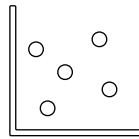


VIVA

ELVA ♥ MAGCD3



MAGCD2 ▾ PROJECTION¹

ELVA 22047695

What is creative consciousness and what does it mean for graphic communication design?

—

What is the role of tools such as creative prompts or activity books in the development of creative consciousness?



Line of enquiry

Proposal

For Projection¹ I proposed to investigate and define what Creative Consciousness is through activity books, and explore what is their role in the development of Creative Consciousness.

Enquiry:

What is creative consciousness and what is the role of activity books in the development of creative consciousness?

Proposal:

Investigate creative consciousness through tools such as creative prompts and activity books to understand what their role in the development of creative consciousness is.

Projection:

Development of activities that support creative consciousness.

Aim:

Investigation

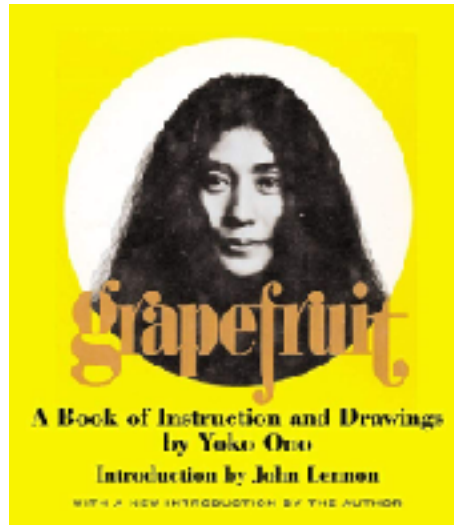
Audience:

Designers & Students



Graphic Design Playbook

(2019)
By Sophie Cure
& Aurelien Farina



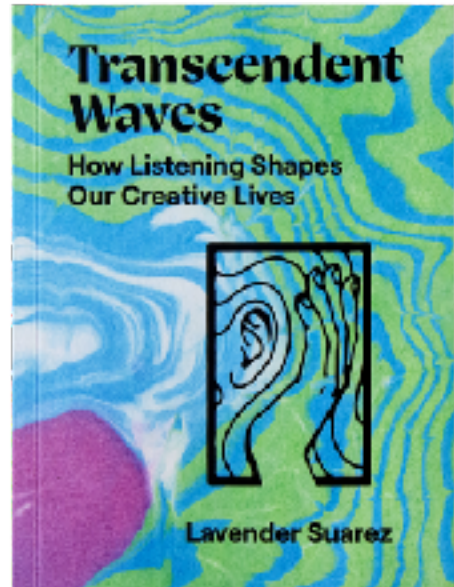
Grapefruit: A Book of Instructions and Drawings

(1964)
By Yoko Ono



Golden Meaning 55 graphic experiments

(2014)
Graphic Design &



Transcendent Waves

How Listening Shapes Our Creative Lives (2020)
By Lavender Suarez

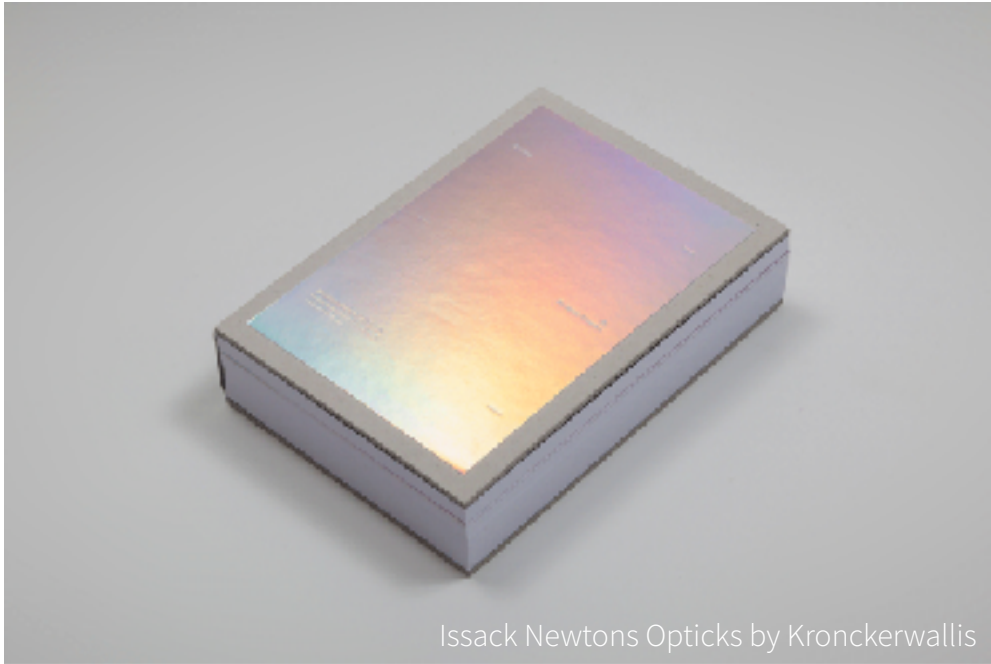


Research

Creativity Books

There are *a lot* of books about creativity, the creative process and the creative block. I have founds that they can be categorised in four categories:

- **Activity books:** These books aim to tackle the creative block by offering activities to complete.
- **Biographic books:** These share the creative process of (often) famous creative individuals.
- **Curatorial books:** These gather and curate projects around a brief or enquiry about the creative block.
- **Theory books:** These offer an exploration and understanding of the creative process, often from a scientific position.



Issack Newtons Opticks by Kronckerwallis

First thoughts on research:

There seems to be a connection between relatable design and inner self connection.

Connection

Inner self connection & Audience
Personal relationship — Relatable design

Note: Interest in sacred geometry + design centric books.

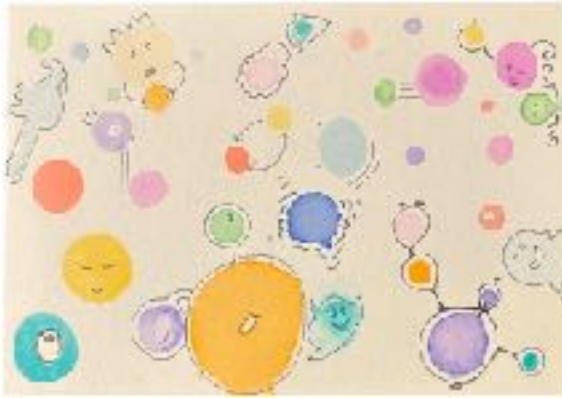


Position:

Activity Books

From the research I decided that for Projection¹ my position was to explore Creative Consciousness through activity books and to create my own.

👉 [More research + reflections on my blog.](#)



Harimeki inspired:

- Pleasant and relaxing activity.
- Activity helps stimulate imagination.
- Creativity is more than doodling.



David Lynch's Catching the big fish inspired:

- Representation of depth of consciousness in meditation.



Creativity begins with you inspired:

- Representation inspired by connections; for creativity and good design one needs to connect with the self and audience.



Experiments

3 x examples

Expanding lines of enquiry:

- Do designers need to be in touch with themselves to be able to be creative?
- Are generic creative prompts for individuals to explore themselves?
- Are these self-exploratory tools the key to connect with oneself?

Design Principles	Type	Lines	Colours	Basic Shapes + Sacred Geometry	Musical Notes	Chakra & Mantra
Balance & Alignment	Display	Dotted	Violet	Circle - Sphere (Light)	B	Crown (Silence)
Space	Icon	Thin	Indigo	Pentagon - Dodecahedron (Ether)	A	Third Eye (AUM)
Emphasis	Mono spaced	Bold	Turquoise	Rhombus - Octahedron (Air)	G	Throat (HAM)
Repetition	Script	Free Form	Green	Star - Star Tetrahedron (Love)	F	Heart (YAM)
Contrast	Sans	Curved	Yellow	Triangle - Tetrahedron (Fire)	E	Solar Plexus (RAM)
Hierarchy	Serif	Wiggle	Orange	Hexagon - Icosahedron (Water)	D	Sacral (VAM)
Scale / Proportion	Slab	Crosses/ Crossed lines	Red	Square - Hexahedron (Earth)	C	Root (LAM)



Developing methods I

Meditation & systems

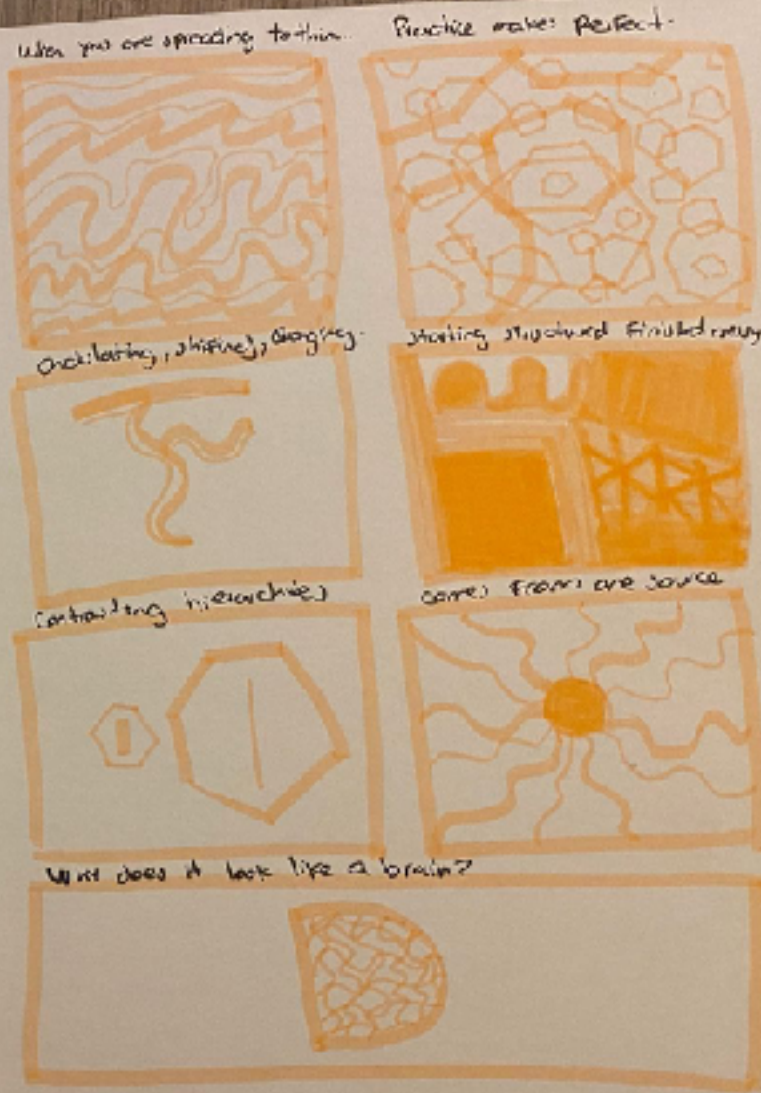
49 Graphic design meditations :

- Created a table system combining design principles with chakras to generate activity prompts.
- These resulted to be a bit complex but very useful if the individual reflected at the end.

👉 [See the full experiment in this Blog entry](#)

“I think the exercise helped me in two ways. First, by thinking about repetition and rhythm I started to notice how my thoughts became clearer. For example, when I was drawing the icosahedron, it started as a very frustrating process which eventually turned into something more enjoyable as I mastered the shape. Second, the exercise helped me to take my mind off the things that were frustrating me and the confusion that my creative project was causing. By concentrating on a single, unrelated thing, I felt freer to narrow down my thoughts.” – Evy Prentice

E. Prentice, 2024



PROJECTION 01

PROCESS + COMMUNICATION



Audience Test

Public engagement

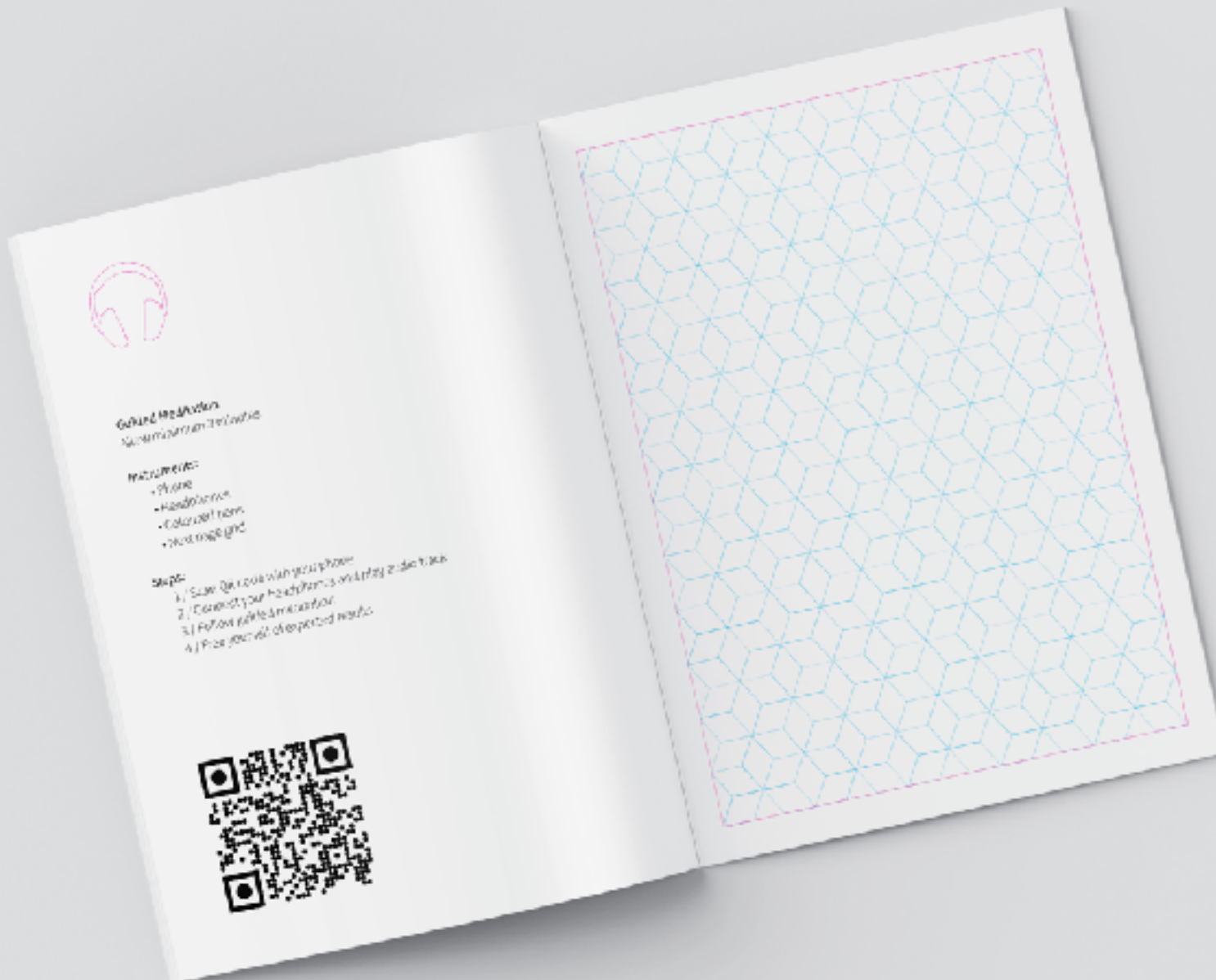
49 Graphic design meditations :

Evy Prentice participated by completing activities 36 to 42.

👉 Her testimonial next to the test.

👉 [See the full experiment in this](#)

[Blog entry](#)



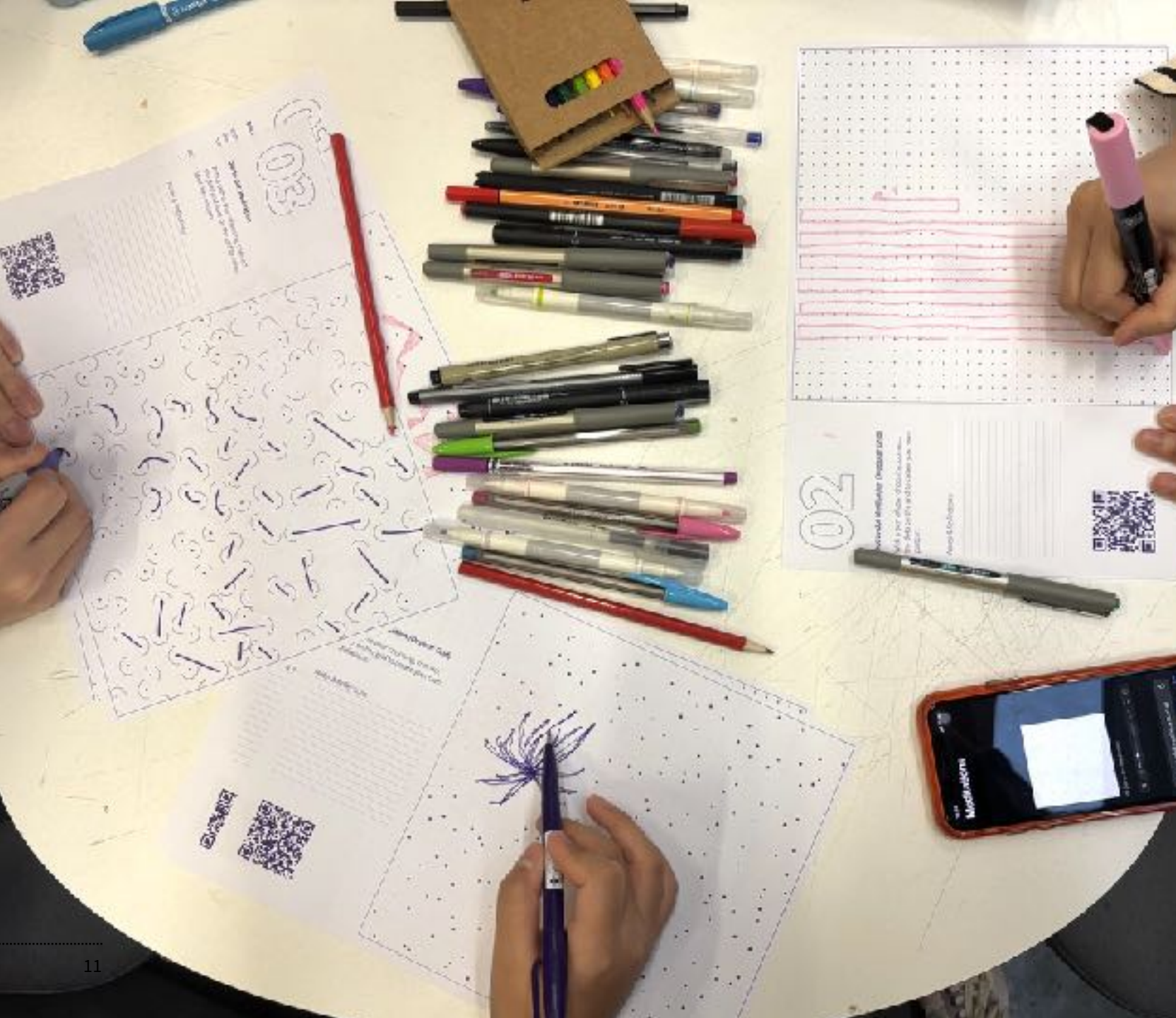
Developing methods II

Thinking through making

From paper experiments to grids:

- Paper experiments inspired me to develop activities paired with a grid.
- These had a QR code to listen to the guided meditation.

👉 [See the process in this Blog entry](#)



PROJECTION 01

COMMUNICATION



Public dialogue

2 x Focus groups

I conducted 2 audience trials to test out the 21 guided meditations with variety of people.

👉 [Focus group #1 with 3 individuals](#)

👉 [Focus group #2 with 9 individuals](#)



Production

21 x guided meditations

Each guided meditation had:

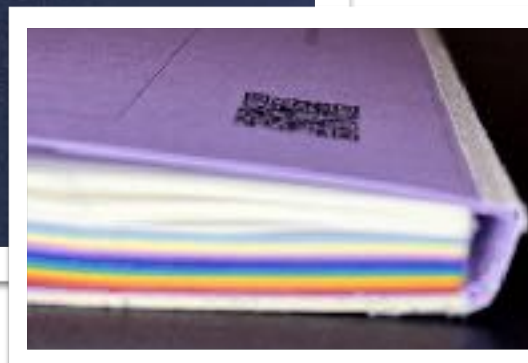
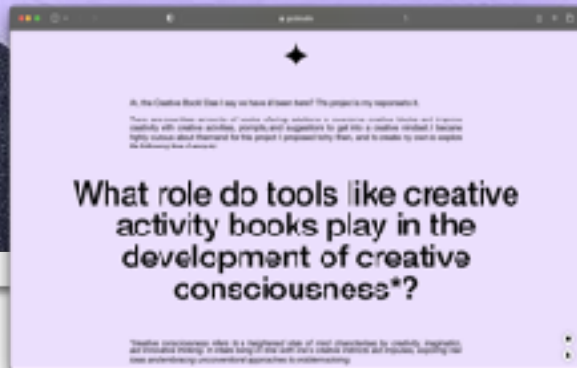
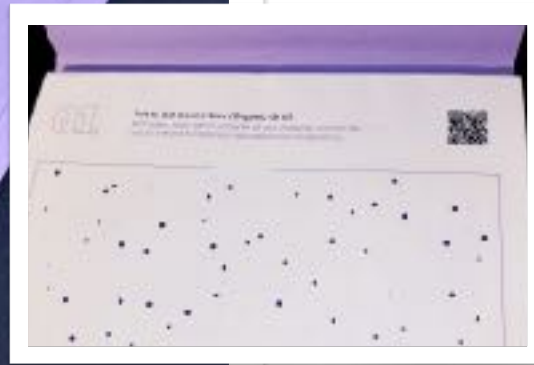
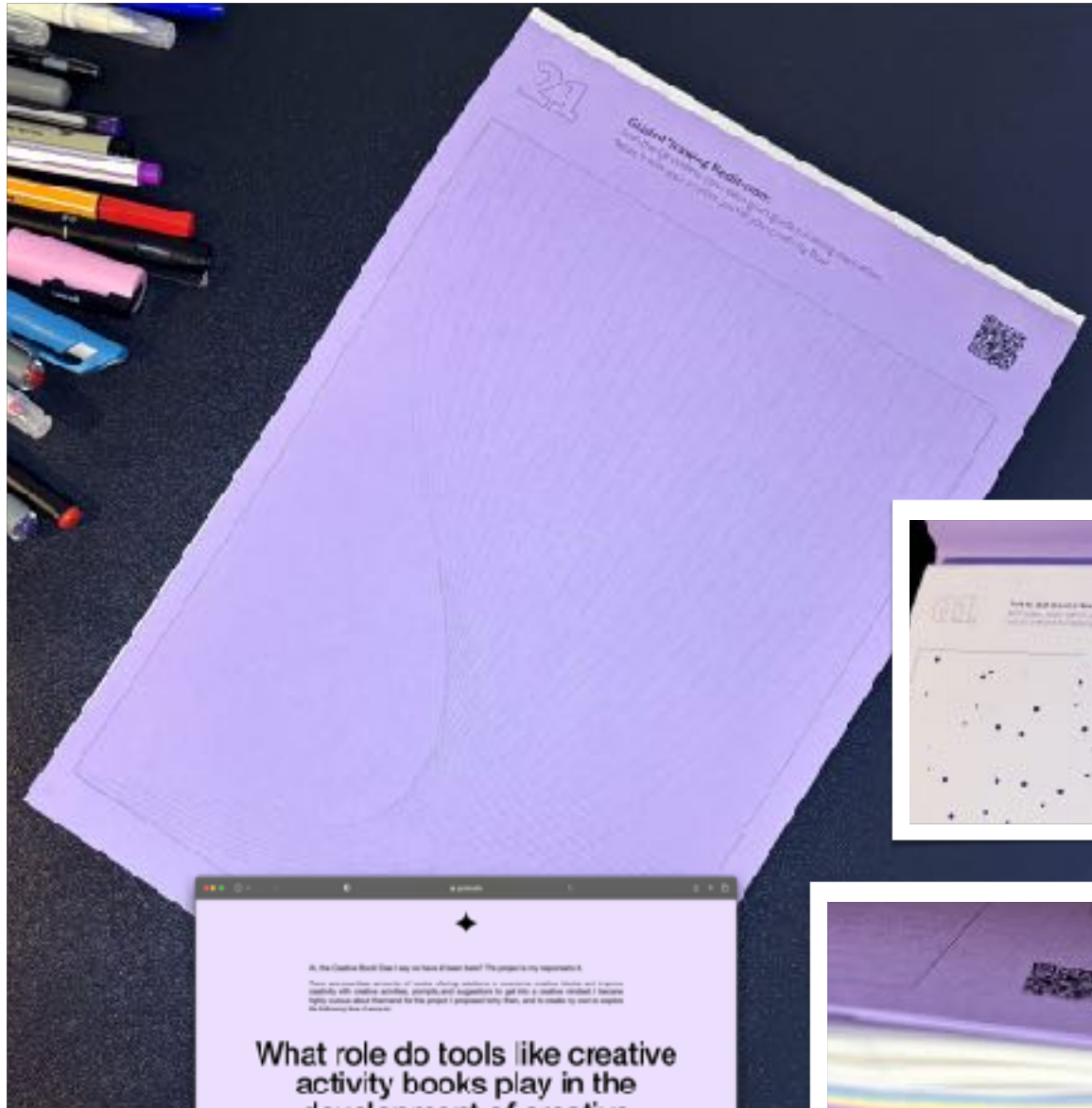
- A grid
- Audio guided meditation accessible through a QR code.

The activity pad design evolved through iterations and feedback.

[!\[\]\(65e8f8322c024ac6fcf86b65a793ebdd_img.jpg\) Iteration 1](#)

[!\[\]\(24ebf582a58af7318d9e75a2b147597b_img.jpg\) Iteration 2](#)

[!\[\]\(173968034f6ca6c36e25dcb8a274badd_img.jpg\) Iteration 3](#)



Final Outcome

21 x guided meditation

PAD#3 outcome details:

- Full colour instead of black&white.
- A4 portrait instead of landscape pad.
- Each sheet has a perforated fold for tearing off the artwork easily.
- Grids repeated with different papers for individuals to do more than one having a different experience.

👉 [Please see details + GCD.Studio here.](#)



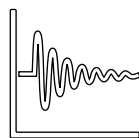
Review Feedback

21 x guided meditation

The formative peer review revealed:

- 1 • Smaller A5 pocket version of pad might be preferable for some.
- 2 • Public required further understanding in regards to what Creative Consciousness is.
→ This lead me to Projection 02.

👉 [Details + Spring break work](#)



MAGCD2 ▾ PROJECTION²

ELVA 22047695

What is creative consciousness and what does it mean for graphic communication design?

—

What is the role of tools such as creative prompts or activity books in the development of creative consciousness?



Line of enquiry

Proposal

For Projection² my aim has been to answer what Creative Consciousness is and what it means for graphic communication design from a personal position. This would give context to Projection¹.

Enquiry:

What is creative consciousness and what it means for graphic communication design?

Proposal:

Explain and illustrate the concept of creative consciousness from personal experience and build a glossary of symbols to understand the experience.

Projection:

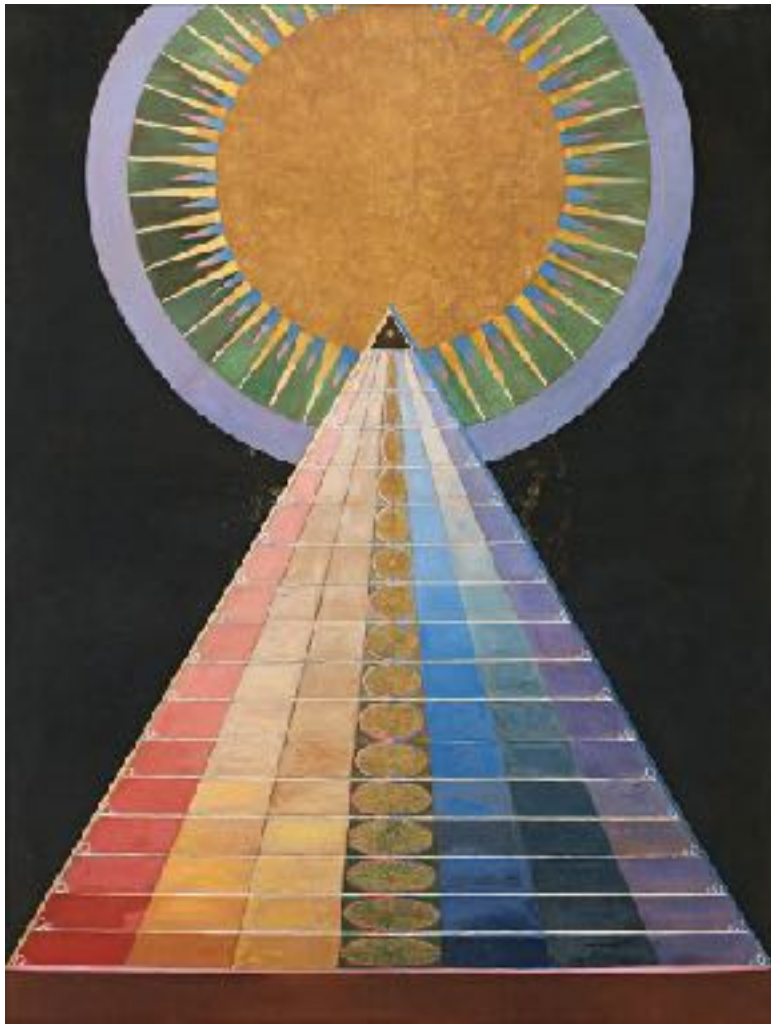
Materialisation of creative consciousness through written and visual representations.

Aim:

Awareness, communication and demystification.

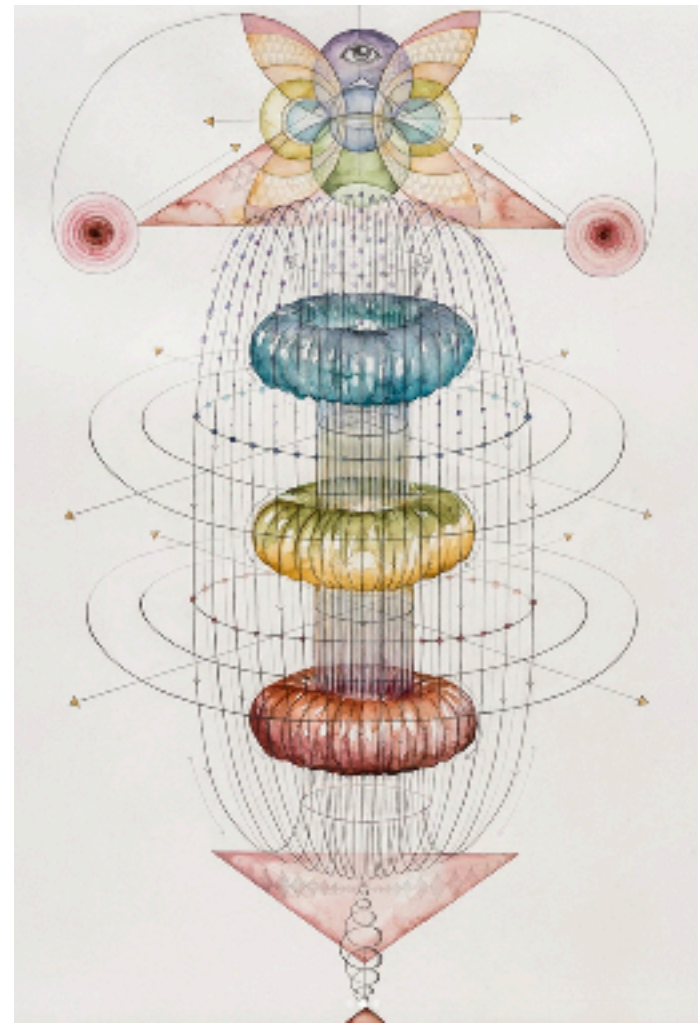
Audience:

Artists, educators and mindfulness practitioners.



Paintings for the Temple

By H. Af Klint (1915)



Wisdom Engines

By T. Johnson (2020)

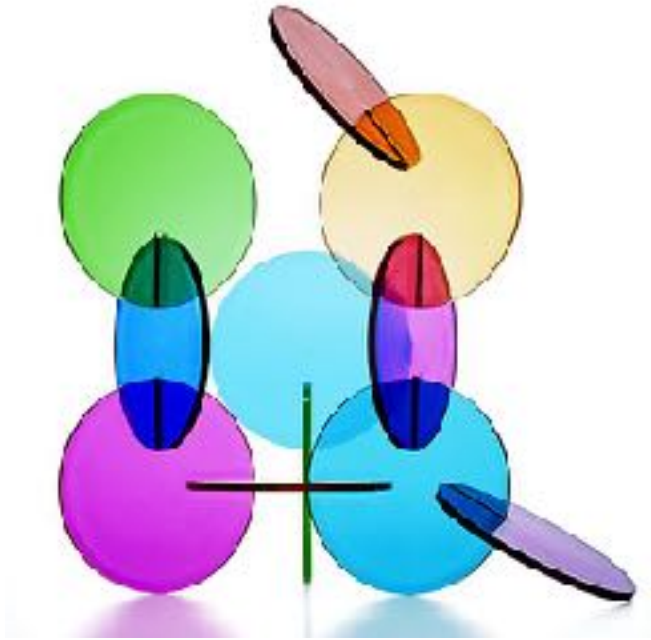


Research

Creative Consciousness

There are *not* many practitioners exploring consciousness artistically but found a few:

- *Hilma af Klint* : Artist, researcher and medium. “*The Paintings for the Temple*” (1906 - 1915) series work that explored higher consciousness.
- *Tanya P. Johnson*: Visual artist. *Wisdom Engines: A Visual Meditation on Consciousness, the Elasticity of Time, and the Nature of Happiness*. (2020 -) explores perception, boundlessness, and life force through vector maps .



First thoughts:

To answer the line of enquiry from a personal position, I will meditate on the concept of creative consciousness to gather and develop content for the project and find a direction by thinking through making.

Note: Wish to somehow experiment with laser cutting as have never done it before.

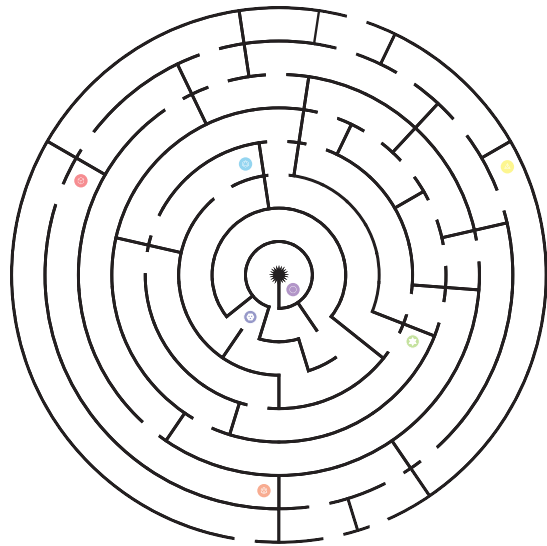


Position:

Personal

Creative consciousness is something that can be experienced through meditation and so seems most appropriate to explore it through a personal position.

 [More research + reflections on my blog.](#)



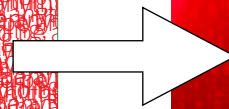
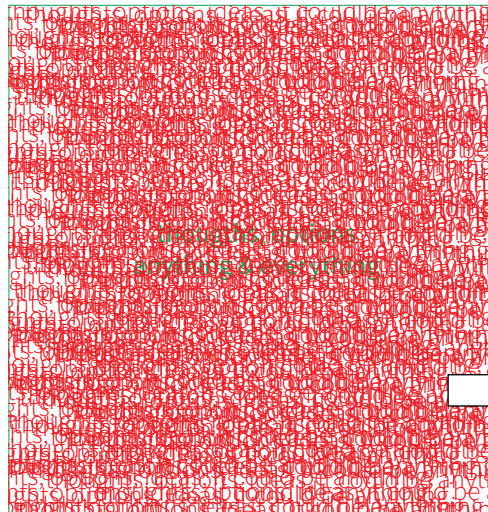
Experiments

3 x examples

Process-led experiments:

- Labyrinth - Walking meditation.
- Sacred Geometry - Created all shapes from the Tetrahedron Star.
- Anaglyphs - To show the not invisible.

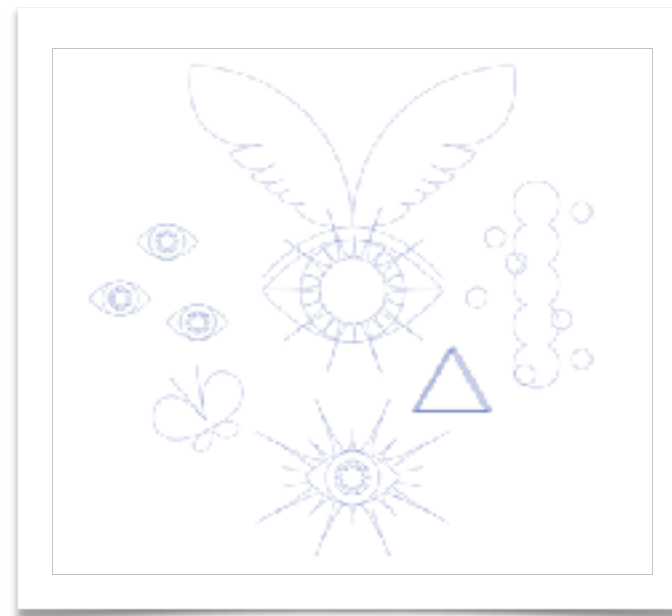
👉 [See experiments + Guests tutorial notes](#)





Third Eye Meditation

Original sketch example



Third Eye Meditation

Illustrator outline



Developing method I

Recording meditations

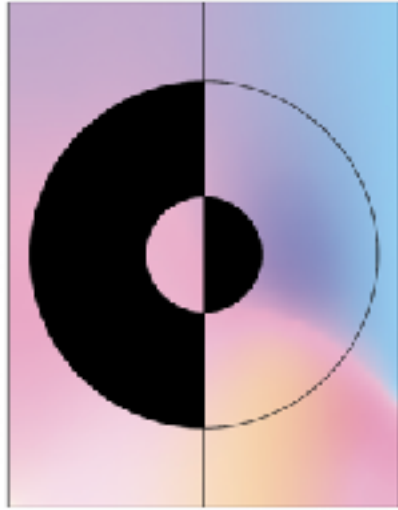
8 x 20min Meditations :

- I meditated 20min on each chakra and the concept of creative consciousness with the intention to experience visualisations.
- With eyes closed I quickly sketched and annotated all spontaneous visualisations and messages received through the meditations.

👉 [See the full experiment in this Blog entry](#)



"Stream of Creative Consciousness"



"The Circle of Life"



"Creative Journey"



"Stream of Creative Consciousness"



"The Circle of Life"



"Creative Journey"



Developing method II

Understanding visualisations

Spontaneous visualisations :

- The more I meditated the more complex and meaningful visual messages I would receive, and/or, the easier it became to understand what I was seeing.
- The visuals from meditating on the concept of Creative Consciousness were their own complete image.
- Gathering the meaning of the visions became a GLOSSARY of symbols.

👉 [See the complete process in this blog entry](#)



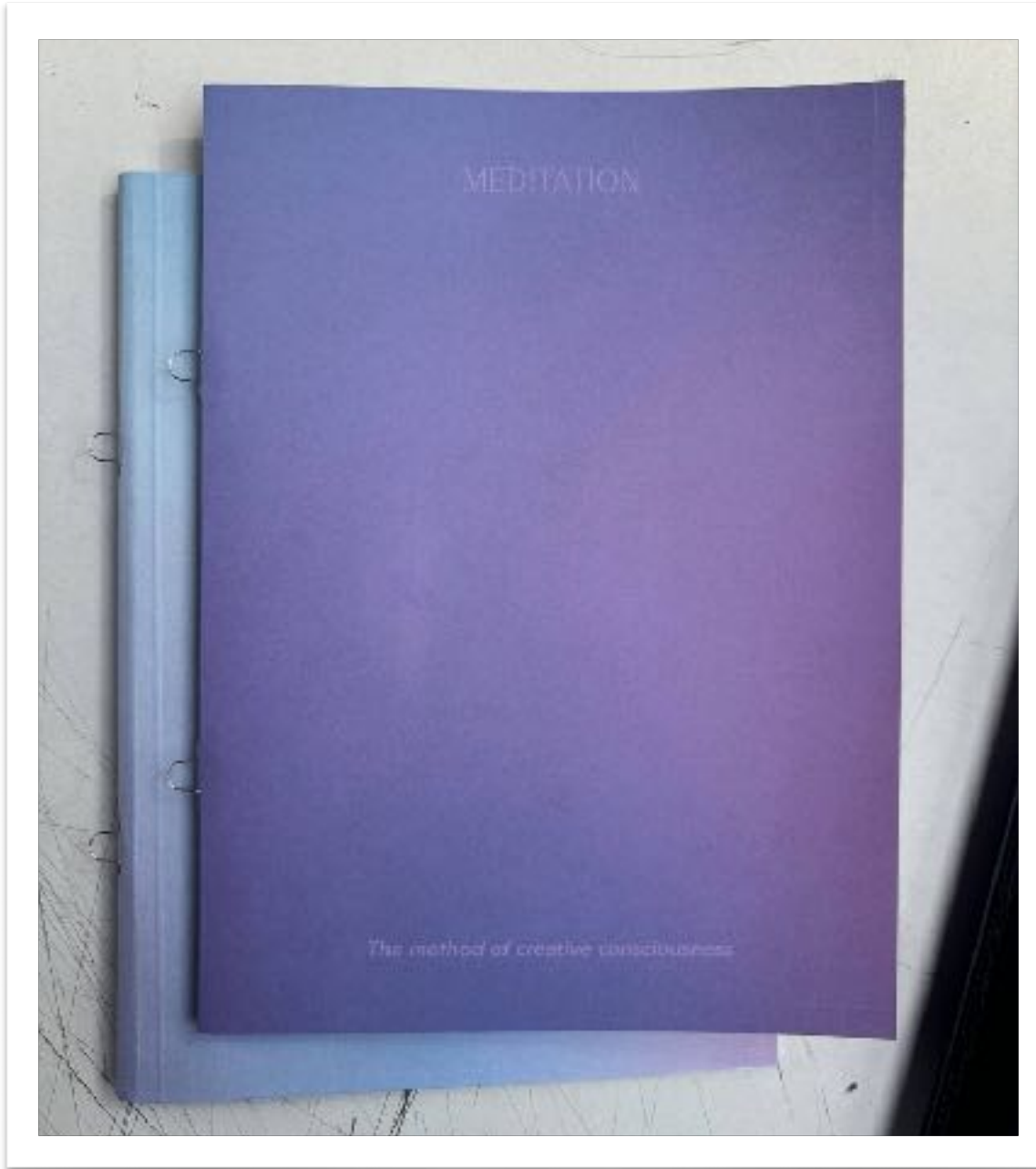
Production experiments

Foiling + Laser cutting

Failed production tests:

- Foiling did not come out as I expected and quickly moved on due to limited access to the service.
- Laser cutting test came out wrong but learned to use the machine and loved it.

👉 [See the failed tests on this blog entry](#)



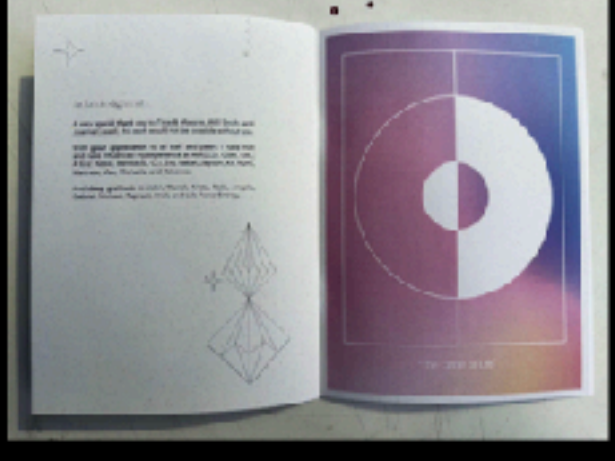
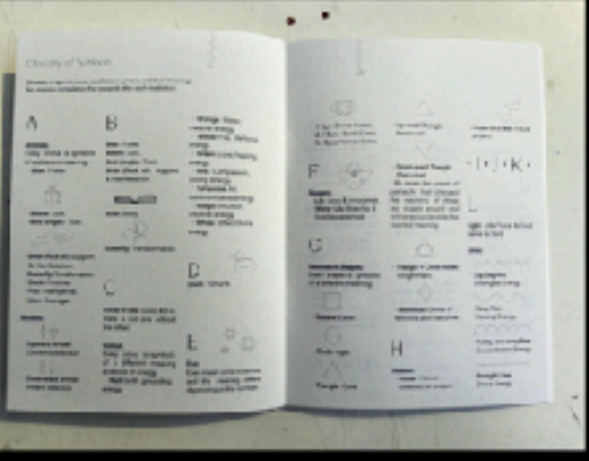
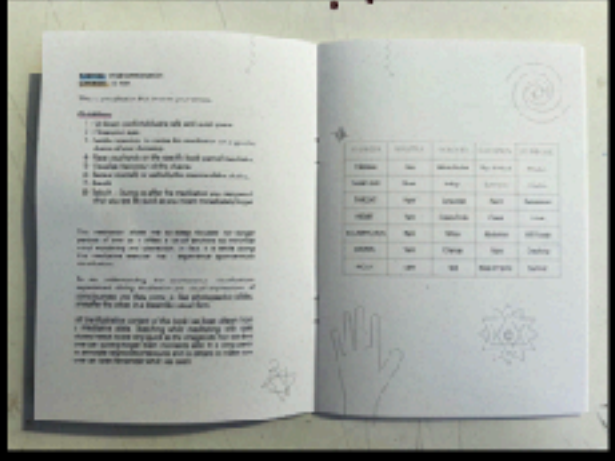
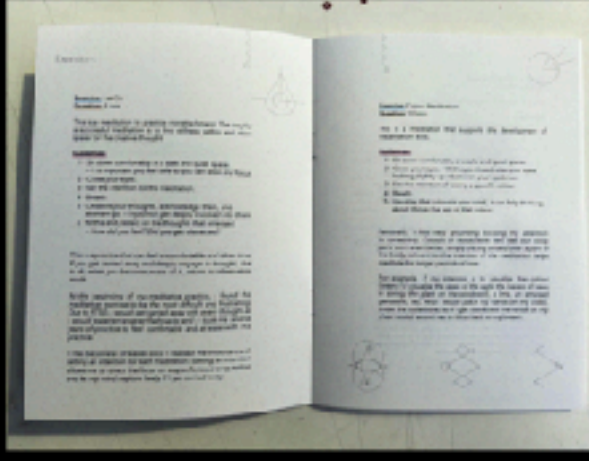
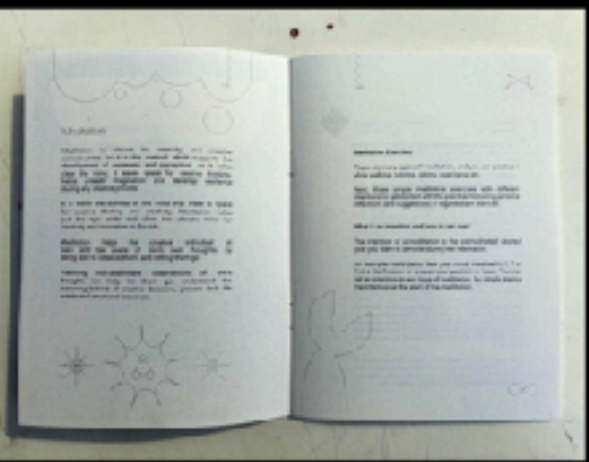
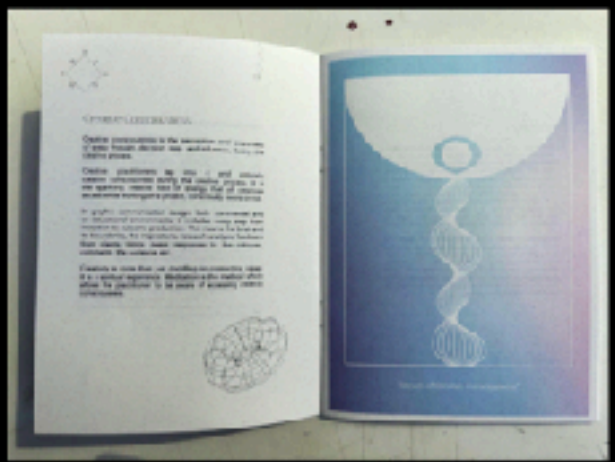
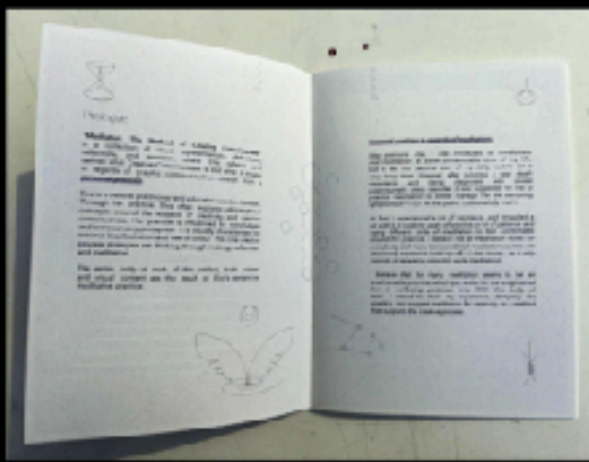
Print Proof

Meditation: The Method of
Creative Consciousness

A5 Saddle Stitch Artefact:

- Xerox printed on off-white and lilac papers.
- Contents: Prologue with personal position, visual and written representations of Creative Consciousness, Meditation, Exercises and Symbols Glossary.

👉 [See the printed artefact in this blog entry](#)





Wall hanging

Creative Consciousness

Decorating the meditation environment

- Engraved the Creative Consciousness illustrations on to perspex discs to create a wall hanging and tokens.
- The intention is to decorate the space becoming a reminder and visual enhancer to the meditative practice.

 [See the laser cut tokens here](#)





Toolkit

Creative Consciousness: *GLOSSARY*

A 55 word card toolkit :

- Trimmed, drilled, with a screw binding and cut corners.
- After each meditation this *GLOSSARY* expands and becomes a tool to interpret messages hidden behind spontaneous visualisations.

👉 [See final outcome in this blog entry](#)



Artefact

Meditation: The Method of Creative Consciousness

Completed with extended glossary:

- Contents: Prologue with personal position, visual and written representations of Creative Consciousness, Meditation, Exercises, and Symbols Glossary.

 [View Digital Publication](#)



THANK YOU