

FISH
HEADS
AND
FALLING
TEETH

Fish Heads and Falling Teeth' is a short fashion film exploring escapism by contrasting reality and imagination in dreams. It is boldly styled using characterisation to build weird and wonderful narrative worlds. The film is part of a business concept called 'The Year Between' offering funding to recent female graduates in the fashion film sector for equipment and expenses. It facilitates networking and opportunities to build portfolios between graduation and first industry jobs.



Melissa Conway
Arts University Bournemouth
Email: melissaconway255@gmail.com
Instagram: @melissacommunication

DAYDREAMER

DAYDREAMER

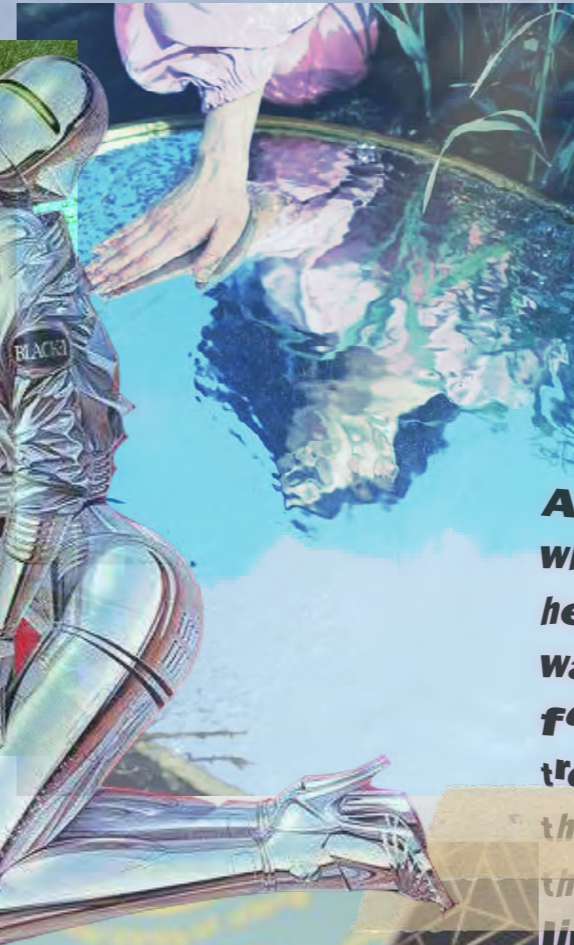
DAYDREAMER



*everything Plays
Out exactly how
I want it to
everything turns
Out dOPe right
here in my
dreams*

**INITIAL
Thoughts**

INITIAL CONCEPT

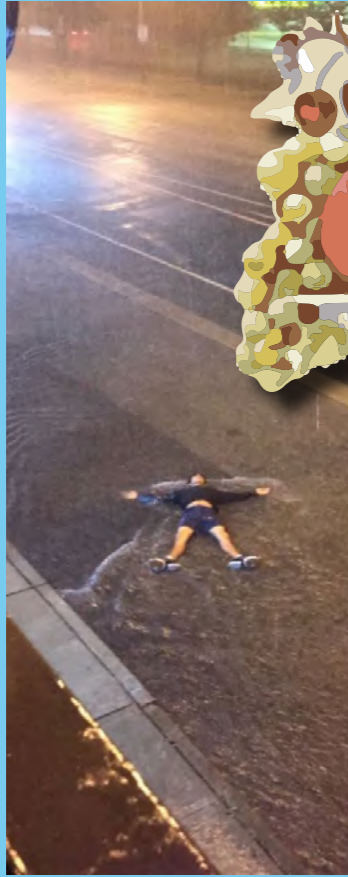


A dream I had last night which is still sticking in my head was a bit sci-fi. There was a company who would, for a fee, give someone a treatment that would change their body to an animal of their choice for a limited time. It was something for rich and influential people to play around with, but the whole thing was actually a front; some agency (aliens?) were turning the clients into animals, but instead of changing them back afterward they'd change one of their own group into the person and take over their life.





dreamer



**CONSUMER
PROFILE**



SPONTANEOUS

DREAM LOG

SUNDAY - 2/19/17
I got accepted for the London trip and a Canada trip??
They only picked 5 people... also I had a pet dog whom I neglected for a few days. So I finally took it on a walk at some shopping mall?? (note: still no news of the London trip =)

MONDAY - 2/20/17
Found out that I needed to take 3 Swimming classes in order to graduate highschool (or was it 5 classes?) and I suck at swimming...

WEDNESDAY - 2/22/17
...but bug, when he b...
...there was this...
...start its int...
...come bo...



Market Segmentation

Demographics

Age: 18 – 28
Gender: Female
Income: Low income, student loan, part time job.
Marital Status: Independent, single or partnered
Ethnic Background: Ethnic inclusivity.

Psychographics

Enjoys scrolling through social media, looking at fashion and art accounts mainly through Instagram or Tik Tok.

Feminist, culturally aware and not afraid to voice an opinion on what they believe is right or wrong.

Votes Labour.

Watches films, documentaries and Youtube. Pays for Netflix and Amazon Prime.

Emotive

Frustrations with current political climate, news of children not being fed school meals, NHS workers suffering.

Whichever career she takes she wants to make sure she is helping those in need in some way.

Geographic

The target consumer will most likely live near a big city where Universities are located. Lots of culture, galleries, events.

Potentially be a home away from home (whilst studying or renting).

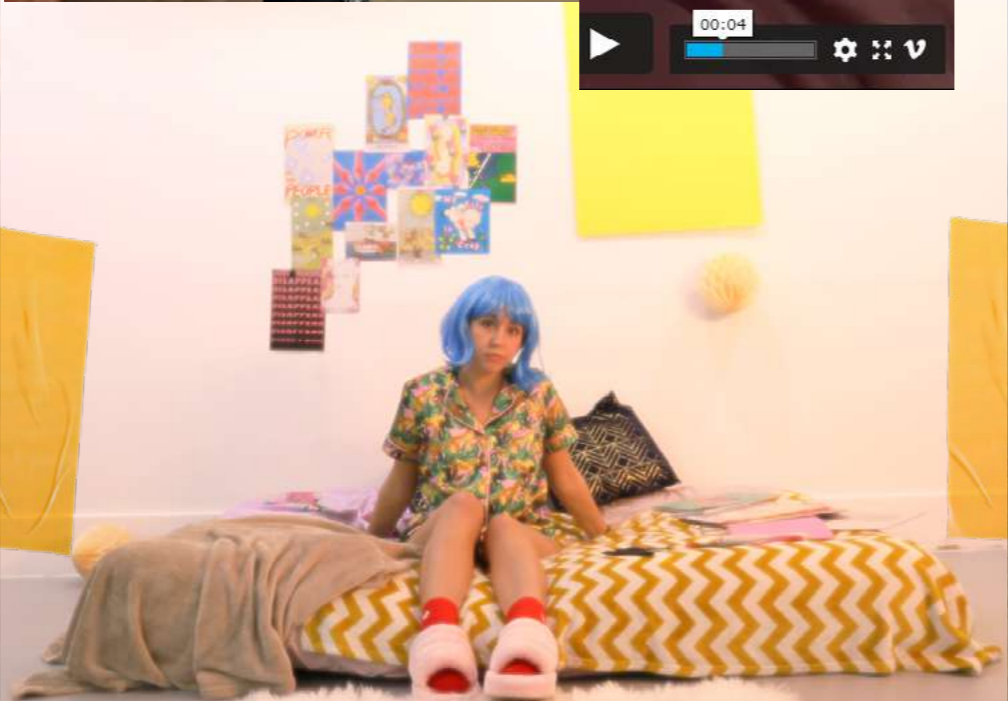
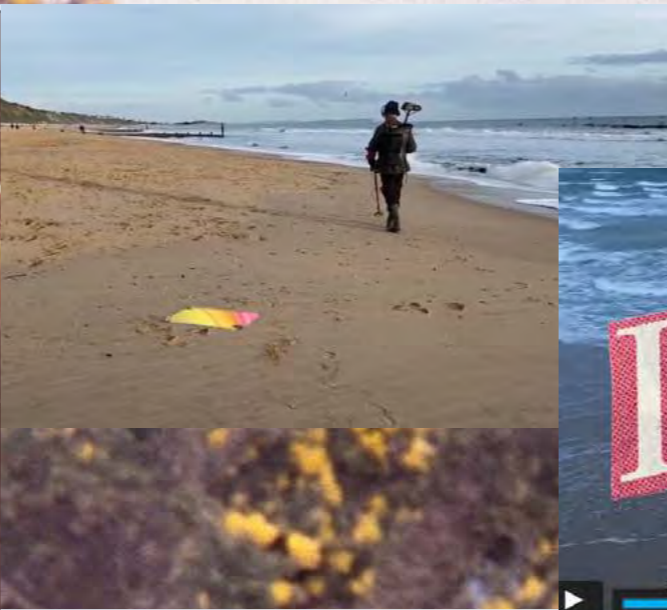
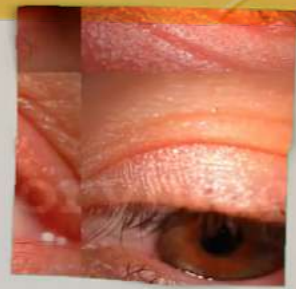
Behavioural

They want to learn, gain inspiration or be influenced. They enjoy sharing information so finding a page/independent designer or group they can recommend to their followers/friends.

They are conscious of the brands they support and keep up to date with news around brands e.g. following @DietPrada on Instagram.

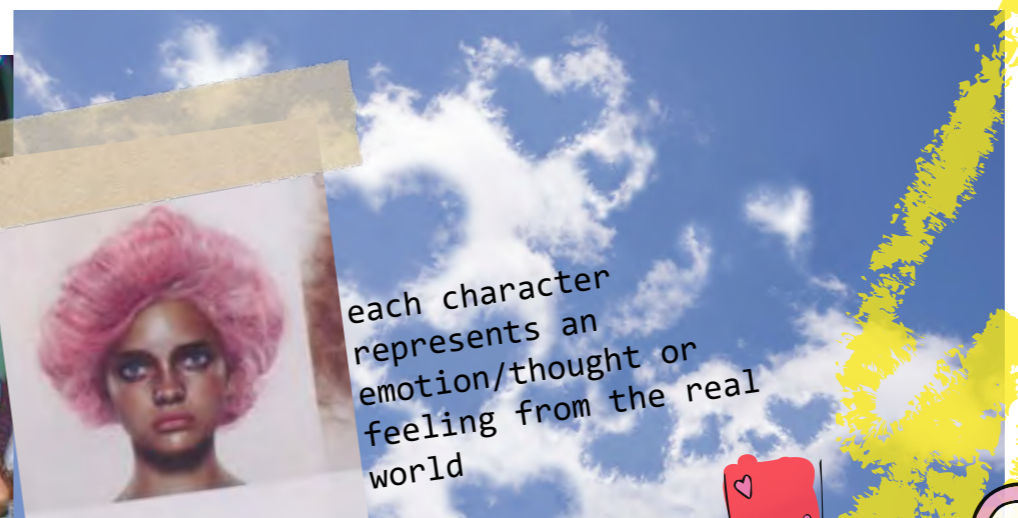


CONSUMER



TEST SHOOTS

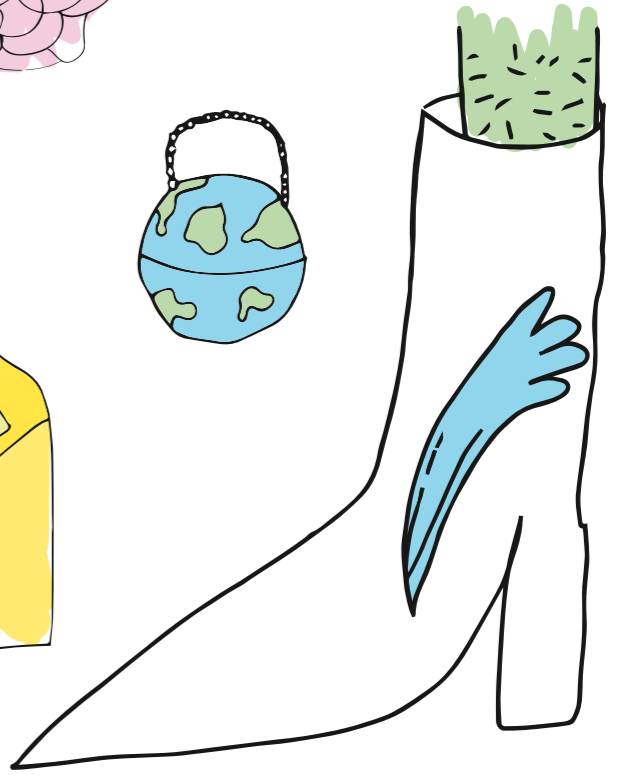
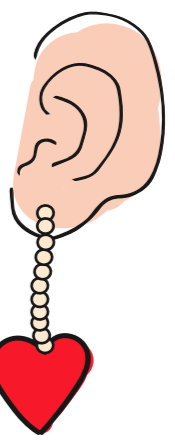
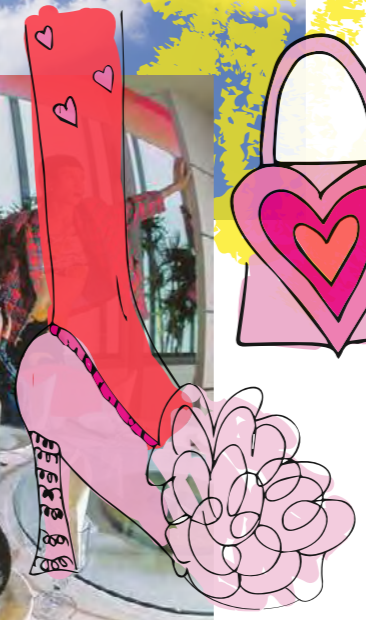
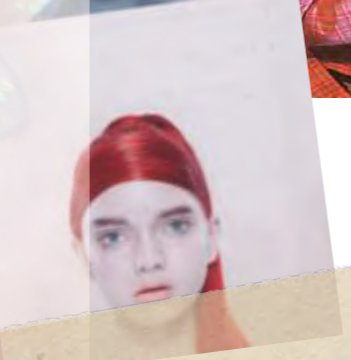
CHARACTER DEVELOPMENT



each character represents an emotion/thought or feeling from the real world



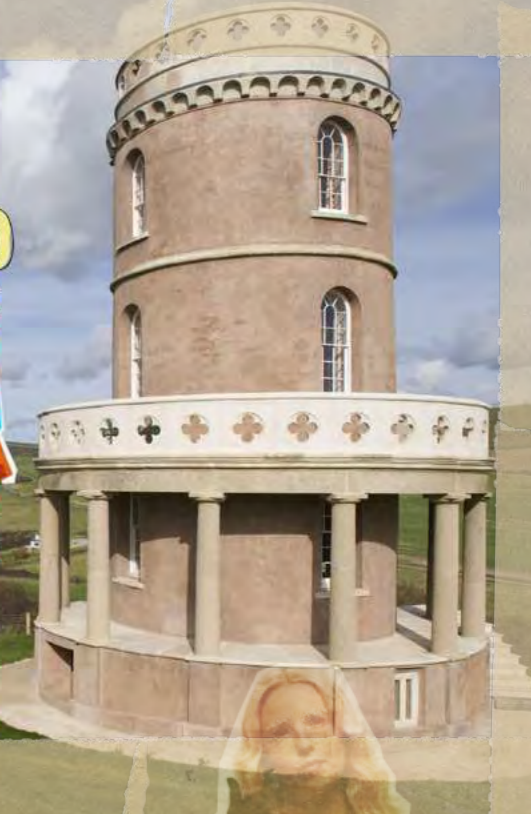
bold colours and textures



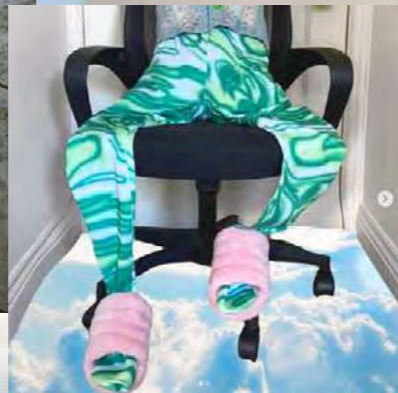
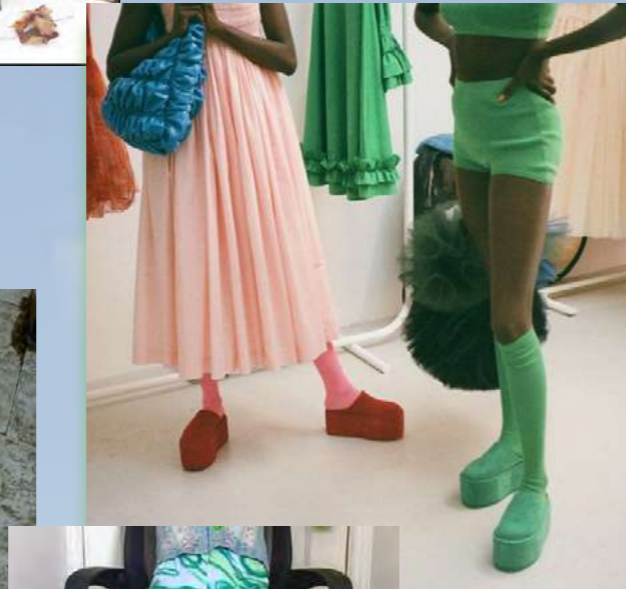
surrealist

STYLING

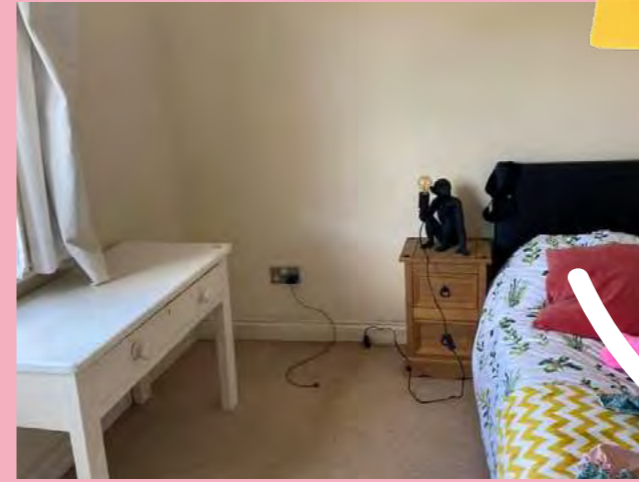
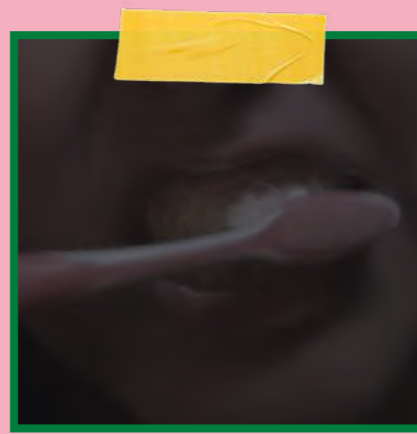
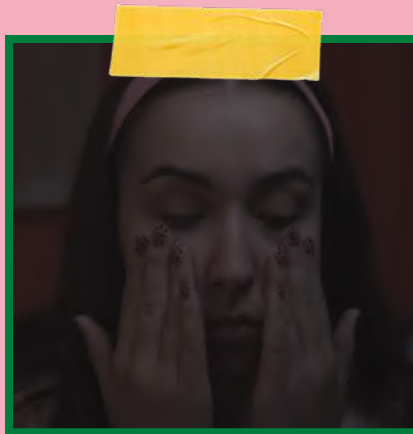
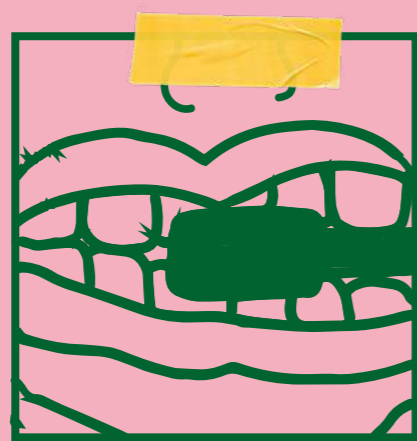
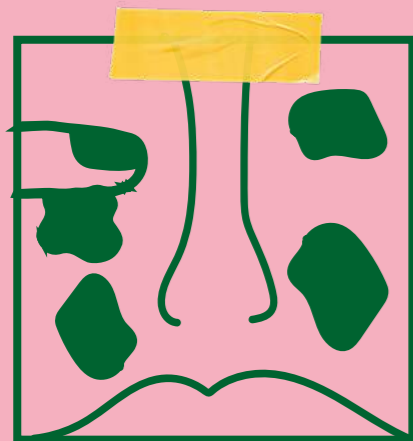
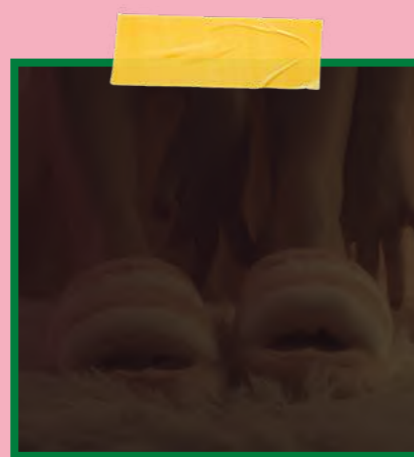
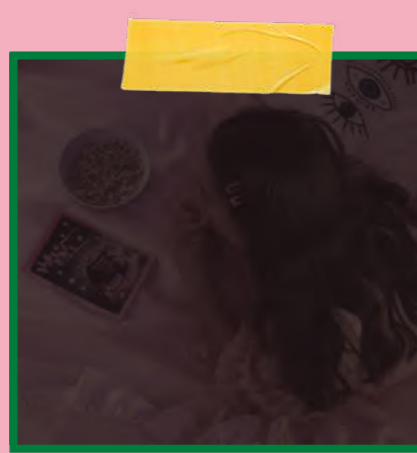
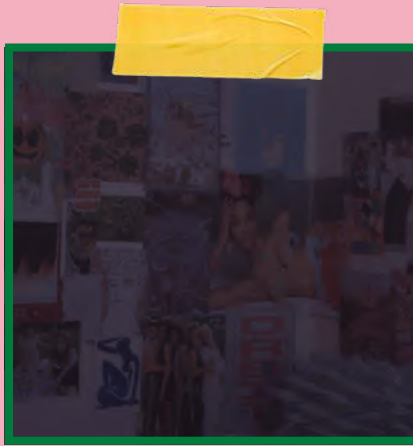
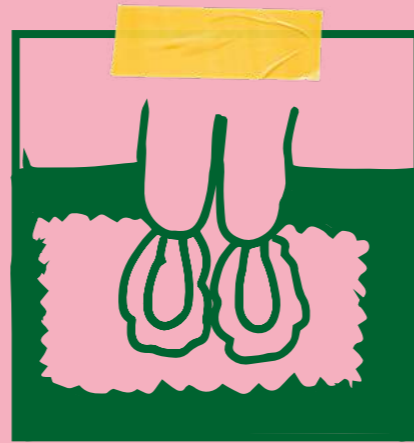
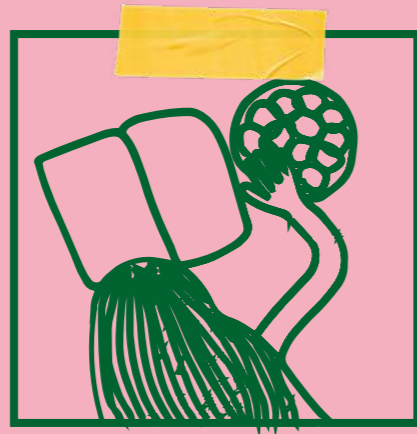
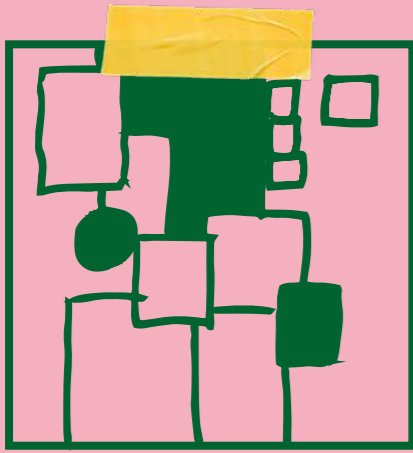
a mixture of bold colours and textures combined with dramatic silhouettes



ADAM JONES
ANNA CASTELLANO
LEANN HUANG
AIRTOMYEARTH
EDCURTIS



STORYBOARD



LOCATION ONE: BEDROOM



LOCATION TWO: SHELL BAY



LOCATION THREE: QUEENS PARK



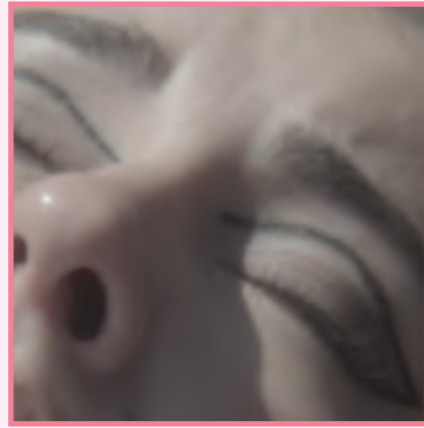
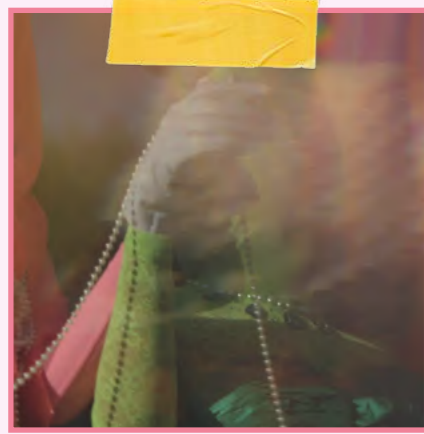


BEHIND THE SCENES

FISH HEADS AND FALLING TEETH

Refined
Images





LINK TO FILM
TRAILER

A QR code with a green arrow pointing to it from the left and another green arrow pointing away from it to the right. The QR code is framed with a red border.