

BA3b: Project Proposal

Student: Karina Sawyer

1. Title: INTO_VERDE

2. Content: I am hoping to create a physical publication (the INTO_VERDE Journal) that sends a message, acts as an escape, a temporary seclusion and a self-indulgent read. I want my work to communicate (through predominantly visual language/minimal text description) as quiet meditation and teach understanding of the pleasure in solitude. Much of my background inspiration follows ideas surrounding the psychology of introversion, spirituality and mindfulness and areas surrounding 'Zen' culture. I am taking particular visual influence from East Asian Ink Wash Paintings and Zen Calligraphy.

INTO_VERDE is an independent journal
celebrating the introvert & pleasure in solitude.
encouraging our human desire to escape, the publication gives an opportunity to
disconnect and – in turn – reconnect to nature

I intend for the publication to be printed (at least in part) though the process of Risograph.

3. Sources (a bullet-pointed list, with Harvard referencing for texts, journals, websites):

- Bondt, S. De and Muggerridge, F. (2010) *The form of the book book*. 2nd edn. London: Occasional Papers.
- Brown .J, (2016) why being an introvert might be better for your mental health. *VICE.com* Available from: Available at: [www.vice.com/en_uk/article/being-introvert-better-mental-health-burnout-rest]
- Cain, S (2012) TED Talk: The Power of Introverts. *TED.com* Available at: [www.ted.com/talks/susan_cain_the_power_of_introverts]
- Gere, R. (1997) *Pilgrim: photographs by Richard Gere*. London: Bulfinch.
- Jung, C.G. (1986) *Psychology & the East*. London: Ark Publications.
- Kwint, M. (1999) *Material memories: design and evocation*. Oxford: Berg.
- Laing, O. (2016) *The lonely city : adventures in the art of being alone*. Edinburgh: Canongate Books Ltd.
- Menegazzo, R. and Piotti, S. (2014) *WA : the essence of Japanese design*. London: Phaidon.
- Suzuki, Y. (2005) *Introduction to Japanese calligraphy*. Tunbridge Wells: Search Press.
- Tillich, P (1959) *The Eternal Now*. New York: Scribner Woolf, V.
- (2000) *To the lighthouse*. Oxford: Oxford University Press.

4. Context, audience:

Within the graduation shows, the publication will be exhibited alongside other printed matter including a previous zine and Risograph print. This relates to my longer-term practice aims of working within print and publishing as a venture for my illustration. I anticipate the audience of my work will be those who share a common interest in books, print and nature. I hope to share my work further outside the graduation space, both virtually on my website and social media as well as in person at events such as Offprint and future art/zine fairs where I hope to sell my work.

5. Outcomes: A multi-faceted publication –inspired by my research into zines, self-publishing and alternative forms of the printed page. It will reflect upon my influences and try to retain a sense of independence from ‘mainstream publishing’ through less traditional and handmade application. I hope the tactile nature of my publication and act of holding and reading the format will reflect upon my appreciation of physical print and touchability in an increasingly virtual world.

6. Methods: I intend on developing my application of looser drawing methods – inspired by Ink Wash Paintings and Calligraphy and developing medium use with Quink. I will need to develop and extend upon my knowledge and experience of Adobe Software (Photoshop, InDesign and Illustrator) in order to fully facilitate my application of work and design to the printed form. Considering my intention to print using Risograph, I will also undoubtedly develop my engagement with the technical side of the process – file preparation and printer usage, for example. My drawing, and design artwork generation and progress will be reviewed through personal and peer critique – in and outside timetabled appointments. Through sharing my work in progress through discussion and social media, I hope to gain a sense of what is working and to push forward, I will be creating a separate Instagram account to share this particular INTO_VERDE project to go alongside my website portfolio of general work, In making mock-ups of my publication, I will continually assess the success of its visual design and how well it achieves my intentions.

7. Resources:

I will continue to work in the studio space to create my visuals - predominantly drawing. I also hope to make a research/‘field’ trip to gain primary material to work with (i.e. photographs, sketchbook observations and general inspiration) I will intensely use computer Adobe Software to compile and apply my work to the printed page. I will be approaching local Risograph studios for my intention of printing with them. I will have to consider budget and extent of my printing/replication of my publication.

8. Schedule:

Research and inspiration will undoubtedly occur right through the project, but I hope to be making final designs and decisions in good time to allow for printing and binding as well as set up of graduate shows.