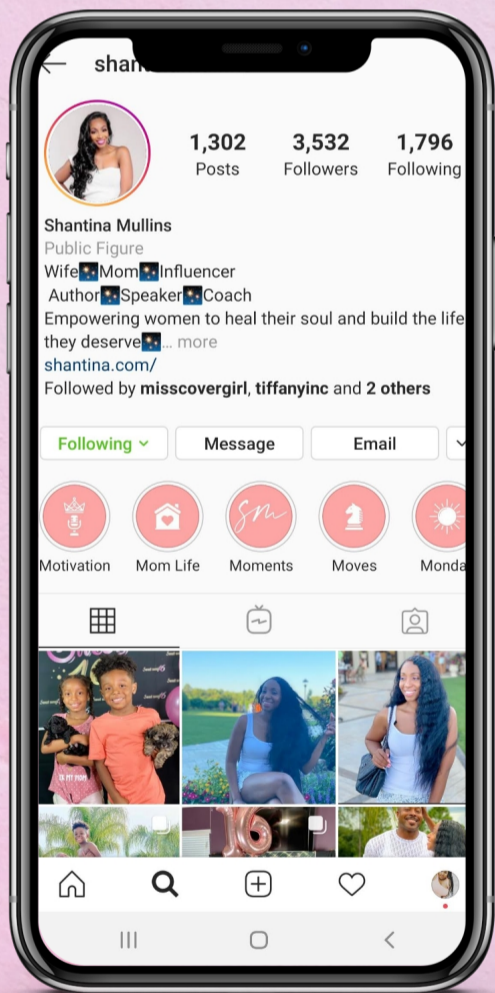


SM

SHANTINA MULLINS



Brand Photoshoot

Producer: Dayna Denise

Photographer: Vania Stoyanova

Brand at a Glance

Uplifting
Relatable
Modern
Educational
Supportive



ARCHETYPES

Sages are the wise ones who often have that magic combination of book smarts and experience. They make **great teachers** but never stop being **students themselves**.

Innocents are happy-go-lucky optimists offering **peace and happiness**.

Explorers are constantly seeking **adventure and freedom**. They're full of life, highly independent, and often symbolize **youth and yearning**.



SHANTINA MULLINS

Handwriting

The authenticity of something handwriting is the heartbeat of journey. Documenting is personal and sacred. Represents release and creativity. Written words are the footprints that help retrace your step and understand how you got where you are and understanding of self.

The Mirror

Simply reflection, clarity & light. Giving the undertone of inner beauty, acceptance and self-love. Most of all, forgiveness and kindness to self.

The Palm

Symbolism for victory, triumph, peace, and eternal life. Reminding us of grace and favor.

MOOD



Photoshoot: Social Media

Platform: Instagram

Photoshoot Theme: "Everyday life
3 Scenes @ 20 min. ea.

Call time: 11am

Social Narrative:

Life is a series of adjustments. The Shantina.com brand will be taking them on the journey through **family, faith, and entrepreneurship**. Building trust and creating a community for conversation starters with **mothers, millennial women, and families**.

SM
SHANTINA MULLINS



WORK LIFE

Confident
Scholarly
Wisdom
Creativity
Hard Work
Process

MOM LIFE

Soft
Loving
Giving
Nurturing
Messy
Fun

HER LIFE

Femininity
Laughter
Self-Care
Transparency
Freedom
Relaxation

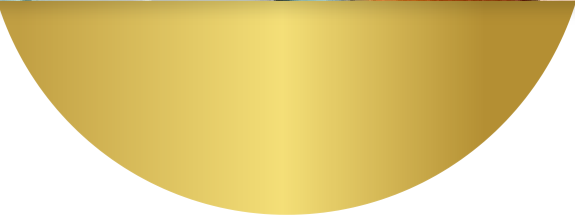
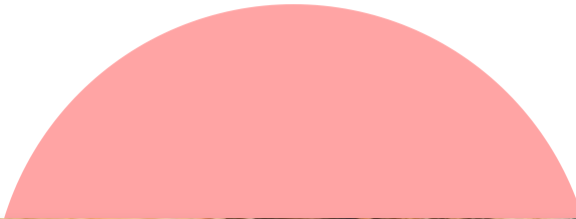


[Shantina.com](https://www.shantina.com)



SCENE 1

WORK LIFE



SCENE 1

WORK LIFE

Staged Office
Dinning room
Living Room

Stories To Capture

Behind the scenes
Working on courses
Writing plans
Working with team

Outfits/Mood

Light, Airy, Sassy, Confident
Off shoulder flowy white shirt & pink shorts
Hair: Down big curls



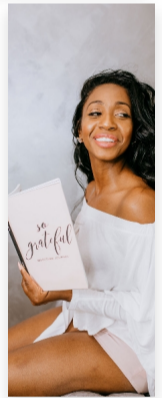
Props

Computer/Laptop/Tablet
Cell Phone
Books
Mug

Pen + Paper
Office trinkets
Plants

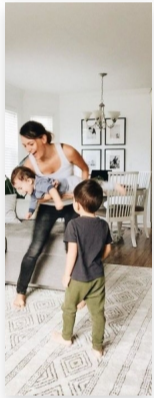
People To Include

Dayna/ Working with team



SCENE 2

MOM LIFE



SCENE 2

MOM LIFE

Location

Kitchen/ Living room
Counter
on the floor rug

Stories To Capture

Being a mommy
adjusting to home school/Covid 19
Cooking/healthy lifestyle
Fun time with the kids

Outfits

Cute casual
Ripped jean overalls
beige long sleeve
Hair: Big messy curls

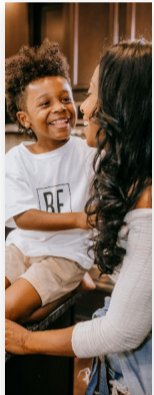


Props

Fruit and Veggies
Cutting Board/ knife
School stuff
Wall/ fridge planner

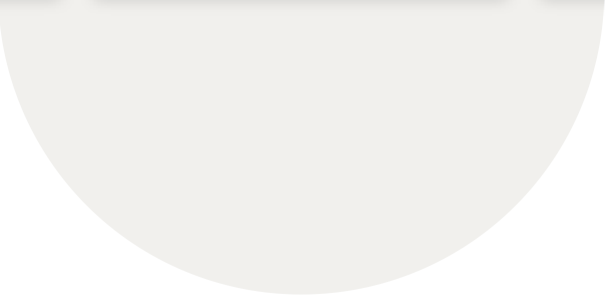
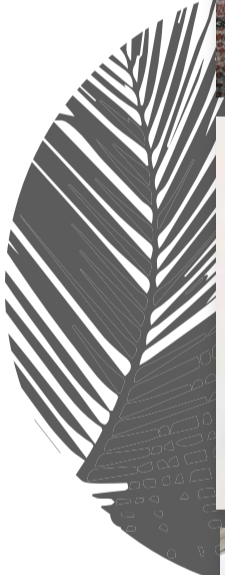
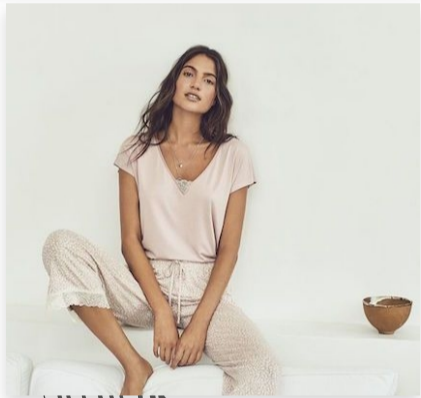
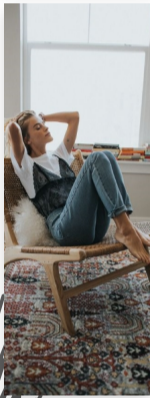
People To Include

Lai and Liem (the kids)



SCENE 3

HER LIFE



SCENE 3

HER LIFE

Location

Bedroom on bed
Couch by the window
Floor in front of couch with rug

Stories To Capture

Comfortability with self
The constant work on you self to become a better you. Feminine side. How women can be imperfectly perfect. Corky and fun

Outfits

Over sized white romper
with lacey cute bra
Hair towel / Messy Bun



Props

White Pillows & bedding
Mug
Note book
Mirror

People To Include

Just Shantina

