

**BEHIND THE SEAMS: TELL THE STORIES BEHIND  
THRIFTED CLOTHES THROUGH MULTIMEDIA**

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This Special Project titled Behind the Seams: Tell the Stories Behind Thrifted Clothes Through Multimedia is hereby accepted by the Faculty of Information and Communication Studies in partial fulfillment of the requirements for the Bachelor of Arts in Multimedia Studies.

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## **ABSTRACT**

*“Behind every fabric, every thread, every button, every pocket – is a story.”*

Have you ever thought of the different stories behind thrifted clothes? Behind the Seams takes that question on and attempts to bring these stories to life with multimedia storytelling. It aims to find the best ways to become an immersive online store that is capable to narrate the fictional stories created for the thrifted garments with the various types of multimedia. In addition, I hope that through this project I am able to tackle a different side of resale or thrifted fashion.

Behind the Seams ultimately is a collection of all my interests in one whole assignment. It became a way to further my knowledge and practice in the fields such as web design, photography, and videography. By recording the process, I was able to find mistakes and learn from them. With that, I believe it can also be a way to see through my design process that readers can learn from as well. Where they can get inspiration from and use the various techniques, they may find useful for their own.

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## Chapter One

### INTRODUCTION

People, no matter their age are storytellers – talking about their lives, their experiences, and the meaning behind them (Chaitin, 2003). Stories have been an essential part of our existence, it has been there to put us to bed, been there to teach us about the past, been there to bring us to a different world.

Stories can be an influential tool in itself but how can one bring a story another step further with multimedia? A tool that is just as powerful.

Multimedia storytelling is not an easy feat, it aims to create a deeply engaging experience by weaving together various types of modes of media like text, graphics, audio and video (Smyk, 2017). There are many stories out there and not all of them can be considered good because great stories told with multimedia need to be multidimensional (Stevens, 2014).

To achieve this multidimensionality the International Center for Journalists (2011) tells its readers that authors must be able to take advantage of each multimedia modality – videos that can show an action or bring the watcher somewhere they presently are in, photos that exhibit strong emotions or an important moment in time, audio that captures compelling quotes or tell something about the environment, graphics that turn complex and complicated information into a simpler, easier format to understand.

Behind the Seams aims to be one of these multimedia storytellers. It wants to bring people through a different time, a different place, where these thrifted clothes were simply clothes creating stories, memories with those wearing it, through different mediums.

## Chapter Two

### STATEMENT OF RESEARCH QUESTION

#### **How can I tell the stories behind thrifted clothes with multimedia?**

This is the general question I want to answer through this practice-based research. It hopes to bring light to another side of thrifting so that it could bring in new consumers into the market and spark fresh interest to previous thrift shoppers.

Specifically, this project aims to:

- (1) create fictional narratives for thrifted clothes and feature these stories through multimedia.
- (2) show a different perspective in thrifting clothes with these stories – how each piece can hold a different story – and kindle another side of resale fashion.
- (3) encourage thrifting so that in this way we can help the environment.
- (4) learn ways to better exhibit multimedia storytelling.
- (5) show the author's design process so that readers can take away techniques they can integrate into their processes.

## **Chapter Three**

### **METHODOLOGY**

#### **Project Components**

Behind the Seams is comprised of three elements that bring it all together to create an immersive experience. These three elements being the stories, the video, and the place to find them all – the website.

The fictional stories created were short and very quick reads. This was decided so that it will not overwhelm consumers with text-heavy stories that could push them away or make them lose their interest. The video aspect, on the other hand, was not only for advertisement but it is more sort of a lens the audience can look through and see the stories come to life and bring them into reality. Last but not least, the website, the shop that will bring all these elements together and provide a placeholder for them and other sub-elements (photos, branding, etc.) to build this multidimensional storyteller.

#### **Project Process**

This special project will take on three major phases for all of the elements to come as one and meet its required output:

- Phase 1: Jump Starter
- Phase 2: Story Creation
- Phase 3: Project Creation

## **Phase 1: Jump Starter**

This initial phase will be crucial as it will lay the foundations of the big project and serve as a hopping off point for it to begin walking on its first steps. It will be comprised of a lot of planning for the task at hand, as well as searching for inspiration, and looking for the clothes that will be part of the shop's catalog.

There are a few questions to keep in mind during this first phase. How much money am I willing to shell out? It will be much easier to decide on financial expenses for the project with a budget in mind. What clothing pieces will I be putting up on the shop and where to look? Having an idea of what and where to look for will certainly make thrifting more manageable as I can easily get lost and overwhelmed at a thrift shop. How should Behind the Seams appear like? Jotting down ideas and searching for inspiration will help set where I would like to take Behind the Seams artistically.

## **Phase 2: Story Creation**

This second phase will focus mainly on the narratives I will be deciding to tell. This is a separate phase in itself because I believe that the stories are quite essential to the project. Given that, I must pay very close attention to this phase, only moving forward after the stories are as best as they can be.

The Significant Object Project served as a necessary guide for how stories will be written. The authors of the said project (Significant Objects, n.d.), created plenty of fictional stories about various thrifted items to read from. Through them I was able to create found key themes to remember when I set out to work on tales for Behind the Seams:

- Narratives should be relatable and realistic – it should come from somewhere that could happen every day.
- Writing styles and point of views should be different as each clothing has a different owner and story. I will be considering different authors to possibly help with this.
- Keep them short and easy to understand. The market will comprise of various people with various backgrounds, keeping it short and simple will ensure the message or story comes through.
- Remember that the story needs to relate to how the clothing may look.

### **Phase 3: Project Creation**

Once the stories have been laid out, I believe this phase is where the project will most likely come to life and start coming together. Project Creation will have a total of three main parts to home in on. The photos, video, and the website.

1. Photos for the shop, this will serve as the visuals for the items being sold as well as represent the stories they will have.
2. The video is not only going to be a way to advertise the clothes but also solidify the narratives and exhibit them better.
3. Behind the Seams' website will be where everything is put together – the shop, the stories, the videos, etc.

I plan on starting with either shooting the video or photos. Only after I have finished shooting and editing them can I only start with the website as it will make the process more straightforward and smoother rather than going back and forth from the website to the photos and video.

## Photos

Images are an integral part of any online fashion store. How would any brand be able to show their customers their products on the web? Unlike physical stores, who have stocks on hangers, dressed-up mannequins, these online boutiques rely on images.

I set out to have at least three photos for each clothing piece with a model wearing them, making sure there's variety in poses and angles. After searching through popular online clothing shops like ZARA, Forever21, and Zalora, I decided to take a similar route and use a white background for the photos. It makes a difference, makes the clothes stand out.

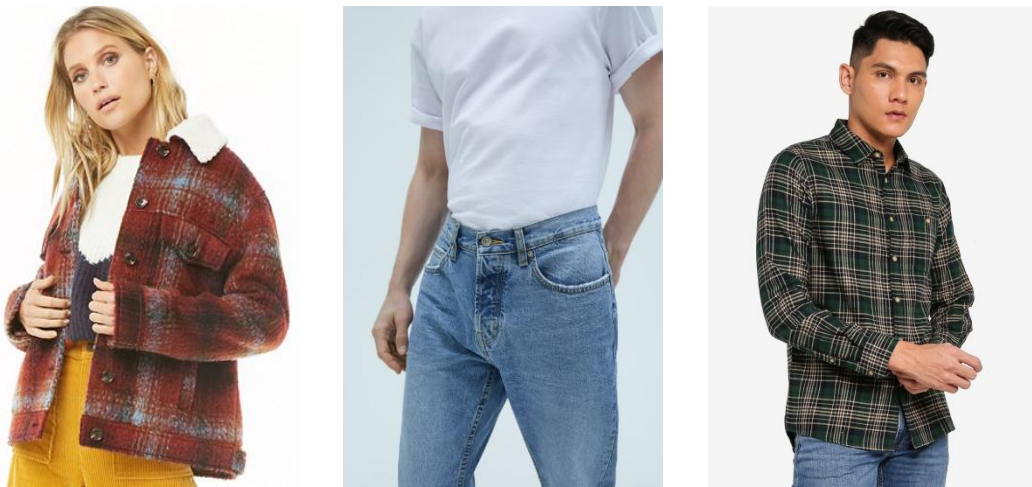


Figure 1: Examples of photos with white backgrounds from online stores. | Source:

[https://www.forever21.com/us/shop/catalog/product/f21/outerwear\\_coats-and-jackets/2000296419](https://www.forever21.com/us/shop/catalog/product/f21/outerwear_coats-and-jackets/2000296419), <https://www.zara.com/ph/en/vintage-slim-fit-jeans-p08235420.html?v1=38406369&v2=1445083>, <https://www.zalora.com.ph/cotton-on-rugged-long-sleeve-shirt-black-green-1592652.html>

Aside from these images, I want to create polaroid photos that will act as thumbnails for the clothes. I took inspiration from photographers Vivian Maier and Jamie Livingston. What I loved from both of them was how they captured everyday moments in the film perfectly, it seemed as though there was a story behind each shot. I figure having actual polaroid photos would seem authentic but because I don't own one nor do I know anyone who owns one, I believe I can just take photos from my camera and edit them to achieve the same effect.



Figure 2: Photos taken by Vivian Maier | Source: <http://www.vivianmaier.com/>

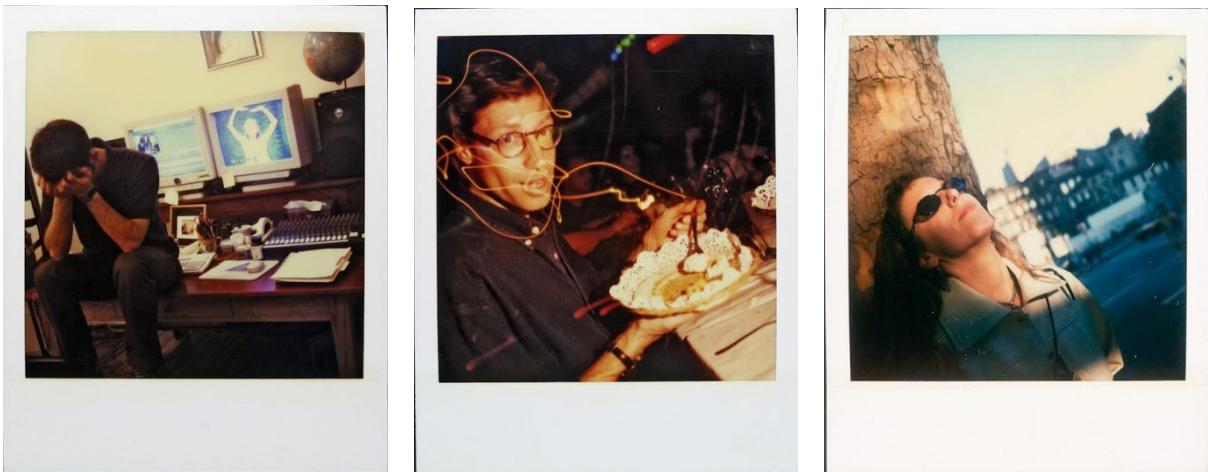


Figure 3: Photos taken by Jamie Livingston | Source:

<http://photooftheday.hughcrawford.com/>

All of the photos will be taken from my Canon 700D and edited in Adobe Photoshop CC. Images for the catalog is yet to be decided, fashion shots must have a white background while the polaroid photos will be shot at locations determined from their accompanying stories.

## **Video**

This commercial or teaser of sorts will be a look into the stories to be written for Behind the Seams. It has been an idea I wanted to do even during the first stages of Behind the Seams. Creating videos is something I enjoy doing which is why I found it necessary to include in this special project.

The video will be heavily influenced by vintage videos. Think of old home videos shot on those old clunky video cameras. This is a decision I made with the thought of conveying the message of these stories being from the past. I want to transport the viewers into a different time much like the polaroid photos I will be shooting.



Figure 4: “Manila, Queen of the Pacific 1938” | Source:  
<https://www.youtube.com/watch?v=dvpbsyNcl3l>



Figure 5: 1911 – “A Trip Through New York City (speed corrected w/ added sound)” |  
Source: <https://www.youtube.com/watch?v=aohXOpKtns0>



Figure 6: “Venice Beach 80s Retro Style Footage

Using Vintage VHS Camcorder □ Walk Back in Time” | Source:

<https://www.youtube.com/watch?v=OOH4xmUI954>

Another inspiration is an advertisement made by a local brand called OXGN. I found that their ad had a similar retro vibe I wanted to pursue. With that, I will be taking a more modern approach to the video as well and use up-beat music to catch the viewers’ attention.



Figure 7: “Donny, Kiana, and Mauri for Oxygen Holiday 2017” | Source: <https://www.youtube.com/watch?v=SFWvmnRvqwM&feature=youtu.be>

Additionally, those cast for the video for Behind the Seams will not have their faces shown – they will be cut off or shot in a way that lets their face be hardly seen. So that it can give this anonymity or mystery to the people they are portraying. Making it seem as though these stories could be anyone's.

Similar to the images, they will be taken from my Canon 700D. Shot lists and script should come as soon as the stories have been made. All of the post-production will be done using Adobe Premiere as it is the video editing software, I am most comfortable with.

## **Website**

It is necessary to mention that Behind the Seams will not have a fully running online shop as it is not the nature of the project. I simply want to show how one can tell stories behind thrifted clothing through multimedia – creating an operating shop is a different ballpark. Given that, however, I still predict that the website will be the most

time-consuming part of the whole project creation phase even if it focuses more on the front-end of web design.

It is imperative that I find a balance between an aesthetically pleasing website and yet exude a pleasing experience for the customer as well. Turban and Gehrke (2000) named several major determinants of e-commerce websites that they have found frequently from their literature citations. I will be putting more focus on a few of the major categories they mentioned that I found applicable for the project – page loading, business content, and navigation efficiency. To discuss them shortly, page loading is important to customers as we live in a fast-paced world. Shoppers hope to download the needed information in an acceptable amount of time (Kim & Eom, 2002). Business content is an important determinant because it is what attract, drive away, customers from the website — content should be presented well and useful (Gehrke & Turban, 1999). Navigation efficiency is a user’s ability to navigate through a website with ease. In Zhang and Myers’ work on Web Design and E-Commerce, they state that designers should make a site easy to use and navigate (Flavian, Gurrea, & Orús, 2009). Turban and Gehrke (1999), suggest that those who are in charge of the web design of a site should opt for simplicity when it comes to navigation. Kim and Eom (2002) say that “... a Web site should have an easy to follow hierarchy. It is annoying if customers cannot go to the Web page they want easily.”

Aside from these determinants, to be able to get an idea of how the site for Behind the Seams will look like, I took it over to the internet and looked over many online boutiques and took note of site traits I can incorporate for the site. A lot of these brands’ homepages were not very text-heavy, so I thought of a single page website

theme will be used for Behind the Seams. The home page will be a single page where most of the content will be and visitors can navigate through it easily. If used correctly, single page websites could make a site more engaging in a way that customers will be able to pay more attention to the page's content as there is less information to go through (Litwin, 2018).

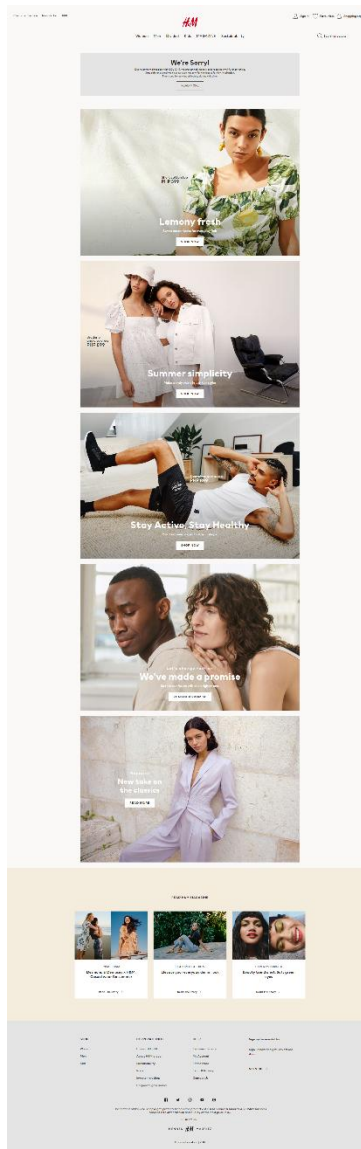


Figure 8: H&M home page | Source: [https://www2.hm.com/en\\_asia5/index.html](https://www2.hm.com/en_asia5/index.html)



I have chosen WordPress as a platform as I had previous experience building a website here. I will be using WPJelly, a website builder that made creating WordPress sites easier for those like me who have minimal knowledge in coding. Since hosting a website is not cheap and that is not the focus of this project, I have made a conscious decision not to get hosting and a domain for Behind the Seams.

## Chapter Four

### RESULTS

Visit Behind the Seams here – <https://wpjelly.com/ethan3>

#### Phase 1: Jump Starter

The first thing I had to figure out during this phase was the clothes – as they play a huge role in Behind the Seams. I had to decide on how many pieces of clothing I will be needing for the project. Initially, I set the number at five clothing pieces but took it down to three because I thought five maybe a little too much for me and I didn't want to bite off more than I could chew. Now that that number is settled, I then planned what these three clothing items had to be. I wanted a variety of clothing pieces and not all of the same categories, so I chose a top, bottoms, and outerwear.

After deciding on how many and what kind of pieces will be up on the website, I was able to determine a set budget for the assignment. This is important to be decided so that I have a benchmark to consider when spending. Though thrifting is particularly cheap, I wanted to give myself a little bit of leeway so I settled with a maximum of five hundred (500) pesos per clothing would be more than suffice. Since there will be three clothing items that add up to one thousand five hundred (1,500) pesos. With an additional one thousand (1,000) pesos for possible miscellaneous expenses, I ended up with a total budget of two thousand five hundred.

The budget now decided; I was able to begin my search for the clothes. It was a good idea I had pre-determined types of clothes to look for because I did not have to scour around various thrift shops without any idea of what I was searching for. I visited a

lot of shops some I often go to, while others were completely new to me. Just to name a few, I went around shops around my workplace at that time in Araneta City Cubao, stores near my vicinity, and going as far as Manila.

The very first item I found was the high-rise washed denim jeans. I found them at my favorite thrift shop at Circle C Congressional Avenue. I was particularly drawn to its distressed bottom hems. My first thought was how they could have been worn in from a ton of walking since it has happened to a few of my well-loved jeans as well. I got them for six hundred fifty (650) pesos, I know I settled for a maximum of five hundred per item but I couldn't let it pass. If I have learned anything from thrifting it is buying something right away when you've set your eyes on them because more often than not, they will be gone when you check back on them another time.



Figure 10: High-rise washed denim jeans

The next clothing piece I was able to find was the basic white dress shirt. This was a particularly fun find as I bought it at a thrift store on the way to San Juan, La Union. I bought it with the thought of how there are plenty of stories that could be written for it as it is a basic white top everyone and anyone could have. It was being sold for a hundred and twenty (120) pesos but I was able to get a good bargain since my friends and I bought a few more items and ended up copping it for seventy-five (75) pesos.



Figure 11: Basic white dress shirt

The last piece to complete the collection was the red track jacket that I found at the same shop I bought the jeans at but a few months later. I was completely torn with this buy because the only story plot I could think of was someone jogging in them but it was on sale and was in really good shape. I ended up buying it in after circling the store

trying to weigh in my options and what story can come from it. I was able to save a bit and haggled, buying it at five hundred (500) pesos from the original sale price of five hundred fifty (550).



Figure 12: Red track jacket

While all this hunting for clothes were happening, I was searching for inspiration as well. The very first thing I created was a pinboard over at Pinterest. A social media platform where you could create mood boards from pictures on the web or on the site itself. I was also looking through popular online fashion shops like ZARA, Zalora, Forever21, and H&M. I checked YouTube for video inspirations as well and revisiting tutorials for the VHS effect I wanted to pull off. I created a document that sort of served as a link bank. There, I would paste the links I found relevant to the project.

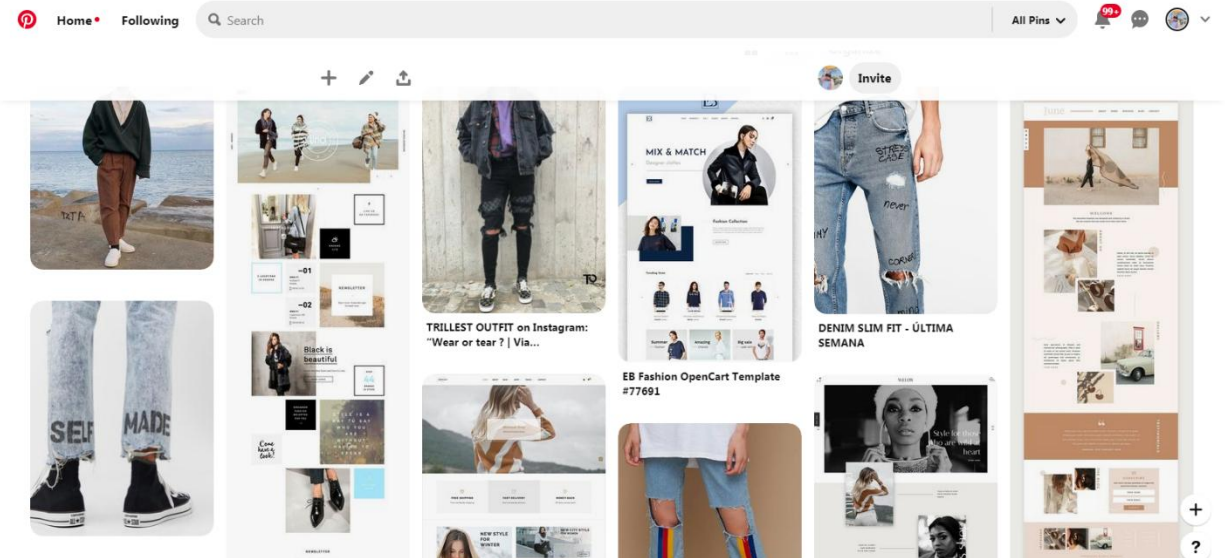


Figure 13: Pinterest Board | <https://www.pinterest.ph/ethangocampo/mms-200/>

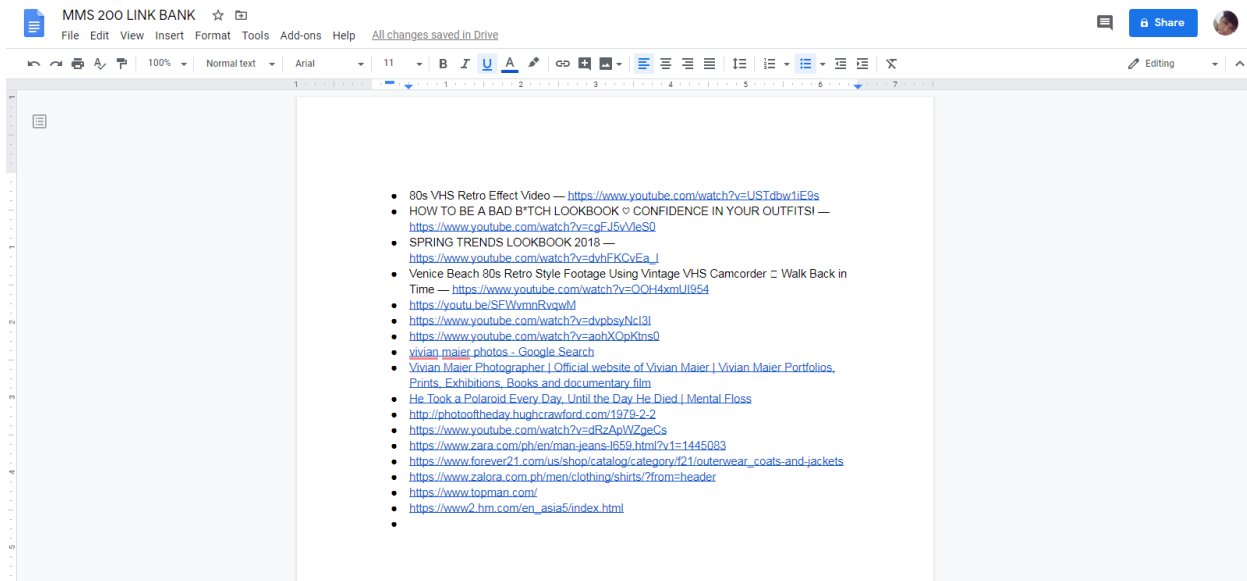


Figure 14: Link Bank | [https://docs.google.com/document/d/1Sws2\\_8rUQw-zSpQ6AK0XYeGnGBY642OfeGv\\_NiTrzdl/edit?usp=sharing](https://docs.google.com/document/d/1Sws2_8rUQw-zSpQ6AK0XYeGnGBY642OfeGv_NiTrzdl/edit?usp=sharing)

## Phase 2: Story Creation

Before starting to write these stories, I would write down basic plots or prompts for them first – so that I had a rough idea of what I was writing for them. They were pretty simple and acted as something I could go back to when I was stuck or whilst I was writing them. It is also important to mention that these stories were inspired by the people around me.

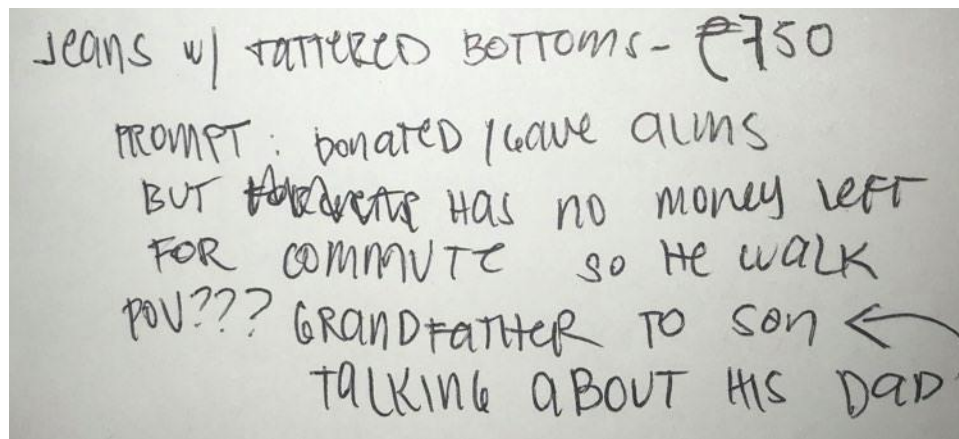


Figure 15: Sample of story prompt

The plot for the jeans was a grandfather telling his grandson a story about the boy's father walking all the way home from school. It came from my father; it was a story he told us before and I thought it was perfect for the denim bottoms. I wrote it being told by the grandfather as it made an interesting point of view, rather than just being written in third person.

When I was browsing through my Instagram stories, a friend of mine posted a photo of their dog who had just passed and it was captioned as the day being their last jog together. This became the main plot for the red track jacket and was dedicated to

them and their dog. It was written in a type of letter format as it gave this intimacy of the person writing a letter to their loved one whom they miss.

Out of all the stories I wrote for this project, the last story I wrote for the white shirt must be my favorite. It was the only story I did not have a decided plot for and was completely written in a spur of the moment. It was something I wrote during a time of confusion; it was written out of my heart and what I was feeling that very moment. I guess that is why I was fond of this story because it felt very true. It was about falling in love with someone who knew they couldn't be with but longed for them still.

I initially wanted to have other author's work on the other pieces too, so that it would be coming from different minds. However, I could get a hold of my friends who enjoyed writing as well as they had prior commitments.

Other than being unable to find other writers and being stuck once in a while during the writing process I enjoyed it a lot more than I expected. I have not written like this in a while and it was nice to have been able to write for Behind the Seams – it was quite a therapeutic experience.

All of the stories were written in hand on my project journal. Then after they were good enough, I typed and edited them over at my computer in Microsoft Word.



### **Phase 3: Project Creation**

#### **Video**

Now that the stories have been written and finalized, I was able to move forward with the project. I chose to start with the video for Behind the Seams first and did a bit of planning for the video shoot. I wrote down specific notes and shots I wanted for each story.

Through this video, not only did I want to showcase the clothes that will be up on the website but a few of their stories as well. Since it was going to be like an advertisement or teaser, it was not going to be long but I had to make sure it would show the gist of the stories behind the pieces. The video was going to be very straightforward, moving from one story to another.

The first clothing piece to be shot on video was the denim trousers. The location was a busy road to show the part of the story where the character had to walk all the way home. I made sure to tell the actor to appear tired and as if he been walking endlessly. It was shot a bit later in the night so lighting was particularly tricky. I had to put my camera's ISO at its highest to make up for it and rely on lamp posts, as well as the cars coming in for extra light.

I was particularly glad about the next shoot as my cousin portrayed the story for the dress shirt well. I shot this segment at night and in a bedroom like it was set for the story. I used my ring light for this video and placed it at the corner of the room to make it

seem like the moon was shining at the actor through the window. Not only did that help with the lighting but it added a very interesting mood to the video.

The last sequence to be shot for the video was for the red jacket. This was fun to shoot because of Bossley, my cousin's dog. Even though the story was set in the early morning, I had to shoot this a little after the sun has gone down due to scheduling differences with the actress. It still worked out pretty well considering that it still seemed like it was early in the morning in the shots.

Once I've shot all the footage I needed, I went on Adobe Premiere and started putting the whole video together. When I'm editing videos, I always start a rough cut or the approved footage – without effects or transitions – pieced together that sums up the entire video. I do this so I have a general idea of the sequencing and flow of the video.

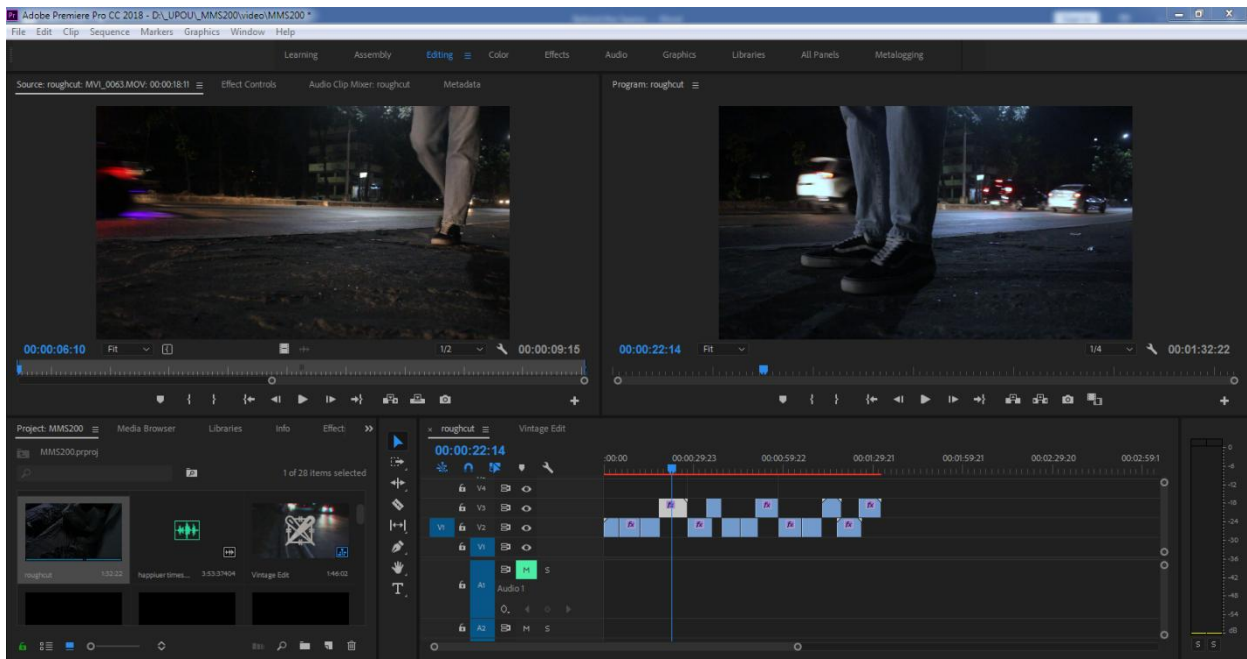


Figure 17: Rough cut of the video on Adobe Premiere

After the rough cut was finished, I moved on to refining the video. Here is where I adjusted the cuts so that shots would flow smoother from one another. One example of this was during the part of the video showing the pants. There was this sequence where the footage of the actor walking was shot afar and the next sequence was a closeup. During the rough cut, it seemed quite awkward because the transition to the next shot made the walking seem unnatural. What I did was I modified the sequence in a way that in the first shot of the actor ended walking in his left foot then on the next shot, it starts as he walked on his right. It is the little details like this I pay close attention to in this stage of editing so the video is smooth and finalized before moving on.

Soon as the rough cut has been refined and I'm happy with the flow, I moved to color grading and effects. Here is where I enhanced the colors of the video like adjusting the exposure and adding coolness through altering the white balance. For instance, the footage for the red jacket was shot when the sun has set and originally it has a warmer hue to it. By modifying its white balance through color grading, I was able to add a bit of a cooling mask and make it seem like the sun was just about to rise.

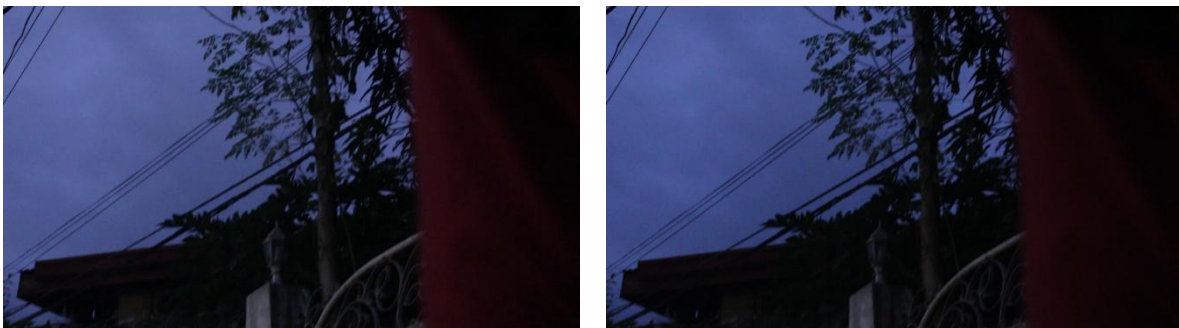


Figure 18: Before and after color grading

I added the transitions and vintage effects during this stage as well. The VHS effect is a preset I found from Austin Newman while the glitch transitions were from a channel called Film Crux – both in YouTube.

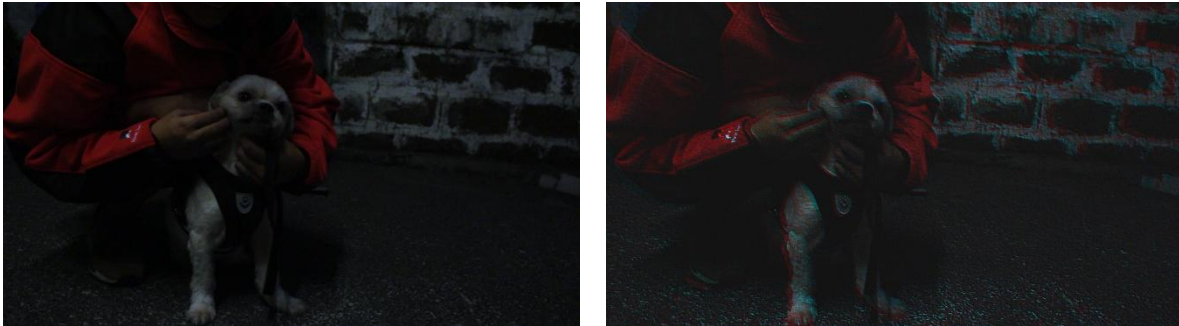


Figure 19: Before and after the VHS effect

By this moment of the project, it was time to add the audio to the video. The song I used for the video was found at SoundCloud, a music sharing platform where you can also find Creative Commons licensed music to use or modify for one's use as long as the producer is given credit. I stumbled upon Midnight Stroll by Ghostrifter Official after searching for lo-fi music as it gives the video even more of a vintage and rustic feel due to the genres being known for its “unpolished or rough sound quality” (Lo-fi, n.d.). I chose this song because of the speech at the song's intro. It was perfect for the video as the speech was about getting through life.

The next thing I added to the video was tagline towards the end of the video. While I was adding the tagline, I needed longer footage of the ending shot. To remedy that, I took the last frame of the footage and added a camera shake effect to extend the footage for the tagline and title.

Around this point, I was about done but I was still left missing the Behind the Seams logo. I left it at Adobe Premiere and moved on with the project. I was able to come back to it as soon as I have made the logo – which was when I was creating graphics for the website – and exported it.

## **Photos**

The images for the website were next on the to-do list. All the photos were shot at home. For the preparation before the shoot, I made sure the clothes were in great condition. I washed them beforehand and ironed them the day of the shoot. I simply set up a tarpaulin we had lying around and pinned the white side on the wall. It was long enough that it reached the floor and appeared like a makeshift infinity background that can recreate the shots taken for fashion stores like Zalora or Zara. Shootfactory (2017), a company in the UK that dabbles with locations for shoots, describes an infinity background as a seamless, plain, single-color background. For lighting, I used my ring light at the highest setting, angled upwards so that the light would bounce off the ceiling and not appear as harsh.

During the shoot itself, I did not have a tripod with me so all the shots were taken handheld. I made it a point to focus on the clothing pieces and took several shots so I had extras to choose three from. I think the biggest obstacle I had to face during this part of the project was not being used to directing poses. I worked it out by using the board I created at Pinterest and used some poses for inspiration when instructing the model.

After I've gotten my shots for the clothes, I had it imported to my computer and into Adobe Photoshop CC. All the photos I took were in RAW format so it that they were

in the highest quality possible and lesser fidelity when it came to finetuning the photos' composition. I chose the three best photos for each clothing piece and adjusted the image's composition when needed. Examples of what I did was cropping, setting the exposure higher or lower depending on if the show was under or overexposed, as well as cleaning up the photos with the healing tool and the content-aware feature to remove any unwanted details like dust, wrinkles, or glare against the white background.



Figure 20: Before and after image processing

As soon as the fine-tuning was done, I resized the image resolution and scaled it down to 72 pixels per inch. Since this was all for web, I settled for that as from what I learned before it is the best resolution for the web as it will have decent image quality without having a big file size which will, in turn, help download time when the webpage is loading. Now that it's good to go for web, I simply saved it to JPEG format, the usual image format I see for web content.

The last thing I had to do on Photoshop was the polaroid thumbnails inspired by photographers Vivian Maier and Jamie Livingston. I initially planned to take the photos on location during the video shoot but when I tried taking snaps for the jeans, it did not come out great due to the lighting conditions and surroundings. I solved this problem by using a single frame from the video for the polaroid photos. I used a stock photo of a polaroid mockup by Nathanael Arias from Behance for the film border and then I just framed the screenshot from the video inside it. The video already had a bit of noise to it but I took it a step further and added a film grain texture over it to make it seem more vintage and like it was taken from an old polaroid camera – similar to shots by Maier or Livingston.

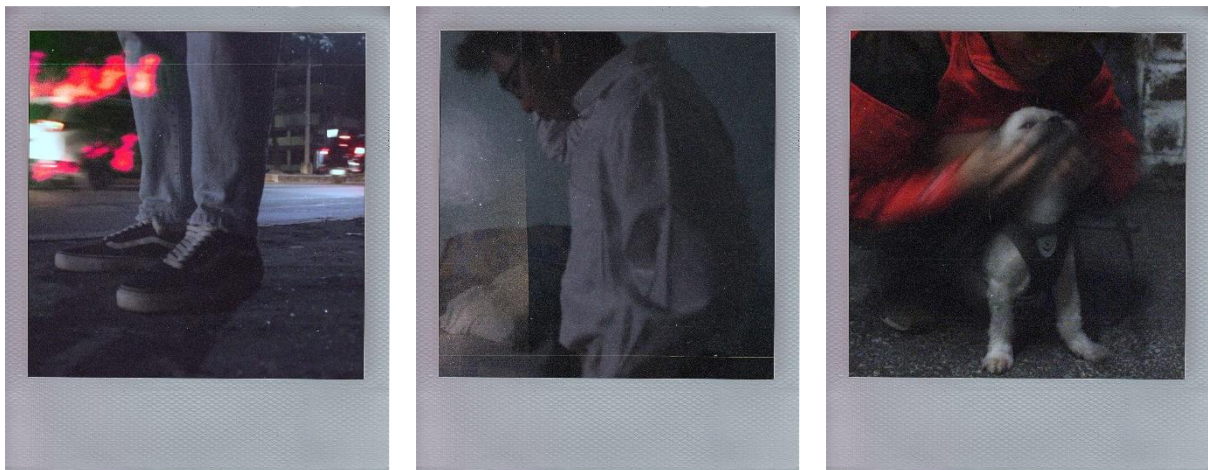


Figure 21: Polaroid thumbnails inspired by Maier and Livingston

## Website

As soon as I had most of the media for the website, I moved onto it. During my class for MMS 142, I was able to learn a bit of website building on WordPress. I figured it would be best to use this platform as I still remember how to use it and just searched a few more tutorials over on YouTube for extra help. That was how I found WPJelly, a free website builder for WordPress.

Before I started creating the website for Behind the Seams, I sketched a basic structure of it on my journal. This rough sketch was inspired by visiting various websites of online clothing stores.

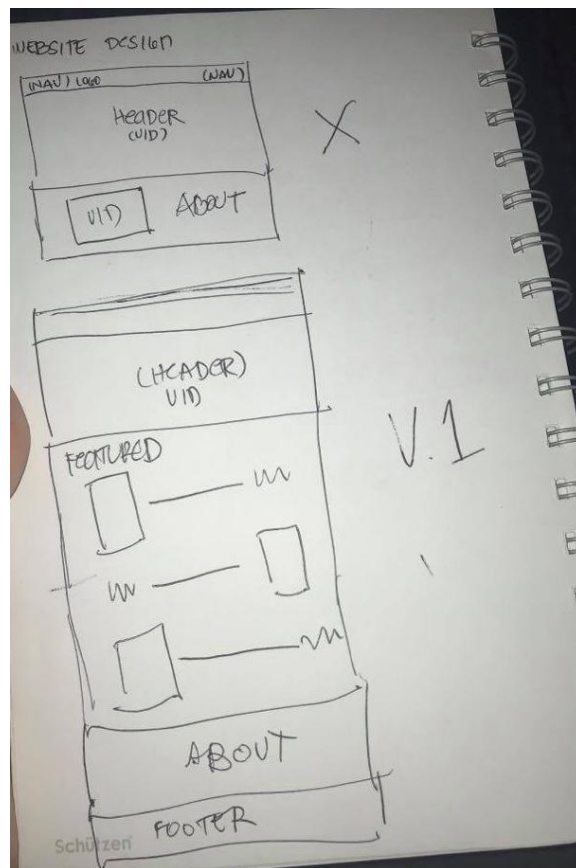
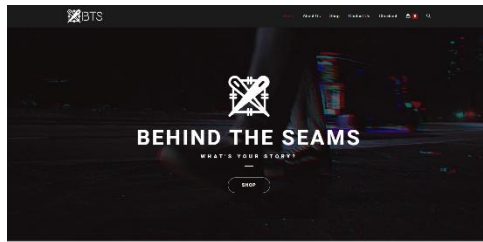


Figure 22: Initial sketch for the website structure

Since this website was going to be a single-page website, I focused on the homepage the most. I chose a base theme from the plenty WPJelly offered and worked from there. I referred to the sketch I had now and then to recreate it on my computer. Before I knew it, I already had a basic skeleton for the website.

Once the basic structure was created on WPJelly, I went further to add in the details for the home page. I created a shorter version of the video and used that for the header. I made sure to add in a backup image header that was a screenshot from the video, in case there were difficulties with the connection and the video header would not load. I included a shop button on the header so customers can easily access the shop page. When the header was finished, I added the Featured Stories section, where visitors could access the featured and available clothes on Behind the Seams. Here one can find the polaroid thumbnail I created and to its side the story title with the clothing piece below it. After this comes the About section, a portion of the page where the customers can get to know the company a little. I also added the teaser video beside it for them to watch. A button link to the designated about page is right below the content so curious visitors can know more about the company. The next section is a simple contact us portion, this was so new and old customers have a way to reach out to the company regarding any questions or issues. I decided on adding a way for customers to send in their stories as well so that it could be used or inspired for new clothes coming to the store. The footer is similar to the menu bar found on top of the page; it is simply added so that when the customers reach the bottom of the page, they still have a way to navigate through the website without having to scroll back up.



### FEATURED STORIES

#### LONG WALK

HIGH RISE WALKED DENIM JEANS



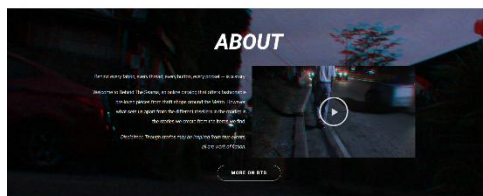
#### LIKE STARS

ROCK STAYS DRESS UP



#### BEST BUD

THEir TRICKS ROCK!



### CONTACT US

#### General Inquiries

For more info, please contact us via email or phone.

Name:   
Email:

#### Submit Your Stories

Take a look at our story!

Please contact us at [info@behindtheseams.com](mailto:info@behindtheseams.com)

Comment or Message:

#### Find us here!

[Facebook](#) [Instagram](#) [Twitter](#)



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ALL RIGHTS RESERVED  
CONTACT US

Figure 23: Behind the Seams home page | <https://wpjelly.com/ethan3>

Now that I have finished the home page, I started to fix the shop page. Luckily the theme I used had an existing base theme for the shop, so I did not have to start from scratch and create a new one. Adding the products and photos were simple because there was an appointed tool in the admin page to add products. I simply had to upload the photos I wanted for the gallery and type in the specific attributes like the description, story, and prices. A little note for the pricing, I simply added one hundred (100) to one hundred fifty (150) pesos on top of the original price I bought it from.

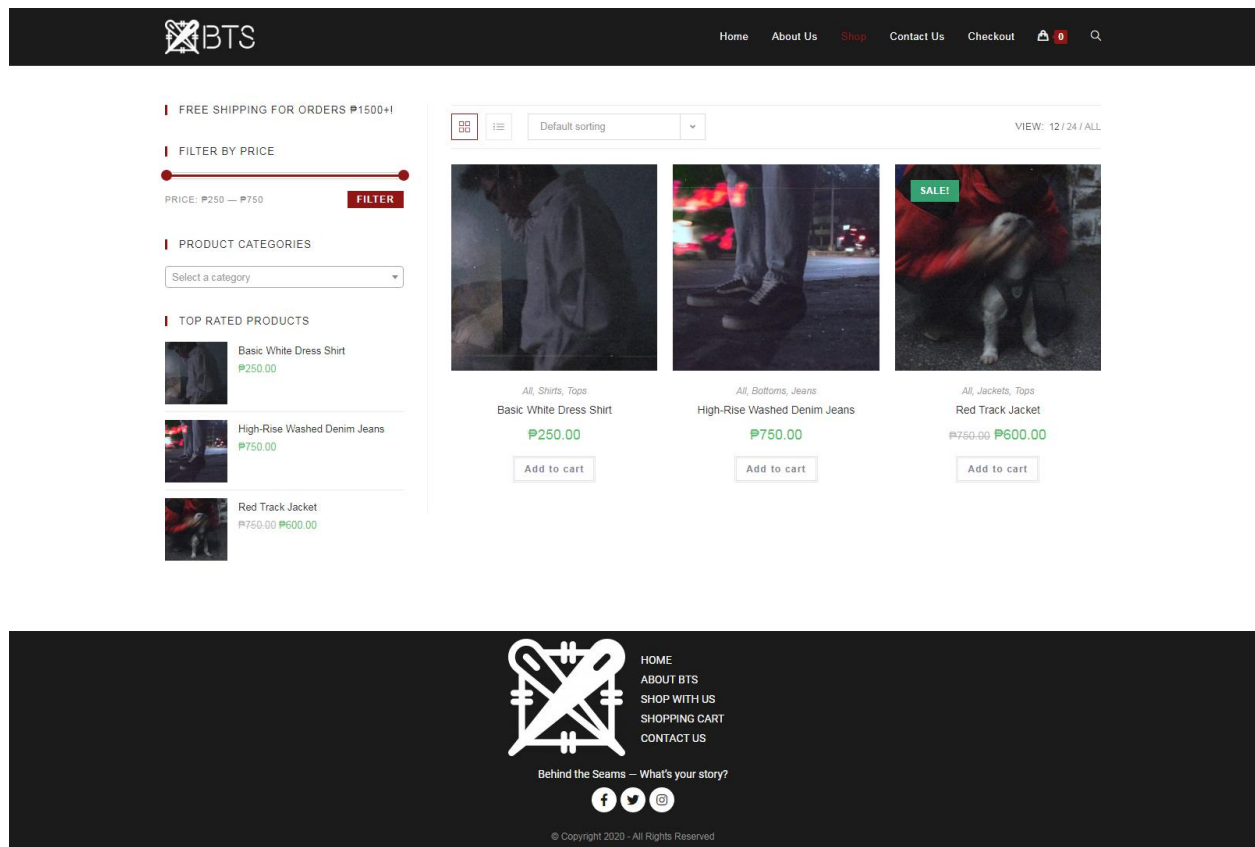


Figure 24: Behind the Seams shop page | <https://wpjelly.com/ethan3/shop/>

The next thing I did was create designated pages for all the other remaining sections found in the homepage – the about and contact page. Fortunately, pages for

checkout and the shopping cart were already included in this base theme so those pages were already up and finished.

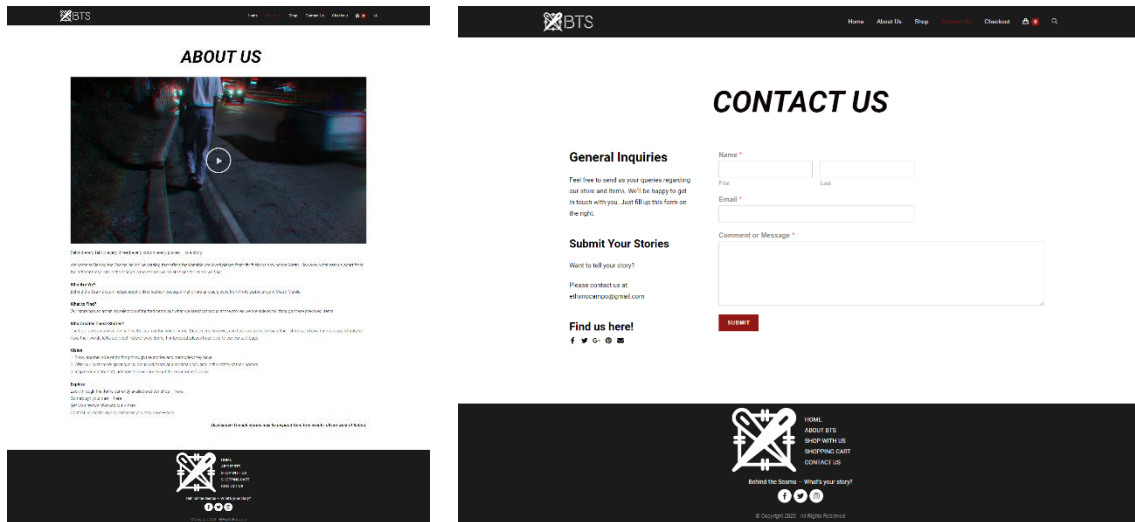


Figure 25: Behind the Seams about and contact page |

<https://wpjelly.com/ethan3/about-us/>, <https://wpjelly.com/ethan3/contact-us/>

I enter the finalization portion of the website after finishing the pages. I was simply missing details like brand identity and hyperlinks that connected all the pages.

Starting with the brand identity, I created a simple vector logo at Photoshop. It was inspired by minimally styled logos. If you look closely it is a pair of needles crossed over a patch with seams on them. Once that was created, I added it all over the website – on the menu and title bar, header, and footer, usual areas I saw logos appear on online stores.

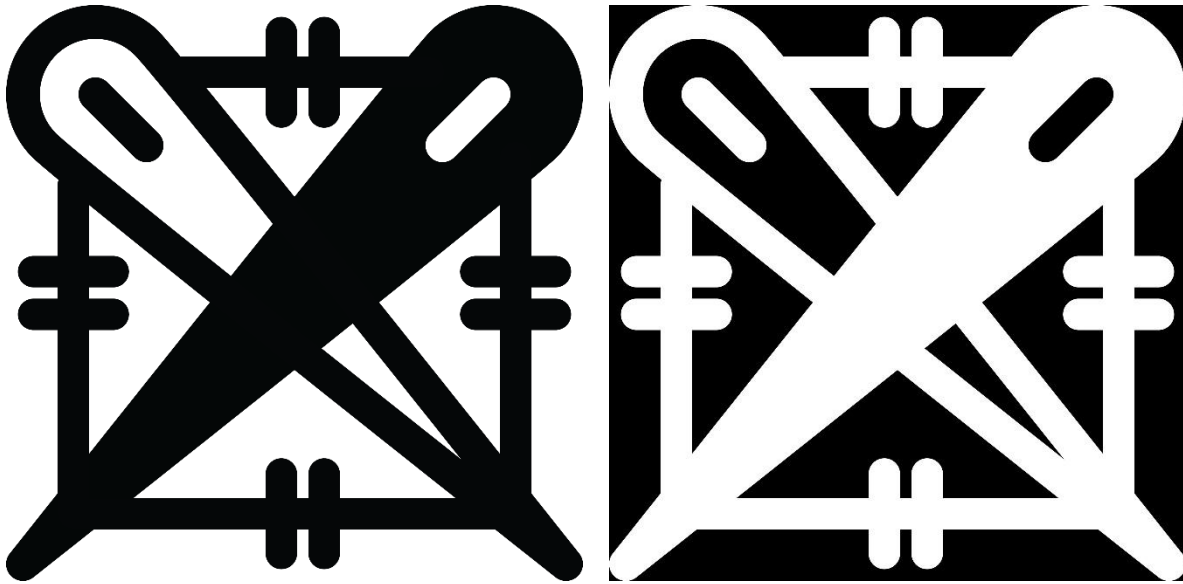


Figure 26: Behind the Seams logo (white and black)

I had another logo design in mind but it did not make the cut. I thought it was a bit too difficult to read or recognize. It was supposed to mimic thread that creates the letter B, T, and S. I scrapped it and decided to create the minimal needle and patch logo instead.

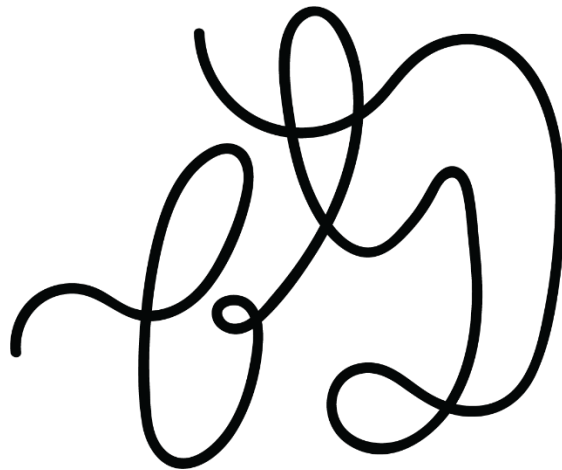


Figure 27: Other logo design for Behind the Seams

The color palette or color scheme of the whole website was fixed after the addition of the logo. Since I wanted to keep the website very minimal and similar to shops like Zalora and Zara, I kept with a simple color scheme. Black, white, and a pop of red. I used these simple colors so that future content will be guaranteed to fit the website's color scheme.



Figure 27: Website color palette

Once that was all done, I simply added the hyperlinks that connected one page to another. I need to point out that the buttons for social media are for show as I did not want to link my social media on a public website nor did I think it was important to create Behind the Seams social media. Then I started testing the website for possible bugs and errors so that I can fix them. One error I managed to correct was the wrong image in the shop gallery. I also had to fix a few links because they were sending me to the wrong pages or no page at all. It was all about refining at this point and paying attention to the little details and fixing what I could.

When I felt as though everything was as good as it can be, I called it done on my part and sent it for feedback to my advisor as well as a few other people who have backgrounds in design so there were more eyes to inspect it. Luckily, I did not have any feedback regarding changes or errors that need to be fixed.

## Chapter Five

### DISCUSSION

Now that this special project is finished, I can say I have done what I set out to do. I managed to find ways to tell stories behind thrifted clothes through multimedia. What I hope for Behind the Seams and the readers is I am able to show how to incorporate multimedia storytelling. As well as make others see a different side of thrift shopping.

I think the biggest take away I have from creating Behind the Seams is the newfound appreciation of trusting the process behind creating. I have always been quite impatient when creating works like this, I would completely ignore the planning, the research, and just going ham. However, through this, I was able to learn to appreciate them. Now I see how every aspect of the design process should not be taken half-heartedly as it can really make or break a project.

Creating this whole project was definitely fun, I am glad I set out to do this as I did not expect to be this proud of Behind the Seams. Given that, I still believe there are a few things I can improve upon now that it's finished. Further use of video, if there's anything I would consider adding, it would be that. The single video I set out to do did help with telling the stories, but I think having individual videos for each piece of clothing could even push the storytelling even further. I also think the photos of the clothes could have been better. If there were more models of different body types wearing the clothes, they could show off the clothes better as well as encourage diversity. As well as adding more poses that could show other sides of the garments.

## Chapter Six

### CONCLUSION

With Behind the Seams now coming to a close, there's still a curiosity that lingers. Now I know that it is possible to tell the stories behind thrifted clothes through multimedia and how one can go about doing it, however, new questions surface. A question of whether or not selling thrifted clothes in this manner of storytelling would make a difference. Will the results be similar to selling thrifted clothes as is or will there be a significant change with a story tied along to it? Will it spark interest in new and previous customers in resale fashion? These are the questions that wake the curiosity in me that wants to pursue the project further and take the project into the real world – actually setting up the business aspect of it as well.

Though it may seem like an interesting project, it will enter a field I am quite unfamiliar with. It would need more research and more preparation before the possibility of actually getting the business up and running. There is a part of me that wants to pursue it but a part of me questions if I can do it alone. Creating Behind the Seams was quite a handful already but thinking of expanding the collection of clothes as well as establishing a business with new research to study on top of all that is quite overwhelming. Maybe I will consider it once I am able to find a team who are just as interested in the project as I am.

To sum everything up, I hope that Behind the Seams was able to show how multimedia storytelling could be used. I look forward to others tackling similar projects and using Behind the Seams as inspiration or a guide and create their own multimedia stories.

One simply must remember the power of multimedia and make us of the advantages all these types of media have.

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