 1999.  
Except where this document states otherwise an amount payable by a party for a taxable supply made by another party under this document is expressed as a GST exclusive amount. If this document requires a party to pay an amount in respect of an expense or liability ("Reimbursable Expense") incurred by another party ("Payee") to a third party, the reimbursable expense must be net of any input tax credit to which the Payee is entitled in respect of the Reimbursable Expense. If a party makes a taxable supply under this document, then the party liable to pay for the taxable supply must also pay to the supplier the GST payable in respect of the taxable supply at the time payment for the taxable supply is due.

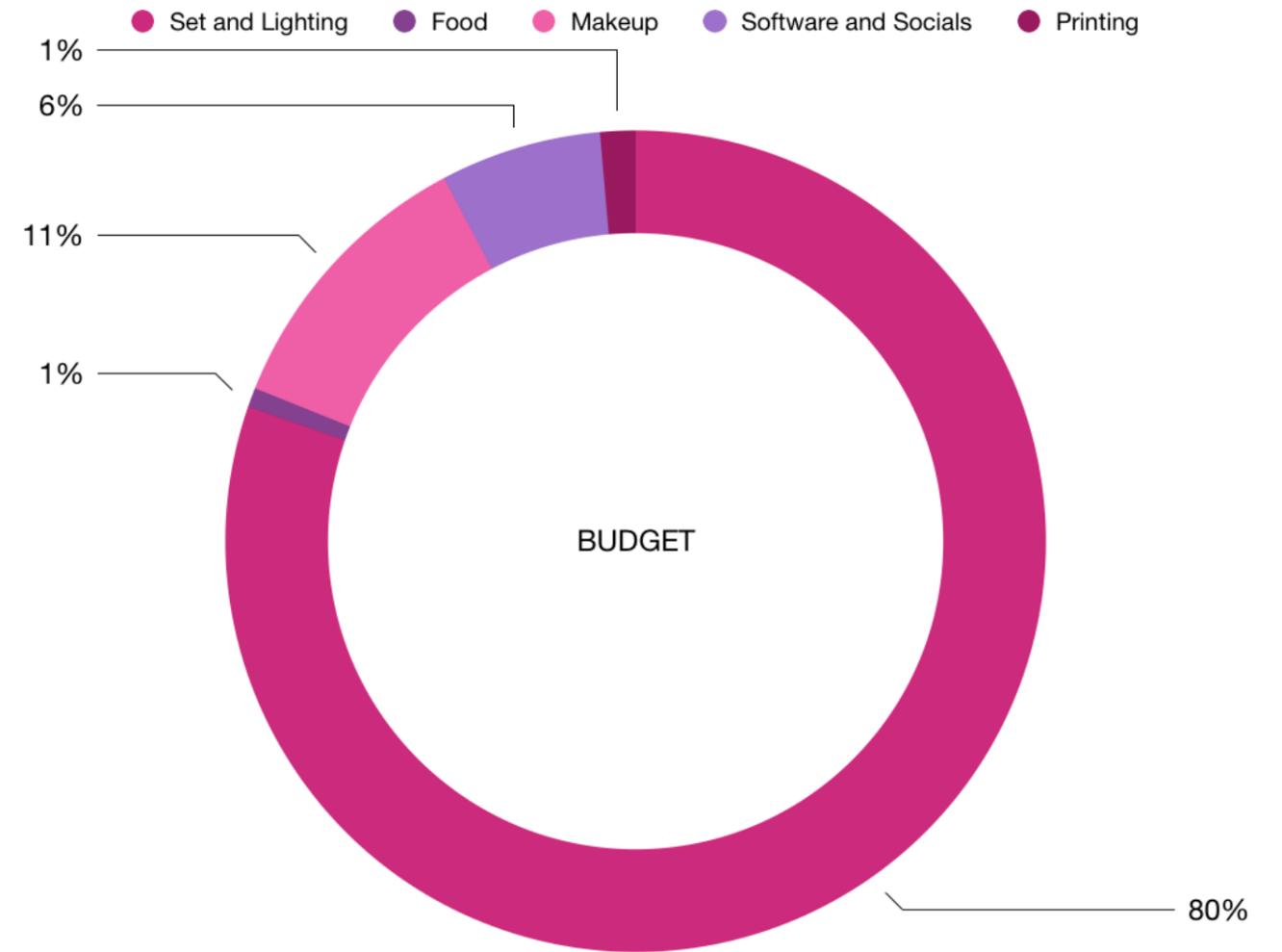
### 18. Indemnity:

The Customer indemnifies Specular Pty Ltd from and against any and all costs, losses or charges incurred by Specular Pty Ltd as a result of the use of the equipment by the Customer.

### 19. Loss of Equipment

In respect to damage or loss or Equipment, Hire Period shall continue until item has been repaired by Specular Pty Ltd, or replacement cost has been paid by Customer.

# BUDGET segments



Set and Lighting = \$6,942.35  
Food = \$65.17  
Makeup = \$967.39  
Software and Socials = \$548.81  
Printing = \$120

**Week 1: Ideation**

Moodboards  
Concept Development  
Storyboarding

**Week 3-4: Testing**

Progress report  
Test shoots  
Sourcing  
Marketing strategy

**Week: 6-7**

Editing photos  
Editorial printing  
Social media release  
Progress report



**Week 2: Development**

Timelines  
Sourcing  
Storyboards  
Editorial Layout  
Progress report  
Risk management  
Budget

**Week 5-6: Final Shoot**

Final shoots  
Editing photos  
Editorial layout  
Progress report

**Week 8: Completion**

Presentation  
Social media release

October 2021							
Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	26	27	28	29	30	1	2
Week 1			Idea development and journal exploration	Trend research	Website layout research	Preliminary photography test	Concept development
	3	4	5	6	7	8	9
Week 2	Style guide development	Scout locations and journal exploration	Explore GIF ideas using illustration Sourcing options	Design consultation with Rachel Moodboards and trend analysis	Design consultation with Alicja Risk assessment	Photography testing lipsticks and flour Design consult with Matt and Angela	
	10	11	12	13	14	15	16
Week 3	Order props	Budget logistics Journal exploration	Illustration render	Design proposal with Rachel Purchase food products for photography next morning	Photography test shooting Editorial layout design	Image and content editing	Follow up with scouted location
	17	18	19	20	21	22	23
Week 4			Instagram filter Illustration render		Begin making GIF Take final photos	Image and content editing Take final photos	
	24	25	26	27	28	29	30
Week 5		Editorial layout placeholders	Instagram post and illustration render	GIF editing	Take final photos	Instagram post Image editing	Location shoot

November 2021							
Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	31	1	2	3	4	5	6
Week 6		Photography reshoot	Location reshoot		Additional video content	Instagram post	
	7	8	9	10	11	12	13
Week 7		Instagram post and filter release on story		Design consultation with Rachel	Design consultation with Alicja Purchase web domain name	Design consult with Matt and Angela	Instagram post
	14	15	16	17	18	19	20
Week 8		Panel presentation	Instagram post and story	Design consult with panel feedback from Rachel	Design consult with panel feedback from Matt and Alicja	Design consult with panel feedback from Angela	Apply all design feedback from panel
	21	22	23	24	25	26	27
Week 9		Reshoot any imagery required	Instagram post, instagram story and tik tok video	Portfolio creation		Instagram post and story	
	28	29	30				
Week 10		Final panel after applied feedback	Instagram post Send final revised editorial to print				

# PROGRESS report week 2

Friday, 8 October 2021

## PROGRESS REPORT

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 1- Friday, 8 October	Friday, 8 October 2021	Friday, 19 November 2021

### PROJECT SUMMARY

During the past week of development the creative direction brief has development to 80% completion with major productivity levels along with test shooting and sourcing of products. Consults with design mentors have concluded for this time period and all feedback has been applied and considered. On set location has been scouted and organised with Happy Days Donuts in Croydon, Victoria.

### PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Photography	New lighting options to be explored.	Approached a contact and have a scheduled meeting on Saturday, 9th October 2021.	More advanced lighting equipment to be researched and explored for purchase or hire.
Sourcing	Purchase remainder of products.	Purchase final items - to be completed by next Friday, 15 October 2021.	Purchase final food and beauty products.
Marketing	Finalise designs	Finalise details and concepts for website and social media.	Finalise the designs, information and release dates of marketing

### TIMELINE IN PERSPECTIVE



### KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Cords	Hazard and risk avoided	Melanie Dunshea	Cords can be a tripping hazard and to ensure this is eliminated they were tucked away from the path and taped with bright visible tape.

Friday, 15 October 2021

**PROGRESS REPORT**

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 8- Friday, 15 October	Friday, 15 October 2021	Friday, 19 November 2021

**PROJECT SUMMARY**

During the past week of all of the planned objectives to be completed were all completed. All products and materials have been sourced and obtained so further test shooting and final shooting can begin this week (late week 3).

## PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Test shooting	Test shooting of beauty, product and food should be underway	In progress to be completed	A run sheet of the shoot schedules are available for reference for timeline and materials needed
Marketing strategy	Marketing and video content have been planned now it is time to execute it	In progress to be completed	See marketing strategy for storyboarded and planned outcomes for creation and completion

## TIMELINE IN PERSPECTIVE



## KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Lighting	Sourced	Melanie Dunshea	Lighting stands can be unbalanced and top heavy so place sand bags on base with even footing and surface area

# PROGRESS report week 3

Friday, 22 October 2021

**PROGRESS REPORT**

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 15- Friday, 22 October	Friday, 22 October 2021	Friday, 19 November 2021

**PROJECT SUMMARY**

During the past week of all of the planned objectives have been completed as well as some extra tasks. Test shooting was successful and all technical questions have been answered and corrected. After consults with design mentors multiple test shooting images have been approved for final images or for reshoot due to desiring a better focus. Additionally music options for GIF animations and video have been developed and waiting for consult feedback and approval.

**PROJECT OVERVIEW**

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Shooting	Complete first final shoot of product and beauty	To be completed	A run sheet of the shoot schedules are available for reference for timeline and materials needed
Marketing strategy	Complete GIF and test video scenes	In progress to be completed	See marketing strategy for storyboarded and planned outcomes for creation and execution

**TIMELINE IN PERSPECTIVE****KEY RISKS AND ISSUES**

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Lighting	Sourced	Melanie Dunshea	Lighting stands can be unbalanced and top heavy so place sand bags on base with even footing and surface area
All risks	Defined and considered	Melanie Dunshea	Refer to risk assessment table for all risks and how to avoid and minimise risks.

# PROGRESS report week 4

Friday, 29 October 2021

**PROGRESS REPORT**

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 22- Friday, 29 October	Friday, 29 October 2021	Friday, 19 November 2021

**PROJECT SUMMARY**

Final product and beauty shoots were very successful and delivered well in consults and received approval. All of the tasks set as objectives were achieved however, this was highly affected with external challenged which meant 3 days of work was put into 8 hours. The quality of the work was up to standard however was not ideal.

## PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Shooting	Beauty shoot and video	In progress to be completed	A run sheet of the shoot schedules are available for reference for timeline and materials needed
Marketing strategy	Complete GIF and video scene	In progress to be completed	See marketing strategy for storyboarded and planned outcomes for creation and execution
Editorial	Placing images to storyboard editorial	In progress to be completed	Place images together in balance to create cohesion and a flowing narrative

## TIMELINE IN PERSPECTIVE



## KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Lighting	Sourced	Melanie Dunshea	Lighting stands can be unbalanced and top heavy so place sand bags on base with even footing and surface area
All risks	Defined and considered	Melanie Dunshea	Refer to risk assessment table for all risks and how to avoid and minimise risks.

# PROGRESS report week 5

# PROGRESS report week 6

Friday, 5 November 2021

## PROGRESS REPORT

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	NEW PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 29 October - Friday, 5 November	Friday, 5 November 2021	Wednesday, 1 December 2021

### PROJECT SUMMARY

Final beauty reshoots, video and GIF were completed and uploaded for consult feedback. The marketing strategy was updated with new content to see how the content flowed and to ensure it aligned cohesively with the editorial. The images were placed into the editorial and moved around to find the best placement and balance as spreads as well as a document flow.

### PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Adjust GIF and Video to feedback from consults	Editing adjustments	In progress to be completed	Make all corrections to editing and scenes
Editorial imagery and placement	Reshoot unsuccessful images and edit placement	In progress to be completed	Reshoot any unsuccessful imagery and ensure it is cohesive with the editorial content. If new content arises from the shoot send to teachers for feedback.

### TIMELINE IN PERSPECTIVE



### KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Neck and eye strain	Preventative solutions	Melanie Dunshea	Ensure timed breaks are taken to stretch the neck and look away from a computer screen to reduce strain and aches. When using the computer use a monitor screen to display to ensure the head is lifted to avoid strain. Wear blue light glasses when using the computer however, not when editing images or playing with colour as it may alter the colour balance of the hues.

# PROGRESS report week 7

Friday, 12 November 2021

## PROGRESS REPORT

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	NEW PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 5 November - Friday, 12 November	Friday, 12 November 2021	Wednesday, 1 December 2021

### PROJECT SUMMARY

All content received feedback and consult ready for first panel pitch to clients. Write and practice speech for presentation. Ensure document file sizes are correct and uploaded for viewing.

### PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Pitch practice	Speech	To be completed	From project statement detail the how, who, what, when, where, why and, how to write a persuasive 3-4 minute pitch. Once written practice and aim to memorise
Keep editorial or content updated with any changes	Editorial and content	If occurs	If any last minute feedback is acquired make relevant changes and upload ready for panel pitch

### TIMELINE IN PERSPECTIVE



### KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Neck and eye strain	Preventative solutions	Melanie Dunshea	Ensure timed breaks are taken to stretch the neck and look away from a computer screen to reduce strain and aches. When using the computer use a monitor screen to display to ensure the head is lifted to avoid strain. Wear blue light glasses when using the computer however, not when editing images or playing with colour as it may alter the colour balance of the hues.

# PROGRESS report week 8

Friday, 19 November 2021

## PROGRESS REPORT

MELANIE DUNSHEA



Productivity Rating out of 5 (5 being the highest)

PROJECT MANAGER	PERIOD COVERED	DATE OF STATUS ENTRY	NEW PROJECTED DATE OF COMPLETION
Melanie Dunshea	Friday, 12 November - Friday, 19 November	Friday, 19 November 2021	Wednesday, 1 December 2021

### PROJECT SUMMARY

Initial panel presentation was completed successfully with all feedback written down and to be actioned before next consult.

### PROJECT OVERVIEW

CATEGORY	DETAILS	TASK STATUS	COMMENTS
Panel feedback adjustments	Corrections	To be completed	Action all suggested feedback from teachers

### TIMELINE IN PERSPECTIVE



### KEY RISKS AND ISSUES

NEW RISK HIGHLIGHTED	STATUS	OWNER	DESCRIPTION
Neck and eye strain	Preventative solutions	Melanie Dunshea	Ensure timed breaks are taken to stretch the neck and look away from a computer screen to reduce strain and aches. When using the computer use a monitor screen to display to ensure the head is lifted to avoid strain. Wear blue light glasses when using the computer however, not when editing images or playing with colour as it may alter the colour balance of the hues.

# DELIVERABLES

## SUSTAINABILITY

Through all of the design stages we have ensured that no unnecessary waste has or will be created. To minimize this we will recycle paper off cuts and eat all food products used in the photography.

## SOCIAL MEDIA

We aim for our instagram account to reach 6,000 new accounts and gain at least 20% more followers through our tik tok videos, snapchat stories and paid instagram promotions. Our promotion will range over 10 days, targeting females aged 16-34. Reaching new accounts will grow our audience for future projects.

## FINANCIAL

We financially hope to come under the \$600 budget and log all purchases and costs to ensure we stay under budget.

# RISK assessment

Activity	Risk/ Hazard	Person/s at risk	Risk level (L-M-H)	Control Measures	Responsibility	Completion Date
Use of liquid	Using liquid has the potential to create slippery surfaces and risks to non waterproof equipment. Due to the little amount of liquid being used it is a low risk however needs to be assessed and monitored.	Melanie Dunshea and Happy Days Donuts employees	Low	Ensure a cloth is on standby to wipe any spilt liquid or condensation	Melanie Dunshea	Preparation, during and after photoshoot
Cords	Cords are a tripping hazard.	Melanie Dunshea	High	Ensure cords are taped down with hazard or bright coloured tape for a caution warning.	Melanie Dunshea	Preparation, during and after photoshoot
Sharp objects	Sharp objects can cut things very easily.	Melanie Dunshea	Medium	Ensure sharp objects are monitors at all times and placed in closed box when not in use.	Melanie Dunshea	Preparation, during and after photoshoot
Skincare	Skin especially around the eye can become irritated after constant and reoccurring agitation and application of makeup.	Melanie Dunshea	Low	Keep skin moisturised before and after shoot as well as ensuring all makeup is removed after photoshoot.	Melanie Dunshea	After photoshoot
Powered kitchen appliances	Powered kitchen appliances are connected to electricity which is an electrical hazard.	Melanie Dunshea	High	Ensure no liquids are placed near the electrical power points. Be aware of electrical appliances when turned on and keep fingers away from moving objects.	Melanie Dunshea	Preparation, during and after photoshoot
Furniture	Furniture that is not put away properly can be a tripping hazard.	Melanie Dunshea and Happy Days Donuts employees	Medium	Keep furniture tucked in and in its original position at all times unless used as a prop.	Melanie Dunshea	Preparation, during and after photoshoot
Food spoilage	Slight food poisoning or upset could occur if foods containing dairy are consumed after exposed to warmth for a long period of time.	Melanie Dunshea and Happy Days Donuts employees	Low	Ensure foods containing dairy are kept cool up until usage a kept cool during shoot. Recommended to not eat the dairy foods after 30 minutes exposed to room temperature.	Melanie Dunshea	Preparation, during and after photoshoot
Glass bottles	Fragrance bottles are made of glass thus causes the potential risk of being shattered.	Melanie Dunshea	High	Ensure fragrance bottles are securely mounted to framework and stands. As well as ensuring they are stored properly to avoid breakage.	Melanie Dunshea	Preparation, during and after photoshoot
Breaking items at scouted location	Decor, employees and furniture from the scouted location could be damaged which is a risk for health and financial reasons.	Melanie Dunshea and Happy Days Donuts employees	Low	Ensure items, employees and furniture are placed in a secure spot to not be tripped over, broken or damaged.	Melanie Dunshea	Preparation, during and after photoshoot
Delivery timelines	Delivery times cold be delayed due to the global pandemic	Melanie Dunshea	Medium	Make sure items are ordered up to 4 days earlier than usual.	Melanie Dunshea	Preparation and planning

Assessment completed by	Signature	Date
Melanie Dunshea		

# PERSONNEL list

## MELANIE DUNSHEA

CREATIVE DIRECTOR

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Tik Tok: @melaniedunshea

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0474 981 475

PERFECTIONIST OF DETAIL

OH sweet!

MELANIE DUNSHEA

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INCREDIBLE FOCUS ON DETAIL

## ANGELA SAVVAS

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MOST CALMING PRESENCE

## MATT KIMPTON

PHOTOGRAPHY CONSULT

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HANDS ON AND GROOVY

## ALICJA KUZMYCZ

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UP BEAT AND CHATTY

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CREATIVE AND GIGGLY

## RORY SHINNERS

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WISE AND KNOWLEDGABLE



# the inside SCOOP

A beauty editorial capturing the ideals of indulgence

OH **sweet!**

by Melanie Dunshea