

DN1009 Graphic Form
Project 1
Image Making Through Type

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BRAINSTORMING OF IDEAS

POSSIBLE FUTURE JOBS TO EXPLORE:

- Fashion Designer
- Dancer
- Florist
- Doctor
- Lawyer
- Teacher
- Chef
- Waitress
- Musician
- Singer
- Bullet Journalist
- Procrastinator
- Princess
- Superhero
- Guardian of the Galaxy (Hero)

POSSIBLE CONCEPTS:

- Bringing out the stereotypes of the different careers and how the public view these careers, acting as a social commentary and somewhat poke fun at society and their biased views against careers
- The viewpoints of the careers I have now, as a form of a dream; the beautifying of each career, showing the beautiful/enjoyable side of each career
- The pairing up of 2 careers. 1 career will be a childhood fantasy dream career, while the other is a real life career that shares similar characteristics with the childhood dream one can become when older.

Eg:

- Superhero X2
 - 1. Young - Superhero
 - 2. Older - Doctor (A hero in real life; a doctor saves lives)
- Princess x2
 - 1. Young - Princess
 - 2. Older - Fashion Designer (Designing clothes for children and making them feel like princesses)

project one !!

GRAPHIC FORM ! @

FUTURE JOBS (can be imaginative)

Fashion Designer
Dancer
Ballet Journalist
Washi Tape collector
Procrastinator
Dream designer
Princess
Superhero (WUX LOL)
Guardian of the galaxy
Florist
Doctor / Lawyer
Chef / Waitress
Teacher
Musician / Singer

POSSIBLE CONCEPTS

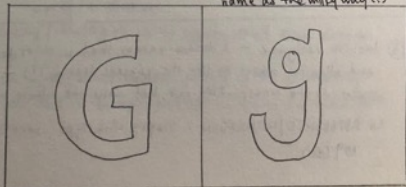
- Bringing out the labels / stereotypes of the different careers and how the public views these careers
↓
kinda like a social commentary / poking fun at society? :

POSSIBLE EXPLORATIONS

- Florist - Name shown using negative space (refer to bullet journal)
use flowers to mark-make / use flowers to fill up the space and showcase the negative space that holds my name

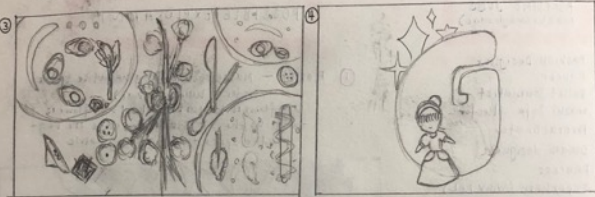


- Guardian of the galaxy LOL - Name first glossed over with glue / white paint / waterproof material first
Black paint and white mark making over that → the name will also be in negative space / the name will be the planets etc !!
name as the milky way !!



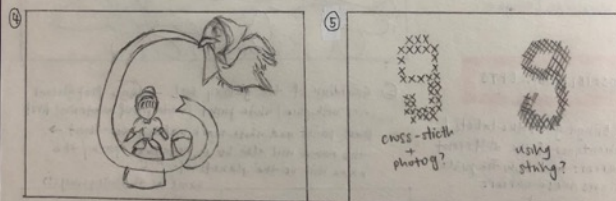
POSSIBLE EXPLORATIONS (CONT)

- Waitress / Chef - show the overhead flatness of a food slot, and using the plates, food and decorations (such as vase of flowers, tablecloth, salt/pepper etc), my name will then be spelt out (refer to food images for reference)



- Princess - a dream every young girl has had - represents childhood and imagination? bringing out hope and naivety (?) ; more childlike look and more colours, pastel / lighter colours? Drier colours?

↳ INSPIRATION: playing with type, Lara McCormick, page 95, 97, 29

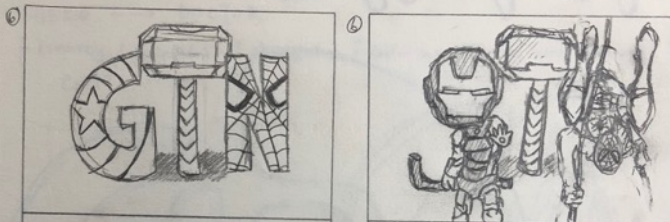


- Fashion Designer - A dream career that is closer to reality - designing clothes and allowing others to live the princess dream (?) - can make the colour scheme similar to the corresponding pair, but make the colours lighter (less pastel?)

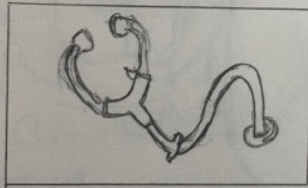
↳ REFERENCE / INSPIRATION: Playing with type, Lara McCormick, page 28, 40, 52, 53, 59 (a)

POSSIBLE EXPLORATIONS (CONT)

- Hero - hero representing every child's dreams to become / transform into a hero - use childlike cartoon images - drawing heroes in the shape of letters?



- Doctor



CONSULTATION #2

- meaning behind wanting to be a princess/superhero - the comfort? strength? ability to get help? ability to help unconditionally?
- the design should bring out the meaning of the reason why children want to be princesses/heroes or like trapped etc.
- the design should show decay / starting of loss to signify that such dreams don't exist as you grow up.
- the hero then comes again in the adult version, picking up the decay etc.
- meaning of the adult ver has to be apparent too - fits to the child ver?
- think of meaning !!

FLORIST

IDEATION:

Usage of flowers to mark make/ use flowers to fill up spaces so that name can be shown through negative space. The idea of a florist arranging the flowers and the usage of flowers to spell out my name.

I tried making this with paper flower prototypes and I liked the idea of it but there wasn't much meaning given to the letter form as the negative space of the letter was first drawn out then the flowers were than filled in to create that negative space.

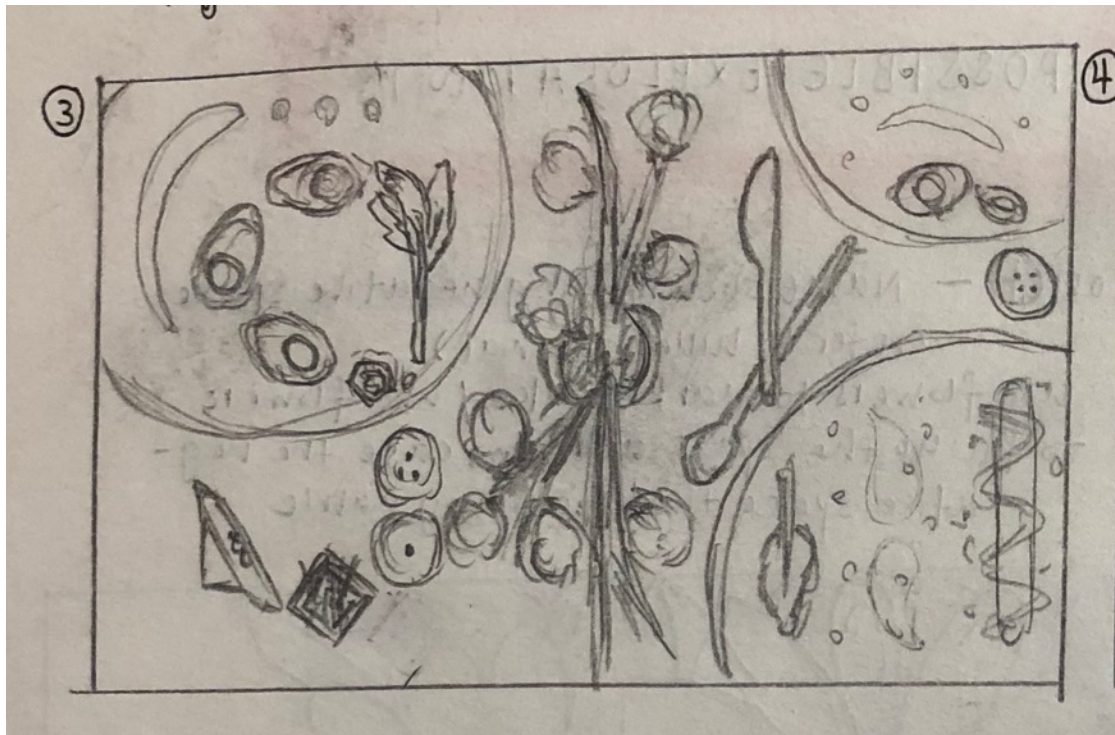


WAITRESS / CHEF / FOOD TESTER

IDEATION:

As a foodie myself, I love taking flatlay of food and hence inspired this idea. The idea is to show the overhead flatlay, and the name will be spelt out using the food on the plates, the decorations on the table (the flowers, the salt and pepper, cutleries etc).

Hence, the idea was to use photoshop to actualise the idea, using food and cutlery to spell out my name.



However, during consultation, Joy suggested the use of the letter forms (how the letter looked like, what was special and unique to the letter, how to bring out the unique parts of the letter etc), and I realised that the previous ideas did not have much meaning given to the letter forms other than just spelling out the letters forcefully. Moreover, they did not really have a concept and did not have much meaning and hence, based on the concept on the pairing up of 2 careers, with 1 career being a childhood fantasy dream career and the other is a real life career that shares similar characteristics with the childhood dream one can become when older, I rethought the 4 careers I wanted to do.

The 4 careers chosen:

- Princess
- Fashion Designer
- Hero
- Doctor

PRINCESS

IDEATION:

As a child, every girl secretly has a dream to want to become a princess, just like the princesses they see on TV. Every princess dresses nicely, is kind, enjoys comfort and lives happily ever after. The princesses reflect every young girl's dream of wanting to be pretty, to enjoy comfort and to find a prince and live happily ever after.

Traits of a Princess/Meaning behind wanting to be a Princess:

- Comfort
- Beauty
- Love
- Respect

Initially, I wanted to represent the decaying of the dream by placing the princess on a balloon that is deflating.



However, there still wasn't any use of the letter form, and the balloon can be easily replaced with any other letter. Hence, I tried to find an object that contains the same unique feature of the two horizontal lines at the top and bottom of the capital letter I.

Having taken Western Art History last year, the Greek columns left a deep impression. I related the ionic columns to the letter I, as they too had a base and a decorated top. Hence, I used the pillar to take the shape of the letter, signifying support and dreams, but allow the column to crumble at the end and the princess at the edge of the pillar to signify the decaying of the dream.



The style of the drawing also followed the style of illustrations in Princess movies, with the outlines of the characters in a darker shade of the colour used on the character rather than black lines. Hence, I used coloured lines to outline the drawing then filled it in with colour.

FASHION DESIGNER

IDEATION:

As we grow older, our dreams start decaying and fading as we realise that the dreams we once had were unattainable. However, we can find other ways to fulfil that dream, and while being a Princess is unattainable and we won't meet Fairy Godmothers and meet our Prince Charming, being a fashion designer can partly fulfil that dream. Fashion Designers design beautiful dresses for others and fulfil other's dreams of being beautiful, and in a sense, fulfils the dreams of a princess, providing comfort, beauty, and at the same time, gaining respect.

Traits of a Fashion Designer/Meaning behind wanting to be a Fashion Designer:

(Relating back to the traits of a Princess: Comfort, Beauty, Love, Respect)

- Designing clothes to give people comfort
- Designing pretty clothes for others to wear
- The love/passion towards your career
- To be respected for your designs/as a designer

Initially, I wanted to use actual pictures to signify that this dream is closer to reality. I then wanted to draw a pillar but still include images and allusions to princesses in my design and hence created a pillar out of Rapunzel's hair.





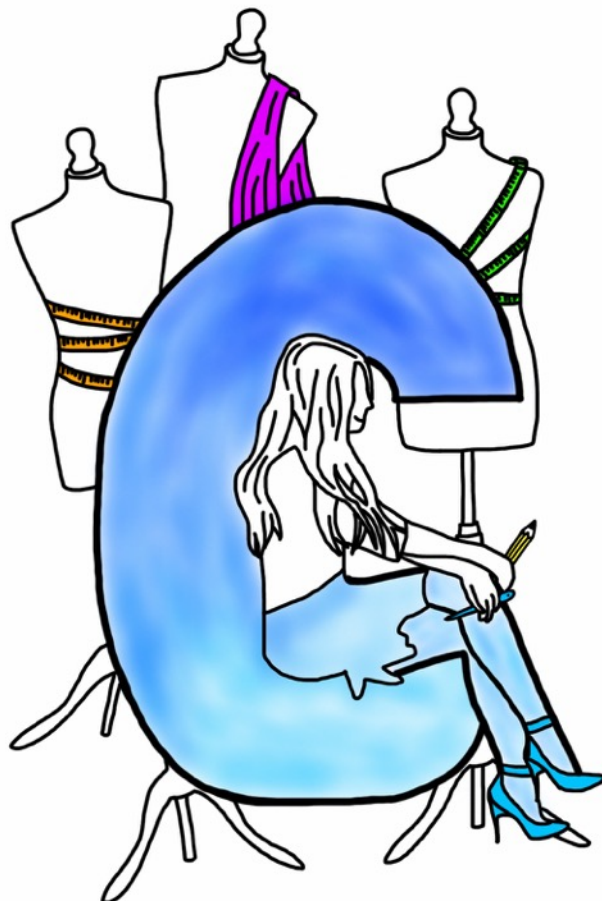
Another princess I chose to allude to was Cinderella, and drew up a letter using rags of Cinderella.





However, similar to the usage of the balloon for the Princess, any letter can be used for these two concepts (the letter forms were not fully utilised), and the message towards the idea of the fashion designer fulfilling the childhood dream of the princess is not clearly shown.

Hence, I decided to try to stick to the same style of drawing to represent the fashion designer. As the dream was very focused on the person in the career, I used the form of the sitting person to represent the bent part of the capital G, the feature that is unique to the letter G.



HERO

IDEATION:

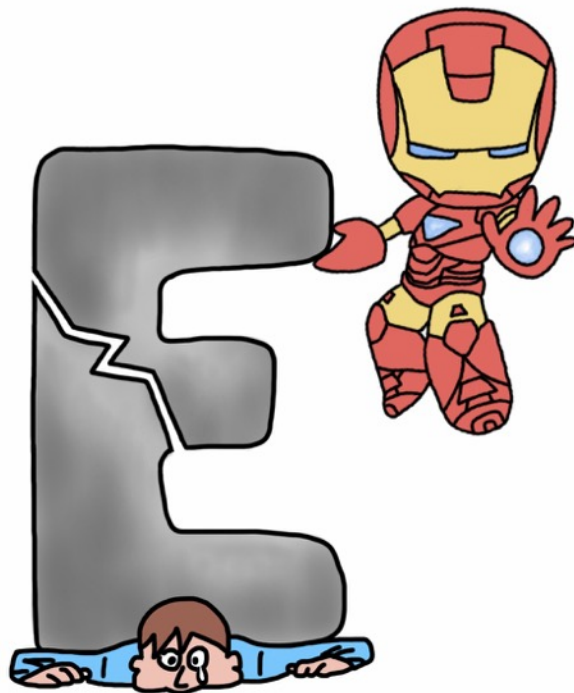
As a child that loves watching superhero movies, I've always dreamt of being able to fly, being able to help others, and being able to look cool in the coolest outfits. Heroes are cool, they save people and they possess many good and ideal qualities. As children, we want to possess these qualities and also be cool and respected by people.

Traits of a Hero/Meaning behind wanting to be a Hero:

- Cool
- Respected
- Possess many good qualities

One of my favourite Heroes is Iron Man, and hence I wanted to include him into my illustration. I also chose the letter E, and identified the unique quality of the capital letter E as the three horizontal lines. At the same time, if the E breaks off correctly, it can become the capital letter L. This corresponds to my surname, LEE. Hence, I wanted to represent my entire surname by just using one letter.

I also wanted to show that while dream of saving others as a child, these dreams are unattainable as people cannot really lift buildings or move heavy stone. Hence, I drew a man under the letter E, and Iron Man trying to lift the E but failing as the letter E breaks off to become the letter L.



DOCTOR

IDEATION:

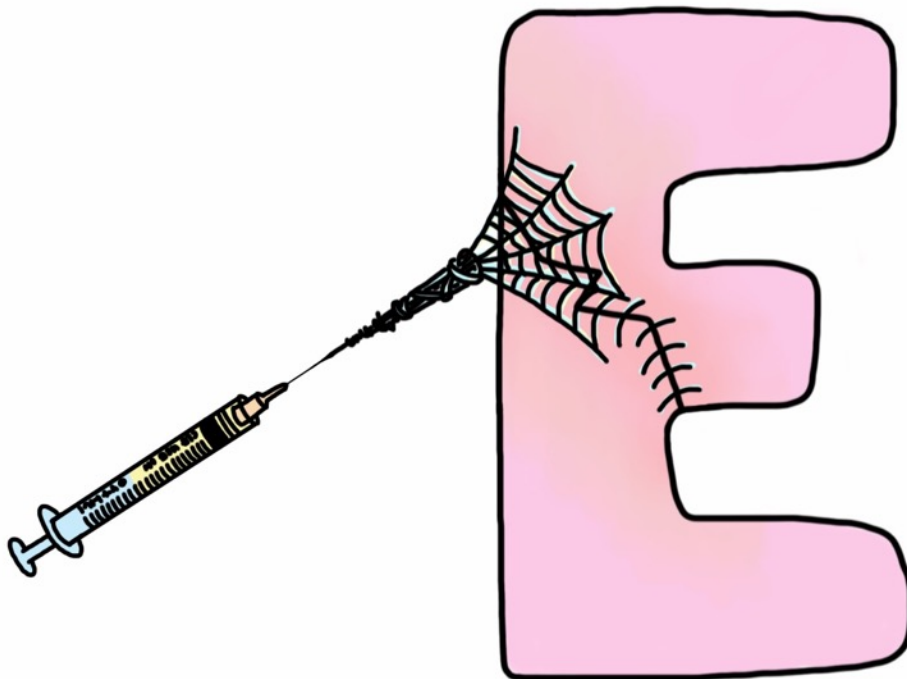
Doctors are like the heroes in real life, and I wanted to show that being a doctor after growing up is a representation of fulfilling the dream we had as a child.

Traits of a Doctor/Meaning behind wanting to be a Doctor:

(Relating back to the traits of a Hero: Cool, respected, possess good qualities)

- Saves lives
- Respected for their profession
- Cool; real life hero

Originally, I wanted to create an image that links back to a superhero, in this case, spiderman, to connect the 2 professions. Hence, I wanted to illustrate the idea of spiderman's web being the "stitches" during an operation.



However, the allusion to a doctor through this design wasn't strong, and it was hard to tell what career it was. Hence, I decided to change up the design and design the letters into the doctor's stethoscope instead.



I wanted to use the last word of my Chinese name (Qi), and I used the stethoscope to spell out the letters. However, the small dash in the Q is not represented in the above drawing, and the word looked like “Oi” instead of “Qi”.

Hence, I decided to include a doctor figure into the drawing, and, similar to the Fashion Designer concept, I wanted to make the figure the important part of the composition, and hence drew the doctor figure as the dash of the Q, which is the important part of the letter Q. I wanted to stress the importance of the person in a dream, without the figure, there is no dream and no me. Without the dash, the Q becomes an O.



REFLECTIONS

Before this project, I was very insensitive to letter forms and didn't really focus on / did not notice the unique parts of each letter, the difference between the capital and small letters etc. This project made me more sensitive to the letter forms and allowed me to become more aware to the features that make each letter unique.

The combination of trying to pull in the representation of the career, the meaning behind the design and the letter form was really challenging for me in the sense that when I designed, I tend to forgo either one or another of the options.

The project was challenging but it was fun exploring the different possibilities to play with the letter forms. However, I have to be careful when drawing out the letters, as little details may change the letter (especially in the case of the Princess design, when the bottom was extended due to the fallen rocks).