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Ruth Jordan

BUF 2203: Visual Merchandising  
Poster Project



Day 1 (Stephanie): The day the project was given, our group discussed a system to do this project efficiently. We all had different schedules so we planned each individual to have a day with the poster and take pictures of it around New York. After class was done, I took the poster and took several photos with it next to symbols that signified New York. “Unconventional New York” was the theme of the shoot. I took photos of it underneath the Brooklyn Bridge next to a food truck, construction site, the walkway on the Manhattan Bridge next to some graffiti and then on the train on the way back home. The next day I would go to school and then pass the poster to Amy.

Day 2 (Amy): I received the poster on Friday, the day of the storm with winds up to 35 mph. I had originally planned on going to Williamsburg and taking pictures with the poster against the graffiti and artworks on the walls, but there was no way I was going to make it there and be able to take any pictures with the weather. I asked myself where I was able to go that was indoors and had graffiti, and I instantly thought of Urban Outfitters. I remember seeing there were graffiti and stickers all over the fitting rooms. I was able to shop and look around and take my picture at the same time.

Day 3 (Melissa): On Friday (March 5th), I received the poster from Amy. I had plenty of ideas running in my mind where I should place the poster. In my opinion, New York is unique that is filled with creative minds. I wanted to show what many people and tourist don't really get see. I

took my camera and took photos in a tunnel that is filled with raw NYC graffiti in Washington Heights. I placed the poster on my sister's back and had the graffiti sort of surround her. Then I headed to 14th (f train stop) and placed it there as well. Lastly, I headed to Chinatown and placed the poster on the wall next to a heart that said, "i choose Love." After I was done, I headed to Brooklyn to hand the poster to Ruth. Overall, it was a fun experience, but also difficult because our schedules do not run the same.

Day 4 (Ruth) On Saturday March 6th, I met up with Melissa to receive the poster, and immediately thought to head home and grab my camera. With no particular location in mind, I figured I'd be able to find a place for the poster and unconventional New York theme we were going for in Dumbo. Once I arrived in Dumbo and started to scout for the perfect places to take pictures, I didn't account for the drop in temperature because it was next to the water. After I snapped a few pictures, I left to regroup and thought of my work area Astor Square to be the next stop. The Monday after work I was able to capture the poster on the Alamo, also known as the Astor Cube, and across the street on the old iron uptown Astor Place train entrance. Shortly after taking the pictures at Astor Square, I made my way to school with the poster to meet up with the group for 2:15pm which was the most convenient time for all of us to take a group photo.

The most difficult part of this project was to choose which photo we were going to pick as the main picture. Everyone did a magnificent job in terms of creativity and working as a team. We decided to pick a photo from each member because no one's work should go unnoticed.



Gyro Chicken Gyro Shish Kebab HALAL FOOD Hot Dog Pretzel

HERIOT-WATT UNIVERSITY  
#TRANSFORM18  
SCHOOL OF TEXTILES AND DESIGN

Hot Dog Pretzel Chili Dog Hot Sausage

Pretzel Knishes Gyro HOT DOG

Chestnuts Hot Dog Chicken Gyro

OLIVES

EAST

