**Project Proposal**

For this project, I was required to create a Zine with the theme Self. I took some time to explore the ideas of self and me, so I could choose the creative direction of my zine. After some brainstorming and research, I ended up choosing the theme of *self-knowledge*, as the direction for my magazine.

I chose this direction because self-knowledge is a theme that I struggle with even as a 19-year old. Accordingly, I thought this would be an interesting topic to work with and explore in this magazine. The message that I want to pass with this project is that it is normal to don’t know who you are, and to still be on the road to finding who you really are. Besides that, I want to encourage the people who read my magazine to pay attention to the things that they like and don’t like from my zine, so they can put a start to the *do you know who you are? journey*.

I would say that my zine is for anyone because you can struggle with *self-knowledge* at any point in your life, but based on its style of styling, photography and layouts I would say this magazine would catch the attention of persons around 16 to 26.

This magazine is all about different types of styles, a vintage style of photography and freedom, so I think this would be perfect for this generation. Furthermore, I plan to divide my ZINE into three chapters to explain more about the journey of finding yourself in steps.

To create all the content of this zine I want to get out of my comfort zone and create things that I haven’t created yet. I will take inspiration from my favourite photographers (Corrine Day and Alasdair Mclellan), magazines (Pop Magazine) and artists, there’s a lot that could be created in a magazine and I do really want to enjoy this opportunity. In addition, I will also need to be organized since this term I will have less help from my tutors. For this, I plan to create a worksheet with all photoshoots, interviews, adverts and more that I plan to do for this zine.

In addition, as my BA direction is Fashion Photography, I want to try to show a lot of my magazine theme through my pictures. Further more, I want to work as hard as I work on Term 2 and to create content on the same level.