

Pitch Proposal Feedback

Katie Kitson

WWW (what went well)

- Organised and professional. It is clear you have planned out all three looks and all the elements to go with it. You've thought about target audience so know who it will appeal to.
- Excellent inspiration boards. When it comes to pitch proposal design and visual elements are key you want the audience to look at your inspirations, while you talk about the detailed stuff and research.
- Instaglam is very unique and I'm excited for it. It is something unique that not many people have gone for and something you don't see often.
- I'm happy to see you are mind mapping your ideas and really listening in your lessons about design element. You are going to do well in HE especially as you are already doing design packs now.

EBI (even better if)

- When you talk about your stimulus word Feminism, dig deep on the analysis who is the target audience and why are they? What are the audience meant to feel? What's the impact?
- What articles have inspired you, billboards, magazines, where have campaigns been done with inspiring images?
- You talk about using two prosthetics for one of the looks have you accounted for a 2D back up plan in case the pieces don't go to plan or have you got a backup. What companies sell prosthetics? How much are they charging?
- Coppers and reds for red riding hoods eyes, why them colours? Is it to intensify the eyes?
- Could Instaglam be documented any particular way? Perhaps a time lapse for TIKTOK? Why would that be relevant to today climates?

AIMS

- **Overall, a fantastic presentation, it is clear you have used the easter break well to plan and organise yourself. This is what makes you a professional makeup artist as organisation is key. The only thing I would say is when selling your pitch proposal bring the enthusiasm, why is your pitch better than your competitors?**
- **Bring in more depth with why you have done it. Think about what you want the final images to come back like, and why. What campaigns and covers have you seen that have inspired you and how did they make you feel?**