Title Option 1

Away from the Court:

A Photoshoot with Naomi Osaka

July 20, 2022





Title Option 2

Off the Court:

A Photoshoot with Naomi Osaka

July 20, 2022





PRD:

• Please find the <u>**PRD here**</u>! [*in progress*]



Mood Board

- Bright
- Casual
- Natural / Candid
- Light
- Joyful
- Peaceful
- Warm
- Playful
- Approachable / Friendly
- Fun
- Comfortable
- Relaxing



Facial Expressions

(MAL)



Theme: Away from the Court *or* Off the Court



9 Concepts:

- 1. Journaling at a desk / table
- 2. Listening to music with headphones
- **3.** Texting and calling on phone (will be good for app &

showcasing support system)

- Talking to someone/calling
- Texting
- 4. Dancing (Life in Motion)
- 5. Meditating
- 6. Gaming on couch
- Doing her beauty / skincare routine (idea of healing rituals)
 - In bathroom (skincare Kinlo)
 - On rug (doing her nails)
 - In closet (fashion/style/sneakerhead)
 - Victoria Secret sleepwear
- 8. Naomi with her dog, Butta (pet therapy)
- Abstract colorful/ calming backgrounds (focusing on her looking joyful and at peace & portrait-mode)



Theme 1: Journaling





Theme 2: Listening to Music





Theme 3: Texting and Calling on Phone





Theme 4: Dancing (Life in Motion)



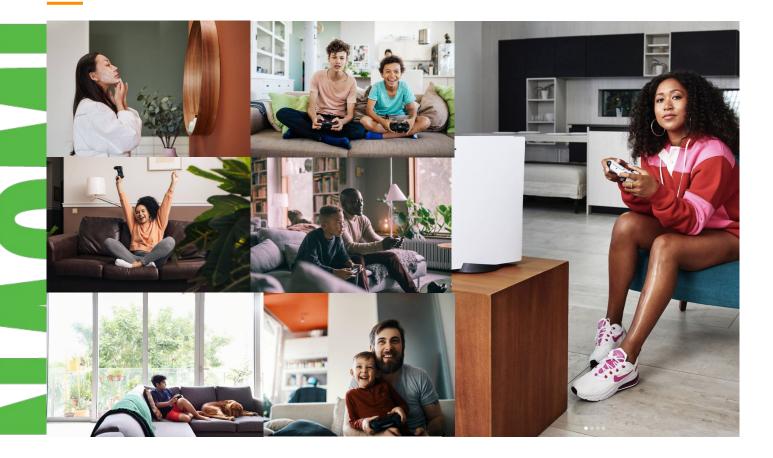


Theme 5: Meditating





Theme 6: Gaming on Couch





Theme 7: Beauty / Skincare Routine



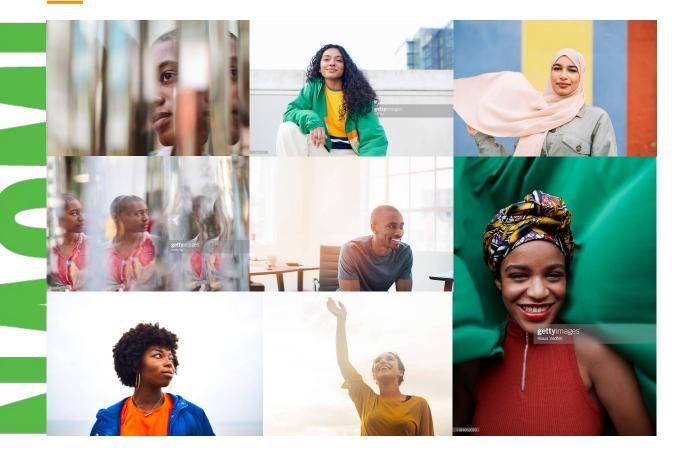


Theme 8: Naomi with her Dog, Butta





Theme 9: Abstract (bright tone)





Sources

- Naomi Osaka, Other Athletes Work to Destigmatize Mental Health
- With Her Candor, Osaka adds to Conversation about Mental Health
- Naomi Osaka: It's Ok to Not Be Ok
- Naomi Osaka: I Broke Barriers But I Should've Put Myself First
- Naomi Osaka Shares the Mental Health Tip that Gives Her Clarity
- Naomi Osaka says 'it's OK to not be OK': standing up for mental health 'all worth it'