

THE BUTTERFLIES IN MY TUMMY

EMOTION : Insanity



INSANITY



/in'sənətē/ noun

(Formal) The state of being seriously mentally ill; madness. | Extreme foolishness or irrationality.

(Informal) Very stupid, crazy or dangerous; Extremely annoyed; angry; shocking or very impressive

WHY?

My choice of this word was almost immediate as I listened to the project brief - a word that sums up all the little butterflies that clutter my mind: The butterflies in my stomach. It's a word I find myself repeat a lot, maybe a little too much than I should:

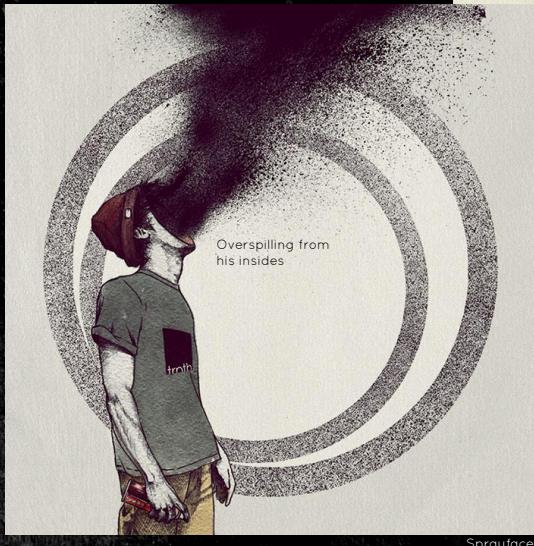
“Oh my gosh, I’m going insane.”
“Damn it, this is driving me crazy
“*You* are the reason of this madness”
“*You* damned LUNATIC.”

I believe at some point, whether it’s at a breaking point of stress and anxiety, or the peak of a heated argument, or the frustration of being unable to break out of a cycle - everyone at some point feels insane or believes someone else to be a mad man.

Insanity is in all of us, but how much of it is there? When will the dam that keeps us sane break? How much more will it take? Will the cracks ever mend? Does the cycle ever end?

SLAVA TRIPHIH

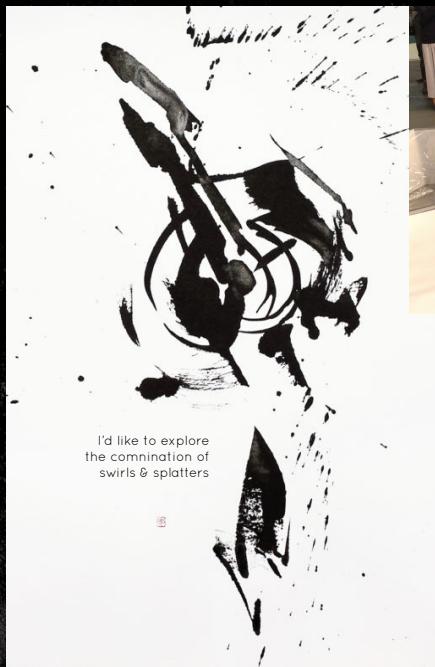
<https://thereart.ro/slava-triptih-works/>



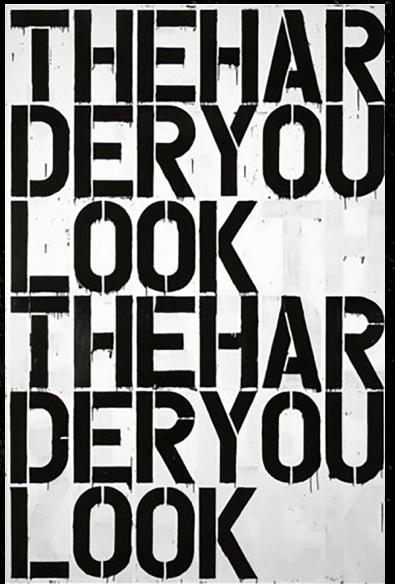
A fascinating artist with an extremely powerful visualisation of emotion and surrealism. They inspire me to attempt to add personality to my texts and story to my piece and shows my how splatters, dots, and shapes can add to my piece beyond the illustrations.

Sogen Chiba's interesting technique and art process caught my attention. The amazing results that he gets specifically because he doesn't dwell on details and go with the flow reminds me that i don't need fancy tools and overdoing to get my message across. Not to mention the accentuation of beauty and emotions in simplicity. "Don't overthink."

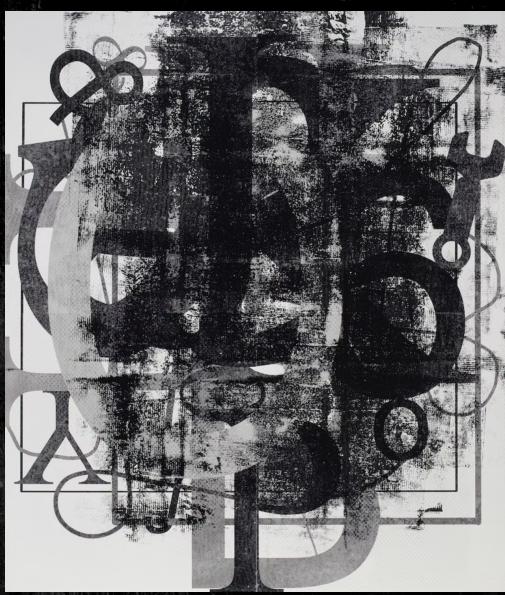
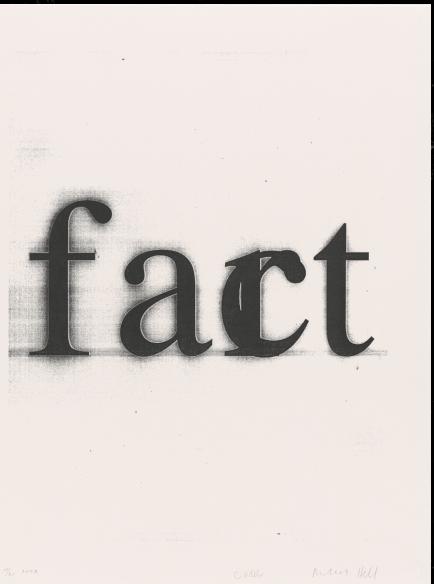
SOGEN CHIBA



UNTITLED, 2000



UNTITLED, 2008



UNTITLED, 2014

CHRISTOPHER WOOL

<https://gagosian.com/artists/christopher-wool/>

Christopher Wool guides me in the analysis on how to play around with words & typography. Christopher namely caught my eye with the use of stencil (which I decided to stray away from). But even then, his wordplay and typography arrangement continues to tickle my mind.

ERENCES

ARTIST
REF

Engulfed by emotions



Round, understated, unthreatening fonts

a	b	c	d	e	f	g
h	i	j	k	l	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

after 45'

CALM
ROOM



Rustic/Eerie Texture



Powerful Swirls



SCREECHY, SCARY, UNPREDICTABLE FONTS

Psyche Ward

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

INSANITY

COLOURS



DIARY,
JOURNAL,
PENT UP
EMOTIONS,
TURN APART



BREAKING GLASS, SHARP/EDGY TEXTURE



BURSTING BALLOON, SWIRLY MUDDY TEXTURE

MOODBOARD

PREVIOUS MOODBOARD

a b c d e f
g h i j k l
m n o p q
r s t u v w
x y z

a b c d e f g h i j
k l m n o p q & r
s t u v w x y z !
0 1 2 3 4 5 6 7 8 9



PREVIOUS VS CURRENT MOODBOARD

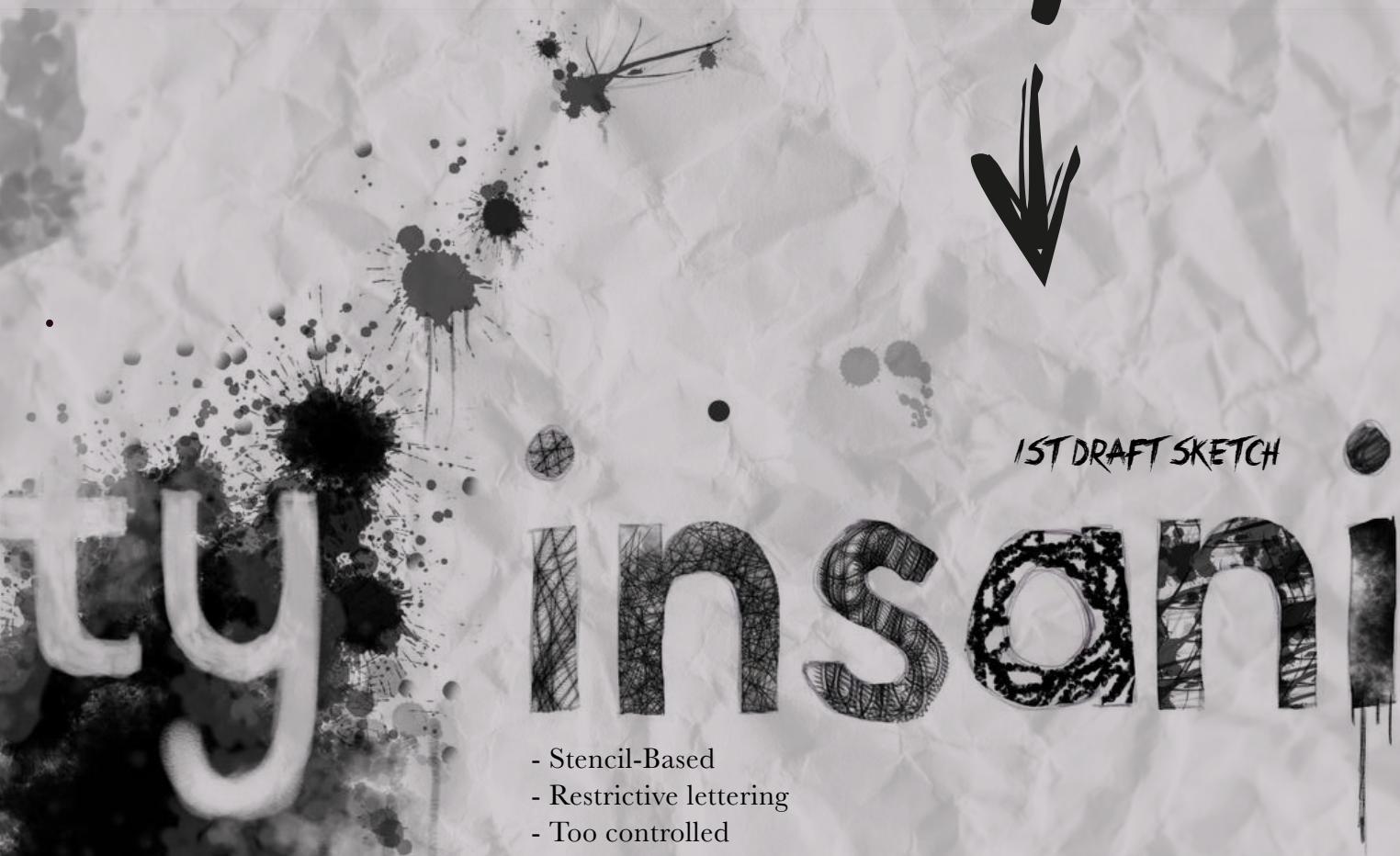
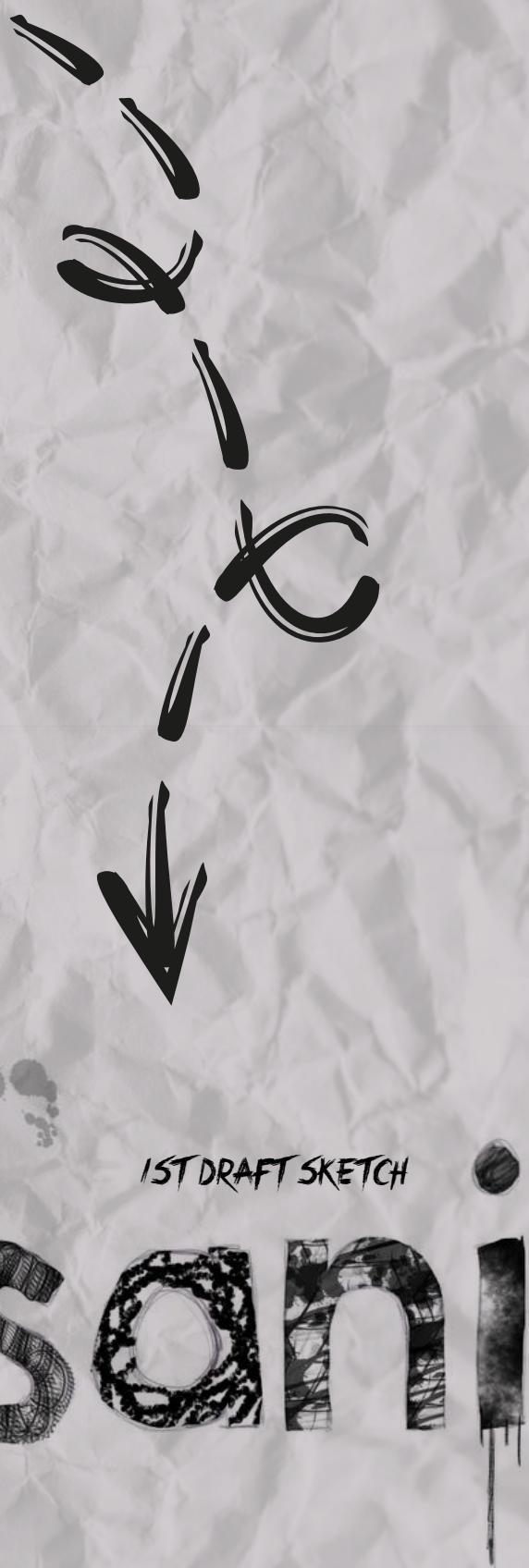
The main transformation from the first to final moodboard is the use of stencil. Moving towards the final piece, I decided to forgo deliberation. I wanted there to be the unpredictability and edginess/messiness of insanity, and build depth into the piece while going with the flow. Similar to Sogen Chiba's process.

THE FIRST DRAFT

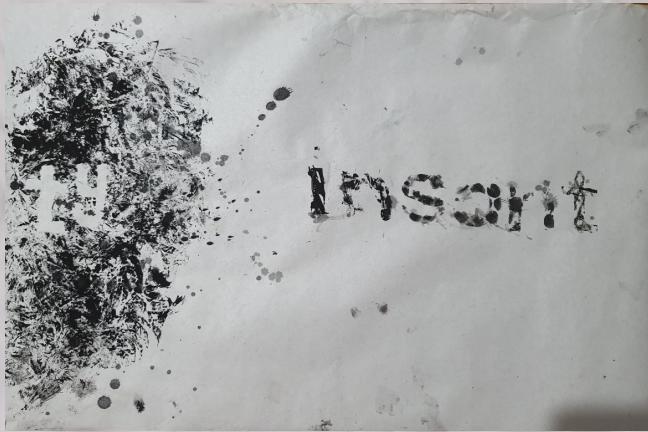
- DRAWN BEFORE WEEK 2

Looks corporate as criticed. And a friend, Amanda, feedbacked that maybe I could try the word “control” with the concept. When she said that, I immediately saw it, that the treatment does seem extremely controlled, especially with the concept of containment behind this design.

Control didn't really pull at my heartstrings, so I started exploring ways to stray from the “Control” and “Corporate” aspect of the idea.



- Stencil-Based
- Restrictive lettering
- Too controlled



STENCIL ATTEMPT

Misplaced Insanity here (oops), but beyond that, I heavily restricted myself to the sketch. As soon as I did this, I felt stuck because I was just trying to remake the sketch and forgot about exploration and adding on to it.

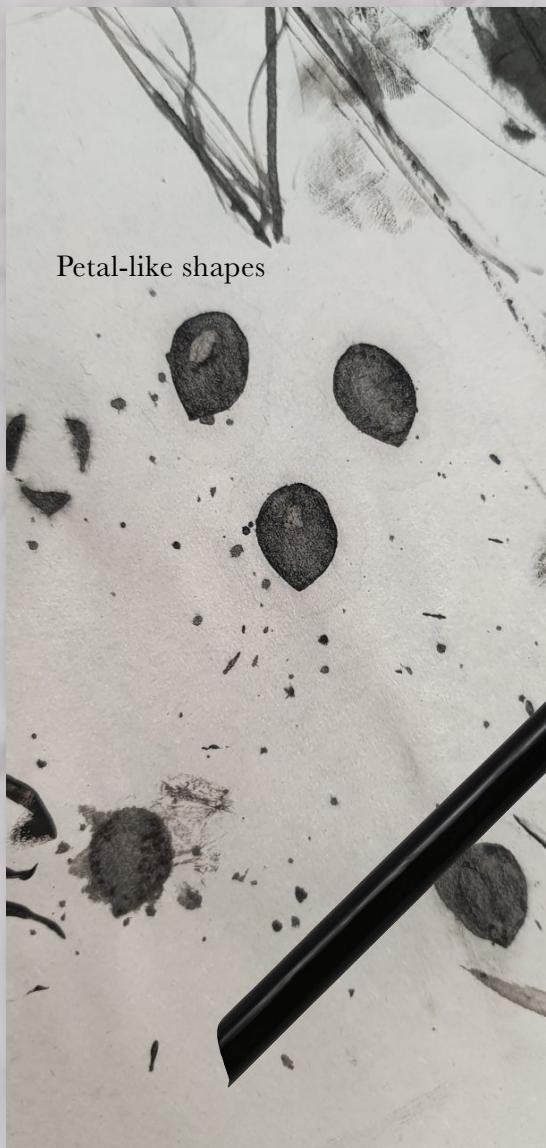
After this, I avoided sketching any other ideas and decided to just keep things I want to try next in my pocket so that I don't restrict myself to sketches for an emotional, abstract piece.

- - - - - PURE EXPLORATION - - - - -

INK IMPRINT

- Tried exploring if it'd be possible to imprint negative graffiti onto the paper. It worked somehow.





Petal-like shapes

STRAW

Formed bubbles with the slant-cut end, and stamped it onto the paper.
(In hind sight, I'd have like to incorporate this into my submission piece, using the straw to replicate the "Fly" effect I used for [ROTTEN].)

BUBBLE & VEGETABLE/ FRUIT WRAP

Retro & Comic
like circles/dot
effect



THREAD + TISSUE BALL

Swirls

Used the tissue as a weighted pendulum and swung it/rotate it round for the circular splatter effect



Soft Dots

Pressed the tissue onto the paper like a brush and turned it 360.



LONG WIRE WITH PLASTIC STRINGS (MY CAT'S TOY)

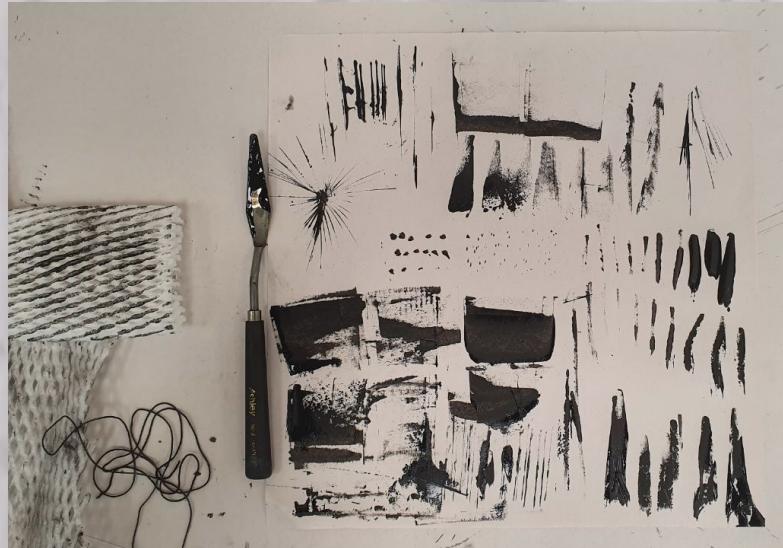
Whacked the paper with the bristles a to create some splatters and random patterns.



MINION CAR

TOY MY CAT ABANDONED

Another type of circle
& pretty satisfying
scruffy scratchies

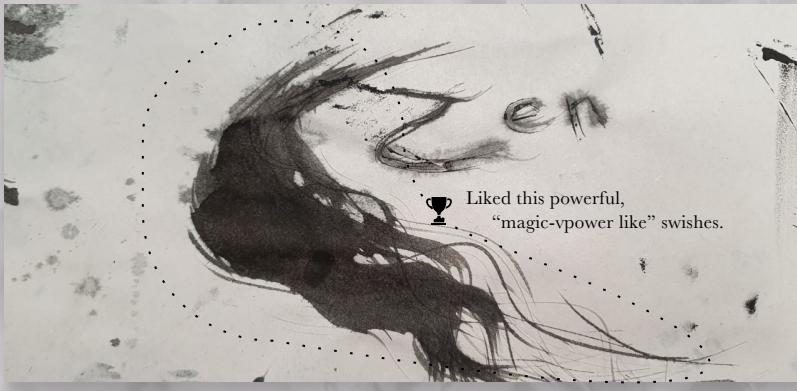


PALETTE KNIFE

FAVOURITE TOOL

This is the main tool I used to make the final piece. It spreads the ink the way I like it, and the way it's shaped allows me to create different variations of lines easily when mark making, it's the best tool I needed for the scruffy scratchy lines of "Insanity". Not to mention the interesting texture that it makes on it's flatter surface. This allowed me to create the empowering swirls in the final product.

EXPLORATION OF OTHER WORDS



Liked this powerful,
"magic-vpower like" swishes.

NEEZ

INSANITY



Because I felt like I was getting lost I exploring textures over and over again, unable to bravely challenge the word "Insanity", I decided to make a side trip with other words as warm-up to see if anything might jot my creativity, or even lead me towards a different direction.



Liked this "T" a lot, used it as part of "Insanity".

ROT

A word that struck me other than Insanity which I though had potential for exploration

Further exploration that I later on combine with "Insanity".

Notes taken for the next piece:

The typography lacked clarity, the small caps "t" looks like an "x"/"A".

Love the fly and the vein effect.

Enjoyed the "Implied Lines"

, Like the idea of attempting 3D, though it fail to show here.



CREATING THE FINAL PIECE



This on its own felt like Insanity. I kept redoing the same processes to see if a more desirable output would come about.

“Insanity is doing the same thing over & over again and expecting a different result”

I guess the Creative Process Journal just taught me that I knew the phrase, but never truly understood what it meant.

Throughout the journey of “Insanity”’s mark making and writing thing now, I realise even more deeply the repeated overachieving and/or overthinking that leads me in loops. Trying to attain “perfection” in something random & abstract. Of course it doesn’t exist.

FINAL CONCEPT: DRAFT 1

Why this splatter? Is there real meaning too it?

Love iNSAn - ity is messy. A negative "m" space is formed, but it's not meant to be there.



Y seems like
an Orphan

Is this LARGE gap neccesary?

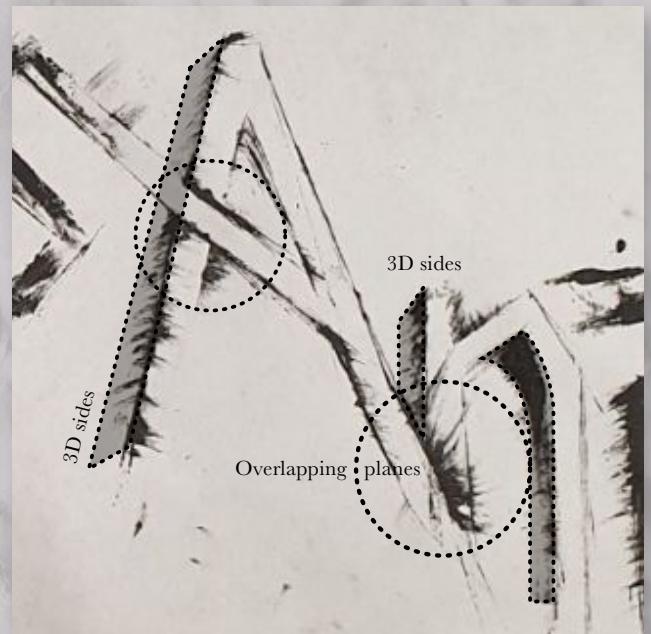
With this piece, i focused most on the "Isanity" portion on the white background. I wanted to explore the swirls shared from "ROTTEN", as well as explore to an extent the 3D effects in the word, as well as implied lines.

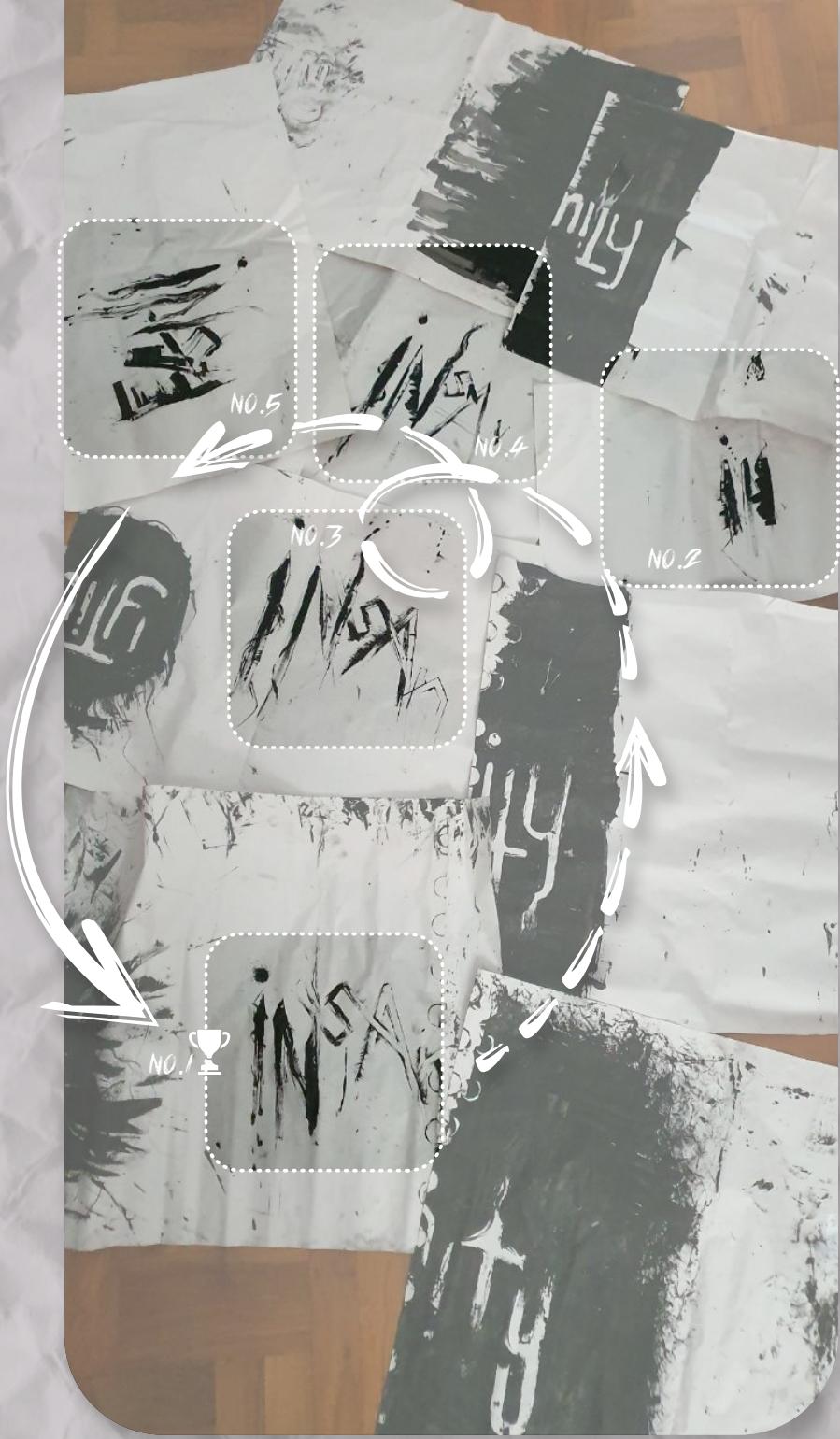
There fore the 3D shadings & overlapping without fully outlining the alphabet.

3D EFFECT

With this piece, i focused most on the "Isanity" portion on the white background. I wanted to explore the swirls shared from "ROTTEN", as well as explore to an extent the 3D effects in the word, as well as implied lines.

Tried adding shading without fully outlining the letters for implied 3D & overlaped the alphabets. I also wanted to avoid making the 3D too technical-drawing looking





FINAL HALF (POSITIVE)

I started from no.1, but as I did the rest, using the same techniques, I just tried to remake the magic of my first attempt to see if I could do better. Going through so many other versions, I still chose No.1 as my3nal print.



FINAL HALF (NEGATIVE)

From Ball splat, with the idea of a bubble of emotions about to burst - to half a page negative to achieve more visual balance. From there, I thought about what would be most interpersonal, and what would make most sense - and arrive on diary/journal, when the deepest darkest thoughts are kept.



THE FINAL PIECE



TOOLS



THE ZEN OF SOIGEN CHIBA:

I limited my tools instead of worrying about having to utilise all the props I collected for the project. As long as I knew how I wanted to use the tool, I can achieve what I want.

THE WORD PLAY IN CHRISTOPHER WOOL:

Cutting the word into half for it to loop when the paper is coiled into a circle. I wanted to add some interactivity to the piece & use Christopher's play on

THE STORYTELLER IN SLAVA TRIPITH:

I added story and interpersonal touch to the art piece with the Journal & notebook concept. The paper is torn because the emotions are falling apart - seeping out from the journal into real-life.



INSANITY



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REFLECTION

This journey tied itself beautifully into a perfect little knot, the process itself representing the idea of insanity I wanted to express and had to face within myself.

After going through so much trouble to explore beyond the word insanity and moving away from the initial idea, I still looped back to the first sketch, albeit incorporating new concepts. So many pathways explored, so many abandoned, yet I still kept trying, creating and breaking concepts apart only to ram them into the first idea that I initially killed. Not to mention in the end, to find the idea of insanity I wanted to paint, I ended up still having to restrict myself so that I can regain focus without overthinking- and I find me struggling once again with control.

The problems loop. And it's all contradictory. The solution I find tend to juxtapose each other, yet they work well together. This took me to a new word, "Balance".

I guess it's all about finding the right balance of control and chaos.

References

Wool, C., 2018. Christopher Wool. Gagosian. Available at: <https://gagosian.com/artists/christopher-wool/> [Accessed September 4, 2022].

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Tripith, S., 2018. Slava Triptih brings to light human emotion. art. Available at: <https://thereart.ro/slava-tripith-works/> [Accessed September 4, 2022].

Credits

[1] Maior, J., 2021. Photo by Julia Maior on unsplash. Beautiful Free Images & Pictures. Available at: <https://unsplash.com/photos/P6rShCD6Sx4> [Accessed September 4, 2022].

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Other Fonts:
www.DaFont.com

Decorative Images:
www.Unsplash.com



The butterflies
in my tummy