

# MADISON WEISS WITH THE BAND

Senior Thesis 2019

# Bio

Madison Weiss, from Nashville Tennessee is currently a senior at Austin Peay State University graduating in December 2019 with a Bachelors of Fine Art in Studio Art. Madison plans to continue photography after graduation by working in the commercial photography field along side musicians and fashion designers. She currently works at ProStudio7, a family portrait studio as well as Exit/In photographing various concerts.

Madison has also lived a very active lifestyle from taking karate and ballet classes as a small child. To becoming a competitive cheerleader in middle school and high school. Now practicing and performing aerial silk arts on campus at APSU. Balancing sports, school and work has shaped Madison to be able to handle a lot.

# Artist Statement

I have been photographing for 7 years. In that time, I never knew what path of photography I wanted to follow, until about a year ago when I wanted to photograph a concert I was attending and I stumbled upon an opportunity to become a House Photographer for Exit/In. Then after getting the opportunity to photograph for this venue, I realized that this is the path for me.

With this specific venue, there are many other photographers a part of the house photography program and we all get to sign up for shows based off our own availability. This opportunity has helped me learn to become more comfortable with my camera and using manual settings. I have also grown as a photographer and built a portfolio to use when applying for bigger jobs.

Music, concerts, and festivals are really important to me as it is a way for me to really express myself. While I also love seeing the artist perform and give off energy that brings people from all over the world together to bond over the same thing. With connecting my love for music and my love for photography, I appreciate looking at photographs from other artist that captures the musician in their element connected with their audience. This inspires me to capture this energy into a photograph and share the image with the world.

For this exhibit, I have gathered photos from all of the concerts I have photographed thus far and I am stepping away from the traditional gallery format. For this specific style of photography, the traditional format could be used but with my body of work and my personal aesthetic, the way I am choosing to exhibit these photographs makes the most sense. The exhibition of the photographs will be more of a street aesthetic as if they were pasted on a wall or light pole that underground concert posters may be found on the street. Contrasting with the outcast or rebellious scene.

# CV

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## ORGANIZATIONS

**Kappa Pi Honor Society**  
Austin Peay State University  
August 2018-Present

**Golden Key Honor Society**  
Austin Peay State University  
August 2017-Present

**National Honor Society**  
Hillwood High School  
Nashville, TN  
2014- 2016

**Yearbook Committee**  
Hillwood High School  
2014- 2016

**Class President**  
Hillwood High School  
2011- 2012  
2013- 2014

## EXHIBITIONS

**Group Invitational Show**  
Art + Design Building  
Austin Peay State University  
Fall 2019

## AWARDS AND RECOGNITIONS

**Dean's List**  
Austin Peay State University  
2017

**Citizen of the Year/Female**  
HHS Art & Design Academy  
2014-2015

**Hope Scholarship**  
Austin Peay State University  
2016

**Cheerleading Coaches Award**  
Hillwood High School  
2013-2014

**Top Female Student**  
Hillwood High School Art & Design Academy  
2016

**Best Supporting Actress**  
HHS Art & Design Academy  
2013-2014

**Project Expo Award of Distinction**  
HHS Art & Design Academy  
2014-2015

**All American Competition**  
Universal Cheerleaders Association  
2011

**Cheerleading MIP**  
Hillwood High School  
2014-2015

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**Sandwich Artist**

Subway  
Nashville, TN  
August 2014 – August 2019

**ORGANIZATIONS**

**Kappa Pi Honor Society**

Austin Peay State University  
August 2018-Present

**Golden Key Honor Society**

Austin Peay State University  
August 2017-Present

**National Honor Society**

Hillwood High School  
Nashville, TN  
2014- 2016

**Yearbook Committee**

Hillwood High School  
2014- 2016

**Class President**

Hillwood High School  
2011- 2012  
2013- 2014

**EXHIBITIONS**

**Group Invitational Show**

Art + Design Building  
Austin Peay State University  
October 2018

**Reciprocity– 37 Years of Student Photo**

Art + Design Building  
APSU  
September 2019

**AWARDS AND RECOGNITIONS**

**Dean's List**

Austin Peay State University  
2017

**Citizen of the Year/Female**

HHS Art & Design Academy  
2014-2015

**Hope Scholarship**

Austin Peay State University  
2016

**Cheerleading Coaches Award**

Hillwood High School  
2013-2014

**Top Female Student**

Hillwood High School Art & Design Academy  
2016

**Best Supporting Actress**

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2013-2014

**Project Expo Award of Distinction**

HHS Art & Design Academy

**All American Competition**

Universal Cheerleaders Association

# Resume

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**Madison A. Weiss**  
Photographer

maddiavery.wixsite.com/maddsstudio  
maddiavery98@gmail.com | (615) 430-7557 | @maddsstudio

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## EDUCATION

**Bachelor of Fine Arts in Studio Art**  
Austin Peay State University (APSU)  
Clarksville, TN  
December 2019

**Associates of Science in Liberal Arts**  
APSU  
Clarksville, TN  
August 2019

## PHOTOGRAPHY EXPERIENCE

**Photographer | Editor**  
ProStudio7  
Clarksville, TN  
December 2018-Present

**Freelance Photographer**  
Exit/In  
Nashville, TN  
October 2018-Present

**Photography Internship**  
APSU Athletic Department  
Clarksville, TN  
Spring 2019

**Photography Internship**  
ProStudio7  
Clarksville, TN  
Fall 2018

**Freelance Photographer**  
ProEventPhoto Ice Skating Event  
Nashville, TN  
March 2018

**Freelance Photographer**  
Wedding of Heather + Paul Green  
Nashville, TN  
October 2018

## WORK EXPERIENCE

**Aerial Silk Instructor**  
Austin Peay State University  
Clarksville, TN  
January 2019-Present

**Sandwich Artist**  
Subway  
Nashville, TN  
August 2014 – August 2019

**Sales Support Generalist**  
Victoria's Secret  
Clarksville, TN  
October 2017 – Present

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# Madison A. Weiss

## Photographer

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### SKILLS

Adobe Photoshop CC  
Adobe Lightroom CC  
Adobe Bridge CC

Digital Photography  
Film Photography  
Microsoft Office

### EXHIBITIONS

**Solo Exhibition**  
Art + Design Building  
Austin Peay State University  
October 2019

**Reciprocity - 37 Years of Student Photography**  
Art + Design Building  
APSU  
September 2019

**Group Invitational Show**  
Art + Design Building  
APSU  
October 2018

### ORGANIZATIONS

**Kappa Pi Honor Society**  
APSU  
August 2018-Present

**Golden Key Honor Society**  
APSU  
August 2017-Present

### REFERENCES

**Alyssa Albright**  
Staffing and Operations  
Victoria's Secret  
Clarksville, TN  
(615) 939-3935  
aalbright@my.apsu.edu

**Charlotte Ziem**  
Merchandising Manager  
Victoria's Secret  
Clarksville, TN  
(973) 897-1178  
charziem@gmail.com

**Victoria Shoulders**  
Photographer, Owner  
ProStudio7  
Clarksville, TN  
(931) 436-3384  
victoria@prostudio7.com

# Promotion

maddsstudio ▾



181 Posts   169 Followers   358 Following

**Madison Avery**  
Photographer  
Photographer in training 📷  
Personal page @m.addsss  
[maddiavery.wixsite.com/maddsstudio/welcome](http://maddiavery.wixsite.com/maddsstudio/welcome)

Edit Profile   Promotions   Call

+   Wallpapers   Concerts   Other Arts   Didnt Make...





Madison Avery  
Studios

Madison Avery  
Photographer

Phone: (615) 430-7557  
Email: [maddiavery98@gmail.com](mailto:maddiavery98@gmail.com)  
Social: MaddeStudio



# Promotion



## My Work

Here is a variety of work I have done over the years



# Original Proposal

For my senior thesis, I will be using digital photography as my medium. I plan to lean towards concert/event photography as well as commercial photography. I plan to capture the performer in their natural habitat in what they love to do. Instead of as portrait photography is posed, I like the more candid feel to a photograph. Seeing that moment when the performer connects with their audience, etc.

I want to learn how to really make these images different from everyone else's and amaze the viewer. I want to experiment with different effects and digital editing skills that really push the image to that point. I want to have a better understanding of what makes or breaks a photo in a minimalist way. As well as how much is too much and pushed the "wow" factor too far.

I plan to explore different concert photographers who may or may not be well known on Instagram and other online platforms. I also plan to explore unique ways of editing online and to experiment with them and see what does and does not work. By watching tutorials of other artist styles and implementing their techniques with mine and again seeing what does and does not work.

I plan to print these images out about medium scale and display hung up.

Timeline: over the course of the semester I plan on continuing to photograph concerts when I can and taking those photos and editing them in a variety of ways. I will display these digitally until there is a final outcome I desire / end up happy with.

I plan to take inspiration from photographers Brad Heaton and Ashley Osborn.

# Updated Proposal

For my senior thesis, I will be using digital photography as my medium. I am pursuing concert photograph while working with manual settings instead of automatic. I plan to capture the performer in their natural habitat in what they love to do. Instead of as portrait photography is posed, I like the more candid feel to a photograph. Seeing that moment when the performer connects with their audience, etc.

I want to learn how to really make these images different from everyone else's and amaze the viewer. I want to experiment with different effects and digital editing skills that really push the image to that point without pushing too far. I want to have a better understanding of what makes or breaks a photo in a minimalist way. As well as how much is too much and what pushes that "wow" factor too far.

I am exploring different concert photographers who may or may not be well known on Instagram and other online platforms. I am also exploring unique ways of editing online and to experiment with them and see what does and does not work. By watching tutorials of other artist styles and implementing their techniques with mine to find something potentially new that makes me stand out from others.

# Timeline

## Schedule

Senior Thesis Gantt Chart – 2019

	Jan	Feb	March	April	May	June	July
Week 1	Winter Break	Photograph Show	Birthday – Time off	Research & Develop	Finals – Photograph Show	Final Touches	Prepare to Print
Week 2 & 3	Photograph Show	Research & Develop	Editing	Research & Develop	Editing	On Vacation	Print
	Research & Develop	Research & Develop	Research & Develop	Editing	Editing	Back from Vacation	On Vacation
Week 4 +Extra	Searching for Opportunities	Practice editing skills	Research & Develop	Editing - Finals	Editing	Final Touches	Mount / prepare
							Plan to be completed end of July / beginning of August

## Schedule

Senior Thesis Gantt Chart – 2019

	Jan	Feb	March	April	May	June	July
Week 1	Winter Break	Photograph Show	Birthday – Taking photos	Research & Develop	Finals – Photograph Show	Photographing Show	Prepare to Print
Week 2 & 3	Photograph Show	Research & Develop – First Presentation	Editing	Research & Develop – Second Presentation	Photographing Show	On Vacation – Taking photos	Print
	Research & Develop	Research & Develop	Research & Develop	Editing	Editing	Back from Vacation – Editing photos	On Vacation – Taking photos
Week 4 +Extra	Searching for Opportunities	Practice editing skills	Research & Develop	Editing - Finals	Editing	Final Touches	Prepare work
				Once paper comes in, starting to print			Plan to be completed end of July / beginning of August – by first week of school

# Research and References

Brad Heaton- Twenty One Pilots



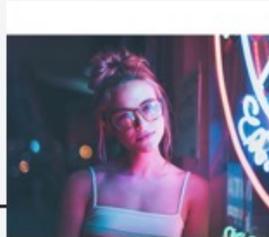
Brad Heaton- Twenty One Pilots



Brandon Woelfel



Brandon Woelfel



Ashley Osborn- Twenty One Pilots



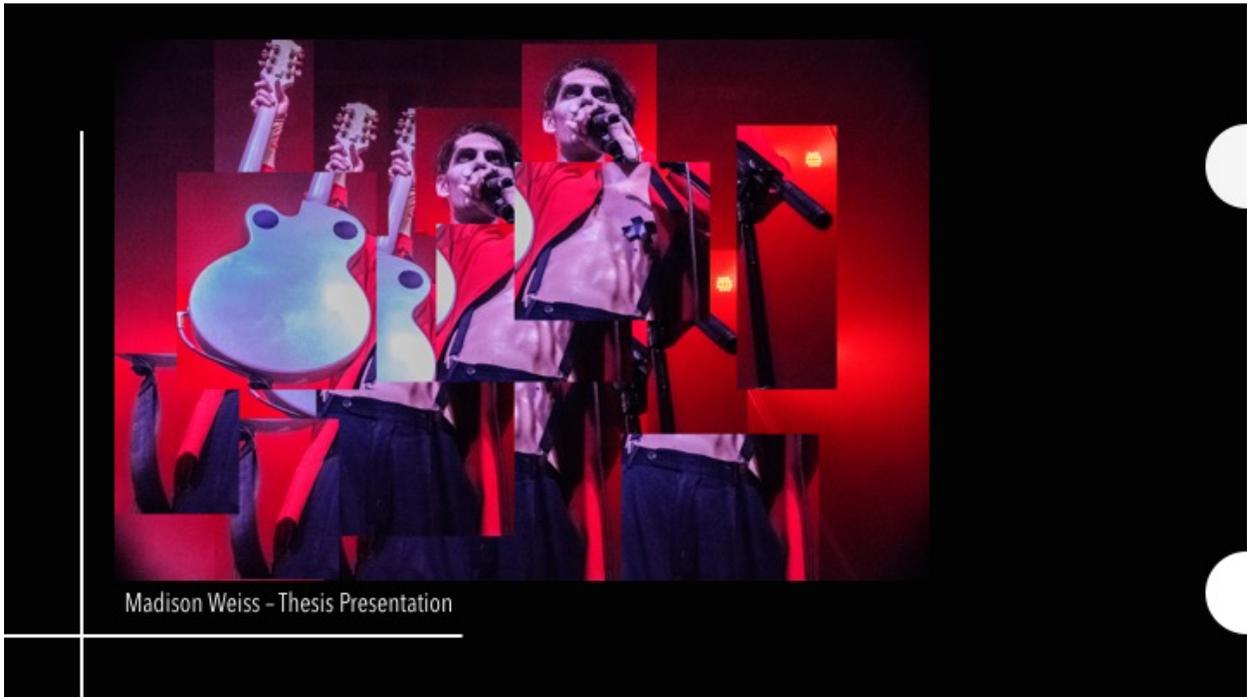
# Annie Leibovitz Rolling Stone



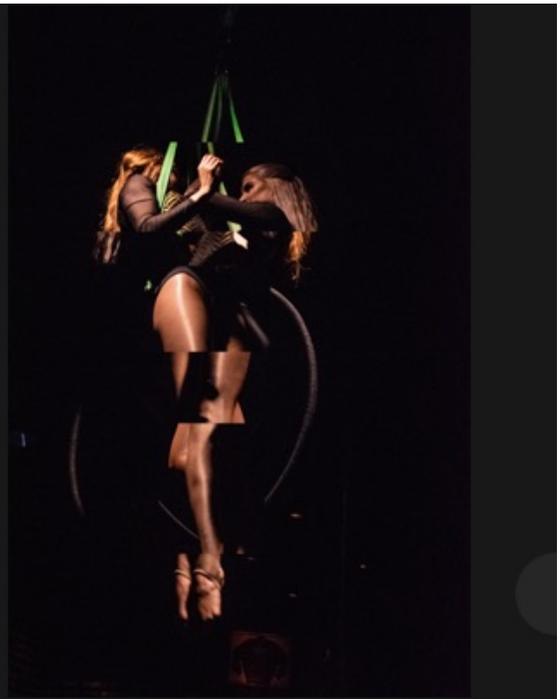
# Research

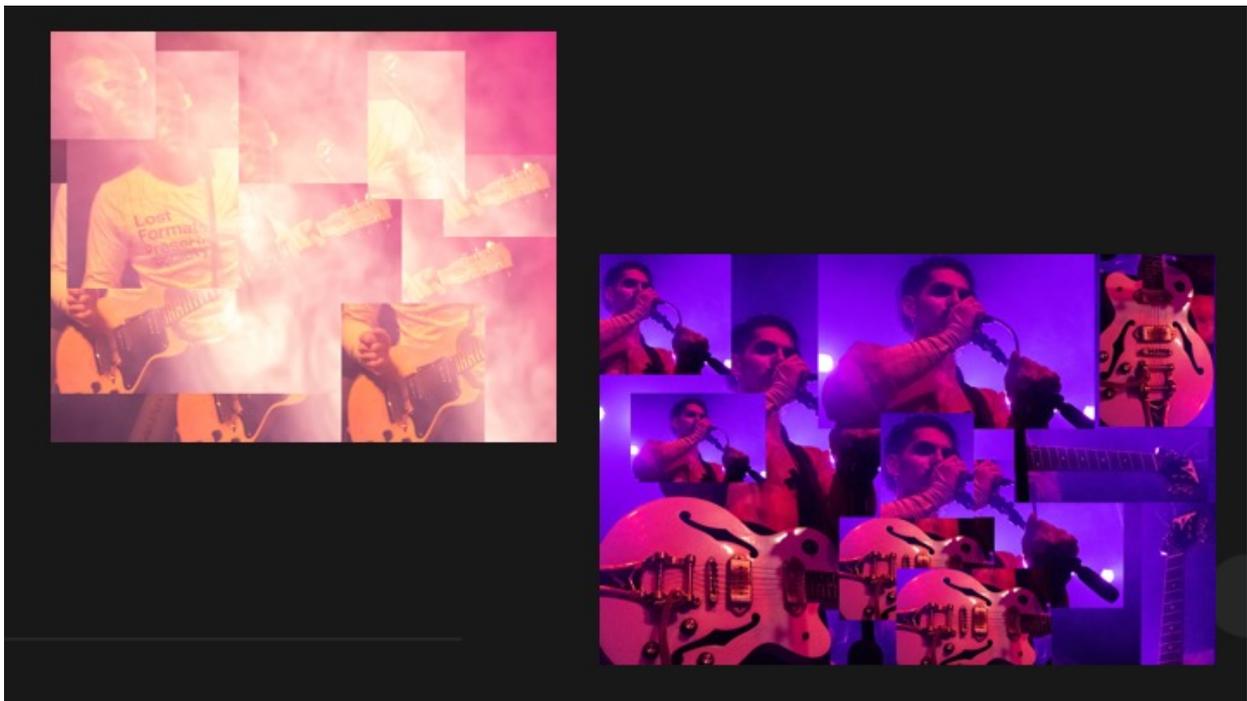


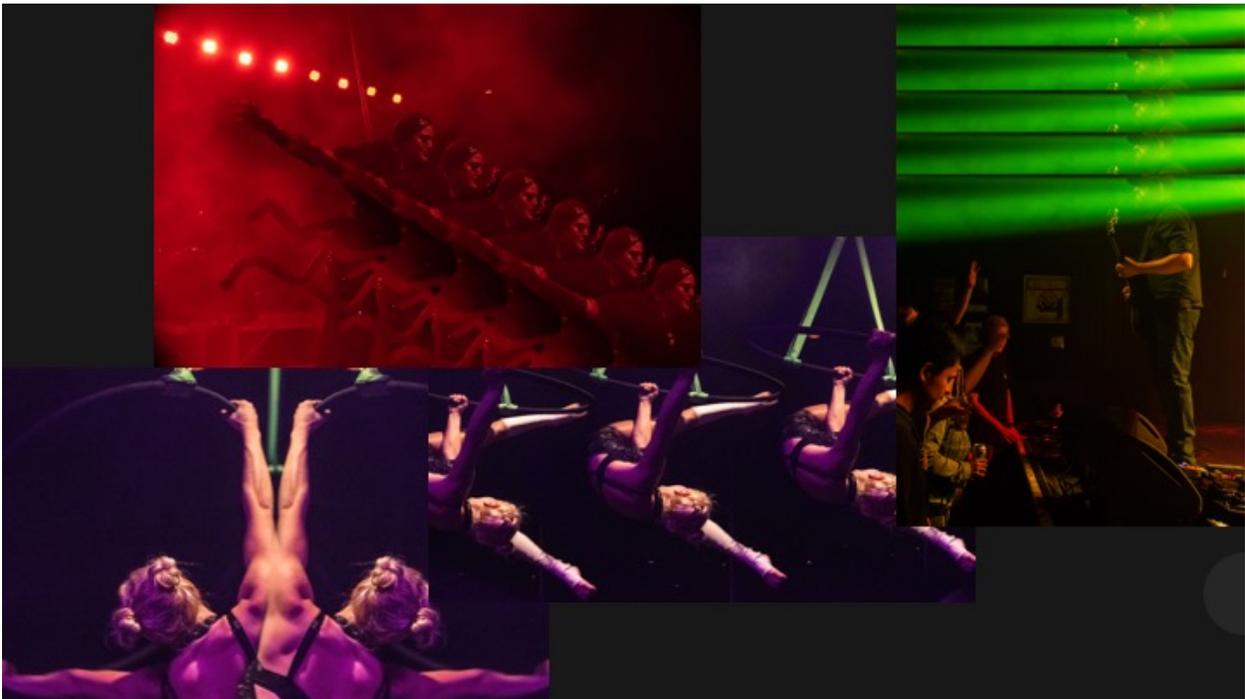
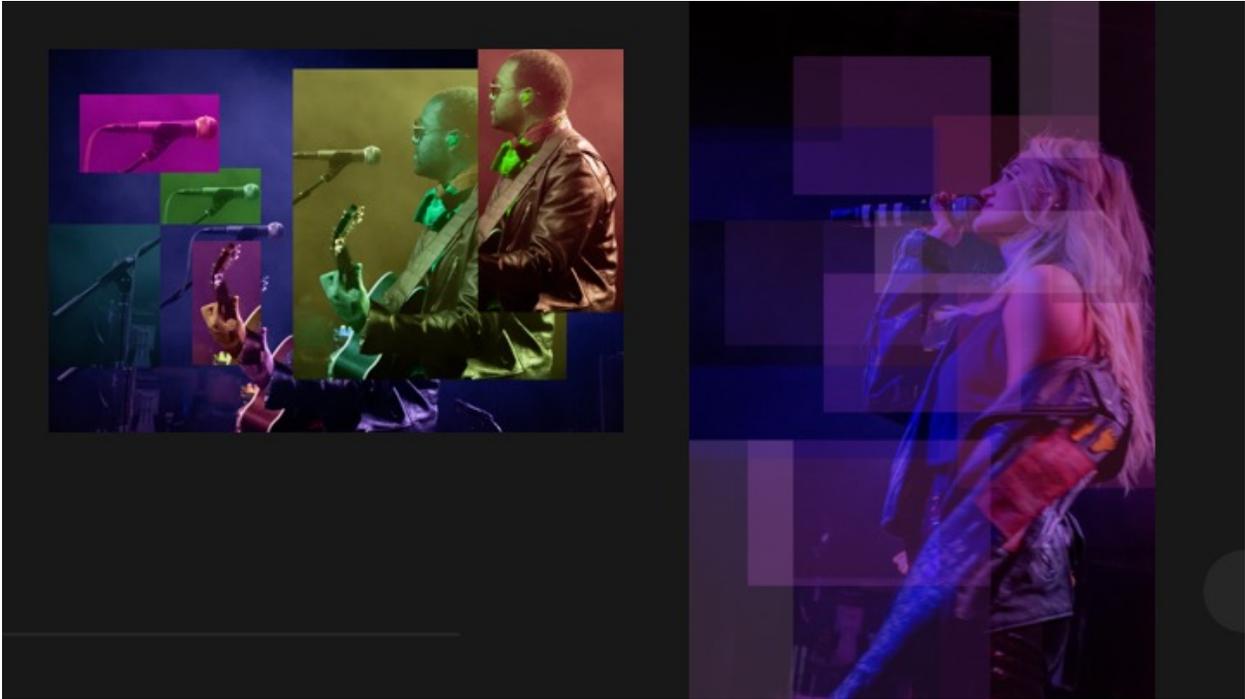
# Progress



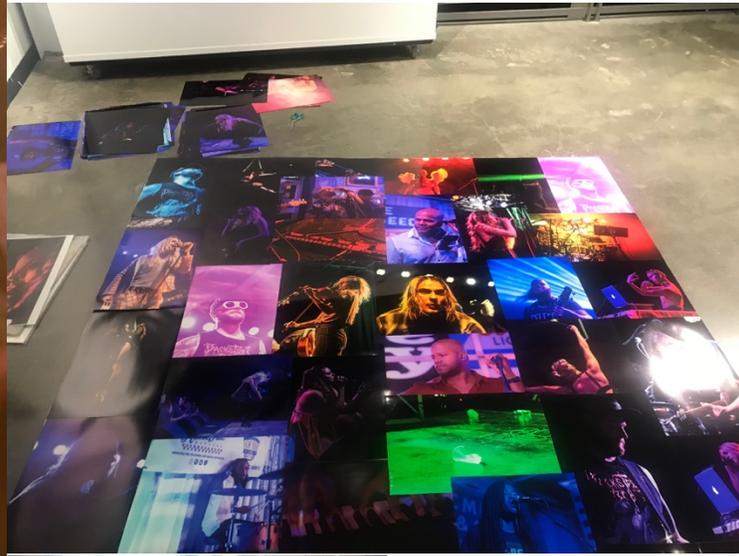








# Works in Progress Cont.



# Final





# My Takeaway - 4150

From the beginning, I went into senior thesis 4150 as a chance to grow in what I want to pursue as a career. That being specifically concert photography/commercial photography.

Based off of feedback and presentations I was under the idea that this topic is too much on the side of say a communications major and does not fit this showcase in it needs to be more studio art based.

From that I have been experimenting with how I can show my hand in this work, make it better, and still fit on the side of studio.

From there I have been photographing at Exit/In as that has been the opportunity I have been able to get. Yet that setting is too controlled and makes the images just seem documented. I plan on solving this issue over the summer by going to other live music that may be at bars or festivals or wherever I can get my camera into. So instead of this one scene that looks similar in every photo with the same stage and lights, I'll have that variety of scene to show that I can still capture beautiful photos where I may or may not have a say in the set up.

From that I was also under the impression that the photos themselves were not enough. I experimented with different ways to edit and layer the images to make them unique and different. I received good responses from my class mates and went a specific direction with the work. Then I received the opposite reaction by the second presentation. It didn't help that two of the three people were not in the first presentation. They felt that the manipulation to the images did not give the originals justice. It's not that I wasted my time, yet I still experimented and grew from this which they applauded the experimentation.

So by the end of the presentation they did not give me a clear direction from either sticking with just the original images or to keep manipulating the images in one clear fashion that made sense.

I spoke to others after this presentation and as of April 2019 I am stuck on which way to go. One person said to keep experimenting with both pathways and to see which way is pulling "harder" by next semester and go with it. My main concern I guess would be that I don't plan to continue this manipulation after graduation. I plan on just taking photos and doing the typical lighting adjustment photos unless specifically asked for something "different".

I just want to be sure that this show is successful and whichever pathway I end up with works for the department and that I am happy with the outcome.

# My Takeaway – 4160

After the semester was over I did not pursue the act of manipulating the images. I kept taking photos at exit in as well as a couple bars to add a little variety into the show. As I discussed in the presentations I chose to not use the typical studio gallery display of my work. I wanted to give the impression of a light pole that you see on the street that has photos and posters stapled from bottom to top. At the end I am very happy with the way my show turned out and I received a lot of good feedback. As well as from a professor who was in my presentations who was trying to help guide the direction and how I went further with the project. This person was glad I took the path I did rather than continuing to manipulate that the end project ended up being stronger.

I was glad to have a show earlier rather than later as a huge weight was lifted off my shoulders when it was all over.