



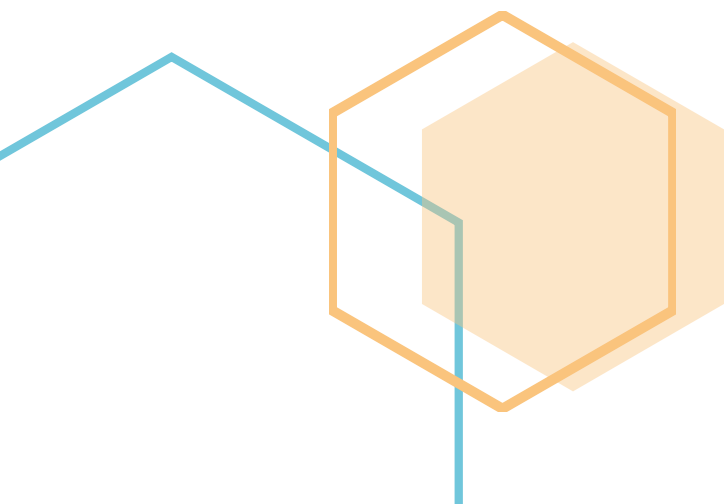
Process Documentation

Submission VI

Nanditha Viswanath

Theme: Building Narrative

This document contains, from beginning to end, my process of making a visual journal on Synesthesia.



Ideation

How thoughts became an idea

It started out with writing down everything I had done in my class, including skills, materials we learnt and topics of discussions. One thing I had noticed was that two of my classes focused on personal narrative and introspection, while the other two focused on the process and making the output.

As I tried to think of a personal narrative that I wanted to showcase in my work, I couldn't help but think about the term 'metacognition'. The meaning was simple yet abstract at the same time, and the more I thought about it, I wanted to use the definition literally.

That is when I thought about how I think in colours. Synesthesia is something I find really interesting and am glad to have a first-hand experience of it daily.

Then came the thought that if I found it interesting, it was probably interesting to the people who didn't have it. Had I not had it, I would definitely be curious about how they perceived things and what it felt like.

Notes

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Metacognition

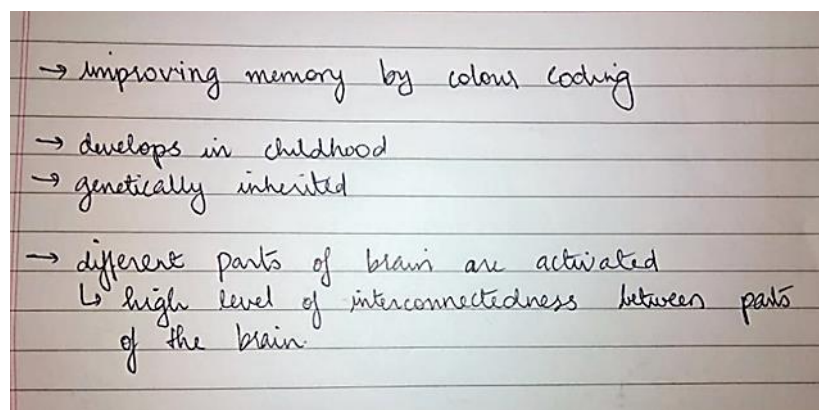
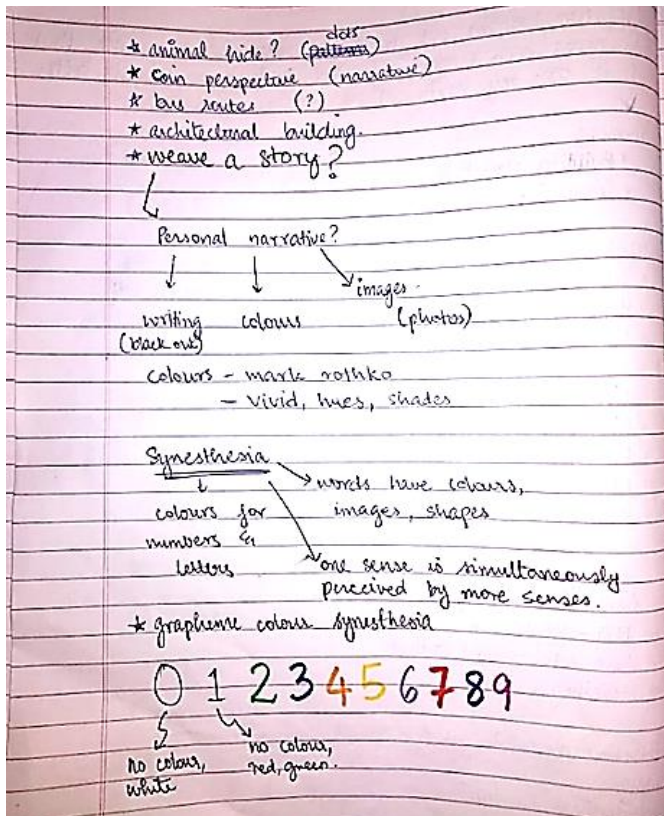
/ˌmɛtəkɒɡˈnɪʃən/

(noun) PSYCHOLOGY

Awareness and understanding of one's own thought processes.

Courses I had:

- GSt: It's a New World
- GSk: Drawing Mark-Making
- CE: Order and Chaos
- CE: Space and Place
- Workshop: Form Making



Planning

How an idea became a form

I had to come up with the best way to explain Synesthesia to a non-synesthete. It had to be visual, so my two proposals were a visual journal and a stop-motion video. As I debated between the two, I realised that the skills I had gained from my classes would help me execute the book better. Also, the book was more tangible and physical than video, which further brought out my idea of explaining to people how it felt and that it was a real phenomenon.

This book, which would be a personal narrative of my experiences, was something that I wanted to be playful and professional. Obviously, the many colours and images would make it look childish and playful, but I had to put it together in a way that made it more mature.

Since I also wanted the book to be informative, but not with an overload of information, I decided to add small bits of statistics and facts along with my personal descriptions and explanations.

Keeping all this in mind, I started sketching up ideas and coming up with the various two-page spreads that I was going to do. Once I had a list of all the topics, I drew out a sample book of the spreads.

Notes

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Synesthesia

/ˌsɪnɪsˈθiːziə/

(noun) PHYSIOLOGY, PSYCHOLOGY

The production of a sense impression relating to one sense or part of the body by stimulation of another sense or part of the body.



Proposal - I

Make a book? → Physical and tangible
 Theme: building narrative (personal)
 * Using graphics and colours → Journal!

Illustration & typography → bold

Synesthesia: Colours & Images

- numbers → people
- alphabets → school notes
- math → emotions
- birthdays → calendar months, days etc.
- capitals →

Book size: ~~square~~ A5 (210x148 mm)

Fonts: Acier BAT Tent Solid → bold, solid colours,
 Goudy Old Style → text of personal narrative and habits about synesthesia.

Colour of font depends on character/symbol
 no black font at all!

Page topics:

- 1) numbers pg. 2,3
- 2) alphabets pg. 4,5
- 3) simple math & matrices pg. 6,7
- 4) calendars → show months, days pg. 8,9
- 5) people's silhouettes → outline w/ colour pg. 10,11

6) illustrations of words → chemistry pg. 12,13

7) emotions → fear, paranoia, elations, euphoria etc. pg. 14,15

8) birthdays → gift tags? pg. 16,17

9) car plates → small of licence plates pg. 18,19

medium: photoshop, illustrator, InDesign.

Questions:

1. Does each alphanumeric symbol have a specific colour?
2. Why was synesthesia my choice for a project?
3. For how long did I think it was a normal?
4. Is there anyway this could be beneficial to someone else?
5. How do these colours affect your daily life?
6. Why did I choose this form?
7. Why do I think synesthesia needs a physical representation?
8. How does synesthesia affect memory?
9. Apart from colours, what else do you "sense"?
10. How common is synesthesia in the population?

Layout

How the form got its shape

Planning out the pages of the book took a while but I was able to make something that I was happy with. Some elements were common throughout the book or in various pages, such as the coloured letters or numbers and hence, I made them on Illustrator and then used them from there for the page spreads.

Overall, this part of the process was most time consuming because of the various colours that I had to find, and the actual making of the elements.

Once I had all of them done, I went ahead with planning out the actual layout for each spread. I didn't want to stick to a particular format for the position of the text because I wanted to stay authentic to the way I perceive things, which is random. I did not want to use black anywhere major in the book, simply because most fonts are black and using it would not be accurate.

The book, to get a professional look, would be printed on glossy photo paper. For the binding, I wanted something that laid flat since a divide in the middle would ruin the look of the two-page spread. So after some research, I decided to go ahead and Saddle Stitch the book by hand.

Notes



Softwares used:

- Illustrator
- Photoshop
- MS Power Point

Fonts used:

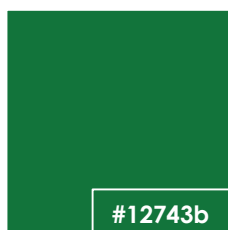
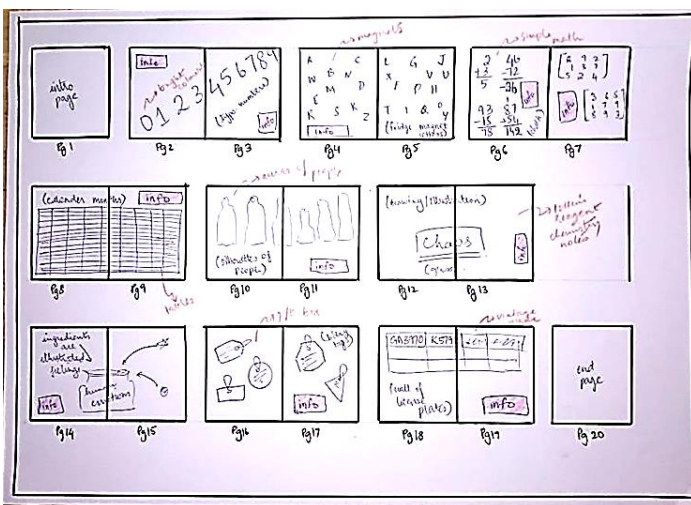
- **ACIER BAT TEXT SOLID**
- Goudy Old Style

Colour used for text:

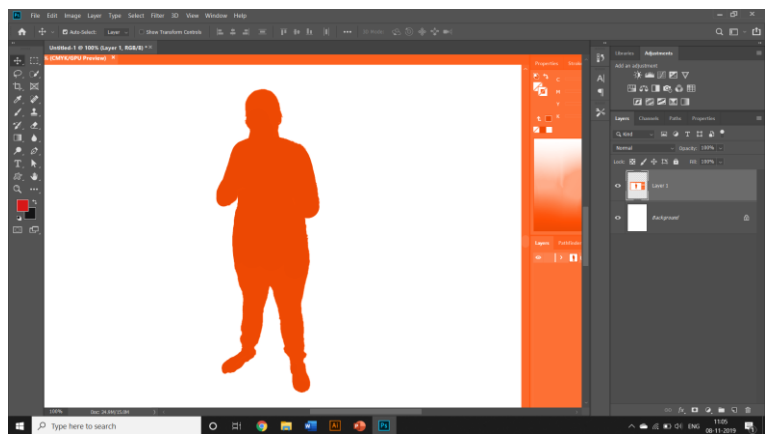
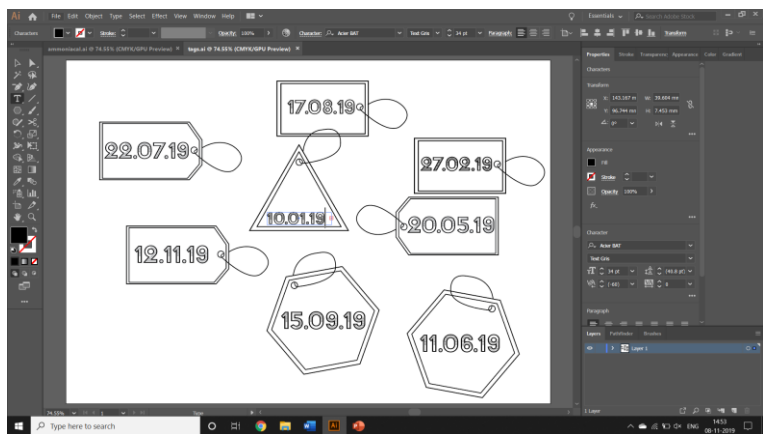
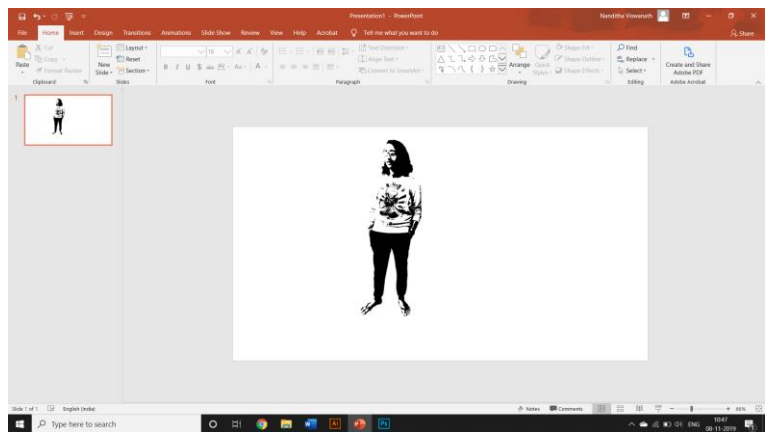
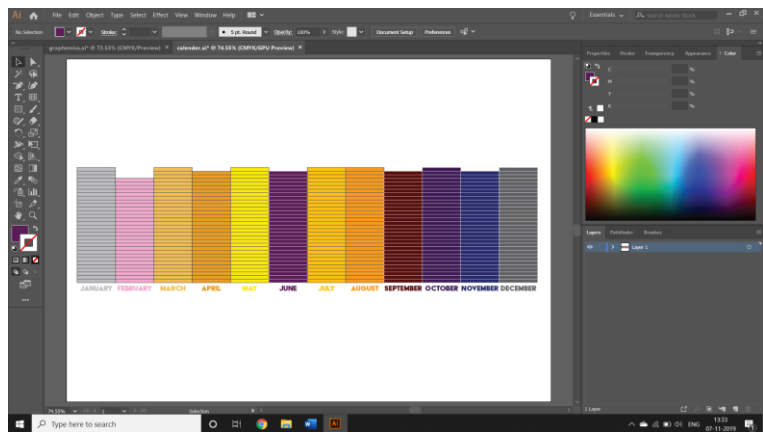
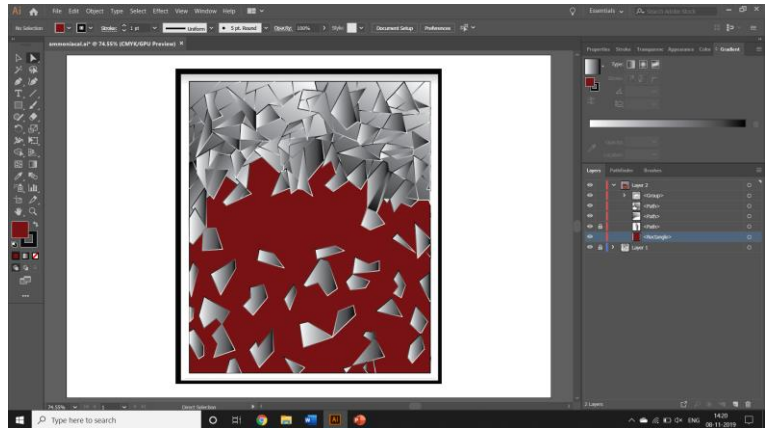
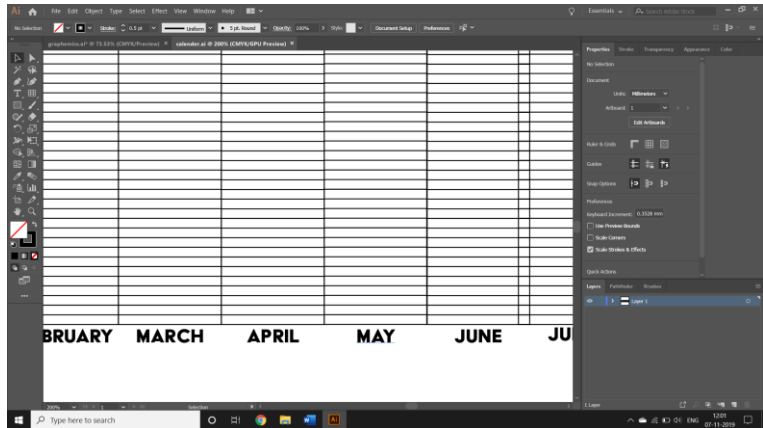
- #2d2e73 - narrative
- #12743b - facts

List of contents:

- Numbers
- Alphabets
- Calendar
- Birthdays
- Car Plates
- Emotions
- Visual Imagery
- Math



Progress



Execution

How the form became tangible

Now that I had a planned layout for my spreads, I went ahead to making them on Illustrator. I made all seven spread, including the cover page.

The title for my book was something I settled on after a lot of brainstorming. I wanted it to be a casual phrase but have meaning with the book itself. While making my pages, I realised that now the reader would be able to see how I saw alphanumeric characters and images. Hence, the title 'Now You See It' came up. I think it fits the book accurately and further promotes that Synesthesia is not a myth.

Creating the pages took a few hours but once that I was done, I made a small mock book to figure out the pagination of the book. I couldn't print them out directly and bind because of the way Saddle Stitch binding works. Hence, I used MS PowerPoint to compile the JPGs of the Illustrator file and got it printed onto glossy photo paper.

The only thing left now was to bind the pages together, which I did using a thick needle and some yellow embroidery thread, instead of the commonly used staples. I evenly spaced the holes out along the centre line of each page so that it would be easier to stitch and then bound the book together. The thread gives it a playful journal look, but at the same time, gives it a mature feel.

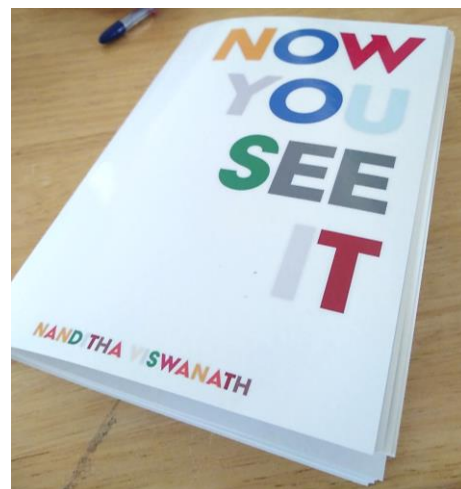
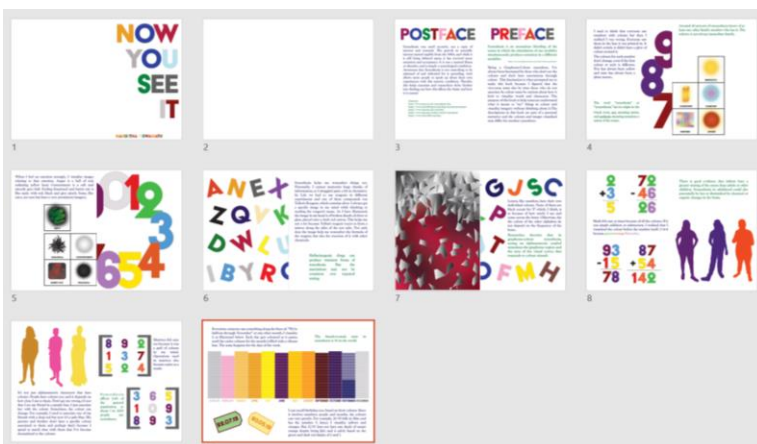
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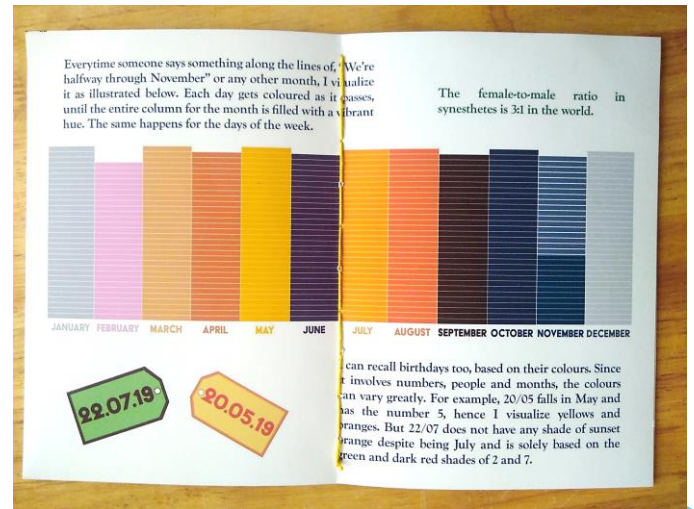
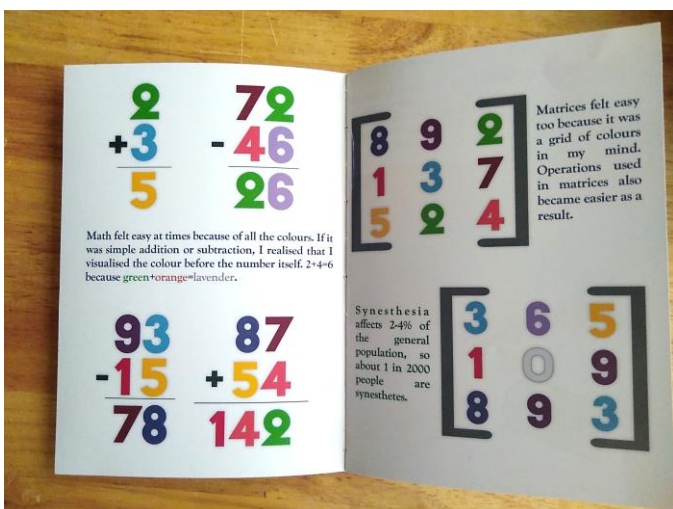
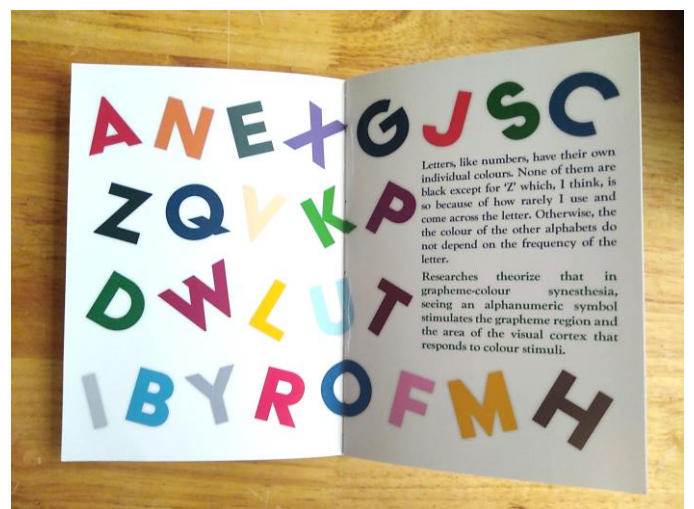
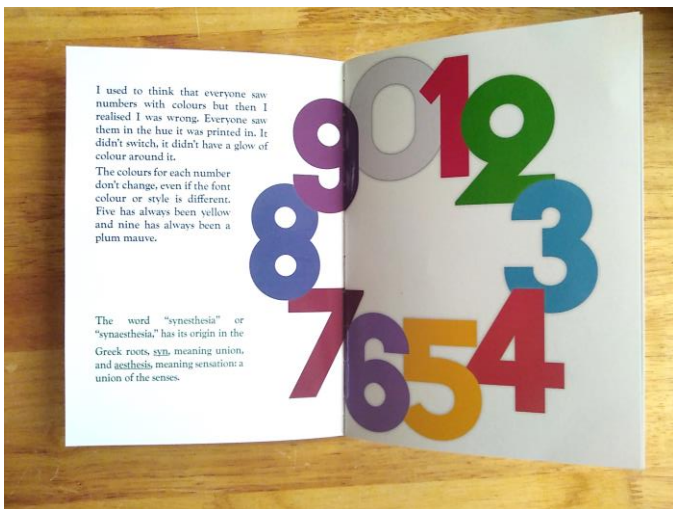
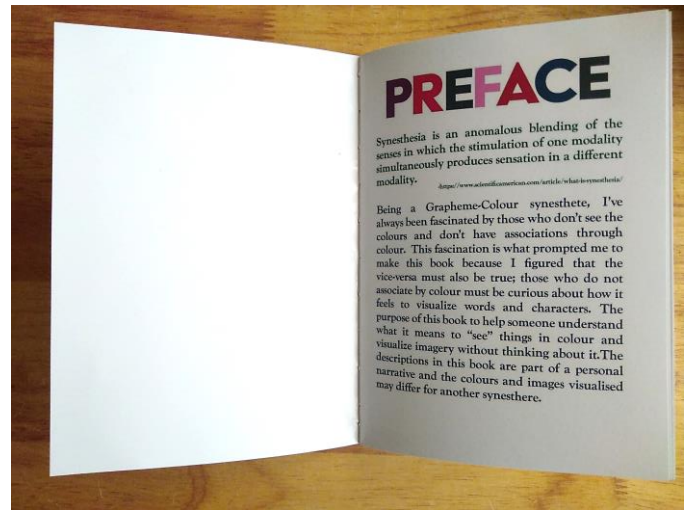
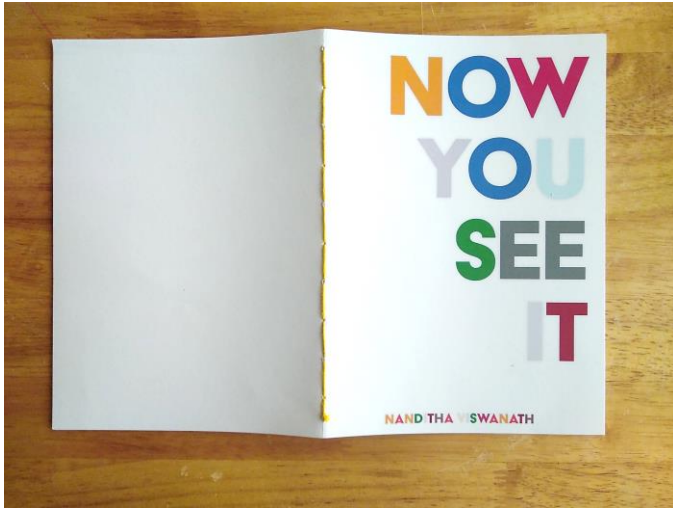
Saddle Stitch Binding

Saddle stitch refers to the popular bookbinding method in which folded sheets of paper are gathered one inside the other and stapled through the center line with staples.

<https://www.printi.com/blog/saddle-stitch/>



Final Outcome



Final Outcome

