

POR LA ISLA X BAOBAB

CAMPAIGN FOR BAOBAB HOSTED BY PUERTO RICO

VALERIA RIVERA

| WINTER 2024

| PROFESSOR STEPHEN WHITE

| FASM 210-N01

02



07



09



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PRODUCTION SCHEDULE

	01/22 -							01/29 -							02/05-02/07				
	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W		
PLANNING																			
Project																			
Research																			
Concept Develop-																			
Finalize																			
PRE-PRODUCTION																			
FPO																			
Location Scout-																			
Storyboard / Thum-																			
Shotlist																			
PRODUCTION																			
Photoshoot																			
Contact Sheet																			
Final Draft																			
Contact Sheet																			
Final Image Selec-																			
Image Editing																			
Advertisement																			
Advertisement Mockups																			
FINAL																			
Finalize Process Book																			
Final Submis-																			

IMPORTANT

Pre-Production Meeting - Tuesday- January 30,2024
 Shoot Date - Wednesday - January 31, 2024
 Wednesday, 10/11/2023 - Final Project Due

X Pre Production
 XX Photoshoot Date

EL EQUIPO



ANDREA NICOLE NIEVES

Model



JAVIER RIVERA PEREZ

Aerial Photographer



VALERIA RIVERA ARROYO

Creative Director



Isabella Espinosa, founder of Baobab, created the brand in 2015. Her purpose was to create a line in which sustainability and fabric innovation were the most important pillars. After working in New York, Isabella wanted to create a ready-to-wear brand for a younger clientele. As part of Baobab's initiatives, they have used recycled plastic bottles for their fabrics and created a fund to support Colombia's coral reefs. Baobab runs under the Malagon Group; their presence has opened doors for Baobab to sell their garments around the world. After many successful collections, Baobab reached 5 million dollars in revenue during 2022 and is now searching for more opportunities to grow.



Expanding into other markets and countries is the next step to grow exponentially and reach globality.

The future of swimwear lies on its practices. The mission is to reduce negative impacts on nature and reduce the use of non-renewable resources.

Through targeted marketing these untapped markets can be reached. Highlighting Baobab's sustainable efforts will capture the upcoming generation of shoppers.

VALLE DE LA LUNA



LA DANZA



THE CONCEPT

The Por La Isla campaign invites you to meet island life through the eyes of Baobab.



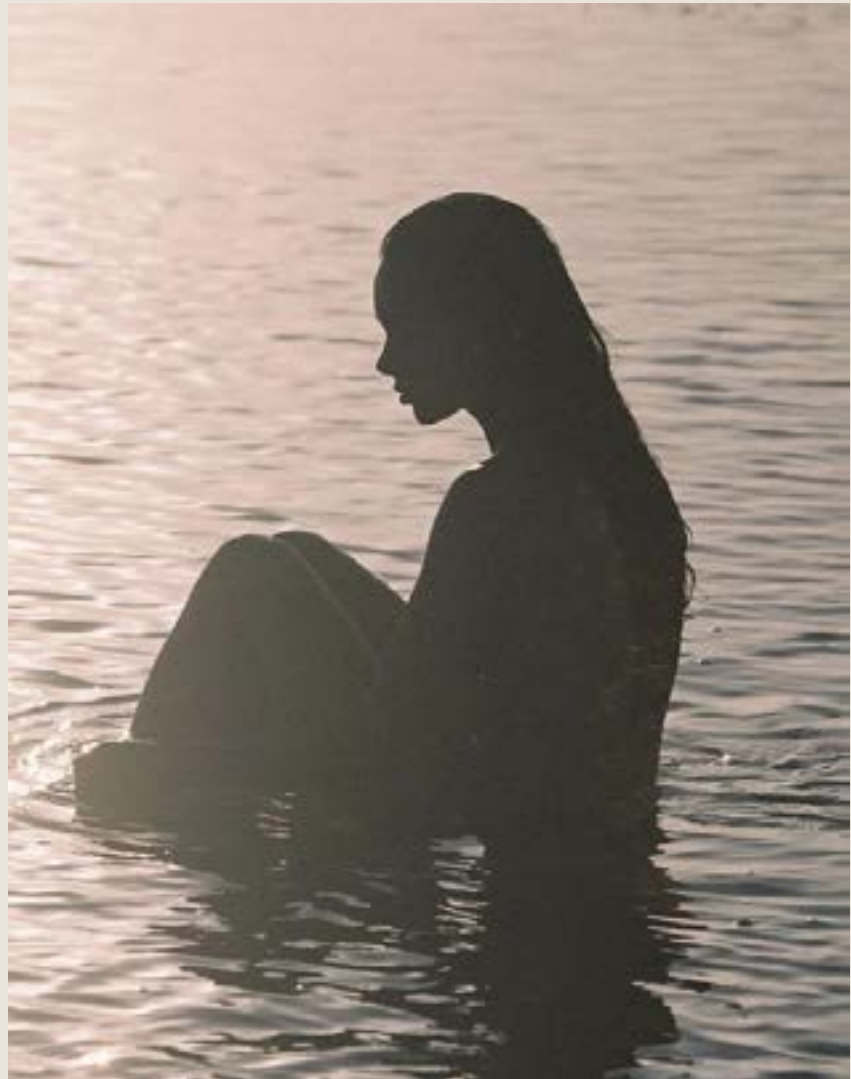
STYLING, HAIR, AND MAKEUP





POSING IDEAS

PHOTOGRAPHIC MOODBOARD





FPOS

POR LA ISLA CAMPAIGN SHOOT

3:00 PM – 7:00 PM

Wednesday, January 31, 2024

BAOBAB

Valemar Productions
P.O. Box 876
Mayaguez, Puerto Rico

CONCEPT STATE

The Por La Isla campaign invites you to meet island life through the eyes of Baobab.

LOCATIONS

Finca | Anasco | Anasco Arriba, Anasco 00610, Puerto Rico 00610, | 85° celcius | cloudy
Playa Escalera | Rincon | PR-413 Rincon Puerto Rico 00677, Rincon 66077 | 85° celcius | sunset

CAST AND CREW



ANDREA N. NIEVES
Model

CALL TIME: 4:00 PM

ig: andreanicol13



JAVIER A. RIVERA
Aerial Photographer

CALL TIME: 3:00 PM

ig: javier_rivera_bala



VALERIA D. RIVERA
Director

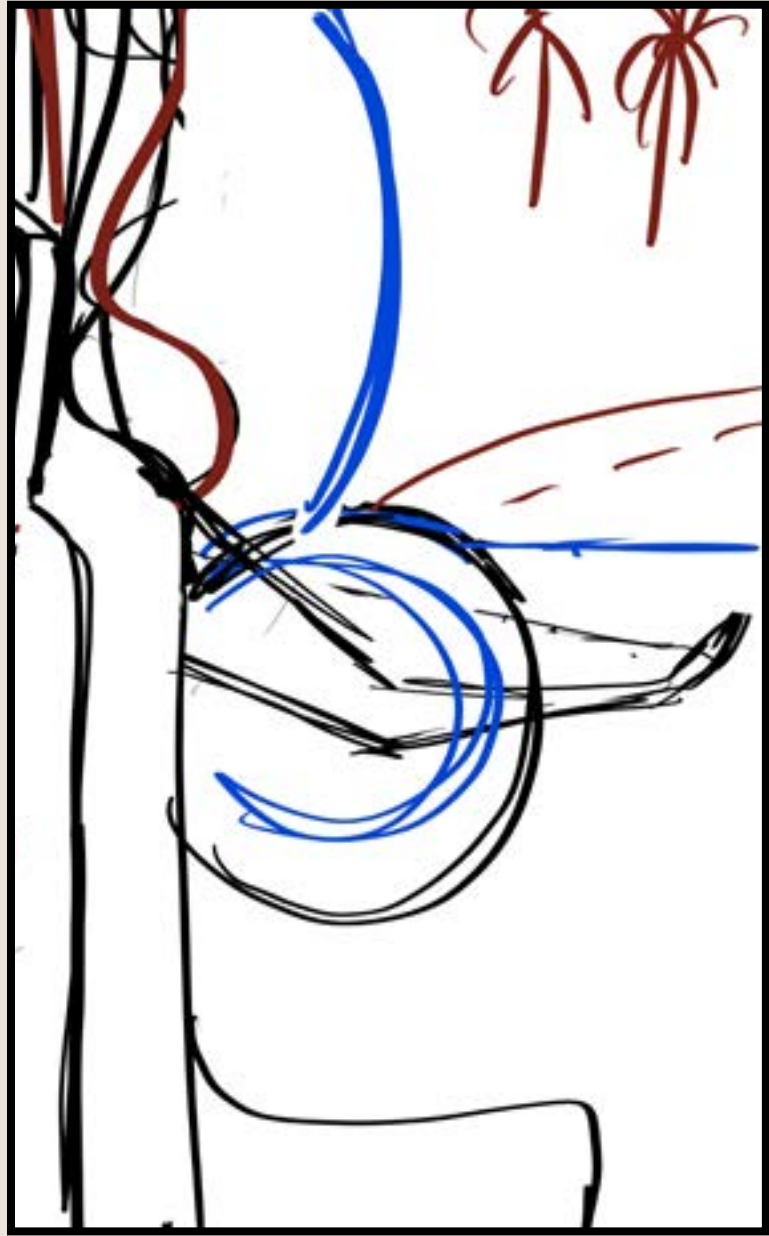
CALL TIME: 3:00 PM

ig: vale.delmar

SCHEDULE

3:00 PM	LEAVE + PICKUP	PICK UP MODEL, SPARE TIME
4:00 PM	DRIVE TO FINCA	SET UP + SHOOT
4:30 PM	FINCA SHOOTING WRAP	WRAP UP AND LEAVE TO RINCON
4:45 PM	LEAVE TO BEACH	20-30 MIN DRIVE
5:00 PM	15 MIN AROUND TOWN	STOP AT PUEBLITO
5:30 PM	ARRIVE AT STEPS BEACH	LONGEST SHOOT, QUEUE AERIAL SHOOT
6:00 PM	AERIAL SHOOT	AERIAL SHOOT + BTS
7:00 PM	WRAP UP	LEAVE + DROP OFF

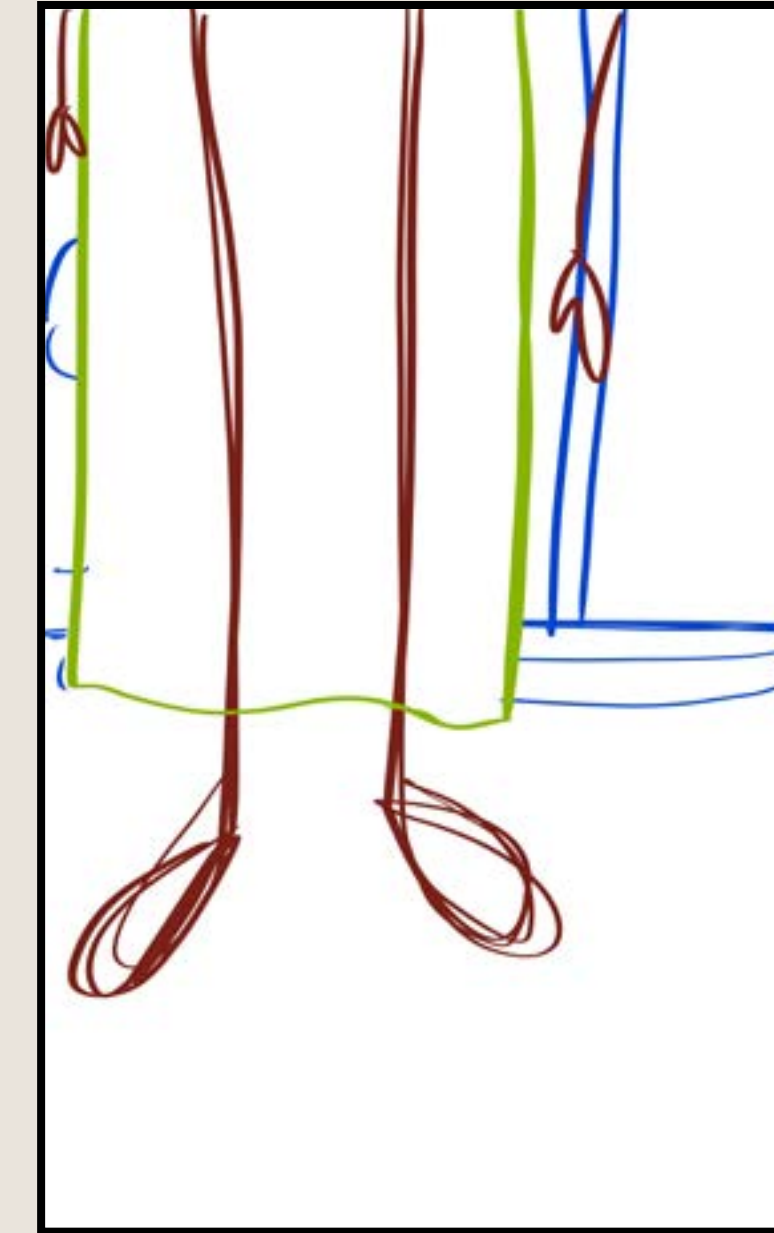
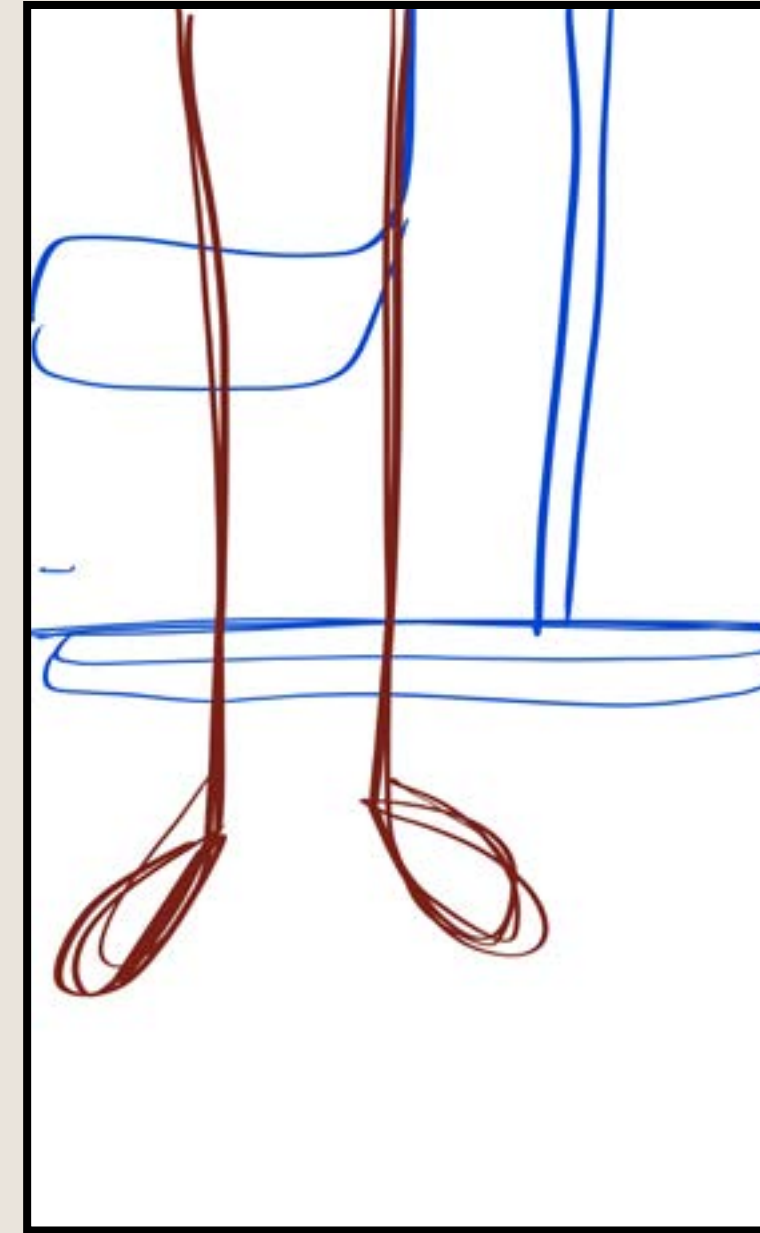
CALL SHEET



SCENE 1

DRIVING AROUND
TIME OF DAY: 3PM
LIGHTING: CLOUDY
LOCATION: STREET

SHE IS DRIVING AND
TURNS DOWN THE MUSIC.



SCENE 2

GETTING DOWN FROM CAR
TIME OF DAY: 3PM
LIGHTING: CLOUDY
LOCATION: STEPS

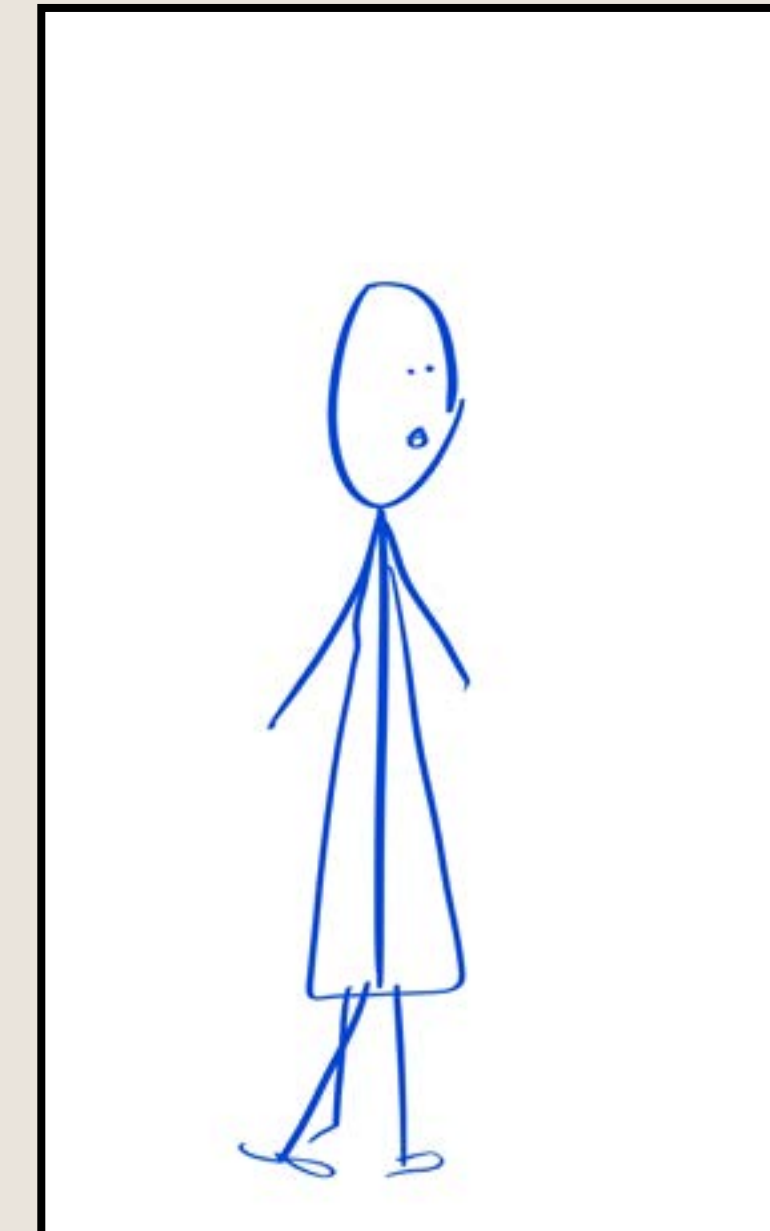
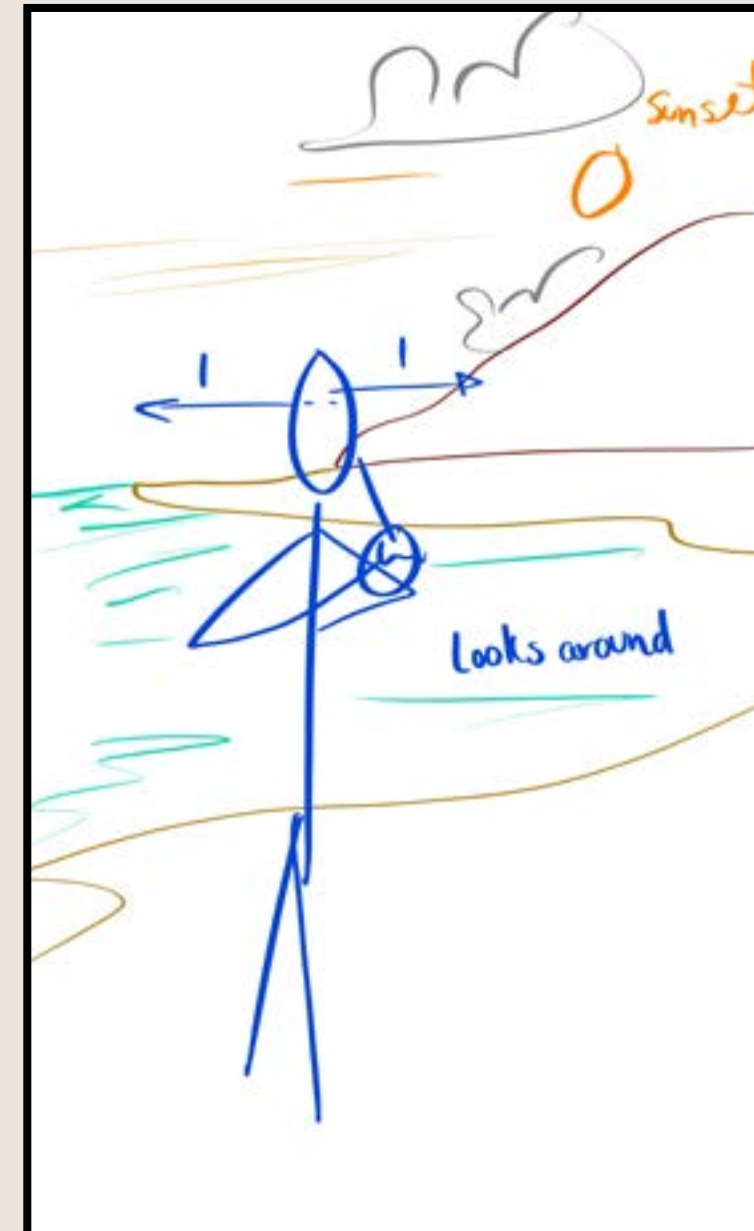
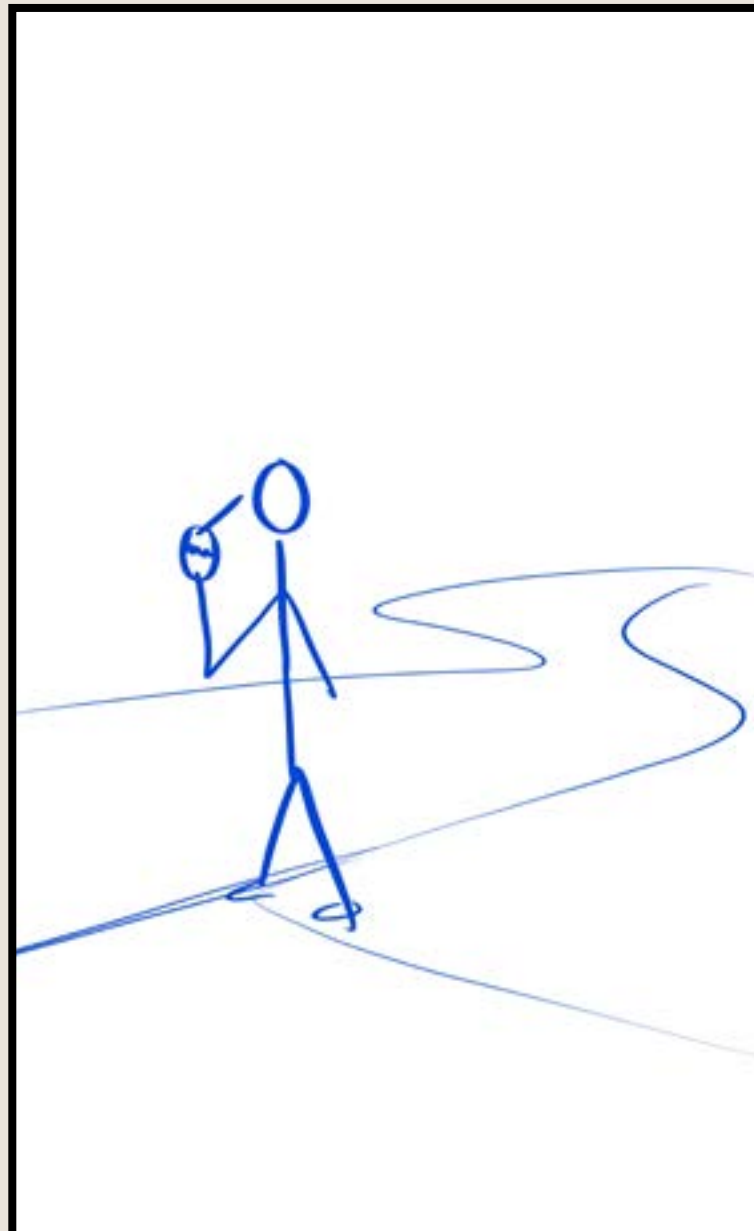
SHE GETS DOWN FROM CAR
NO DRESS SHOWING, THEN
GETS OUT AND DRESS
GOES DOWN



SCENE 3

GETTING COCO AT COCO
CART
TIME OF DAY: 3PM
LIGHTING: CLOUDY
LOCATION: STEPS

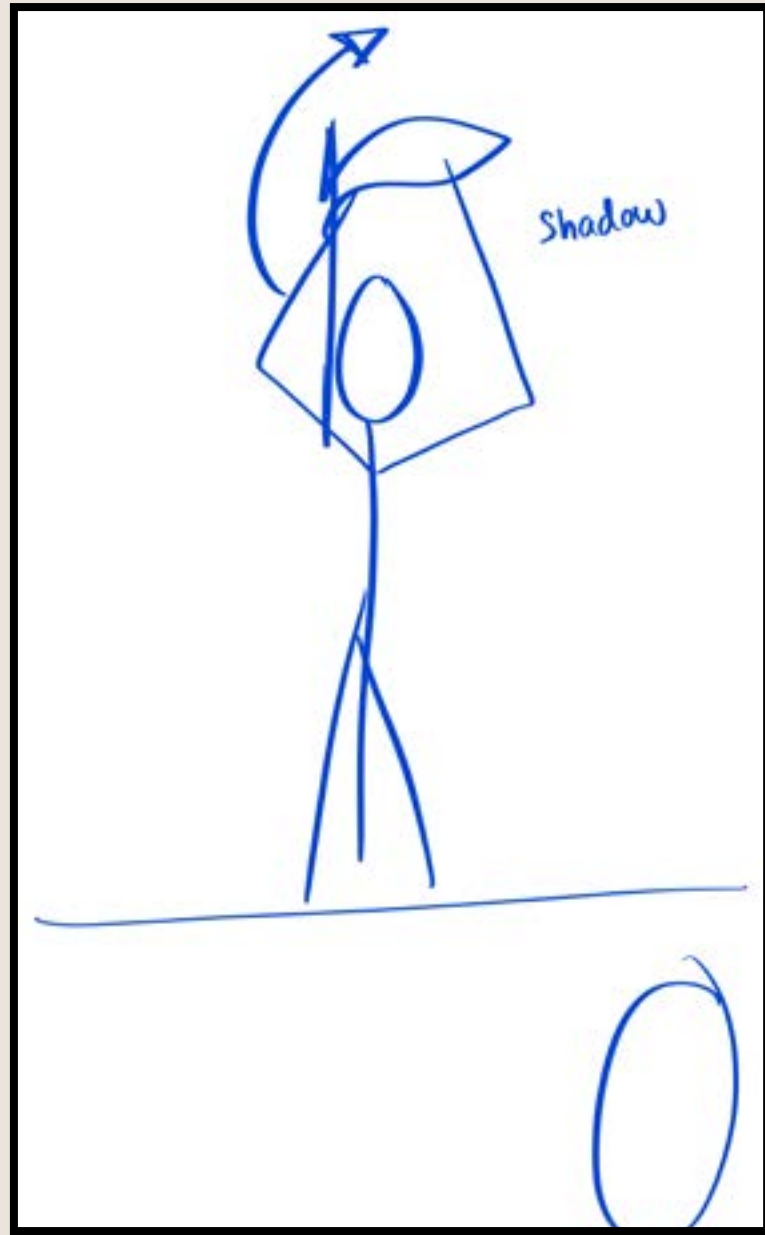
SAYS THANK YOU TO SEAM
SOCIAL



SCENE 4

LOOKS AROUND TO SEE
TIME OF DAY: 4PM
LIGHTING: CLOUDY
LOCATION: STEPS

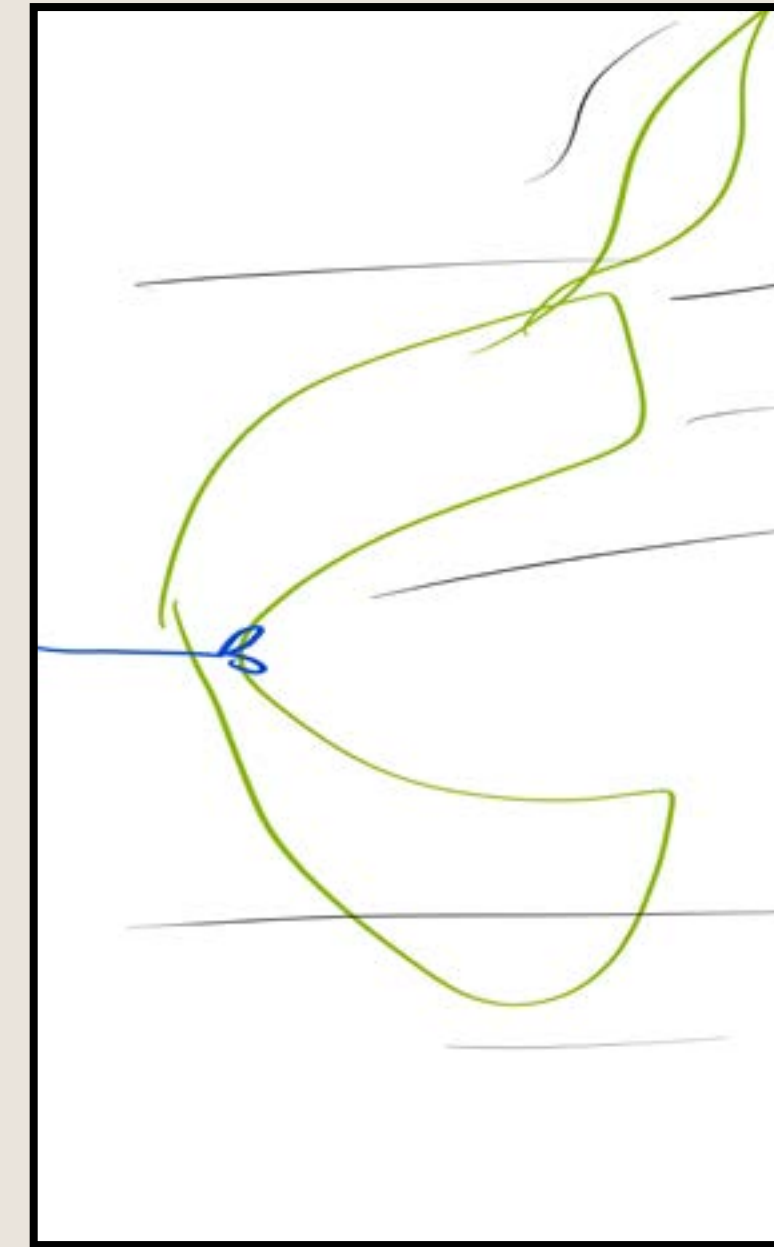
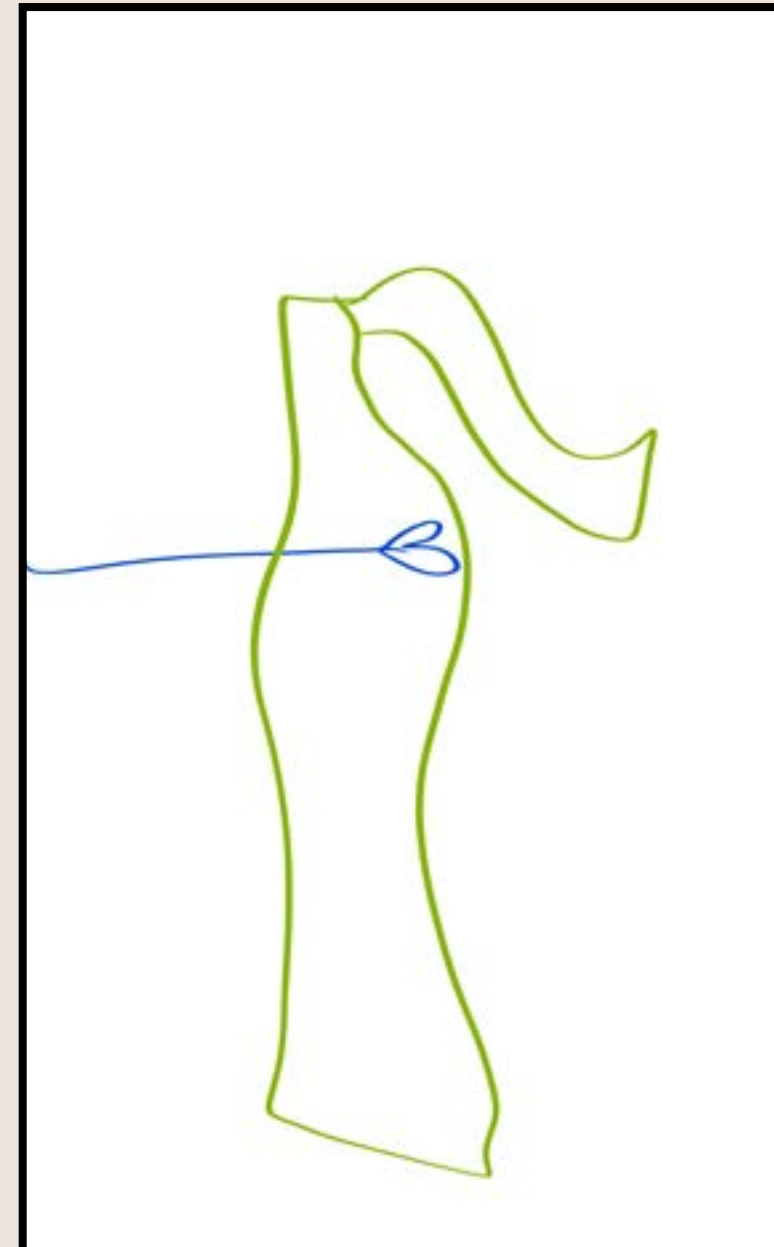
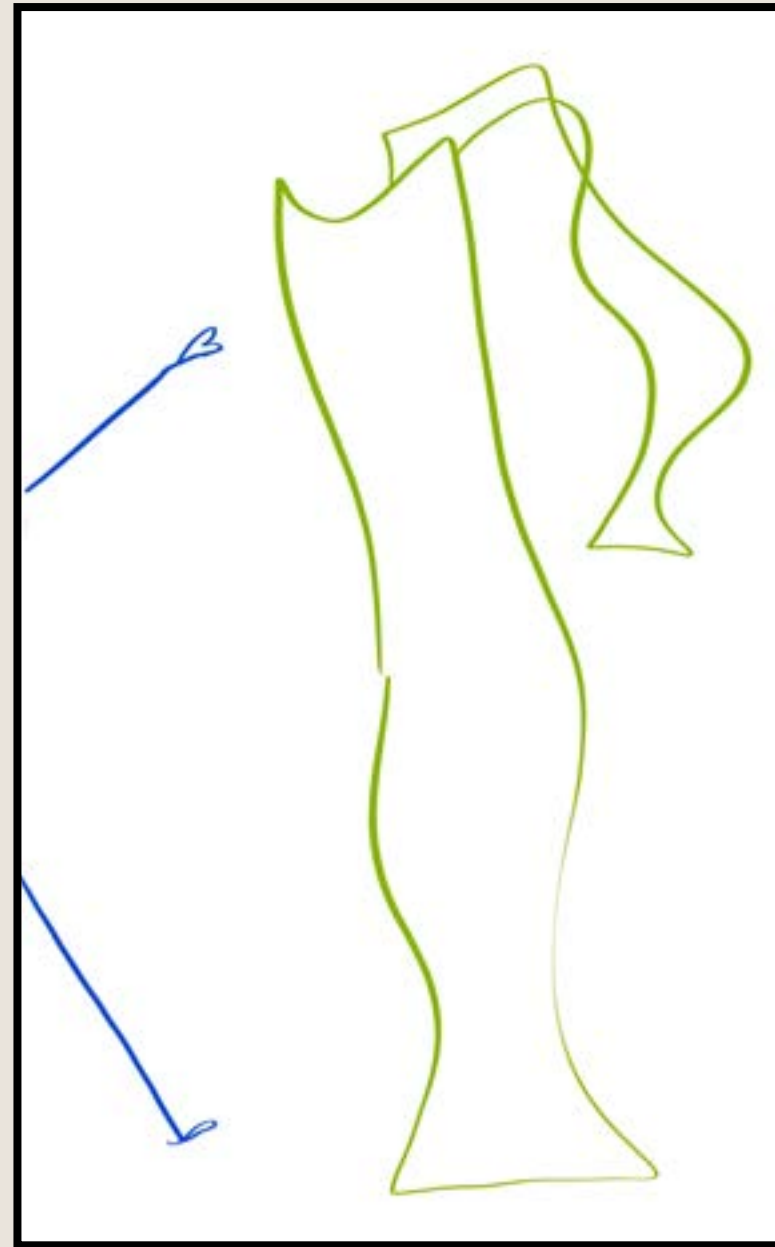
LOOKS AROUND TO SEE
AND SKIPS OFF



SCENE 5

SHADOW OFF
 TIME OF DAY: 4PM
 LIGHTING: CONTRASTING
 LOCATION: WALL

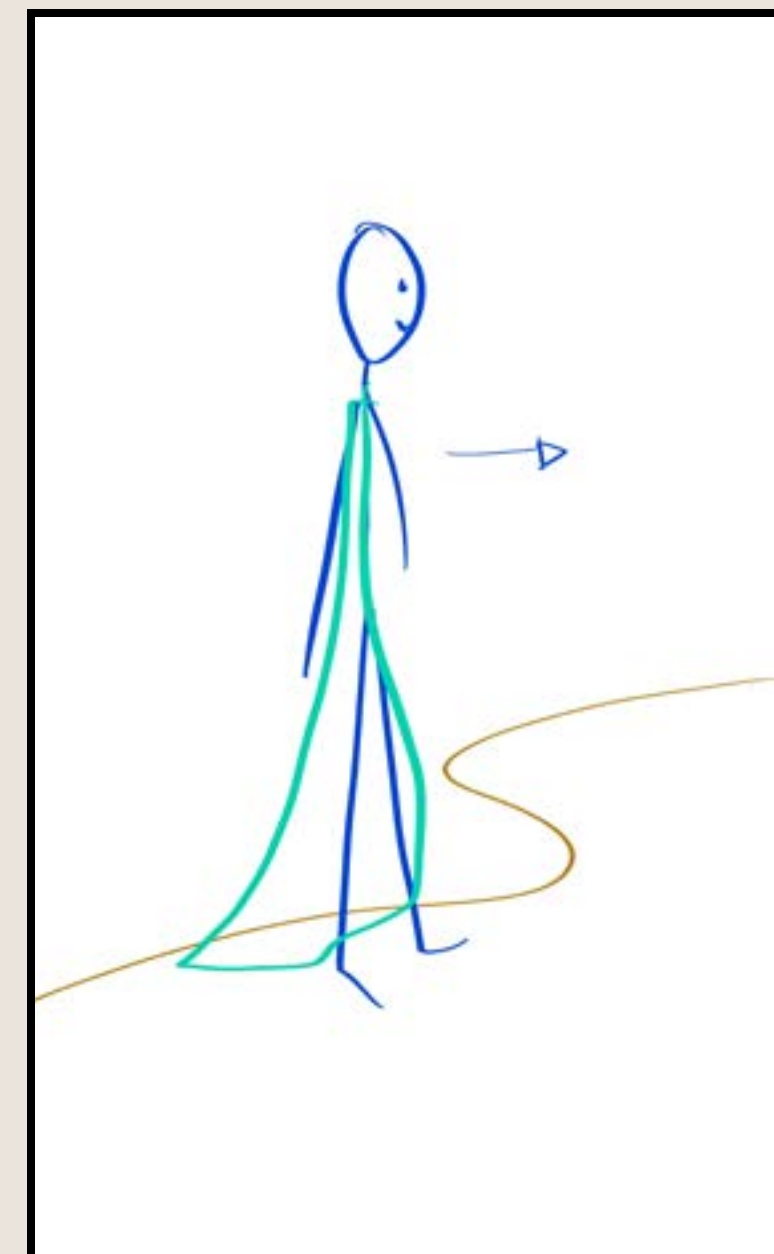
TAKES DRESS OF AND
 SKIPS THROUGH LEFT



SCENE 6

SHADOW OFF
 TIME OF DAY: 5PM
 LIGHTING: SUNSET
 LOCATION: WATER

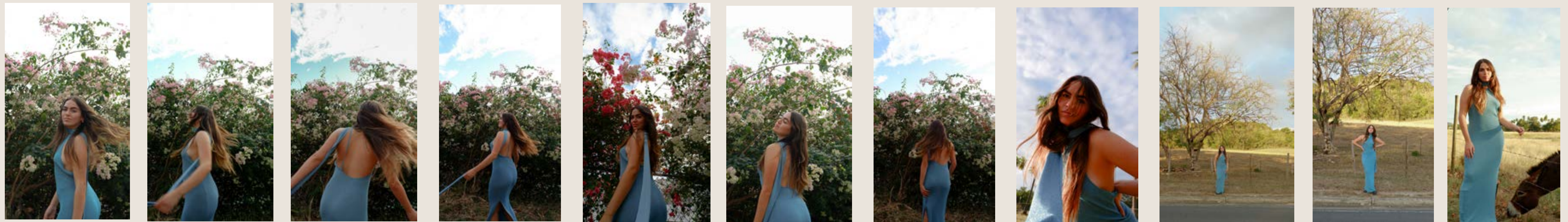
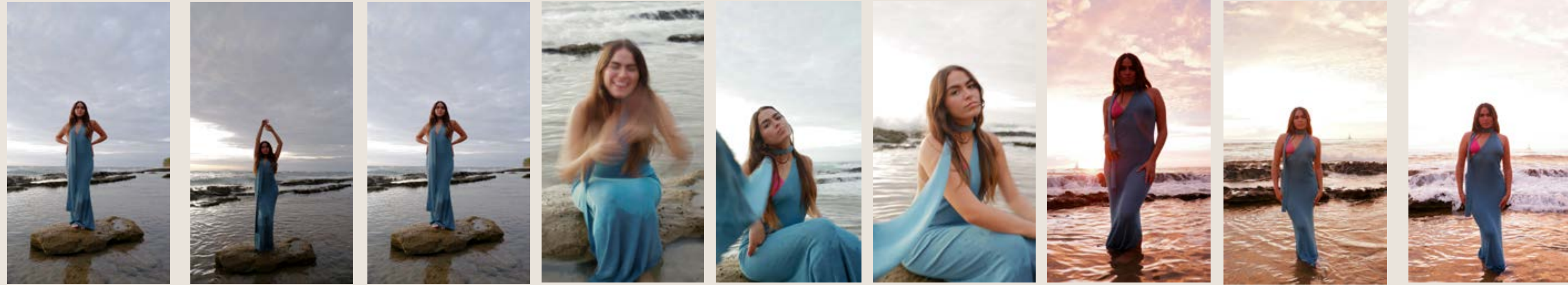
DRESS FLOATS
 GRABS DRESS
 PULLS DRESS



SCENE 7

LEAVES BEACH
 TIME OF DAY: 6PM
 LIGHTING: SUNSET
 LOCATION: SHORE

WALKS OUT OF WATER



SHOTLIST

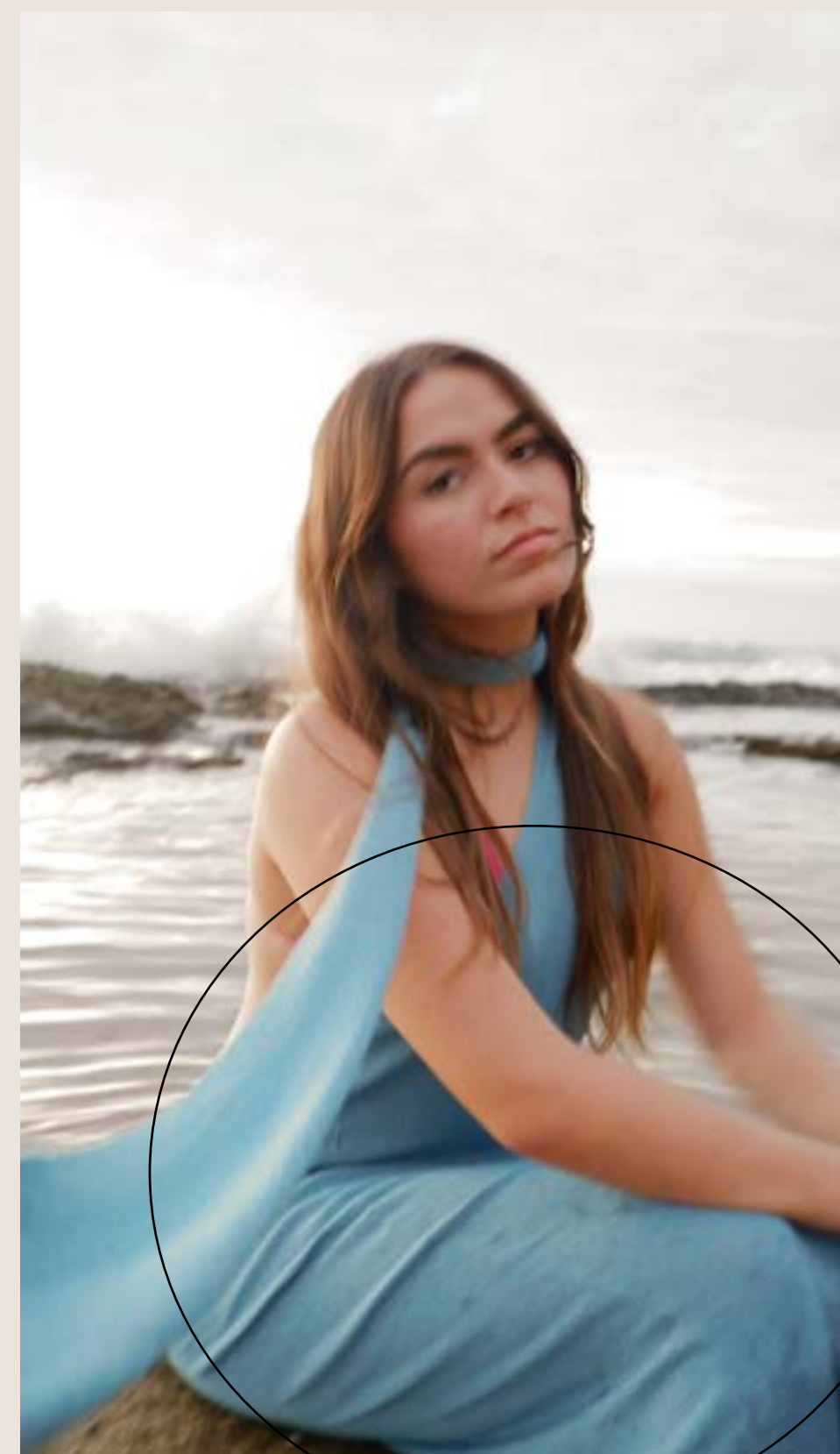
NOTES

MAKE GREY SKY

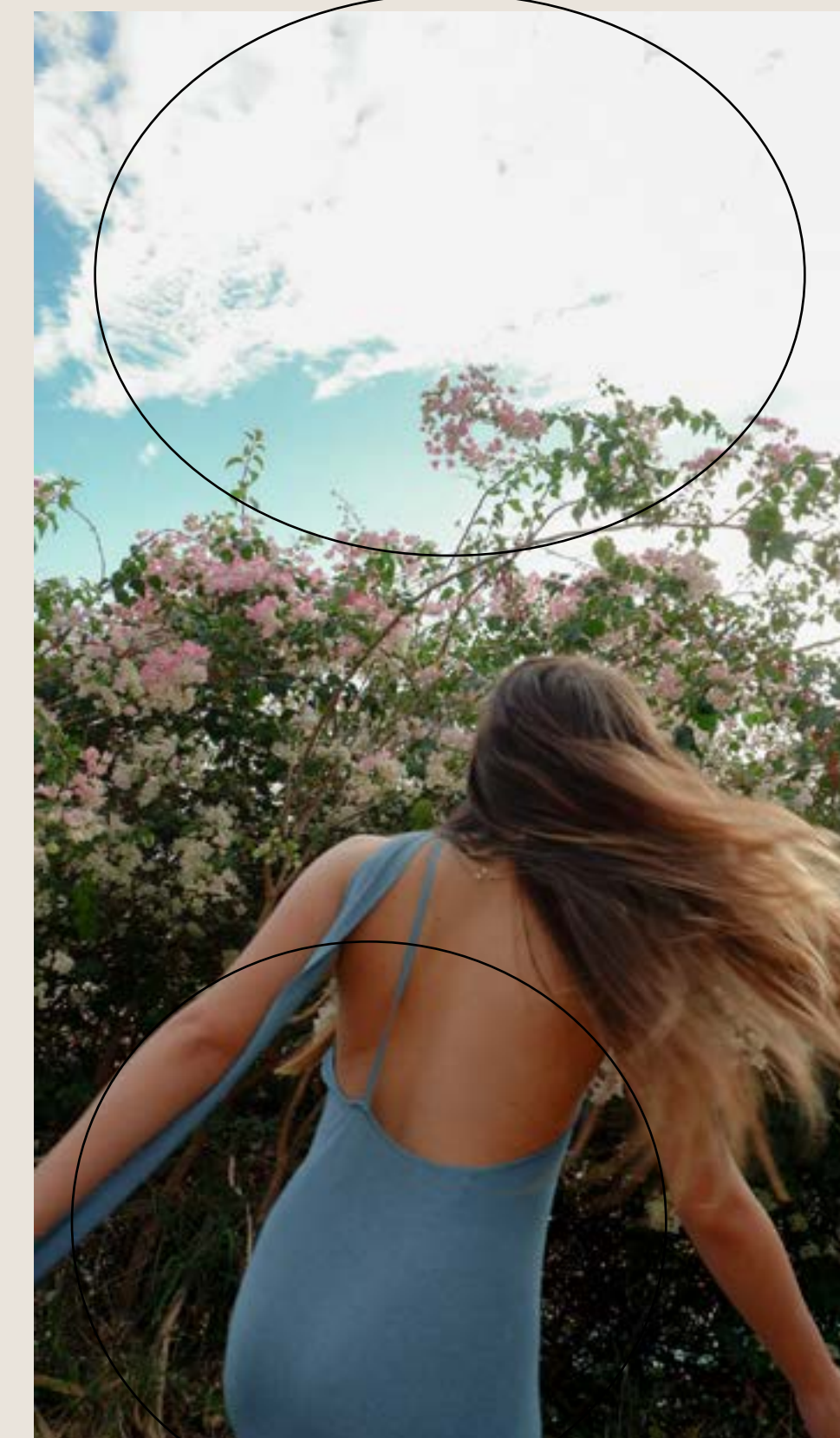


MAKE DRESS MORE COLORFULL

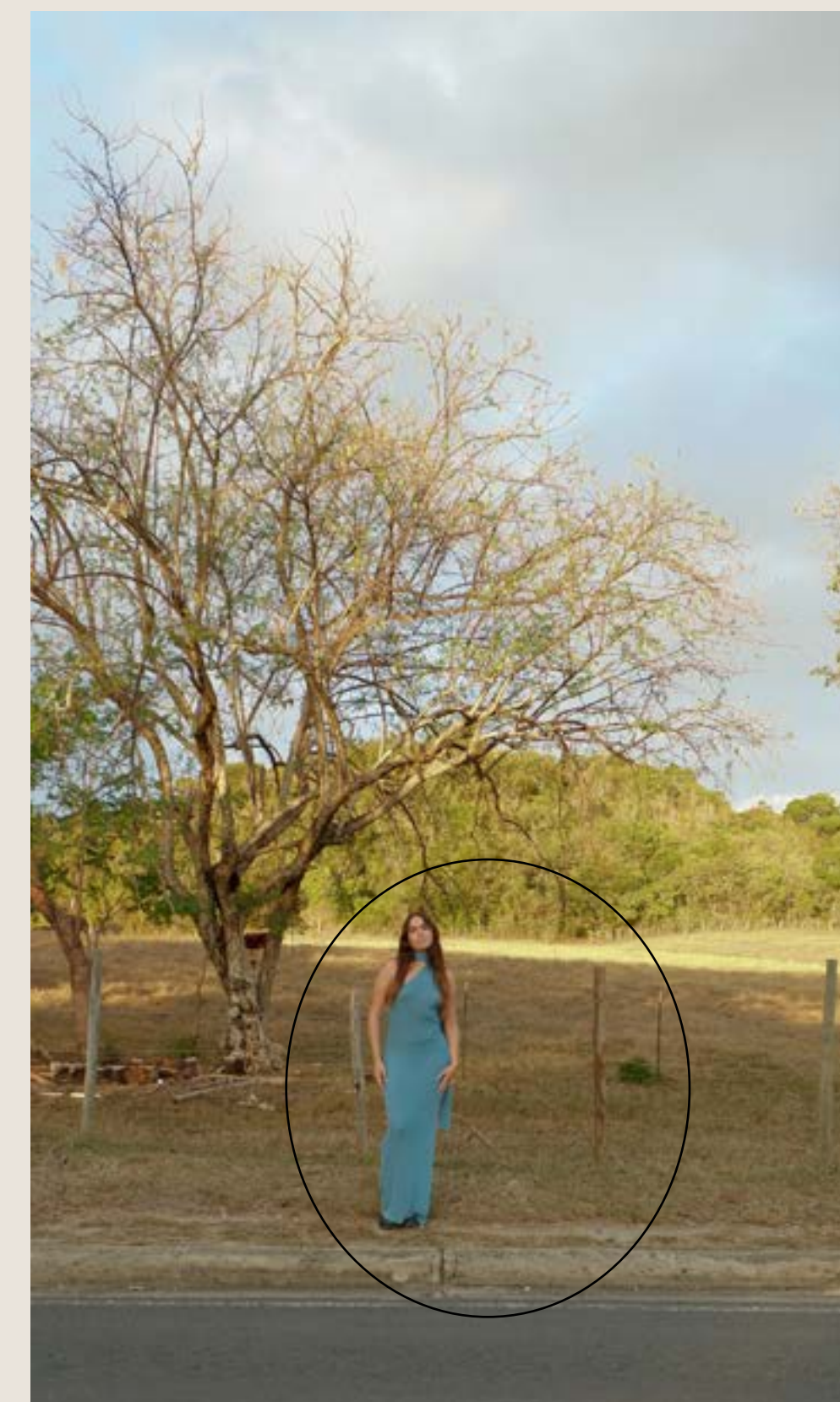
REDUCE EXPOSURE



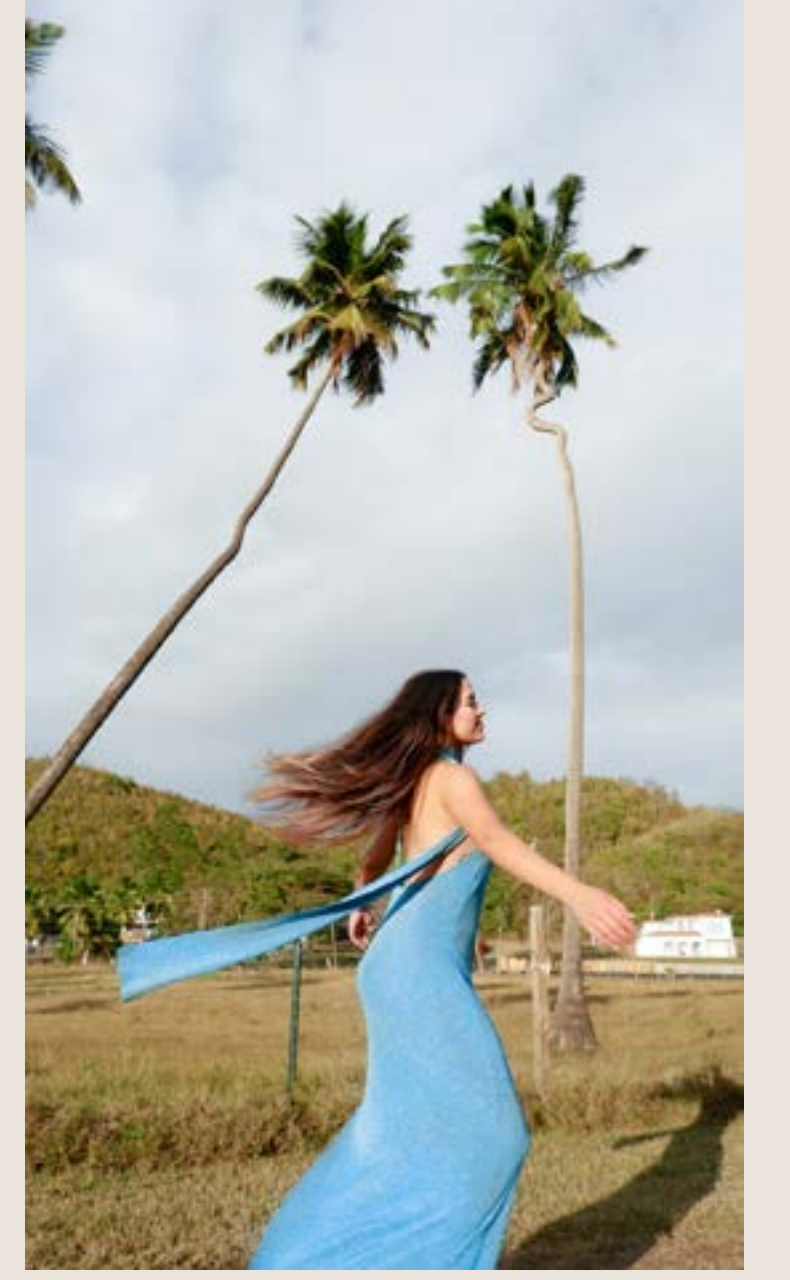
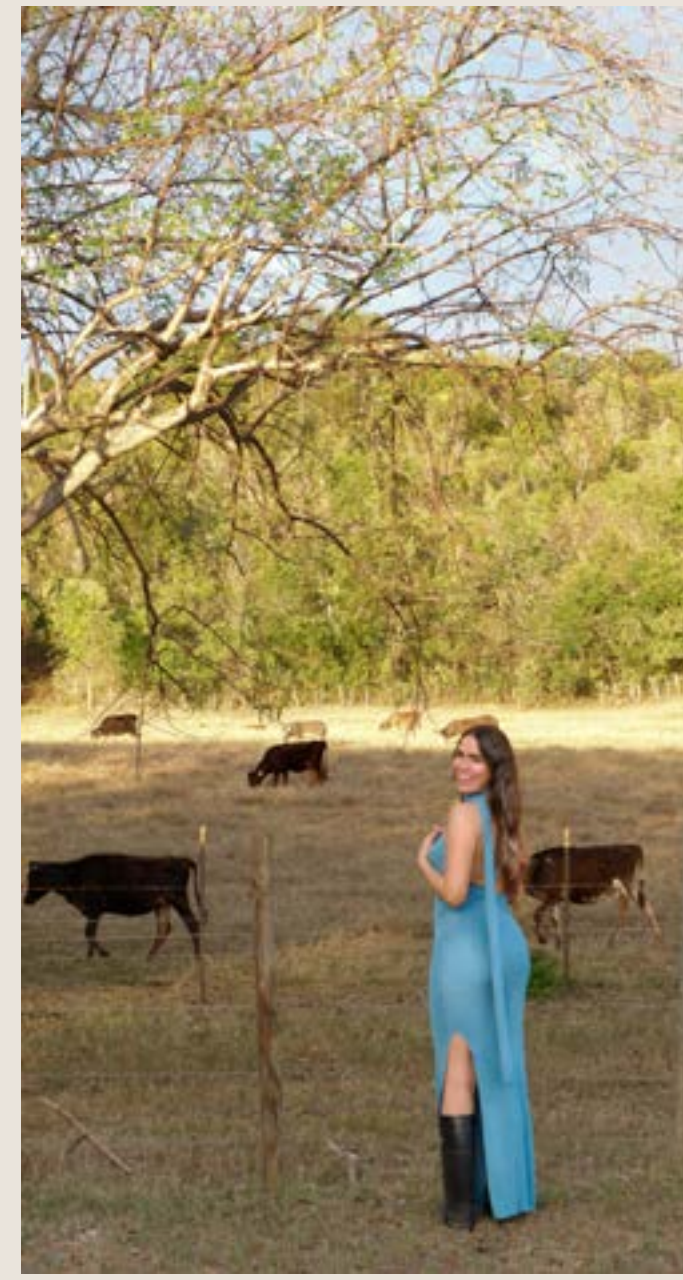
MAKE DRESS MORE COLORFULL



ADD BRIGHTNESS



CROP AN MAKE GOLDEN RATIO COMPOSITION



FINAL IMAGES



FLATS



MOCKUPS