

My project sports branding was motivated by a desire to capture the intensity and identity of athletes while pushing creative boundaries through digital compositing. Working with both action shots captured in the Cabre gym and on studio photography projects at Northwest College, this portfolio explores how sports photography can evolve beyond documentation into visual storytelling.

To understand the work, viewers should be familiar with basic photography principles such as lighting, composition, and timing. Knowledge of digital editing tools helps contextualize how composite images are constructed from multiple elements, and the work it takes to make such images.

The project combines live-action sports photography with advanced editing techniques to create stylized, high-impact visuals that emphasize emotion, motion, and branding. Key points include capturing peak athletic moments, enhancing them through lighting effects and textures, and integrating design elements to produce cohesive final images.

The final project includes a series of technically executed composites and action shots that highlight both technical skill and creative direction.

The significance of this project lies in its demonstration of how sports media can be elevated for marketing, recruitment, and personal branding. The intended audience includes athletes, coaches, and organizations seeking dynamic visual content, as well as peers and professionals in photography and digital media.