



Sherie

Label: Independent/ Warner Chapel Music
Project Type: Debut EP
Title:Yours, Deeply

NOTES ON CREATIVE DIRECTION

Being vulnerable is never easy. American singer, songwriter and violinist Sherie takes the leap of faith and trust in herself and bears it all on her debut EP Yours, Deeply. I created a language and direction that aimed to harness the power of vulnerability through the use of soft tones, a gentle approach to movement and visuals and uses portraiture to communicate strength and grace.





NOTES ON ART DIRECTION

As a genre of photography, portraiture is often used when wanting to capture the essence of a subject. For the cover of Yours Deeply, I represented Sherie's soft, graceful and strong essence through harmonic lighting, direct and sharp posing and the black and white effect.

My approach for the title was simple. I aimed at evoking a sense of comfort and familiarity in the listener by utilising Sherie actual hand-writing.

*black and white effect + title and logo placement by Sherie



Music Videos



As vulnerability is the driving force of the creative direction of Yours Deeply EP, I utilised nature as backdrop, the motif of repetition as represented by the shots and personal/documentary style visual language to drive home the point of Sherie finding and stepping into her personal power and strength.

Press Images

The goal for Sherie's press images was to create a large impact but with a soft approach. To achieve this, I took advantage of the familiarity Sherie's audience has with nature and its beauty to act as a backdrop, and extended this idea by using neutral tones via styling. In conjunction with that, I utilised the power of portraiture to convey the concept of power, strength and grace.

