

Absence Exhibition

Process Book

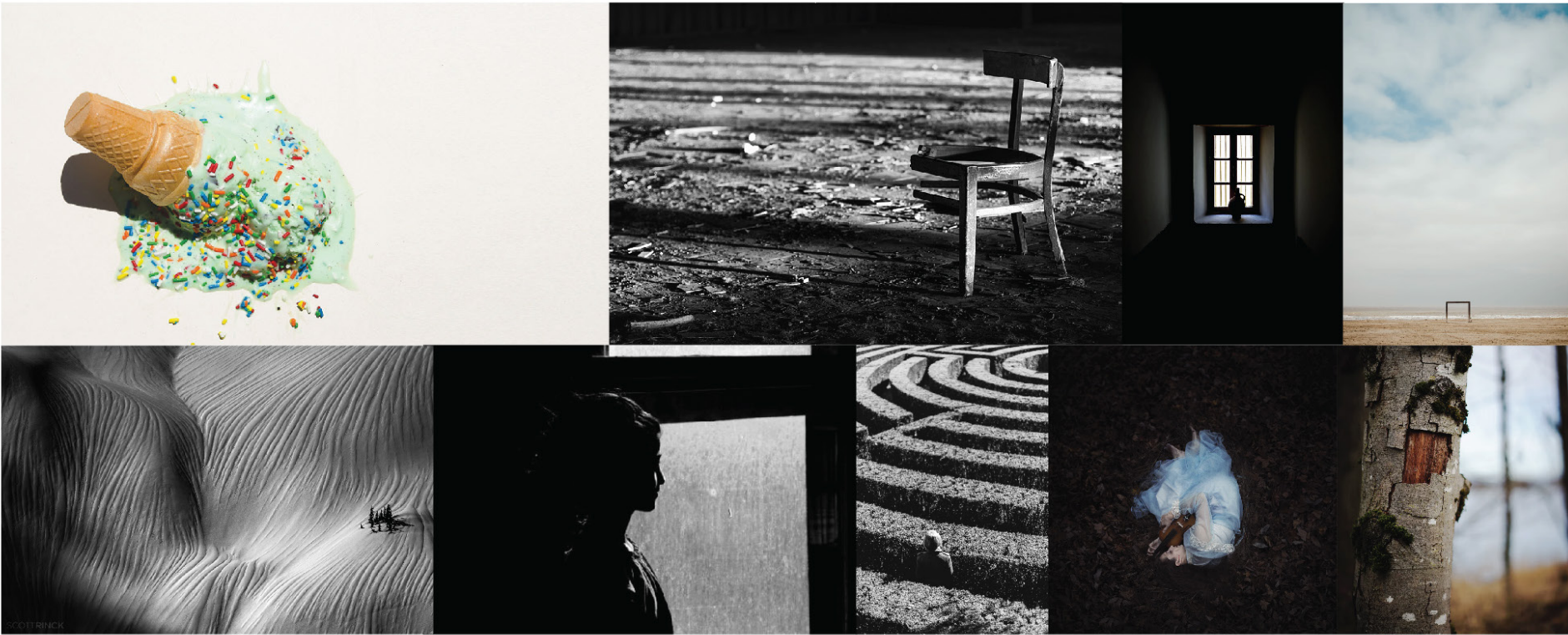
An exhibition is going on at the SCAD Museum and I am chosen to create this from a topic of my choice. I will design the materials for the show, having to determine the story to connect the exhibition with the audience. I will do this through my research and exploration of visual communication.



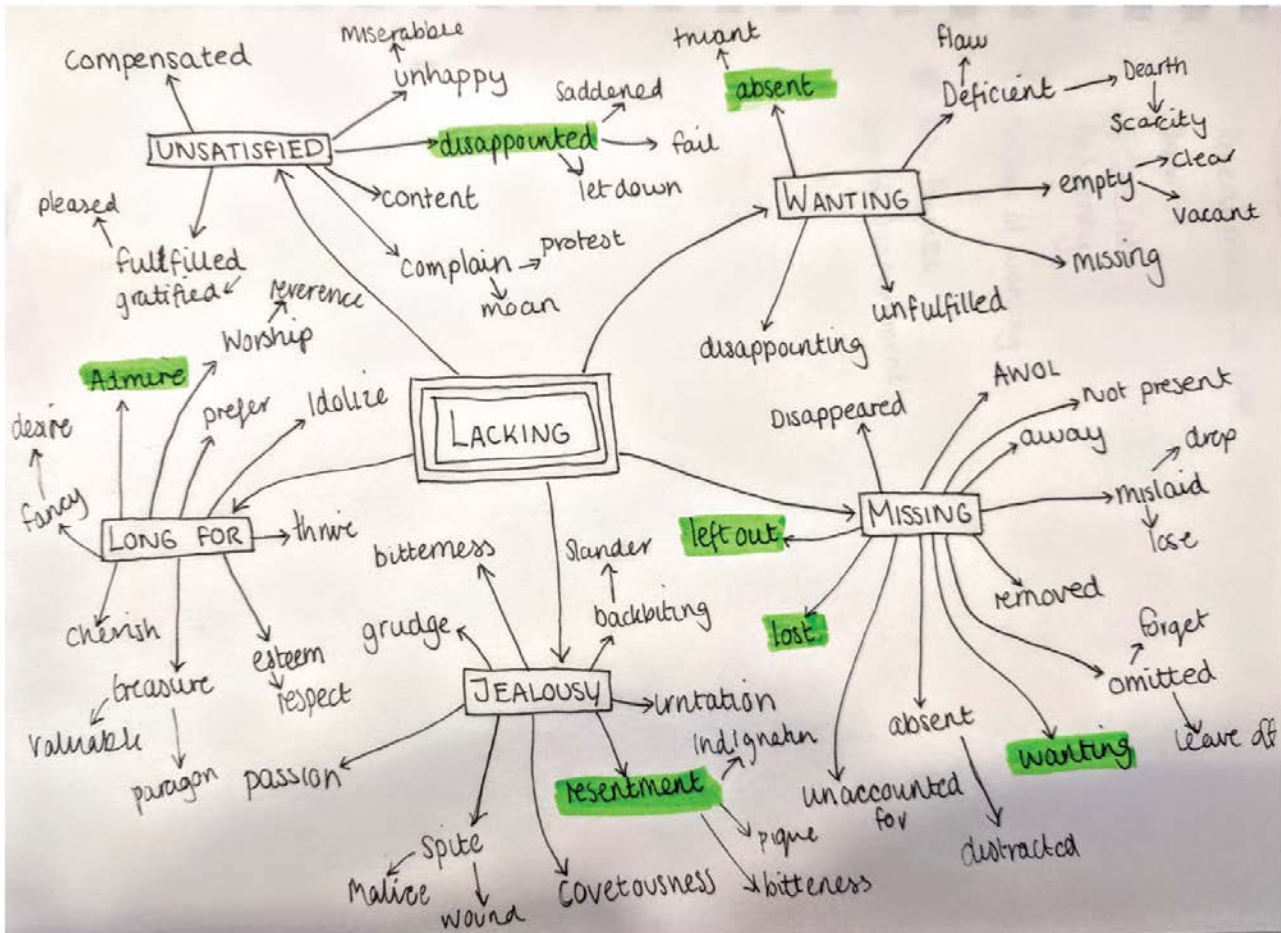
The Objective

Mills Hayes / Absence Exhibition / Studio 1 / Professor Jane Zash / Fall 2019

Lacking can mean someone or something in the world is missing someone or something. When someone is lacking they can feel many emotions. They can feel like they are left out or worry about what people think. But in realisation that may not be a big problem that needs to be worried about. People could be getting riled up over nothing. We are our most severe critic. It depends on the perspective they look at the situation. Obviously it is situational, some could be result in something bad but many are minor. Thinking through it from a different perspective can give you clues on how to solve it so that it isn't a threat.



- | | | |
|----------------|---------------|---------------|
| Flawed | Critic | Potent |
| Supply | regret | Without |
| Wish | Lens | Figure Ground |
| Needing | Perception | Unsatisfied |
| Wanting | Fix | Availablilty |
| Vulnerable | Nowwhere | Riled up |
| Unsatisfactory | Falling | Not real |
| Devour | Tending | Paranoid |
| Well-being | Worry Wart | Self-aware |
| Perfect | Plentiful | Long for |
| Life | Jealousy | Ingredients |
| Riled up | Society Today | Overreaction |
| Falling | Potential | Loss |
| Missing | Expectations | Illusion |
| Serious | Puzzle Piece | Realization |
| Opinion | Empty | Possibility |
| Vulnerable | Worthy | Unfurnished |
| Flaws | Value | Ability |
| Threat | Potential | Situational |
| Counciousness | | Berating |



- Disappointed** Sadness or displeasure caused by the nonfulfillment of one's hopes or expectations.
- Absent** Not present in a place, at an occasion, or as part of something.
- Left out** To feel that one is not included in something.
- Lens** To consider an issue from the perspective of something else.
- Wanting** Lacking in a certain required or necessary quality.
- Longing** Having or showing a yearning desire.
- Resentment** Bitter indignation at having been treated unfairly.

Design Methodology

Title Absence

Subtitle An exploration into the perspective of lacking.

Narrative Reasoning I chose Absence as the title of this exhibition because when something is lacking it is missing. Missing is something that a person has already had but you could lack something you never had, which is the feeling of absence. People see the world through different lenses, some can see an absence some may not, this influences people's perspectives and opinions. Absence is commonly connoted with negativity, the exhibition shows it does not have to be the case. People can become a worry worm because long for something. I want to explore positive and negative feelings that are created from lacking something in today's world.

The Concept

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Sketches



Type Study

ABSENCE Absence Benton Sans	ABSENCE Absence Adega Serif	An exploration into the perspective of lacking. Benton Sans	An exploration into the perspective of lacking. Adega Serif
ABSENCE Absence Century Gothic	ABSENCE Absence Baskerville Display PT	An exploration into the perspective of lacking. Century Gothic	An exploration into the perspective of lacking. Baskerville Display PT
ABSENCE Absence Forma DJR Display	ABSENCE Absence Benton ModDisp	An exploration into the perspective of lacking. Forma DJR Display	An exploration into the perspective of lacking. Benton ModDisp
ABSENCE Absence Franklin Gothic Medium	ABSENCE Absence Didot LT Pro	An exploration into the perspective of lacking. Franklin Gothic Medium	An exploration into the perspective of lacking. Didot LT Pro
ABSENCE Absence Futura	ABSENCE ABSENCE ELOQUENT JFSMALLCAPPRO	An exploration into the perspective of lacking. Futura	AN EXPLORATION INTO THE PERSPECTIVE OF LACKING. ELOQUENT JFSMALLCAPPRO
ABSENCE Absence Josefin Sans	ABSENCE Absence Elsie	An exploration into the perspective of lacking. Josefin Sans	An exploration into the perspective of lacking. Elsie

Identity Development

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A B S E N C E
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A B S E N C E
A B S E N C E

A B S E N C E An exploration into
the perspective
of lacking.

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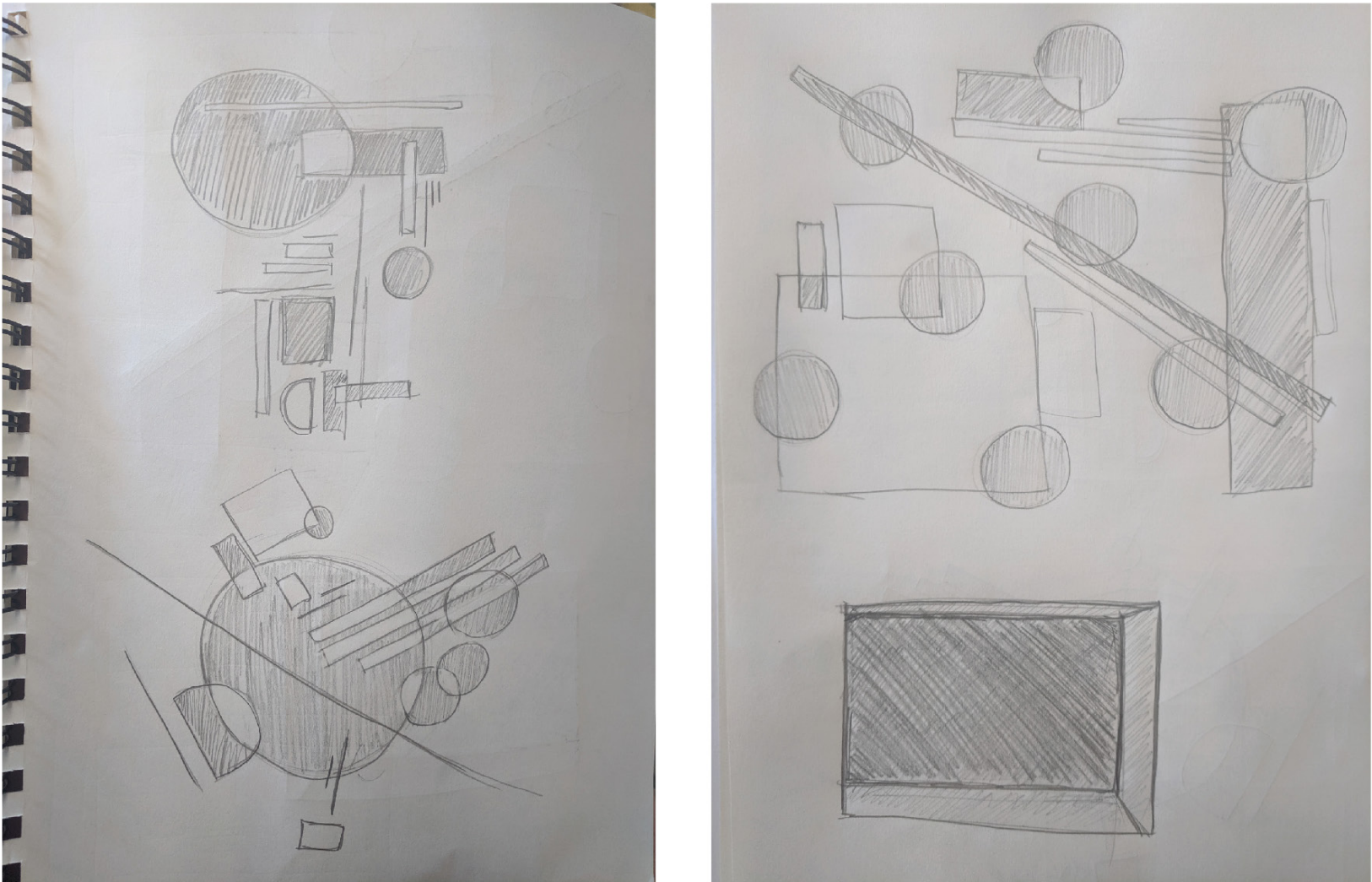
absence An exploration into
the perspective
of lacking.

Reasoning: I decided on this logo as it represents missing and absence through the cut out parts of the letters. The joining lines imply something was there or as aspect of wanting something to be there. I want this to show that although something may be missing, it doesn't that thing doesn't work. The letter forms aren't full but they are still readable as each letter. I decided on keeping it to one straight line as I wanted it to show balance, this is usually the opposite when something is absent. My intention for this is that something can still work and function even if an element is not there.

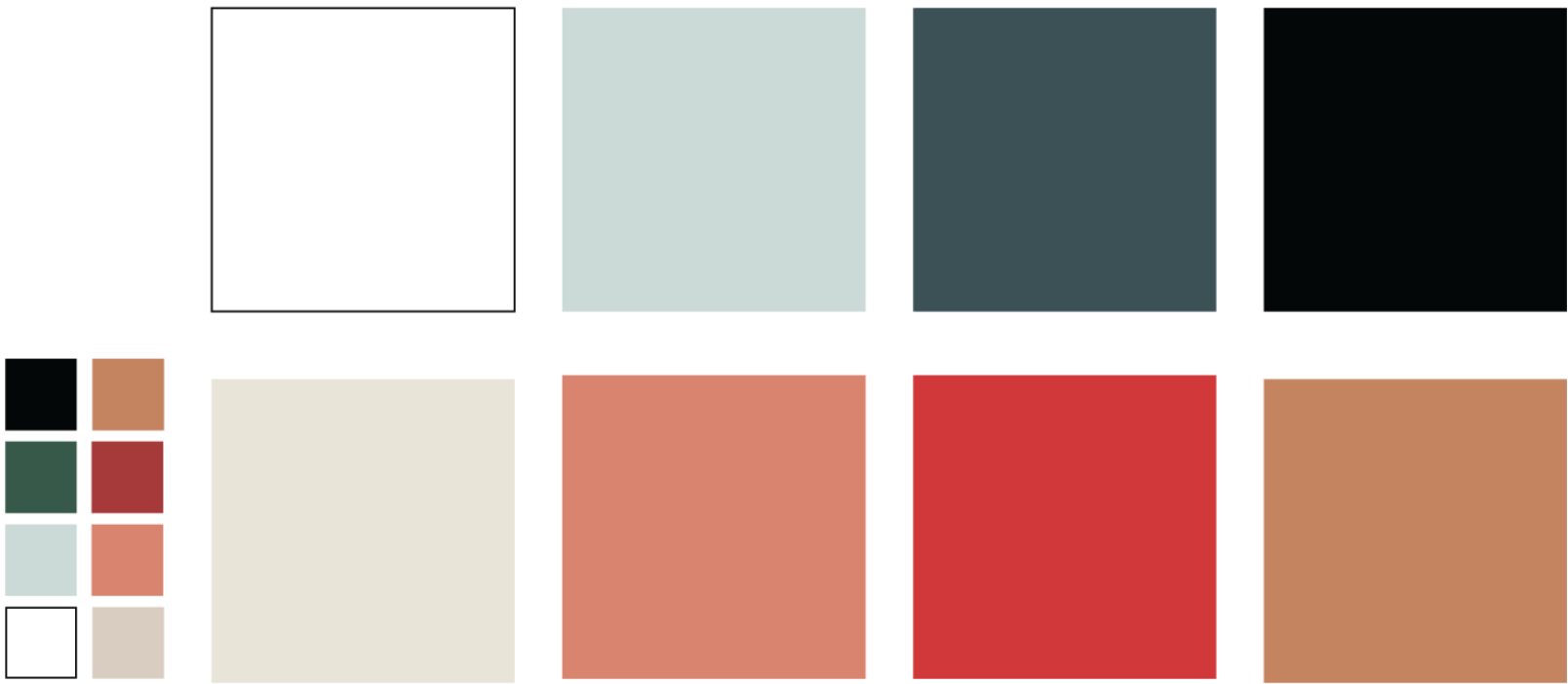
Identity Development

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Sketches



Colour

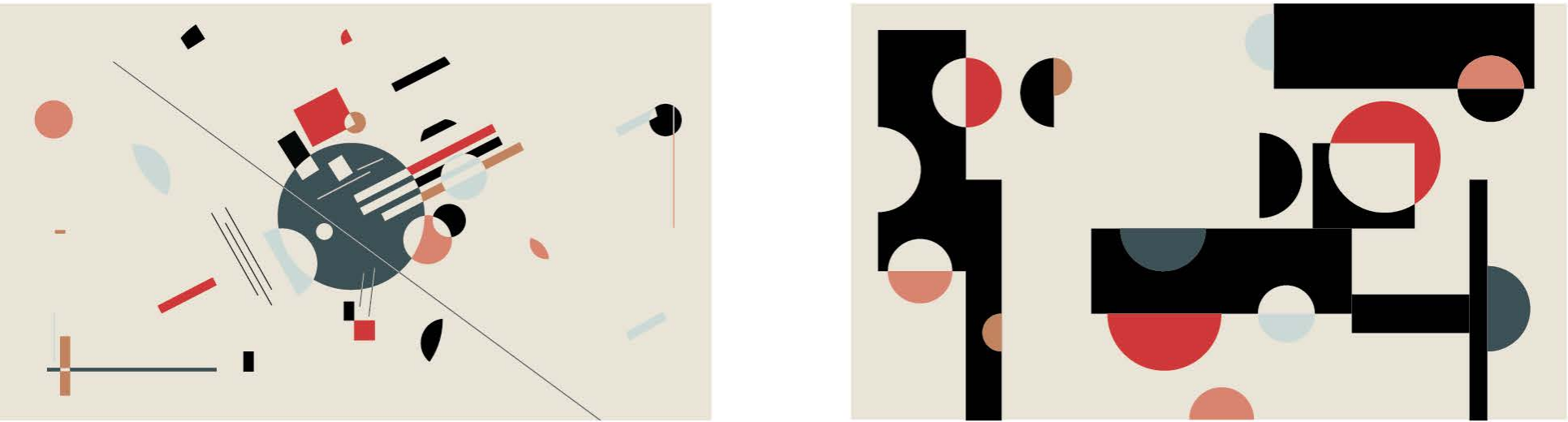


Reasoning: My first colour palette the small one on the left. I originally chose this because it contained green and reds to show possitive and negative, the two sides of absences. I wanted less saturated colours to have the feeling of calm. This is because I was developing my graph element to be full of shapes. I want people to calmly look at the enviroment rather than being scared due to the bright colours. This is the way I want the exhibition to see the different perspectives of lacking. My final colour palette is similar to the first one after from the red and blue/grey. I changed the red to more saturated so that differ-ent elements could stand out more rather than the whole graphics looking flat.

WIP



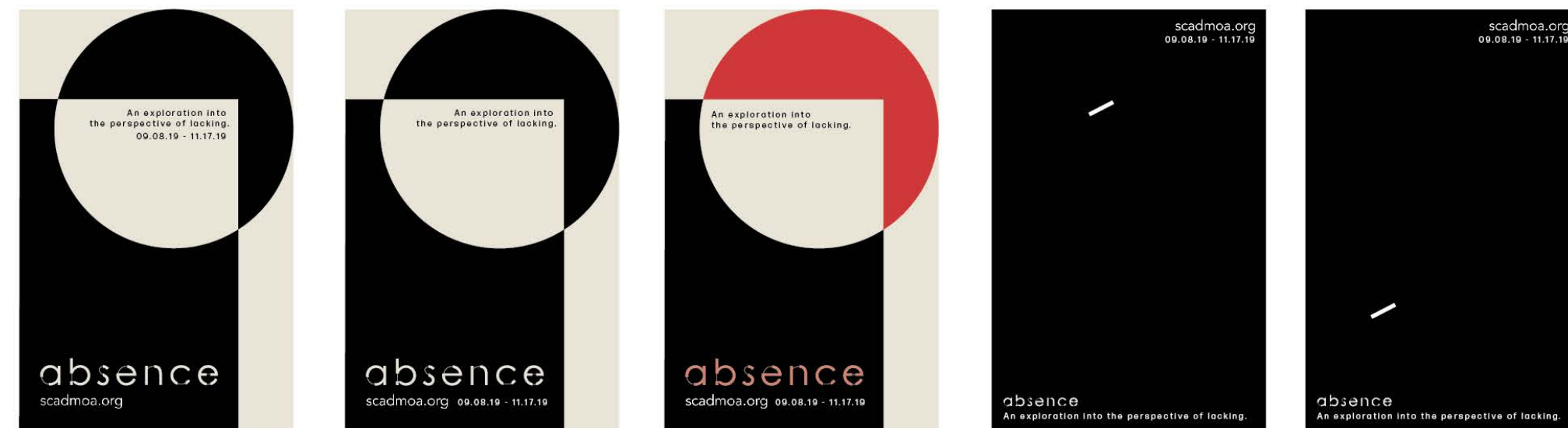
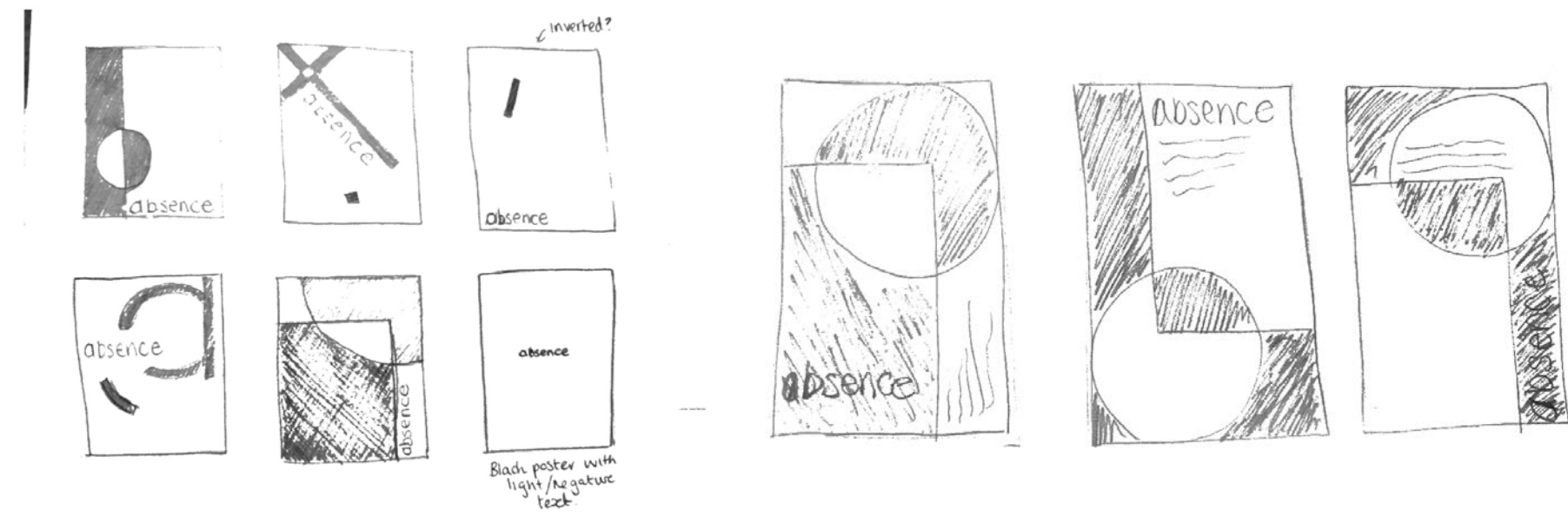
Final Graphics



Reasoning: The graphic elements for the exhibition reflect absence through the negative space taken out of the shapes and placed elsewhere in the composition. This represents that something may be missing but can be found in something else with a change of perspective. I wanted these to be parcially complex. My intentions are when the consumers sees them they will ponder and work out what is is about and potentially what is missing. This is very similar to the way people realise what is lacking in their life.

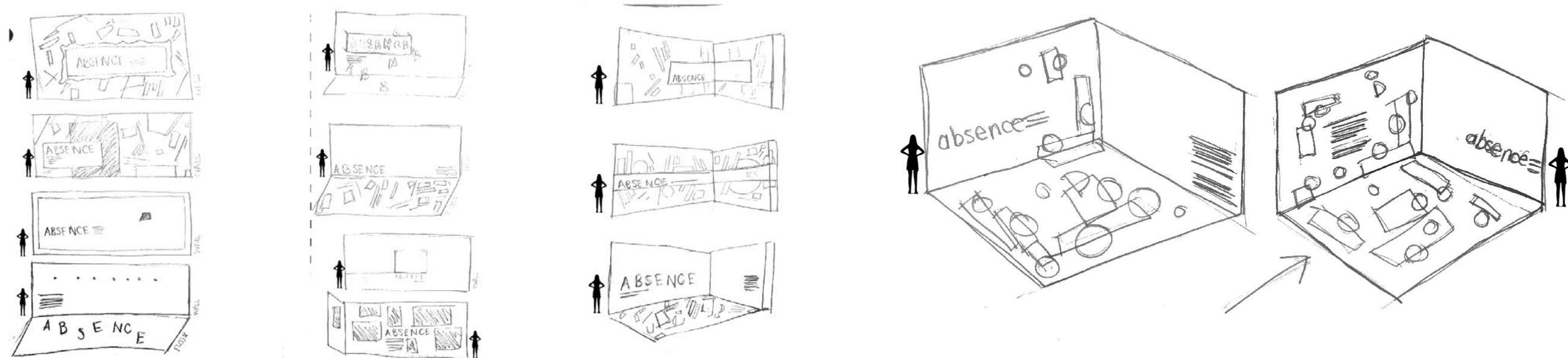
Visual Development

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Poster Development

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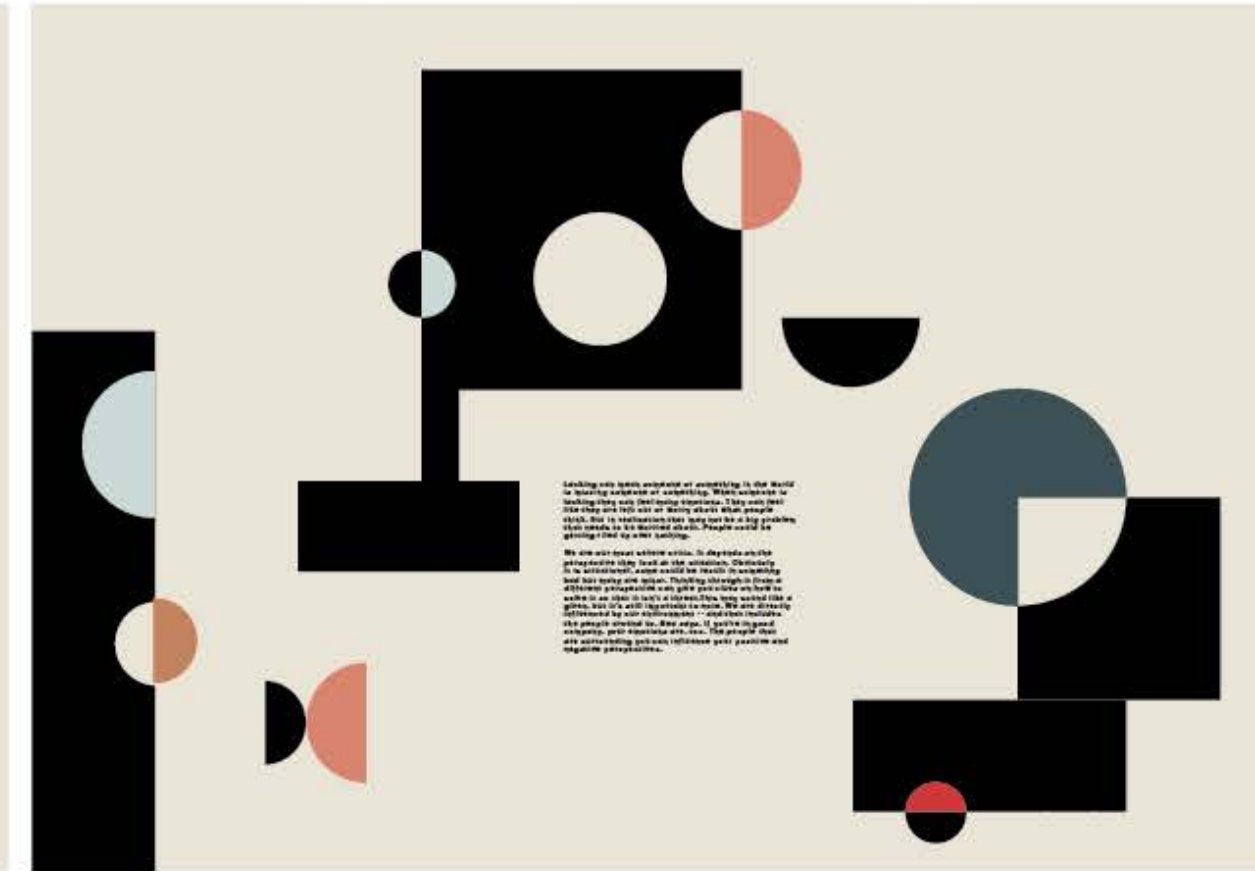
Environmental Graphics Development

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absence

An exploration into
the perspective
of lacking.



The Wall



The Floor

Reasoning:

The reason I chose this design for my interior walls is that when people walk in they see the almost clean wall in front. They then walk into the corner and see the floor and the wall to the right. This is the representation of perspectives. They see the imagery that at first is the opposite of lacking but then after a minute they identify the objects (represented as shapes) are missing out of the composition.

Environmental Graphics Flats

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Inspiration



Copy

1. How would you feel if you lacked relationships?

21 In a way I would feel two very different ways at different times, sometimes calm and more proactive about studies and careers. At other times I would feel lonely if I didn't have any friends.
50 If I don't know anything about relationships, I wouldn't miss them. If I found myself in the position where I have no relationships, not with family, romantic, friend or other, I would like to believe that I would find the world a very difficult place. I would likely replace them with having pet's. At the same time, the lack of relationships could go a long way to making life less complicated as it's out relationships with others that create the challenges, both good and bad.
78 It is hard to conceive of a life without relationships. Such a life would imply that one would live with little or no interaction with other people, almost like being a prisoner in solitary confinement. It would also imply a life without a relationship with God and Jesus Christ. I am certain that such a life would be unbearable, full of loneliness, emptiness and depression.

2. How would you feel if you lacked money?

21 Umm, mixed emotions. Almost at ease and not connected to anybody. Almost that I don't owe anything to anyone. Otherwise I feel like I am missing out. We need money to have fun.
50 Lacking money at this stage in life would be an inconvenience but manageable. I haven't had lots and I have had none. Other than making life and it's relationship's different, surviving without money is possible. I have done it before and could do it again.
78 At various points in my life, I was not able to live in a desired location or buy items that I wanted or needed. We know and care for folks in the slums of Haiti who don't always have enough money to eat every day. Even when hungry, our Haitian acquaintances display grace, compassion and gratitude. I have learned that while having money is better than not having money, it does not define one's life. Having purpose and relationships does define one's life.

3. How would you feel if you lacked time?

50 If I could stop time I would. It depends on what is meant by lacking time. I already lack the time I wish I had everyweek. I find the lack of time to achieve what I want is my biggest complaint. If I lost control of that even further I would find it more difficult.
78 Speaking as a purpose driven person who has experienced many deadlines in business, school and other pursuits in life, a lack of time can be very challenging and stressful. On a macro scale, one is often challenged to manage their time so that personal, family and business time demands are all satisfied. A terminally ill patient is challenged with the task of how to use their remaining time most wisely. If we all evaluated and used our time on earth like a terminally ill patient, we might make better life choices.
21 Probably more stressed to get things done that I want to do. I would be more resourceful about how I spend my time. It is better to have more time to work so I can experience more, mess up and then still try again to create the best thing possible. If I have less time I can not develop my work to the best it can be.

4. What do you think you are lacking in your life?

21 I would say motivation. Mostly I see an abundant amount of creativity and the resources I have but I do not use them to my advantage.
50 Getting back to what is important to me, I am letter other dictate what and who I am, rather than being who I am.
78 I am one of the lucky people in life with few regrets. I have lived a life full of purpose and have enjoyed strong, loving relationships. I've attempted to live, with some success, a Christ centered life of kindness, service and charity. In return I have received more kindness and love than I could have imagined. While there is nothing major missing in my life, I wish that all our greater family lived close enough to visit regularly with each other.

THE EMOTIONS OF NEGATIVE SPACE

How would you feel if you lacked love?
In a way I would feel two very different ways at different times. Sometimes calm and more proactive about studies and career. At other times I would feel lonely is I didn't have any friends.
"nothing major missing in my life."

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the emotions of negative space

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The emotions of Negative space

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THE EMOTIONS OF NEGATIVE SPACE

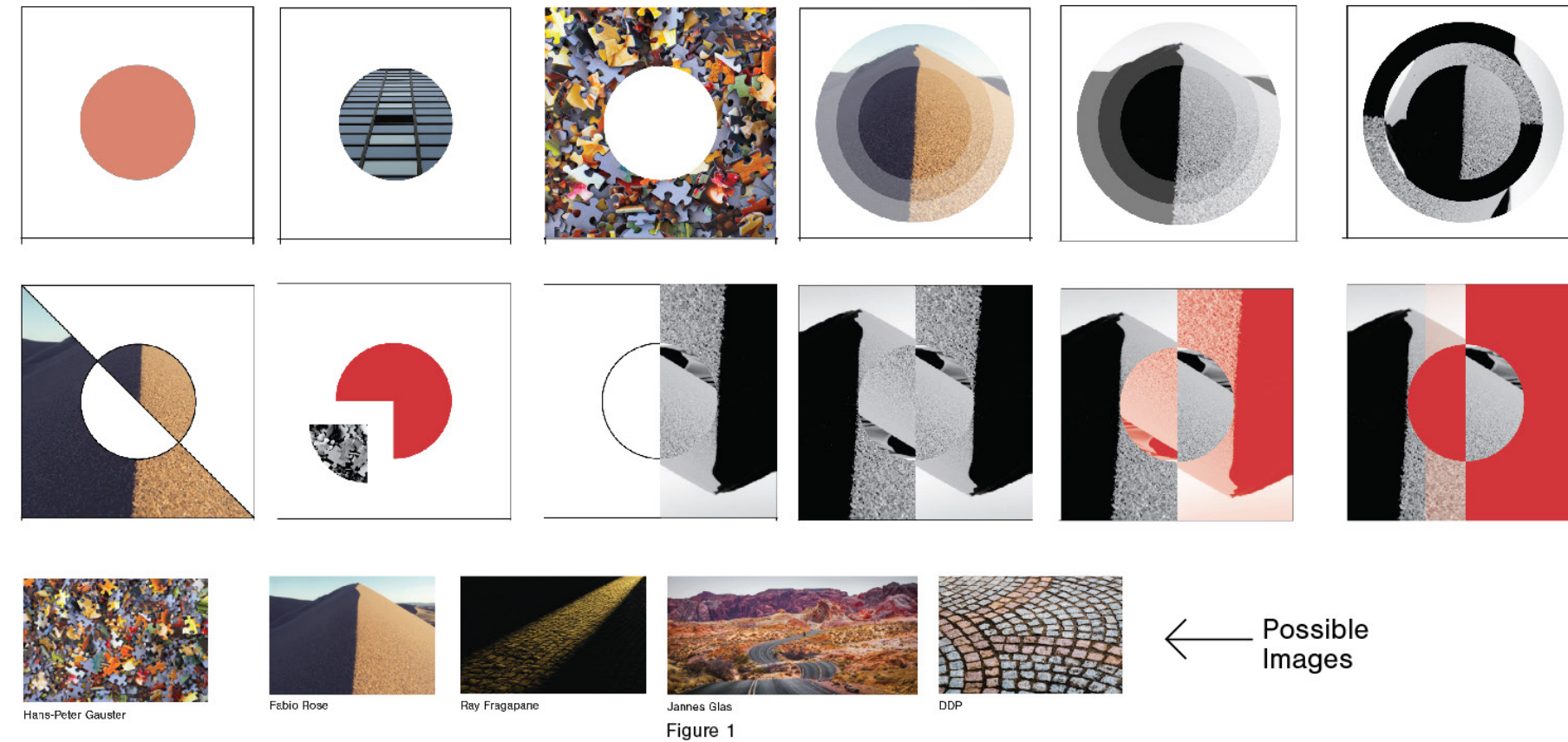
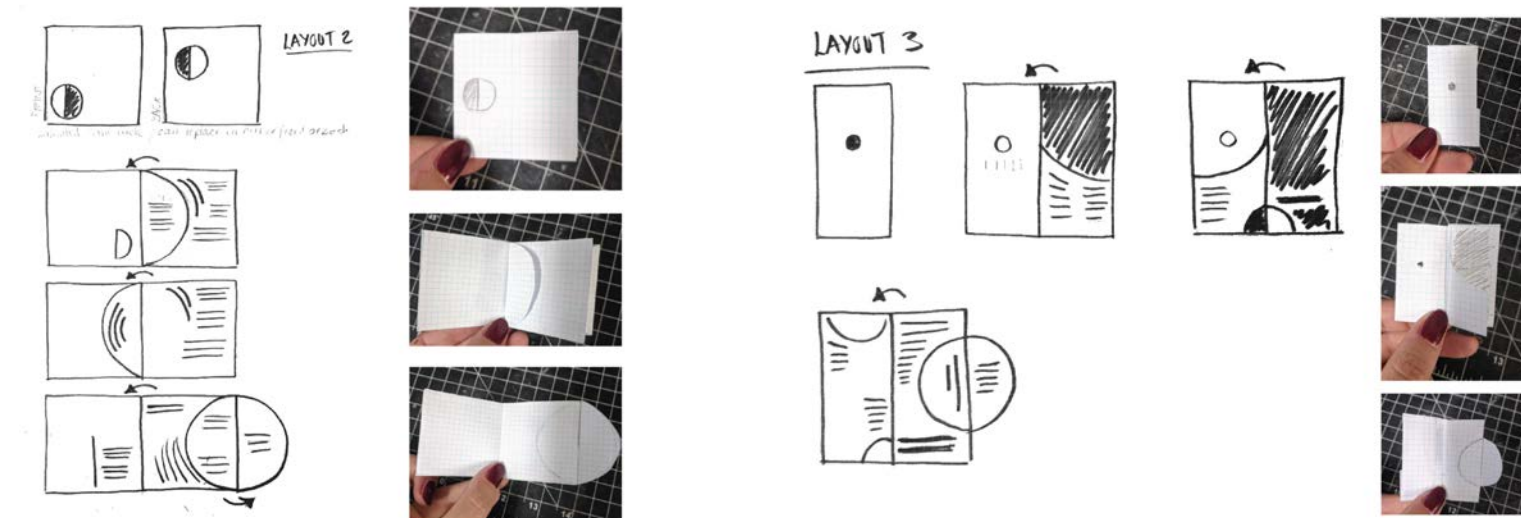
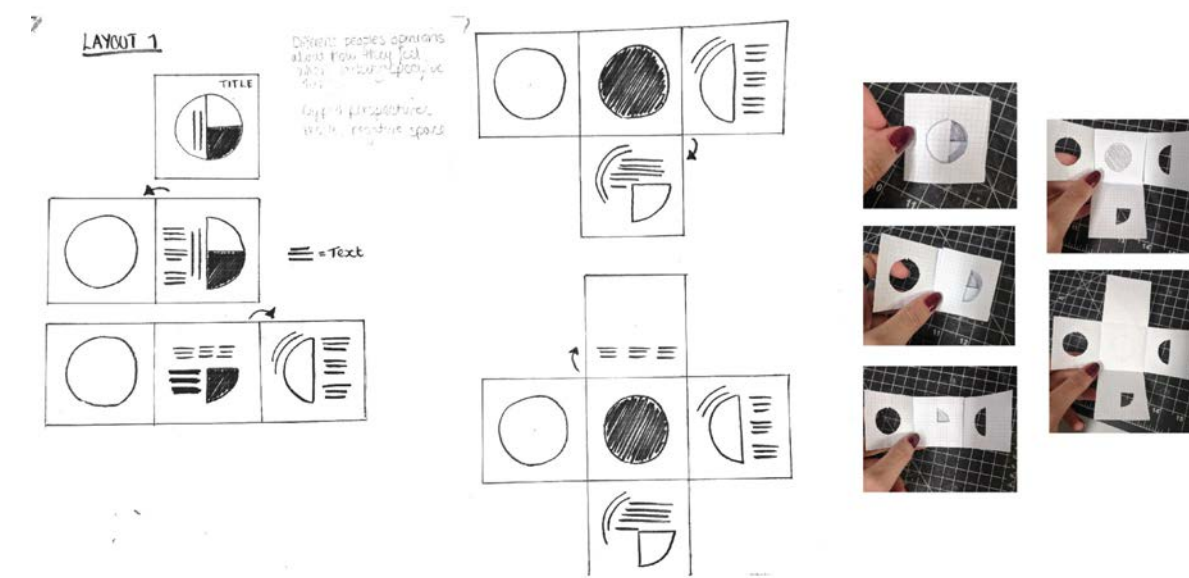
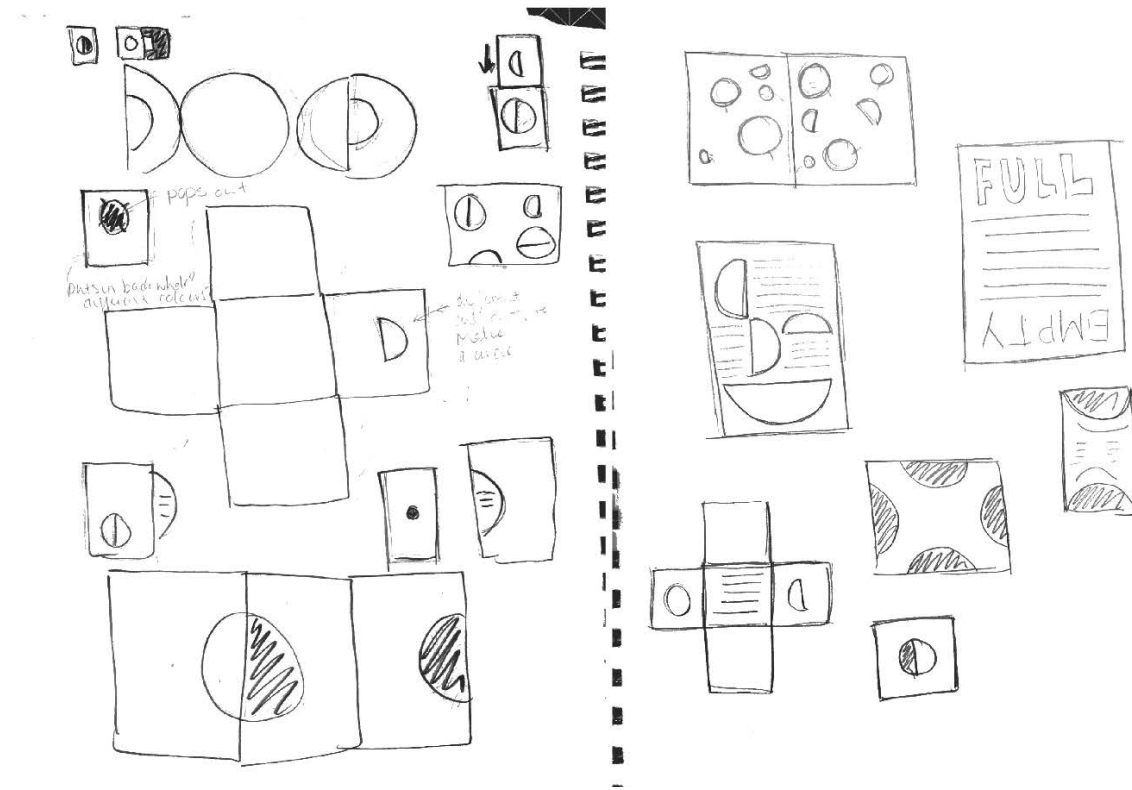
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"NOTHING MAJOR MISSING IN MY LIFE."

the emotions of negative space

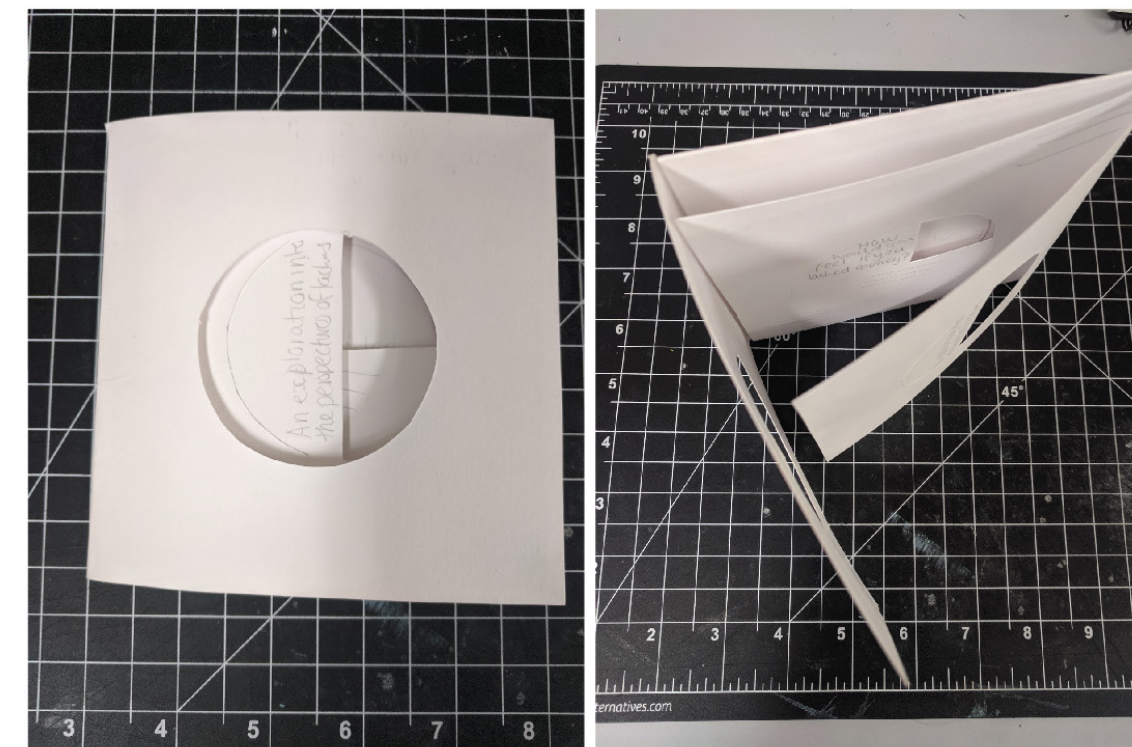
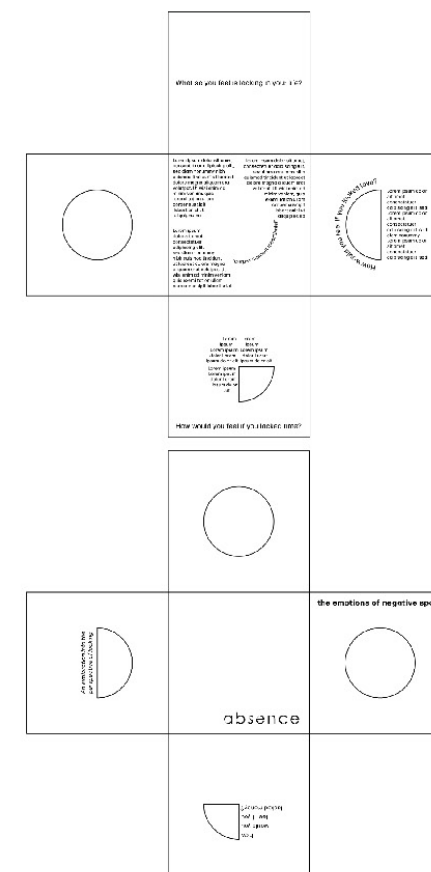
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Narrative Development

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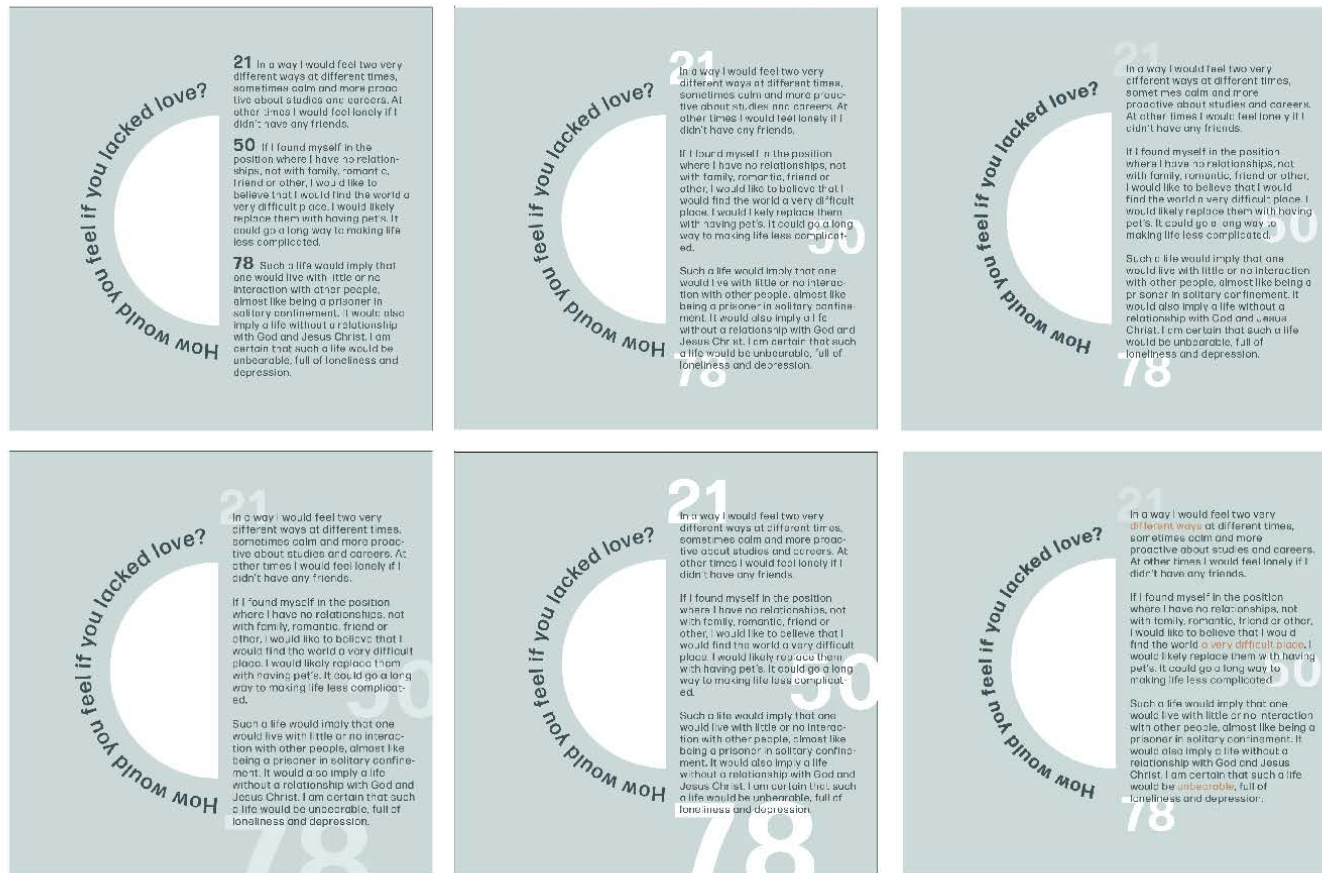
Reasoning:
I wanted to add another graphic element to that links to the narrative. I chose to experiment with photography and the shape. I did this as it the photos are contrasting textures to the vector shapes. I decided to make the photo black and white so the colours of the shapes stand out. The photo I chose is a road, this shows the progression we go though in life and all we learn that impliments out decisions. This links to my narrative most of the time the older we get the more understanding we have of our lives and find less to be lacking.



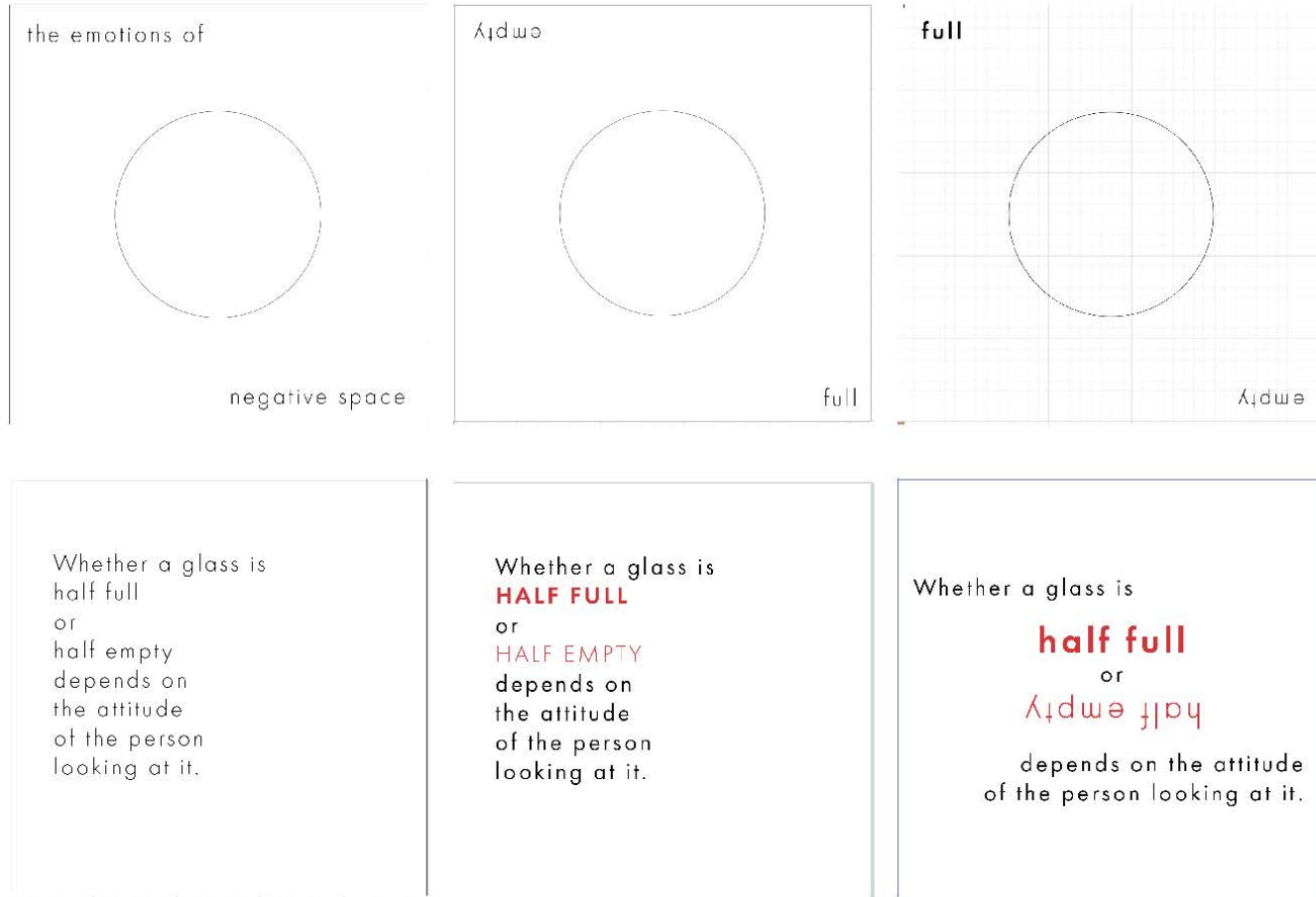
Reasoning:
I chose to develop this idea of the serarate opening with the die cuts to represent the road in life as you change views/opinions about what is lacking. Every page they turn the viewer gains people perspectives about something lacking which is just how life works. I chose the die cuts with varying amounts of circle to represent different amounts of lacking but it still creates a full circle when looked from the front.

Narrative Development

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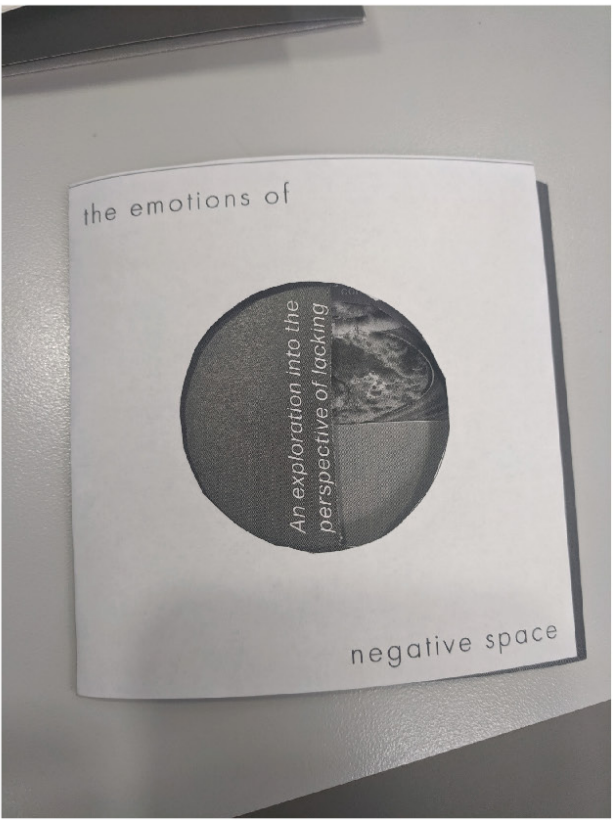
Reasoning:
The numbering throughout my narrative is there to identify the age of the people. I wanted to do experimentation with these to exaggerate the different in perspectives and development through age. I ended up going with the variation of transparency as it represents the opinions of lacking. Most younger people think they are lacking more than the older. I also added construct of colour to highlight specific elements in each answer that best evaluates their response.



Reasoning:
My first title was a direct response to the way people feel about things they are missing. I used the word negative space to resemble the missing as negative space is usually somethign removed in relation to a composition. I changed this idea to Full and Empty to signify the idea of a glass half full or a glass half empty. This is a response to the perspectives of people being an optimist or a pessemist.



Reasoning:
The reason I chose this design because I wanted the viewer to experience to the way we go through life, coming across obsticals for instance things lacking which influence our opinions for the future. Each page is a different colour to represent different parts of life. The varied die cuts are a representation of the different amount of lacking people feel they have. I had to change the layout of the net as thee could not be a paper big enough to print it when it is one when it is one conjoined net.



Narrative Development

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product = clear cube
paper weight

PACKAGING

All white outside
colourful inside

more whole / square?
see through to the cube
image on back wall

few different images

held together with tape?

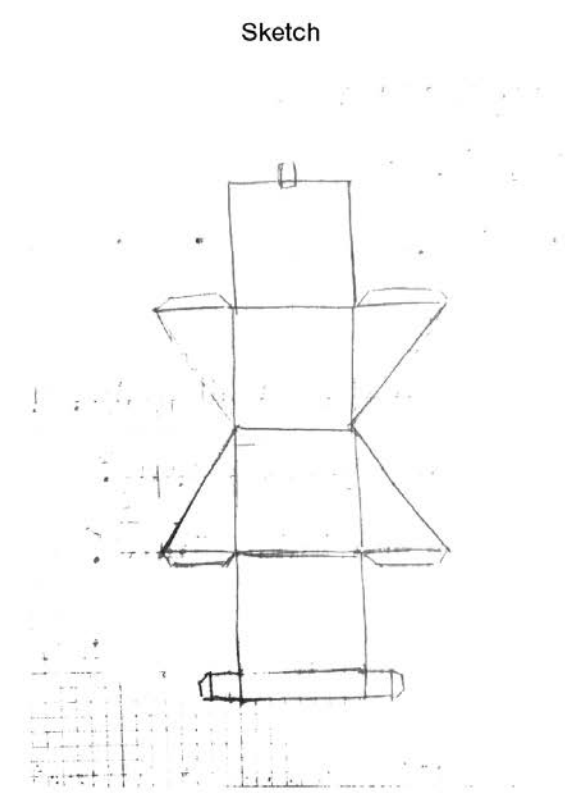
colourful pattern on the inside (another screen?)

Decut holes

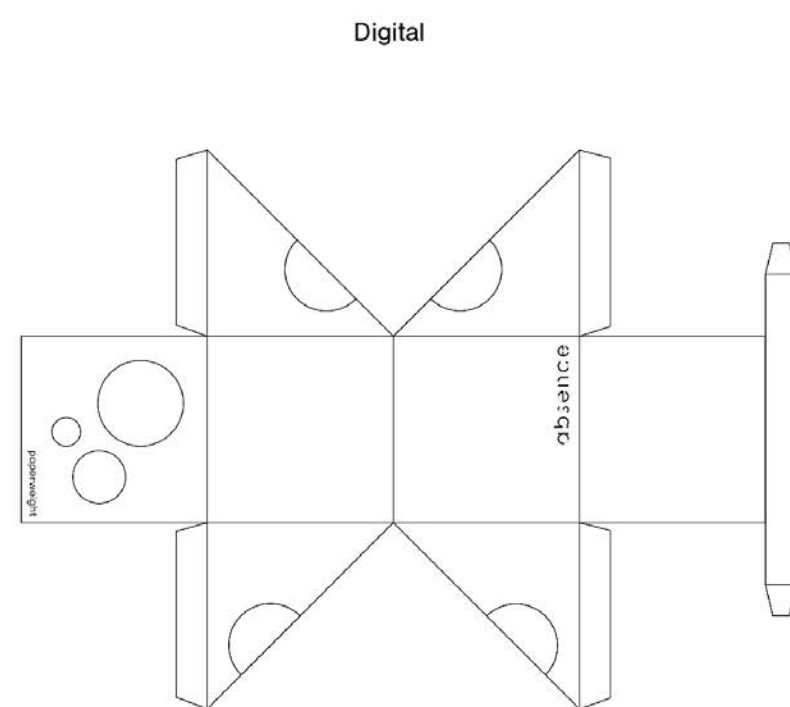
Title / exhibition

negative space
are holes to see the other
side

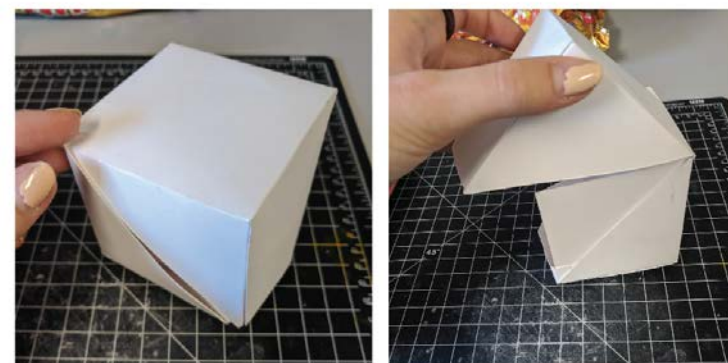
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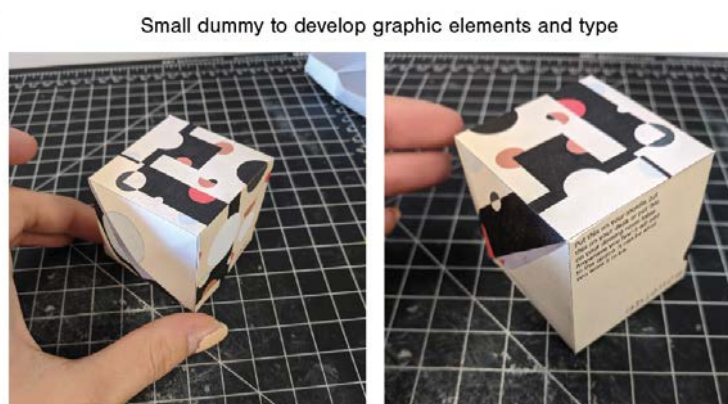
Sketch



Digital



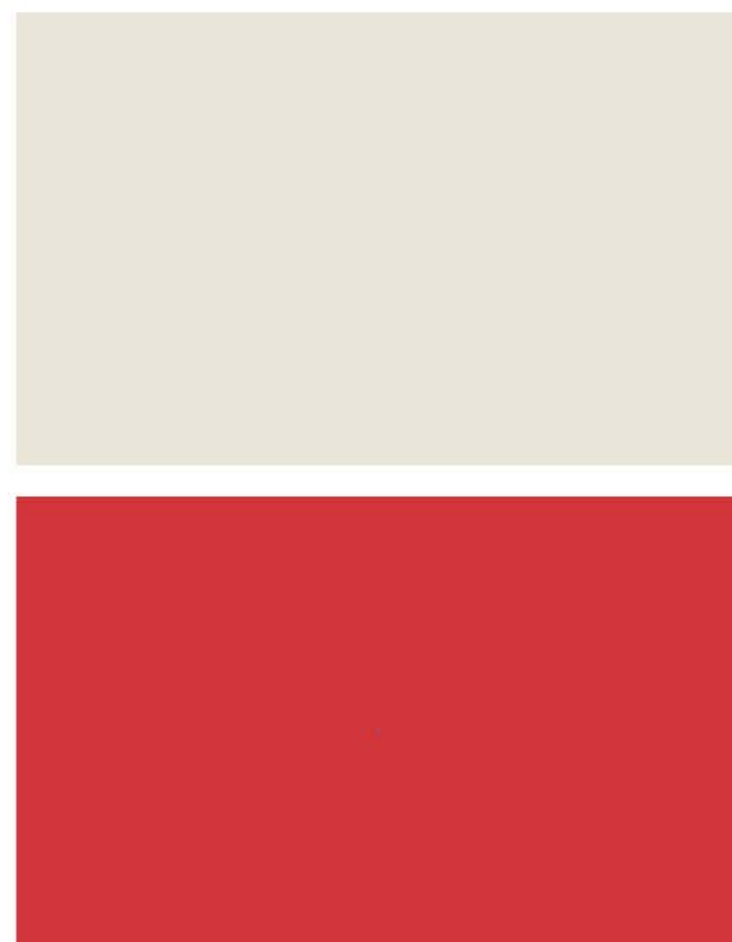
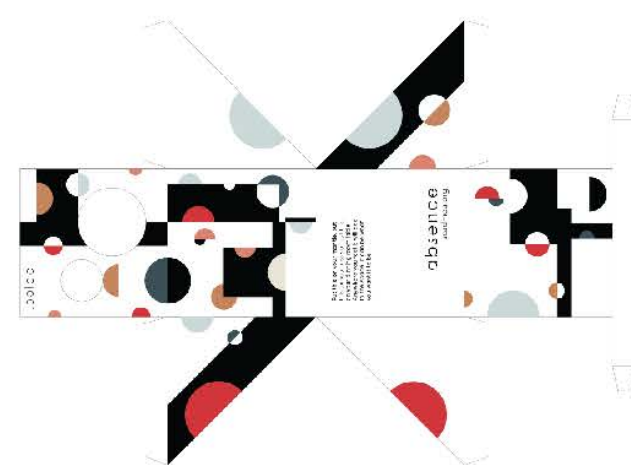
Initial plain dummy



Small dummy to develop graphic elements and type



Black and white mock up



Reasoning:

After developing a graphic design based on the environment wall for the museum I move some shapes around to make it look more balance but also look random. I kept a very similar graphic element as the exhibition as I see the sides of the box acting as a wall for the product. I made the outside busy as the product is so plain and is for people to interpret what it is from their perspective. I experimented with the inside colour so when the viewer looks through the die cut, it looks but when they open the box and take the cube out it is transparent.

Reasoning: I chose the red colour for the inside so it would seem bright and full of colour but then the object is missing colour when it is taken out of the packaging. I kept the back of the box with the info without any shapes so that it is clear to read and identify that is the description. The larger dots on the side are there to show the connection of something full and when the box is opened it loses the other half which becomes missing. I also added 'half full' and 'half empty' to connect the glass half full concept with the narrative. Same as the Narrative the 'half empty' is upside down and becomes clear when the box is open.

Packaging Development

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Please visit my portfolio website to
see the completed project.

Thank you!