

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 [PRD here!](#)
[*in progress*]



Mood Board

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



Facial Expressions





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
7. 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)
9. 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'](#)

