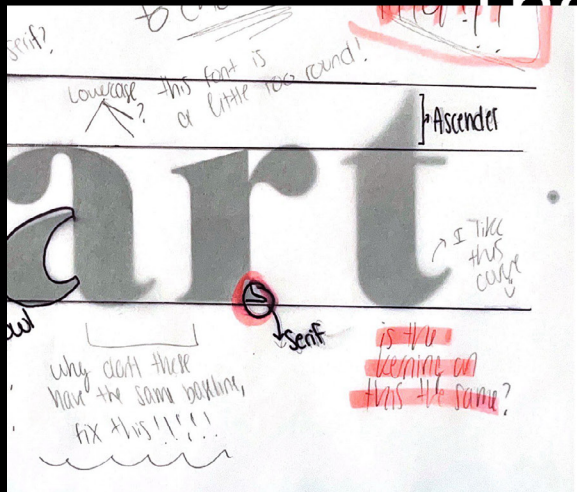


Case Study



PROCESS

PROCESS



I had so many expectations for the result of this project, which is about considering that this whole project is about trusting the process. Freedom scares me because I feel like everything that I put out on a page needs to be perfect if not I'm just wasting my time. This project is important because I wanted to remind myself that the process is the most important part of the project. All the trial and error, the uncertainty, the overthinking... it's all a big part of what happens when I create. However, for this, I just really wanted to let go and just do. Lately, I have been really into mixed media and typography, where these interests seem to come as a natural inspiration for the style of this project. I looked in books for inspiration, I looked in magazines, I looked in my old journals, I looked in my never-ending camera roll but I also looked to those with more experience and wisdom than me in the creative field. I talked through the expectations of perfection with those around me and the fear of what I do or say good enough or even enough at all. I wanted to create this project for others who would also need this reminder but through the process I found myself being a hypocrite. I was doing the exact opposite of what my project was supposed to be about. I DID NOT trust the final and I didn't trust the result. I kept recalling to something that my teacher said when trying to come up with a personal project. He told me to "just make something and forget its end application, to really just put it out with no end goal, put all my creativity out on a page and let it go with it. He was right because although I love my craft, I am constantly afraid of all of it. I made tons of sketches and prototypes and I realized that throughout all of this, my project did just create itself. The process is my result and that was the point of the project that I was trying to prove to myself. I had built up imaginary walls and boundaries on my own creativity: me just really feeling like my own worst enemy. I highlighted all the errors and imperfections and put them on the page to searingly make something cool with the mistakes and bumps along the way. In each part of this project, I take my readers as well as myself through all the phases that make up my process; the sketching, the worries, the anxiety, the pop of fun, the inner child, the prototypes, the nothing, and the everything. The entirety of this project is basically an inception, it doesn't need to make sense to you, but it makes sense to me. This is a project that I needed to do to help myself grow as a designer and as a creative; to push past the expectations I have of myself and to step outside of my comfort zone. Now, the process might look different for everyone, but this is all part of my process.

It's All Part of The

An experimental typography zine

Process

This experimental typography zine is a personal project that means a lot to me as a graphic designer and creative. The whole concept of this project was to highlight the process behind the final product; turning the process into the final product. As someone who struggles to trust and appreciate the process, I wanted this project to serve as a reminder to myself and other creatives that the process is more important than the end result.

Main Goals & Cha

With full transparency, the main goal of this project was also my greatest challenge: to let go of expectations and to just make a free personal project. I had no restrictions on resources, techniques or mediums. The only constraints I had were self-imposed mental barriers. I had to find a way to get past the ideas of failure and perfection. The rest of the goals and challenges included:

To experiment with typography, colour, photography, and mixed media.

To highlight the process behind my work while using visual elements.

To highlight the imperfections behind my creations.

To unleash my creativity with no restrictions (full creative freedom).

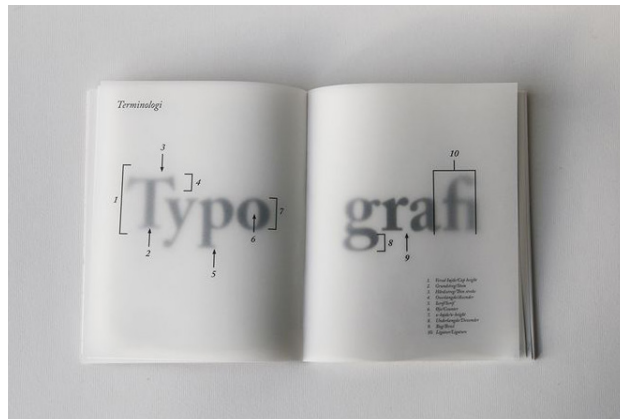
...Then

Challenges

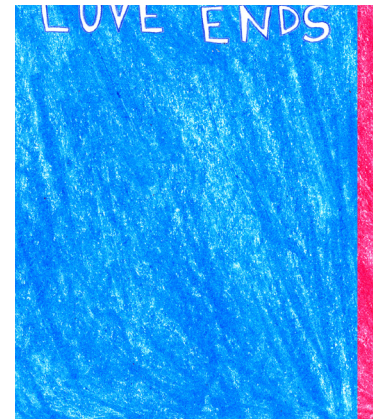
The solution that I found sounds simple enough: *TO JUST LET GO AND TRUST THE PROCESS*. Ironical, isn't it... The solution for the creation of this project was the exact messaging behind my project. As it's a lot easier said than done, it took me a while to understand what this solution meant. Although I had the concept for my project, the execution did not come easy. After many conversations with teachers and classmates as well as looking through my sketches, prototypes, inspiration and childhood projects, I already created all of the elements of my project without realising it.

Came the Solution

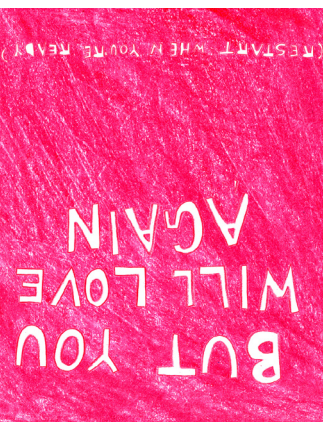
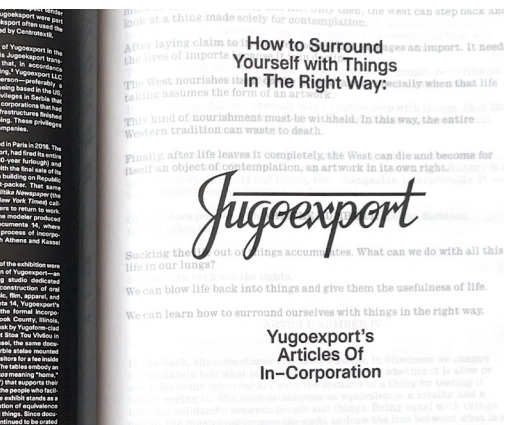
Inspiration & Project



For my inspiration for this project, I looked in many different places. Most inspiration came from books, magazines, my childhood projects, conversations with my teachers, and my own little conceptual mind. As an exercise during this project, I tried to avoid looking on Pinterest and other similar online platforms.



ects I Admire



Let's Have a Look



At the Pages



Each of the pages in this zine are focused around one word from the phrase "It's All Part Of the Process". The page design around each word serves as a visual representation of a different part of my creative process. To convey each part of my process and different states of mind, I experimented with typography, colour, photography, and mixed media.

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Part 1 - IT'S

For the "IT'S" pages, I decided to experiment with different fonts. I chose these fonts as they each have a unique characteristic and distinct style. I also chose to use black and white as I don't usually have a colour palette in mind at this beginning stage of the process.

Whenever I'm about to take on a project with typography, I always start by looking for a handful of interesting fonts and place them side by side for comparison. This helps me see which font would work best for what I want.

I wanted a handrawn feeling to one of these pages, as all of my projects and ideas begin with sketches. I used a process/technique that my dad showed me as a kid to convey that. Rather than using this technique on each individual "IT'S", I decided to progressively incorporate throughout the whole page. The technique is to trace out the letters very lightly using an HB pencil. Then you need to retrace it a couple more times to make the lines darker. After, you trace over your lines, you colour them in with the pencil, getting darker and darker every time you pass over it. You then move onto tracing everything using a fine tip black pilot pen. You then erase the pencil lines so all you're left with are the black pen lines. You then repeat the process from the previous step with a large Sharpie marker.

Part 2 - all

I wanted the “all” page to encompass basically “all” that goes through my head when in the inspiration and ideation phase. I wanted these pages to look messy, disorganized, busy, and overwhelming to visually represent my mind and thoughts during this stage.

I layered over many different elements to show the accumulation of my thoughts and ideas as well as worries and doubts. For me, the foundation to all creation is inspiration. Therefore, I packed the pages with pictures of inspiration from different sources, sketches, doodles, and prototypes.

I then played with different opacities and threshold levels to evoke the uncomfortable and chaotic feeling that occurs when I start to overthink and get overwhelmed by my ideas.

I layered over some text. This text is a journal entry that I wrote about my concerns, mental blocks, and everything else that ran through my mind during the execution of this project. The text slowly creeps in and multiplies from page to page to demonstrate how the negative thoughts begin to takeover the experimentation. The text also acts as a texture.

Part 3 - Part

For the "PART" part (ha, see what I did there), I decided to dissect the different parts of a serif font. I also thought that it would be interesting to throw in a few of my quick indecisive thoughts.

All of the notes and lines were written/drawn on tracing paper. In the physical format of this zine, the tracing paper acts as its own page to overlay with the page under written "Part". The only colourful elements are the highlighted doubts and technical elements to add emphasis on the different creative decisions that cross my mind.

I really wanted to focus on this idea of "parts" which is why I divided the concept for this word into two separate pages while also using two separate materials.



Part 4 - OF



The "OF" page represents the part of my process where I tap into my inner child and childlike joy of "just making stuff" that lights up my soul.

To execute this concept, I decided to look at my childhood sketch book where I found colourful doodles flooding the pages. I also saw that I often used to trace my hand with colourful markers and make entire drawings based off of that. Therefore, I decided to include the smiley face doodles, hand drawings, butterflies, flowers, sun, and scribbles onto this page.

I also experimented with mixed media for this page as I wanted it to replicate a kid's drawing. I used a bright and colourful range of oil crayons to give this page a young, saturated and playful feel.



the

Part 5 - the

"The" is the before last word, which is why I wanted to represent the before last part of my process. This page represents the wall that I hit right before I execute my final idea. At first, this was a white page with black text, used to represent "a blank mind". However, I felt it was more powerful to inverse the colours.

The small white text on an endless black background symbolizes the feeling of a creative rut and emptiness. It also symbolizes a loss of hope that stems from the failure to execute your concept after trying out different ideas.

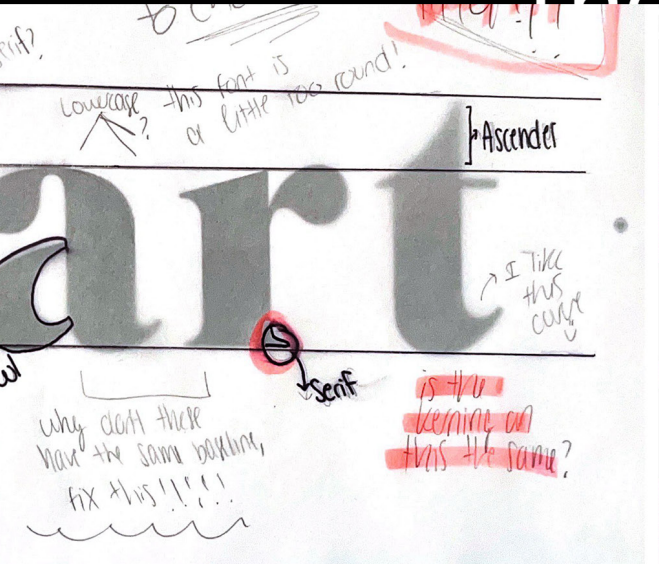
I wanted there to be the least amount of elements and colour on the page to properly convey what it feels like to give up and have no ideas in mind.



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Part 6 - Process

The final part of this process is the word "Process". In this zine, the process page serves as the end result of the entire magazine. Can you tell that I love subtle irony? Throughout my entire process for the creation of this project, I basically put together this page, making it the easiest one to design.

I dissected the word process and layed it out on different parts of the page to show that there is no ONE right way to get where you need to be/need a project to be. With that same intention, I played with different sizes and colours of the word. I also decided to repeat the word process to serve as a gentle reminder of how important it is.

For the last page, I combined all of the key concepts from the previous parts of the process. I used my favourite fonts from the "IT'S" pages to make up the word process. I included pictures of inspiration and sketches from the "all" pages. I also included my journal entry from those pages to serve as a texture. I then scattered the pictures of the "Part" pages, "OF" page and the "the" page.

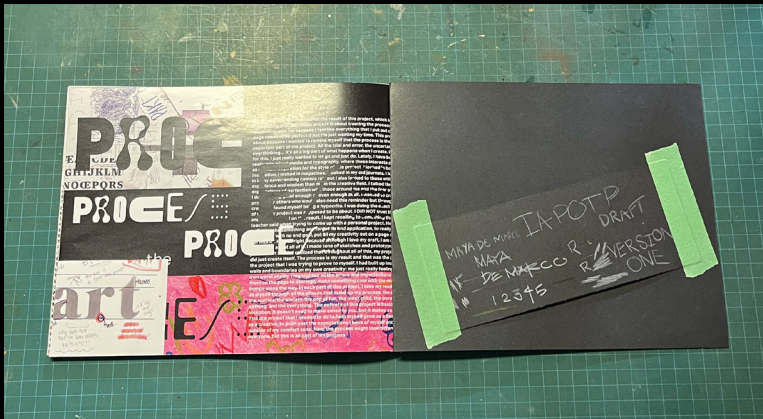
I also hid an easter egg in plain sight... I cropped the word part to make it look like "art" symbolizing that the artistry that can be found in the process.

The Zine, Dezign.

When it came to bringing my zine to life in physical form, I used different design techniques/principles, sketching styles, crayon choices, paper textures, and colours to accurately and meaningfully convey the message behind my project. I had fun experimenting with various folding techniques, crafting funky prototypes that turned the simple act of opening and flipping through the zine into "process" in itself. But you know what? Along the way, I realized that playing with different paper textures was the real game-changer for getting my message accross, more than any intricate folding sequences.

Covers

To achieve that raw, draft-like look for the zine covers, I opted for black card stock and I had fun with a white pencil. I scribbled down my name, the date/time, and slapped on the number of that specific "draft." Adding to the whole process concept, I taped a scrap piece of card stock inside the back cover—a leftover where I used to practice my writing with the white pencil. Once again, reinforcing the idea of the process.



Binding

Opting for a left-edge binding felt just right for showcasing the diverse page types and overlapping concepts in my zine. I went for a homemade look, binding it with staples and some green painter's tape, giving it that unfinished, still-in-progress charm. I wanted it to feel like a crafty/homemade stapled book, embracing imperfection and the creative journey.



Paper Types

I played around with various paper types, including thin transparent sheets of plastic, technical drawing paper, glossy paper, and card stock. While most of the pages have a glossy finish, I incorporated special pages made from different paper types to precisely convey the effect I envisioned for my zine. This adds an interactive element and enriches the concept, bringing depth to the overall experience.

Transparent - IT'S, Stencil

I printed out the IT'S page on a sheet of clear plastic. This choice of material was intentional, aiming to create a stencil-like effect when overlapped with the next page, such as the sketched "IT'S" page.



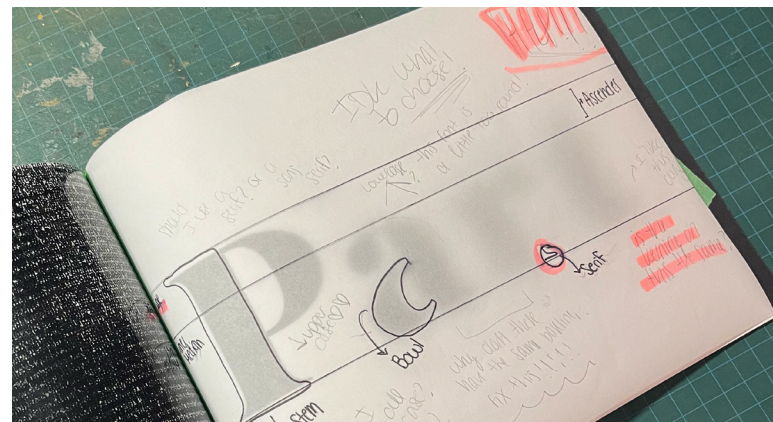
Transparent - all, Overlap

I printed out a copy of the overlapping journal entry from the "all" section on the same type of clear sheet of plastic as the "IT'S" stencil page. I aimed to intensify the already overwhelming overlap of text onto the following page. This choice was made to amplify the effect and quantity of my thoughts.



Technical Drawing Paper - Part

To play into the process effect, I utilized technical drawing paper to dissect the different parts of the font and my thoughts. When overlapped with a solid page behind, with "Part" written in big and bold black letters, it creates the impression that the word is being pulled apart and analyzed.



What Did I Learn F

rom All of This?

(It's all part of the process)

**TRUST THE PROCESS
OF EXPECTATIONS
COOL STUFF THAT
MIND & SOUL. EXP**

ESS.

(Subtle irony once more)

LET GO

S

(Still easier said than done, but I'm working on it)

(Still easier said than done, but I'm working on it)

■ (Still easier said than done, but I'm working on it)

CREATE

IGNITES YOUR

EXPERIMENT MORE.

(More personal projects, more use of different materials, more freedom, more, more, & more)!

Ready to Grow? Get in Touch!

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