

SUZI
TEAL



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POSITIONALITY STATEMENT

Within the creative industry, I am interested in product photography, advertising and curation. I aim to make a positive difference through creative practice that educates, inspires, and empowers.

I am interested in product photography for creative advertising campaigns. Specifically, my photographic practice explores social and political issues such as gender inequality. I'm inspired by companies such as *Nike*, which use creative campaigns to promote equal rights and female empowerment. Outside this body of work, I am interested in educating people about the effects of the climate crisis and aim to help bring sustainable practices into their everyday lives through the power of creative advertising.

Furthermore, I'm drawn to initiatives that bring art into public spaces, such as *Vital Arts*, which runs workshops and commissions artwork within hospitals. I believe art can be a great way to unite and offer hope to people, and I aim to help this happen through my career, whether as a photographer, curator or researcher.

Moving forward, I aim to explore these two career paths through research, work experience and short courses to strengthen my creative, curatorial and advertising skills. I hope to collaborate with a wide range of creatives such as stylists, art directors and artists.

YEAR PLAN

This month

- Make a portfolio for each interest:
 - Product photography
 - Exhibitions I've curated
 - Campaigns I've developed
- Tailor my CV to each interest
- Connect with people already working in the industry on LinkedIn
- Update my socials with any new photographic work/exhibitions/events

People whom I can ask for references from:

- Nic- retail and team leader
- Peter- curator
- Lalu- producer
- Sophy- assistant producer

3 months

- Upskill with online courses/training programmes
 - LinkedIn Learning
 - Coursera
 - Graduate schemes
- Cold email companies I'm interested in working for
- Go on a self-led group retreat with my peers to come up with/ make work for a potential magazine
- Start a collective with a group of peers

Companies I'm interested in:

- OATLY
- The Body Shop
- TOILETPAPER Magazine
- V&A
- Wellcome Collection
- War on Want
- Art Car Boot
- Vital Arts
- Camden Arts Centre

Upskill in:

- Creating campaigns
- Marketing + advertising (online and print)
- Event management
- Curation

6 months

- Gain relevant work experience in:
- A gallery or museum
 - Curation/ creative event organisation
 - NGO or council
 - Creative event organisation (galleries or workshops)
 - Advertising
 - Homeware
 - Food and Drink
 - Health and Beauty
 - Gallery/NGO
 - An agency
 - A magazine
 - Creative/ small scale
 - Food or architecture

Possible job titles:

- Product photographer
- Photography assistant
- Junior art director
- Creative assistant
- Campaign/production assistant
- Marketing/advertising assistant
- Assistant curator
- Arts administrator
- Events assistant
- Press/communications assistant

1 year

If I've found a company and role I really enjoy, stay working with them and try to move up the ladder

Co-curate at least 1 exhibition

If I've found something I'm interested in, and it requires further education

Do an apprenticeship/ internship

Do a short course:

- Open University
- UAL

Do an MA:

- Commercial Photography (UAL)
- Advertising (UAL)
- MRes Exhibition Studies (UAL)
- MA Curating and Collections (UAL)
- MA Design for Art Direction (UAL)



**OB-
JECTS**

OF

DESIRE



This project aims to critique the concept of the idyllic, nuclear family through the exploration of themes such as female rage and the destruction of gender roles.





LET
ME
EAT
CAKE





Let Me Eat Cake addresses themes of resistance and anxieties of eating due to diet culture through sculpture and collage.







WHAT

A

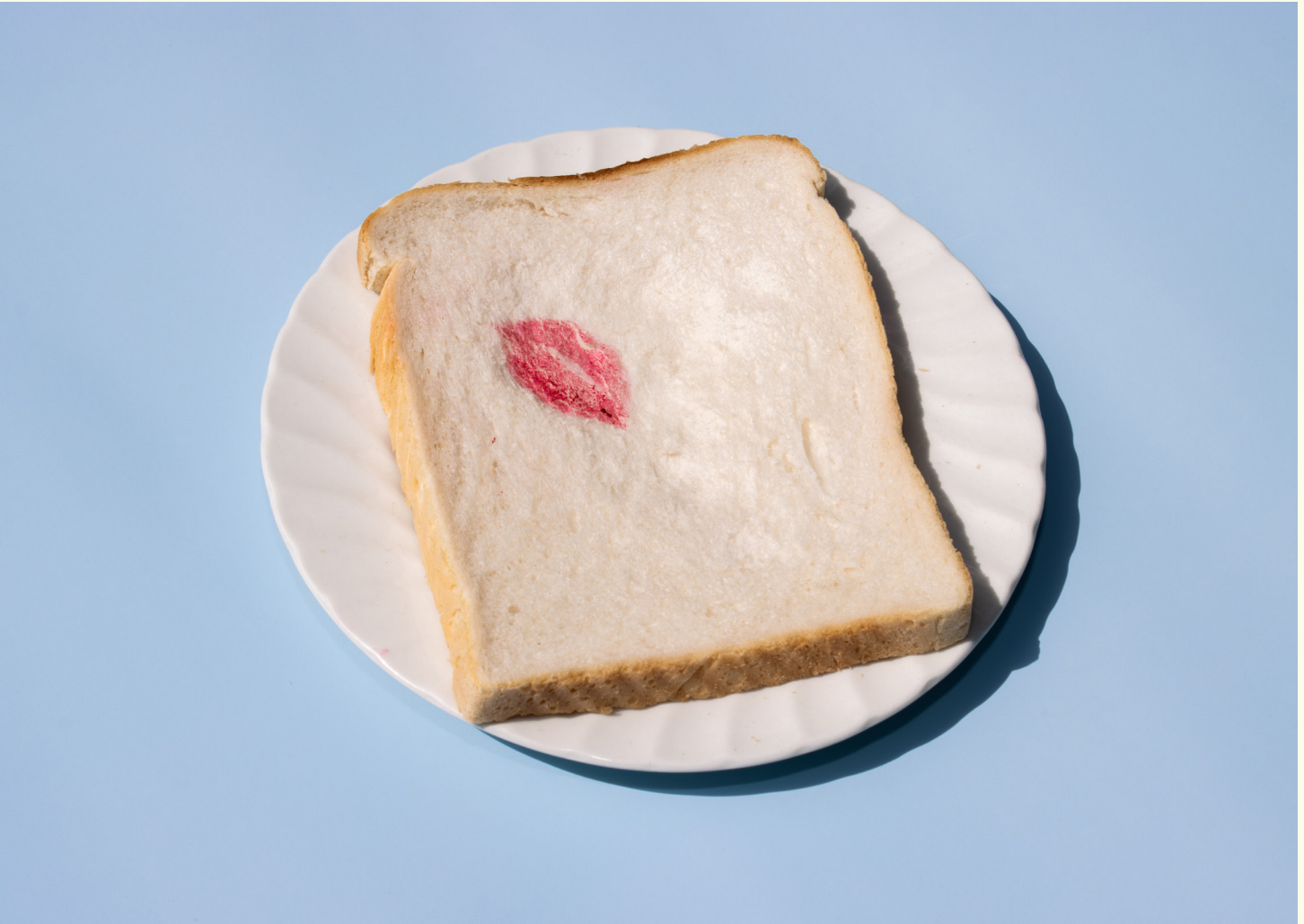
GIRL

WANTS





This project explores the relationship between beauty and food whilst capturing the ridiculousness of diet fads.





THANK YOU