

SILVER LININGS

2020

The Biography of Conceptualization

2020 has presented many challenges, however circumstances such as these are often how we become stronger individuals.

This encouraged me to want to explore the positives of a global pandemic and to see how we might have benefitted from it in the long run.

What is the silver lining?

As my personal goal is to focus on creative direction, I have presented this concept through a series of photoshoots dealing with themes such as perspective and the fragility of life.

I created a video which explores the complexity of one's mind and the difficulty which is faced when having to sit with one's own thoughts.

To enable a deeper understanding of the journey towards these varying outcomes, I compiled this book depicting the importance of the process and the why?





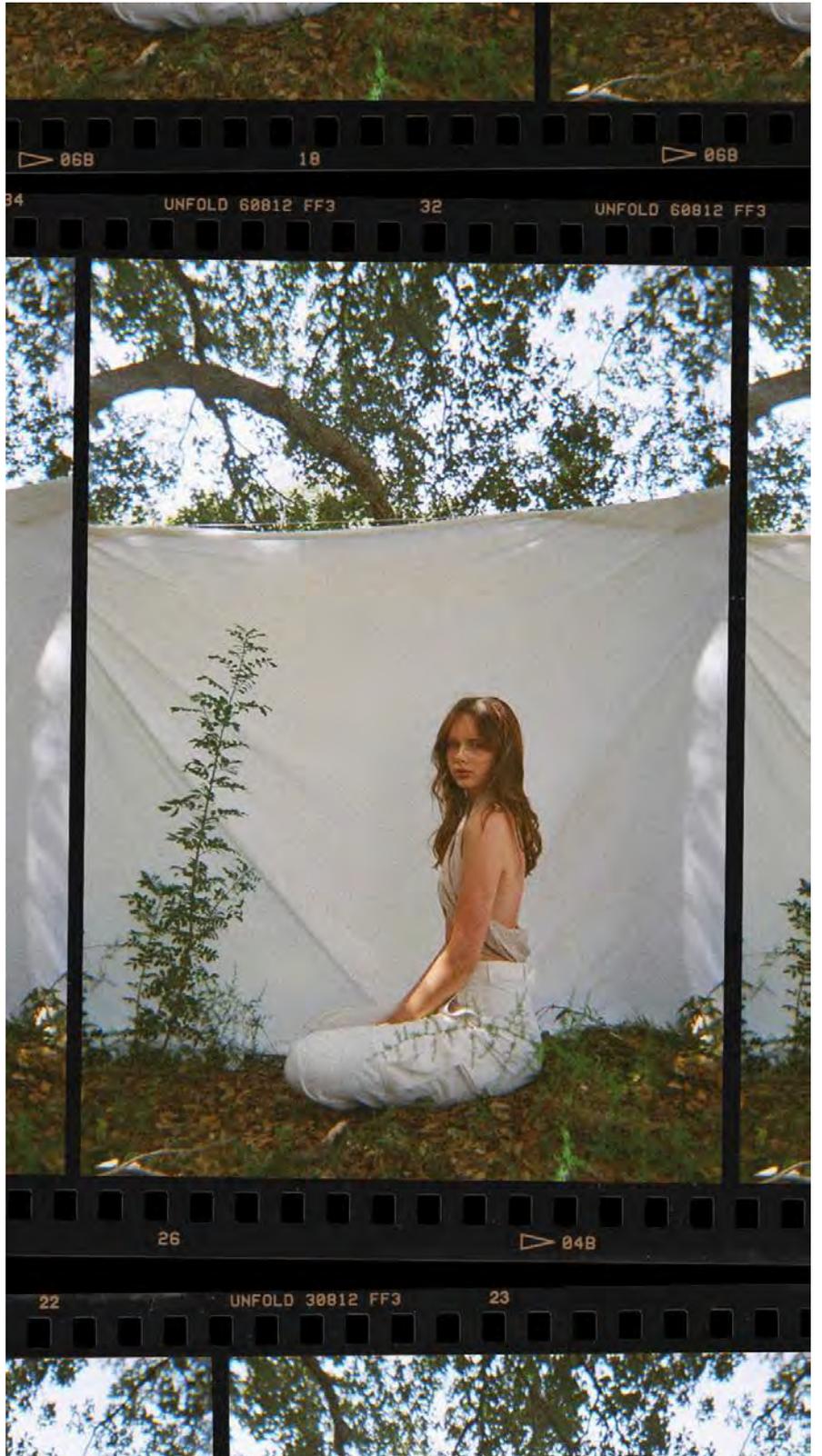
IMG 1: FRAGILITY OF LIFE

The year 2020 took the world by surprise.

People soon realised how rapidly everything can change and learned not to take anything for granted. I wanted to demonstrate this through a series of two photographs to portray how delicate life is.

Using the symbolism of nature highlighted the characteristics of something strong, yet if not taken proper care of, can fail. I used motifs of soft light and neutral tones as well as the movement of wind to further emphasize this.

Despite not having much control over the pandemic, how every individual chose to react to the given situation largely defined their year ahead. Strong morals and values were understood and set in place, giving people the ability to learn what was truly important to them.







IMG 2: PERSPECTIVE (GLASS HALF FULL)



The value held on perspective was reconsidered as the whole world began to appreciate and hold gratitude for the smaller things in day to day life. Whether that be for the people surrounding them or for something as simple as the way light streams through a window. These simple things, big or small, occupied more of our focus as we slowed down and allowed us to question, is the glass half full or half empty?



VIDEO:

COMPLEXITY



The mind in itself is what drives the human being to act and perform in the way it does. This is understood by society, yet few people take the time to listen and learn about these reactions rather than just allow them to be impacted by them.

I created this video to be perceived differently by each viewer. Through the use of quick cuts and varying colours, connotations of something untamed and fast are seen. Both characteristics associated with life.

As we are forced to stop and slow down we develop an authentic understanding of our true self.



OF THE MIND.