



1. Application

Ayesha submits a proposal for an article about the need to adapt to clothes for disabled fashion lovers. She wants to highlight designers making positive change in this field in her area, Stoke Newington.



2. Start

Ayesha is paired with mentors relevant to the story: fashion disability campaigner; researcher/journalist; photo editor/photographer.

WEEK 1

Saturday: 2hr research techniques and planning workshop.
Sunday: Research report; skills + equipment need review.

WEEK 2

Saturday: 2hr workshop: research review, content planning; choosing/ liaising with collaborators.
Sunday: Detailed proposal, budgets & timelines assignment.



3. Planning

The mentors help Ayesha develop a plan for the production of the feature.

WEEK 4

Saturday: 2hr creative direction workshop.
Sunday: Photoshoot with mentor and models, under Ayesha's creative direction.

WEEK 3

Saturday: 2hr proposal presentation & feedback workshop.
Sunday: Ayesha & mentor review texts, co-edit and brainstorm amendments; recruiting models assignment.



4. Publishing

At the end of the month, the project is presented to the OFF team for review before publishing. Ayesha is paid for her feature.