



# 26 Market

**Strategic Visual Storytelling Assignment**



Georgia Sigurdson

# Instagram Photos

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**Caption:**

Happy shopping means happier birthdays.

Stop by 26 Market next time you're in the market for some great gifts. Trendy stationery, home décor and a variety of bags await you.

Visit us today at 100 Princess Street, steps away from some of your favourite restaurants and coffee shops.

#stationery #stationeryshop

**Rationale:**

The Instagram photos highlight the shopping experience at 26 Market. I decided to use the photos to show off their products while also including faces so customers can visualize what their shopping experience would look like there. I included a variety of their products in wide and close-up shots.

**Image Description:**

A woman shops for a birthday gift at the stationery store, 26 Market. The store has a variety of trendy stationary items like pens, staplers, and bright pink or blue paper clips. She purchases a light blue card that reads "Happy Birthday" in a gold-coloured font and a bright yellow water bottle. She gives the gift in a brown paper bag and a pink sprinkle donut with birthday candles.

# Instagram Reel



Come shop for a gift  
with me at  
**26 Market**

**Caption:**

Gift-giving just got easier with 26 Market.

This trendy stationery store has something for everyone. Come by and check out our selection. We can't guarantee you won't leave with a little something for yourself.

#stationery #stationerystore

**Rationale:**

The video helps shoppers visualize what a shopping experience would look like at 26 Market. I decided to focus on the store's location and what else is in the area to make a shopping day out of it. The video shows the store's wide variety of products.

# Model Release Form Jazmin Foster- Model 1

**A model release form must be signed for all photo sessions.**

Model Release Date: February 15, 2024

Location of shoot: 26 Market, 100 Princess Street, Winnipeg, MB

Photographer (print name): Georgia Sigurdson

Signature of Photographer: *Georgia Sigurdson*

I hereby give the above photographer permission to use my picture and I authorize the use and reproduction of it by the photographer, or anyone authorized by the photographer. This includes any and all photographs which have been taken this day. All digital images, negatives and positives, together with the prints shall constitute sole property of the photographer.

*NOTE: If model is under 18 years of age, a parent or legal guardian must sign and consent below and present Photo I.D.*

I (the model) am over 18 years of age: Yes  No  Photo ID presented  Yes  No

Parent or guardian: I agree to the terms of this release and I am authorized to act on behalf of the model.

Name of parent or guardian (print name): \_\_\_\_\_

Signature of parent or guardian: \_\_\_\_\_

Model (print name): Jazmin Foster

Signature of Model: *Jazmin Foster*

Address: 31 Hill St.

Phone/mobile number: 204-590-7009

E-mail address: jazmin8@hotmail.ca

Witness (print name): Kaitlin Tomcko

Witness signature: *Kaitlin Tomcko*

# Model Release Form

## Veronica Melanson- Model 2

**A model release form must be signed for all photo sessions.**

Model Release Date: February 16, 2024

Location of shoot: 26 Market

Photographer (print name): Georgia Sigurdson

Signature of Photographer: Georgia Sigurdson

I hereby give the above photographer permission to use my picture and I authorize the use and reproduction of it by the photographer, or anyone authorized by the photographer. This includes any and all photographs which have been taken this day. All digital images, negatives and positives, together with the prints shall constitute sole property of the photographer.

*NOTE: If model is under 18 years of age, a parent or legal guardian must sign and consent below and present Photo I.D.*

I (the model) am over 18 years of age: Yes  No  Photo ID presented  Yes  No

Parent or guardian: I agree to the terms of this release and I am authorized to act on behalf of the model.

Name of parent or guardian (print name): \_\_\_\_\_

Signature of parent or guardian: \_\_\_\_\_

Model (print name): Veronica Melanson

Signature of Model: Veronica Melanson

Address: 150 Lyndale Drive

Phone/mobile number: 204-612-1784

E-mail address: vermelanson12@gmail.com

Witness (print name): Jordan Meixner

Witness signature: Jordan Meixner