

Home Photography Concept Exploration

A visual systems study exploring seasonal storytelling, environment design, and photographic direction.

Objective:

Develop a cohesive Fall photographic direction for home by interpreting two seasonal visual pillars Organic Modern and Modern Traditional, into scalable environments, mood boards, and adaptable set concepts.

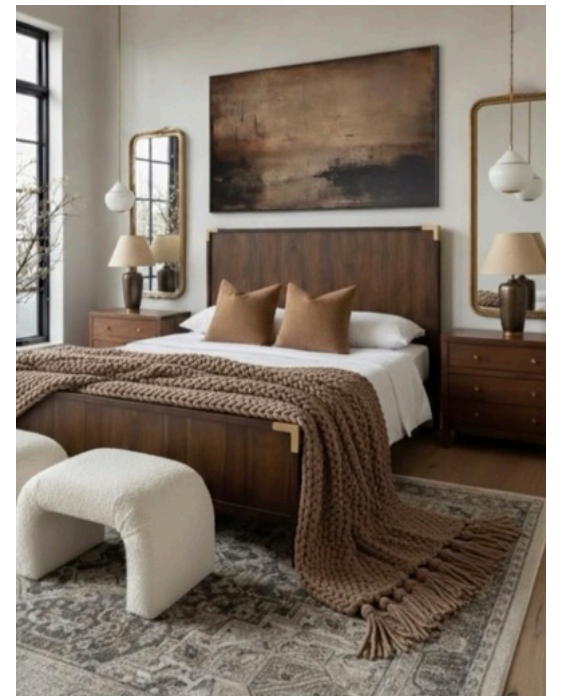
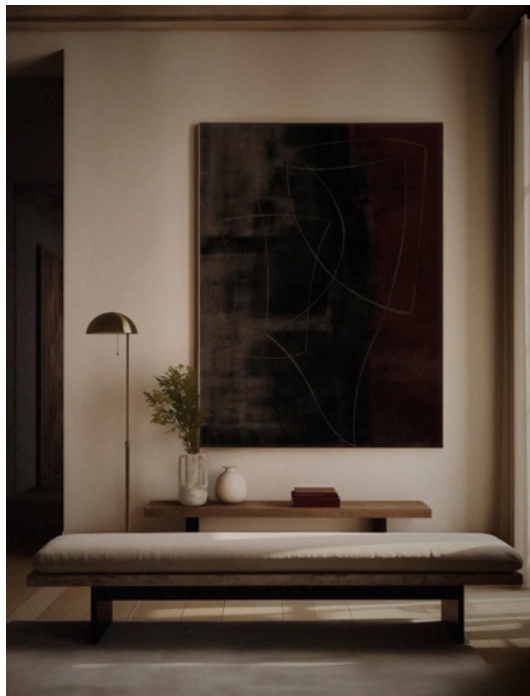
My Role:

Visual concepting, photo art direction, environmental storytelling, set vision, lighting direction, and spatial planning.



Organic Modern

Organic Modern / Home Categories



Organic Modern / Children's Interiors & Decor





Modern Traditional

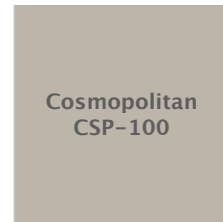
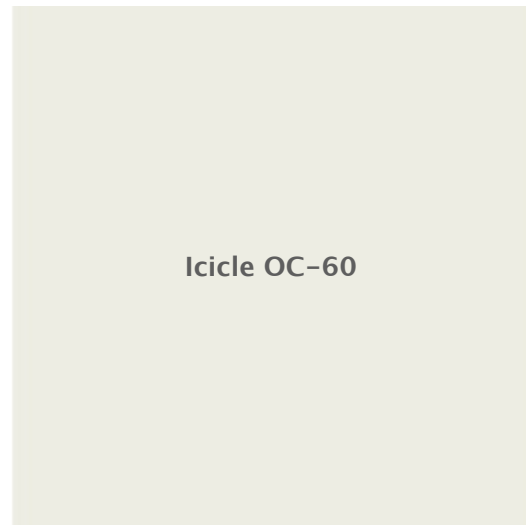
Modern Traditional / Home Categories



Modern Traditional / Children's Interiors & Decor



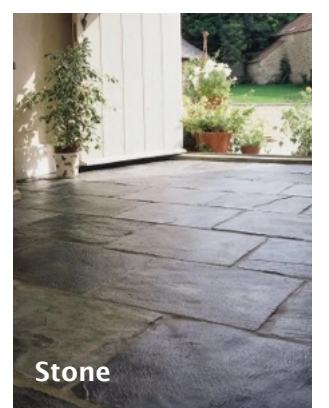
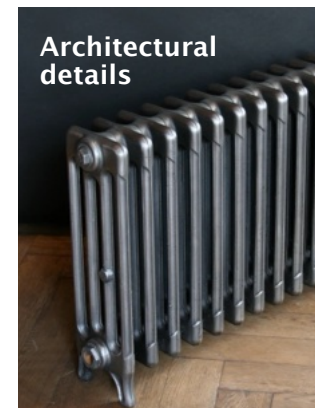
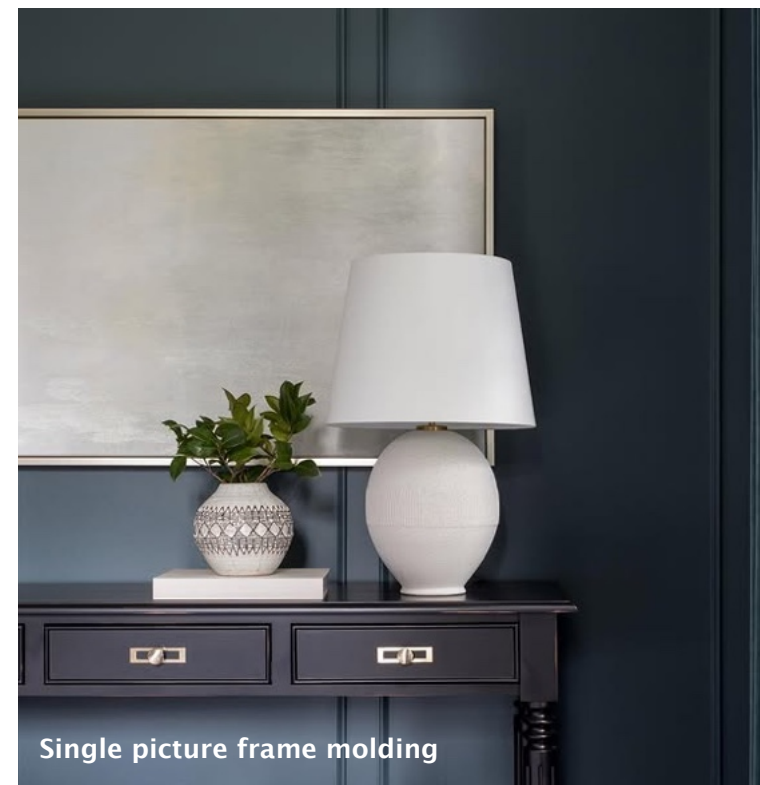
Mood Board



Benjamin Moore



Benjamin Moore





Lighting Direction

Soft directional window light with natural shadow falloff to create warmth, realism, and dimensionality.

Set Overview





Environment Planning

Living Room



Environment Planning

Entryway



Primary Environment



Multiple Photographic Moments



Multiple Photographic Moments

The objective was to create an emotionally resonant home environment that balanced warmth, authenticity, and flexibility across categories while maintaining a cohesive photographic point of view.