Proposal: TBO (The Best Outfit)

*Bill Cunningham*

* **Topic**
	+ The best outfit: A fashion photography project that show visual trends in students daily life in Marymount. The goal is to show unity, that might not be explicitly apparent, between students through visual representation.
* **Themes:**
	+ Unity and perception: How people express themselves visually (i.e. clothes and style) says a lot about their personality to others. If an individual sees someone else with similar taste, clothing, appearance, and aesthetic it automatically fosters a sense of connection and unity that was not previously there.
	+ College fashion and how individuals express themselves: Fashions plays a big roll in college students life because a students are not obligated to wear a uniform and not all students like to wear clothes with the school logo. They always like to change clothes and show their best outfits on during their four years in college because when a student graduates he/she will be obligated to wear business professional outfit. College is a unique time of visual expression through clothes and outward appearance that helps define a person socially.
	+ Educational: Access to this social media account could give students new ideas on how to wear clothes in a different way using with using same colors and adding their own touches to their outfits.
* **Primary and Secondary Audience**
	+ Primary Audience: Current Marymount students who are active on social media
	+ Secondary Audience: Students that have graduated from Marymount (recent and longtime graduates)
* **Goals**
	+ One goal is to make students closer by highlighting how other students visually express themselves through clothing; and how unity, that might not be explicitly apparent, is present between students through visual representation
	+ Another goal is to use social media as a way for students to connect over fashion and change their own style by buying clothes that they see on the social media account..
	+ Another goal is to explore the social implications of how people express themselves visually and bring it together into one Instagram account and explicitly compare these found themes on one public Instagram account.
* **Sources**
	+ **Bill Cunningham**:<https://www.nytimes.com/by/bill-cunningham>
	+ **Humans of New York:** <http://www.humansofnewyork.com>
	+ **Fashion Instagram Accounts:** fashionphotographyperfection and other Instagram accounts
* **Information**
	+ Information will be gathered through my photography around campus with a camera and edited/stored on an external website that will then be transferred to the Instagram account.