

# Process for week 2: Catalogue

- Week 01: Collect
- **Week 02: Catalogue**
- Week 03: Curate
- Week 04: Converge
- Week 05: Exhibit

## WEEK 02: CATALOGUE

*Monday 20th April, 10.00–13.00*

- Watch Paul introduce this weeks task: <https://web.microsoftstream.com/video/0b43d60d-e5d5-41fe-ab5d-7dc50e3d6f8f?list=studio>
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- Choose 3 of your 26 items
- Translate the 3 items in as many ways as you can think of (a minimum of 12 ways)
- For example it could be:
  - Weight
  - Cost
  - A textual description
  - Memories associated to it
  - Drawn
  - Scanned
  - Photograph (in multiple viewpoints)
  - Painted
  - Printed
  - Animated
- Consider how best to compile and create into ‘publication’, what is the most appropriate format? Media and medium?
- Document your process and upload this and your publication to the I&S Blog by **Thursday 23rd April @ 5pm.**

## Initial Ideas

These are my initial ideas for what my 12 different translations could be. They varied quite a bit going further along as I moved past thinking of some of the originally suggested ideas.

I realised there were translations that I thought could be quite interesting to use but wasn't really able to do with the objects I had. Then I considered an alternative take on how to catalogue my items. 'IF'. Instead of just doing a drawing of my object and having that be the end of it, I wanted to change the thinking behind it.

'if my object was an illustration'

'if my object was a photo'

'if my object was a food'

'if my object was printed'

'if my object was in a cardboard box'

'if my object was a food that was thrown at the wall.'

I wanted to take away from what the objects are and think about what they could be, if only.

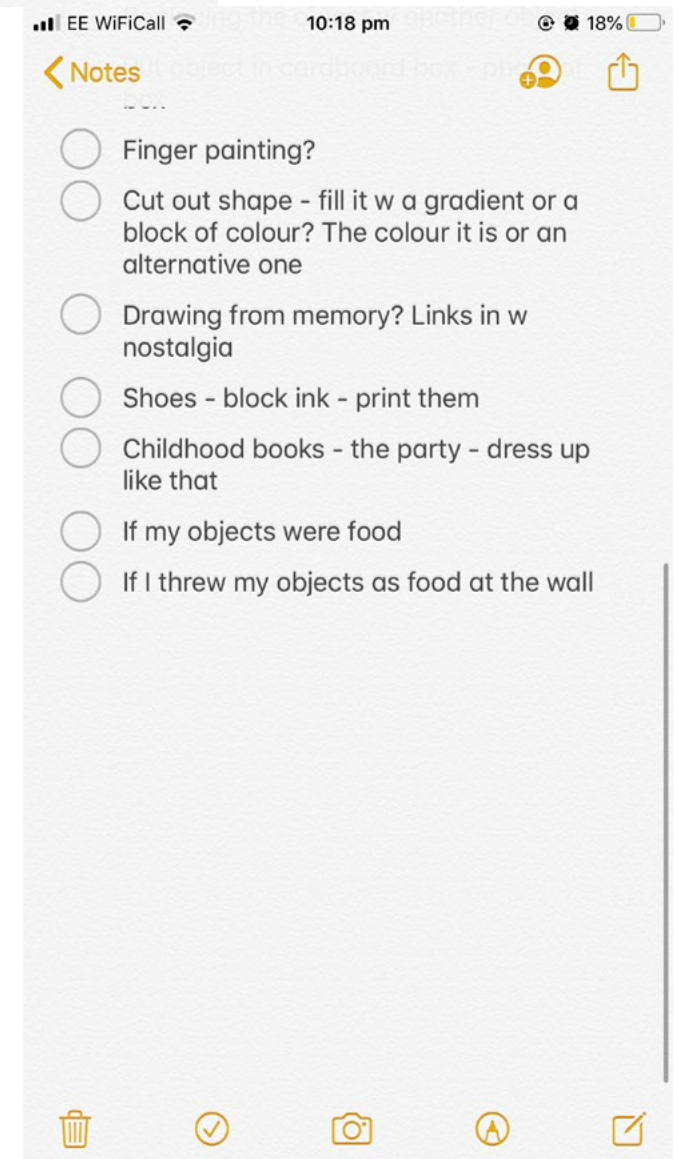
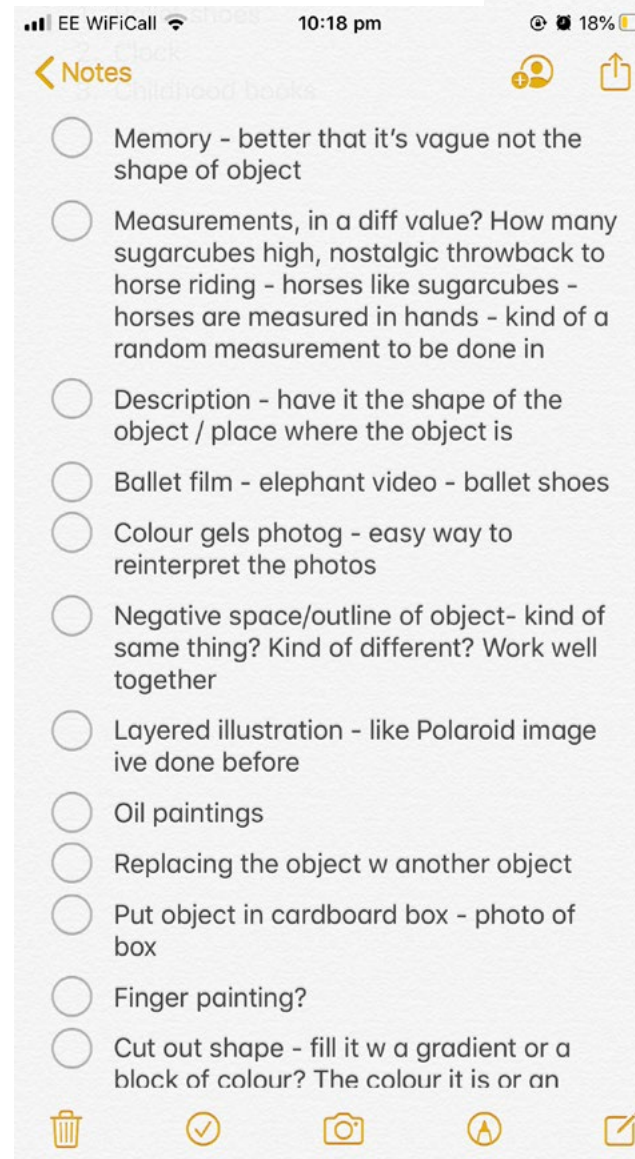
Kind of along the lines of Magritte "Ceci n'est pas une pipe"

I'm looking to challenge preconceived ideas of what the objects themselves are.

—However this was not what I ended up pursuing as I felt like I didn't have the time to put the required research it would've taken.

## OBJECTS

1. Ballet shoes
2. Clock
3. Childhood books



## Thinking about lights

When I was imagining the different translations I found that I was envisioning a certain style for them. That look that comes with using several coloured gels, as exemplified around the page. I initially thought about doing a look with primary colours and extending this theme throughout all the translations, e.g. paint the objects in the primary colours.

However I don't currently own any gels, so I was doing some research on them and what kind would be best to get and I came to two realisations;

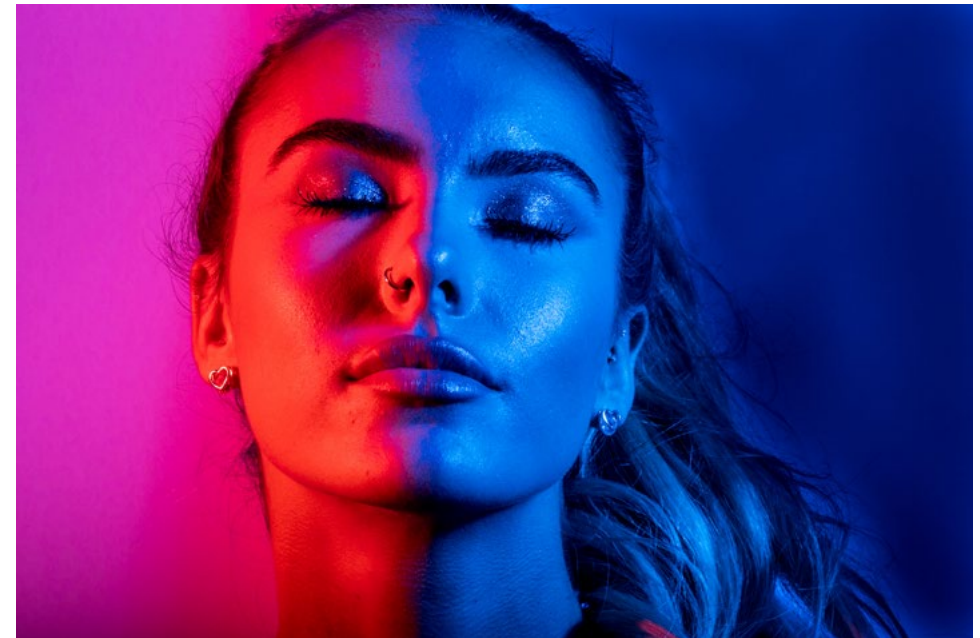
1. most gels aren't really supposed to be used like this, for example their main purposes range from making lights warmer/shinier to just changing the type of light indoors to another - not just for completely recolouring. Which means the ones I want are harder to find and more expensive.

2. They won't arrive til Sunday anyway, and with a deadline on Thursday, that's no good.



I weighed up my other options which include, using lightbulbs that change colour, a projector or making my mac screen one colour and setting it to full brightness and pointing it at the object. These are currently all as good as each other, so this is what I'll experiment with to try and get the look I desire.

**Dont worry!  
Found some gels!**



## Process shots



Photo of my coloured lightbulb.

I didn't take any process screenshots of my editing work for the pdf.

Or of the work I did on illustrator. For that I created positive/negatives of a photo of each of the items using image trace. Also, I made an outline of each object without a fill, then one with a fill.

When it came to edit these, I layered them over each other in the publication so that there would be a more dynamic look than if they were just placed by themselves.

I decided to essentially mimic the style of my publication from last week wherein I had one side of a double page spread being a full bleed image and then the other being a smaller/more detailed design, as I felt this

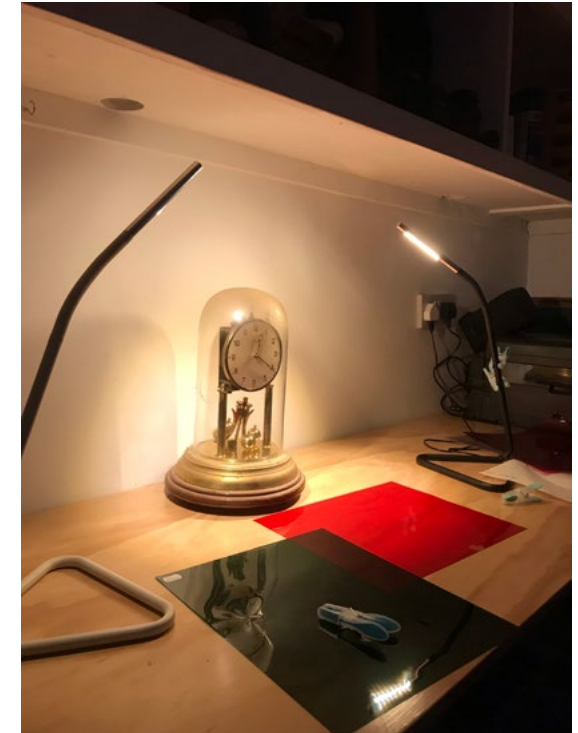


Clipped the gels onto two led lamps. Set up of the camera.

layout worked well previously. It helps to have a continuing design link between all my outcomes, which I don't think is necessary, but I do like the idea of.

As mentioned in the previous page I had considered having a primary colour theme throughout my publication as I felt it would help create a symbiosis between the potentially very different translations. I'm very glad I did this as I think it helps make the pdf look a lot more put together than if I hadn't.

Although, the photos and the tags at the beginning don't completely fit with this theme, however if I used different colour gels it either ended up having a very flat image with not much dimension between the shadows and the highlights or the colours blended together too much and didn't have the strong contrast between the two colours that I wanted. As for the tags, I only had one colour wheel of inks and they'd all been mashed together to create a quite muddy selection, so I just went with the colours that would actually



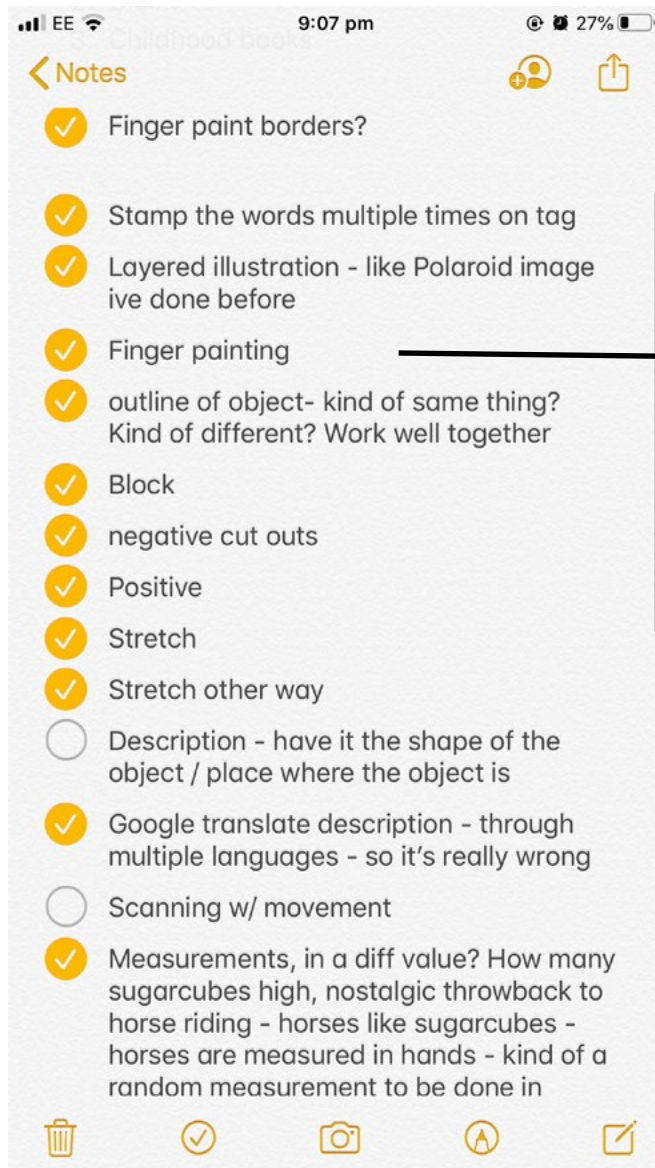
Basic lighting set up without gels.



The stamps and ink used for the tags.

# Notes - final

I changed my notes page as I was working through the translations, this is how it ended up looking, with some additions and edits.



The finger painting was done with the idea of keeping both a sense of nostalgia, to represent the age of the items, but also a childishness, to represent the main intendent for 2/3rds of the items.



I did measure my items in sugarcubes however I felt that this didnt really fit with my ideas. And when I tried to stack it as high as the clock it just kept falling over.

