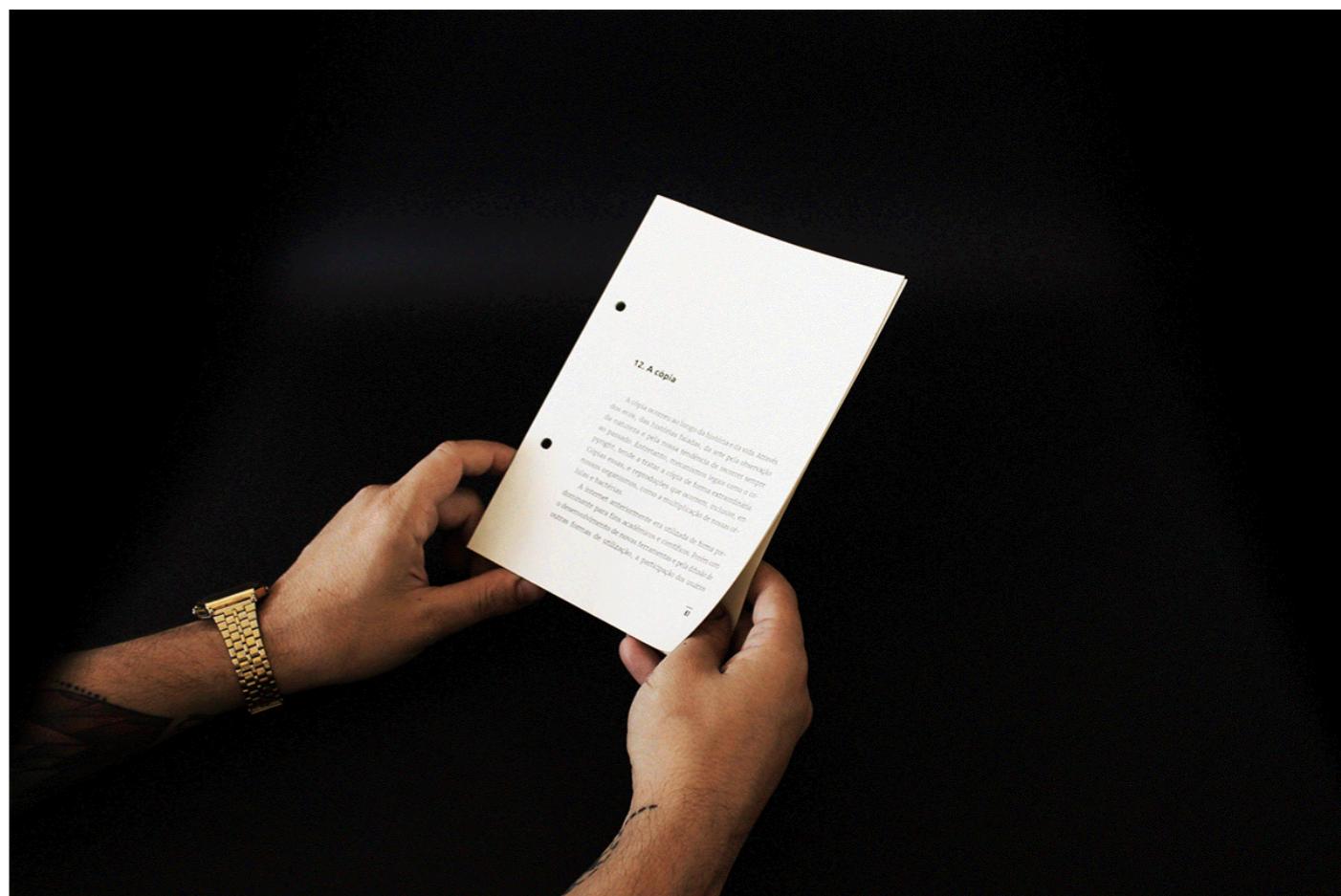


Inside-Out

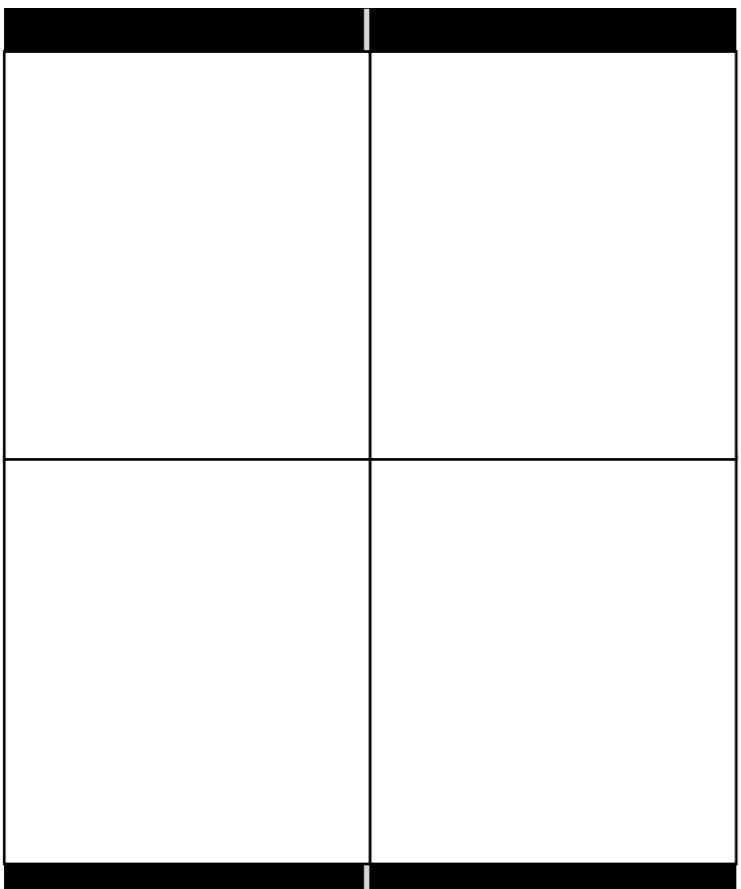
Maria Degiorgio

Mind map - Initial idea:

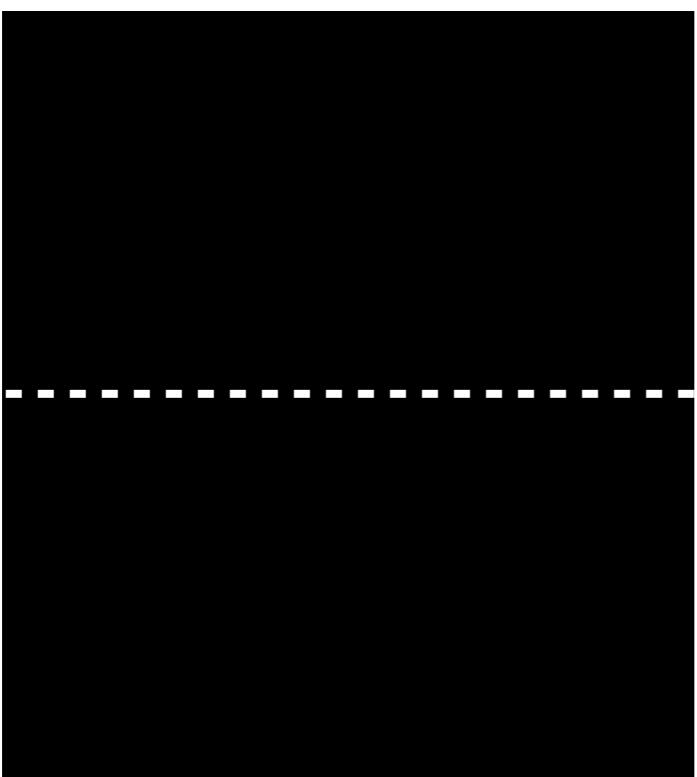
- Estúdio Borda - FREE PRACTICES, A LOOK AT PIRACY
- Format - experimenting with the inside and outside of a publication.
- Highly interactive



Back to back

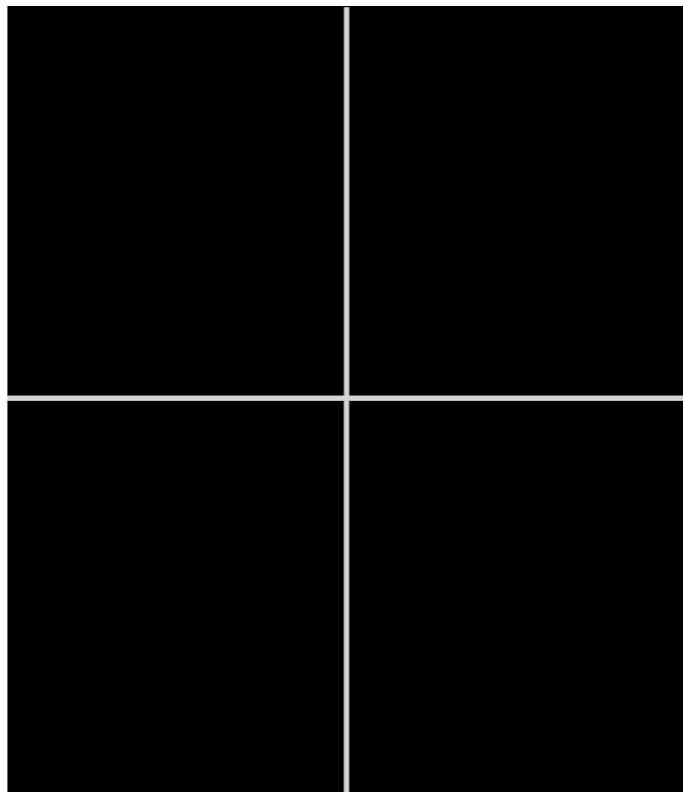


Fold

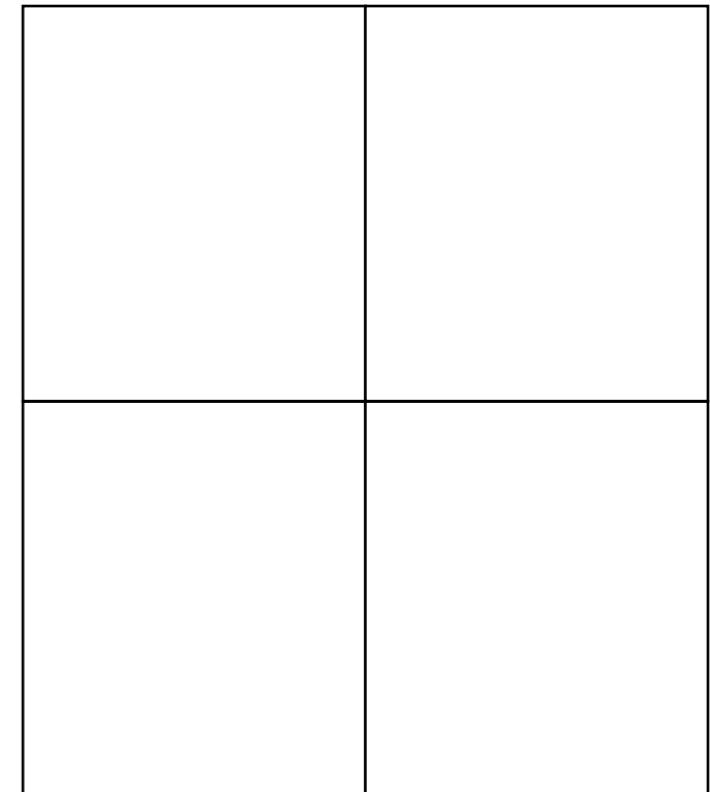


The Format:

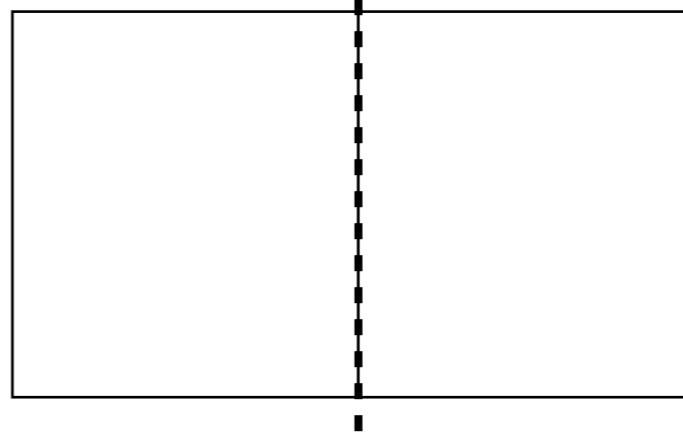
Sheet 1- Back



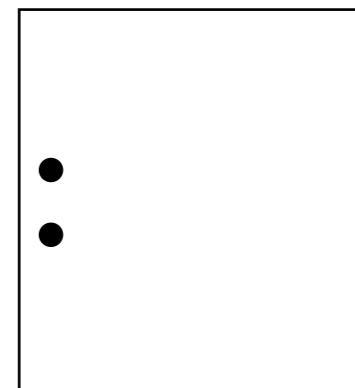
Sheet 2 - Front



Fold



Punch



Brainstorming - Themes I Wanted To Explore for Book Content

- ⑦ *abandoned:
- Industrial area Burmarrad → Deeppan photography.
 - Zabbar Estate
 - Old military building - near airport - signage + abandoned
 - Marsa - solar houses
 - Old shipyard - Marsa
 - Office for old buildings.
 - Marsaskala house (ugo)
 - Selmun - band house -
- Old
- Fascinating places
- video:
- Behind the leather campaign
 - Crocodile - reversible skin
 - Real crocodile
 - more wide angle
 - inside
 - binding
 - death animals
 - death animals - skeleton of body
 - movement
 - time
 - skeleton of buildings
 - cards, billboard
 - fast
 - deconstruction & construction
 - key - key wholes
 - places - abandoned
 - old antique houses
 - micro
 - iris mushroom
 - patterns
 - natural - fruit
 - inside
 - mechanical
 - organic
 - cars
 - clocks
 - nature
 - zombie
 - erosion - decay
 - fabric
 - opposites
 - pomegranate - leath - detail
 - modern vs detail
 - antique simple textures
 - simple textures
 - decay
 - Maltese rock
 - galaxy
 - energy
 - francoperancy - layers - blurriness
 - Perspex - distortion
 - glass - reflections
 - * opposites
 - Colour vs monochrome
 - Minimalistic vs detail
 - Old & New → Cameras - double exposure
 - buildings
 - lighting & shadows - reverse framing
 - attached which of line
 - Framing composition
- Maltese Culture
- francoperancy - pregnant windows, rabbits, Maltese tiles, eroding maltese rocks
- new:
- Picasso
 - Republique Narrows - Greek & minaret house, low house
 - of a sketch

My Theme choice - Results from the brainstorming:

- To compliment the format: 2 narrations on same theme- opposite/ contrasting approach to the theme.
- photography: Detail vs minimalistic - inside vs outside - patterns, texture - fruit and vegetables
- Inside is different than outside: highly intricate unstructured natural patterns vs simple textured outside.

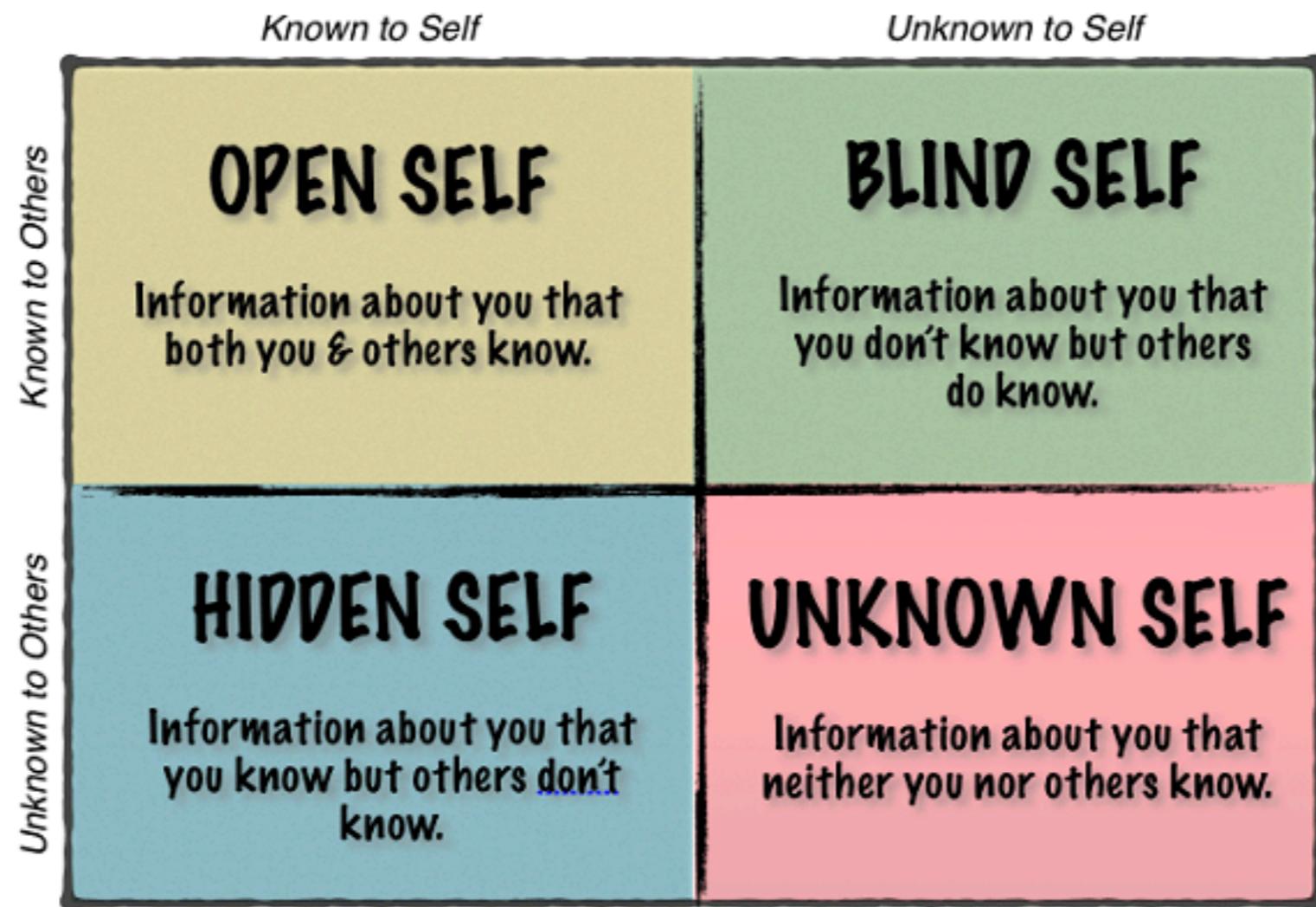


Experimentation - testing out my idea

- For photos to still show over text - use transparency layers - clear and opaque

Subject of text content:

- Johari window model:
 - Devised by American psychologists Joseph Luft and Harry Ingham in 1955,
 - A useful tool for improving self-awareness and to improve group relations.
 - Represents information - feelings, experience, views, attitudes, skills, intentions, motivation,
 - Consists of four regions:



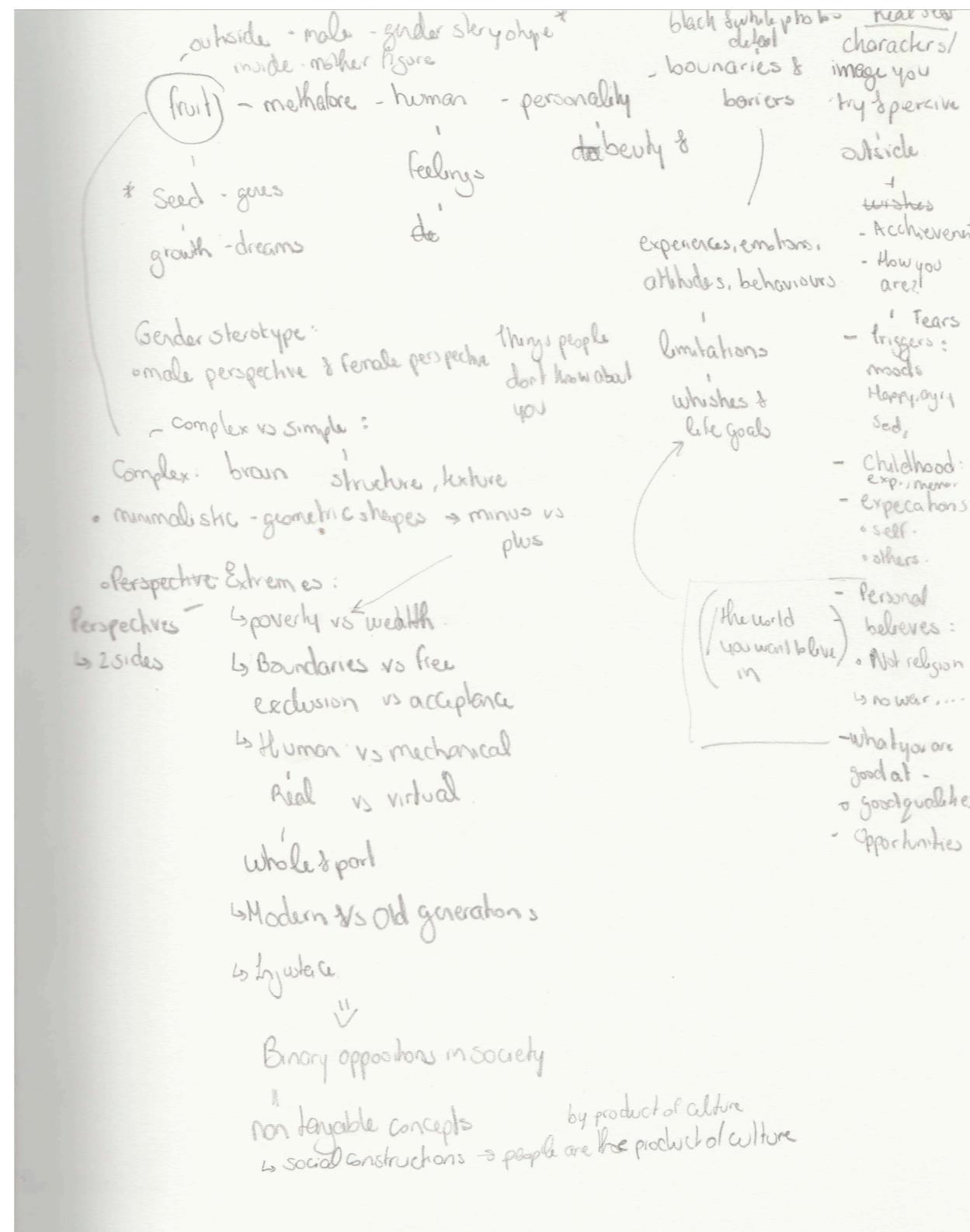
1. 'area of free activity'. - 'open self/area' or 'free area' or 'public area', or 'arena':
 - Includes information about the person - behaviour, attitude, feelings, emotion, knowledge, experience, skills, views,... - known by the person ('the self') and known by the group ('others').
 - Asks the person about him/herself.
2. 'blind self' or 'blind area' or 'blindspot':
 - what is known about a person by others in the group, but is unknown by the person him/herself.
 - feedback from others, with the aim to increase self-awareness.
 - giving sensitive non-judgemental feedback, whilst avoiding emotional distress.
3. 'hidden self' or 'hidden area' or 'avoided self/area' or 'facade'
 - known to ourselves but kept hidden from, and therefore unknown, to others.
 - Anything that a person knows about him/self, but which is not revealed or is kept hidden from others. ex. feelings, fears, hidden agendas, manipulative intentions, secrets.
 - Enables better understanding, cooperation, trust, team-working effectiveness and productivity.

4. 'unknown self' or 'area of unknown activity' or 'unknown area

- information, feelings, abilities, aptitudes, experiences... - that are unknown to the person and unknown to others.
- deeper aspects of a person's personality, influencing behaviour to various degrees, though:
 - repressed or subconscious feeling
 - conditioned behaviour or attitudes from childhood
- **Metaphor of fruit - people's personalities and identity**

However I still wanted to include the element of opposites -

Brainstorming no. 2



The second brainstorming helped me express my ideas and made me aware how my ideas were connected through:

- Intangible concepts
- Binary opposition
- Social construct

Binary opposites:

- Binary opposition originated from Saussure's structuralist theory.
- A pair of related terms or concepts that are opposite in meaning.
- Two opposites are defined by setting the two concepts (extremes) against each other, where one of the two opposites assumes a role of dominance over the other.
- Binary opposition is an important concept of structure, fundamental to language and thoughts as it organises human philosophy, culture, and language.
- **Reference to brainstorming: Two extreme concepts that are opposite**

EXAMPLES OF BINARY OPPOSITES

- Rich and Poor
- Good and Bad
- Black and White
- Male and Female
- Clever and Dumb
- Vampire and Werewolf
- Strong and Weak
- Human and Supernatural Being
- Young and Old
- Fast and Slow

Identity:

- 'Identity is about belonging, about what you have in common with some people and what differentiates you from others. At its most basic it gives you a sense of personal location, the stable core to your individuality. But it is also about your social relationships, your complex involvement with others'. (Weeks 1990, p.88)
 - Identity – relates very strongly to social construction

Social constructionism

- Social constructionism questions reality in terms of what is defined by humans and society.
 - Social constructs are based on the society and the events surrounding the time period in which they exist.
 - Example of a social construct: money or the concept of currency; the concept of self or self-identity.
 - Shows how people in society construct ideas or concepts which wouldn't exist without the existence of people or language ability to validate these concepts.
 - Strong social constructs are constructed by society as they rely on the human perspective and knowledge.



Some terms that I explored:

- Society - a group of individuals involved in persistent social interaction, or a large social group sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations. Societies are characterised by patterns of relationships (social relations) between individuals who share a distinctive culture and institutions; a given society may be described as the sum total of such relationships among its constituent members. In the social sciences, a larger society often exhibits stratification or dominance patterns in subgroups.
- Social context - also referred as social environment, sociocultural context or milieu. Is the physical and social setting in which people live in, or, in which something happens or develops. It includes the culture that the individual lives in.
- Culture is the social behavior and norms found in human societies. Culture is considered a central concept in anthropology, encompassing the range of phenomena that are transmitted through social learning in human societies.
- Social science - is a category of academic disciplines, concerned with society and the relationships among individuals within a society. Social science as a whole has many branches. These social sciences include, but are not limited to (Branches of social science): anthropology, archaeology, communication studies, economics, history, human geography, jurisprudence, linguistics, political science, psychology, public health, and sociology.

- **Anthropology** is the study of humans and human behavior and societies in the past and present. It contains of three subdivisions:
 - **Social anthropology and cultural anthropology, study the norms and values of societies.**
 - Linguistic anthropology, studies how language affects social life.
 - Biological or physical anthropology, studies the biological development of humans.
- **Cultural anthropology** is a branch of anthropology focused on the study of cultural variation among humans. It is in contrast to social anthropology, which perceives cultural variation as a subset of the anthropological constant.

An Overview

Opposites - Real vs Context:

- Real - Person's identity- the by product vs Context - Consequence of culture - social context

Exploring the society's context:

- Mentality, ideologies, trends, lifestyles
 - cultures - traditions, believes, important values, norms, expectations
 - Boundaries, limitations, constraints vs freedom
 - Injustice, prejudice
-
- Aim Exposing the underlying Culture and social context patterns which form and are part of the person's identity
 - Method: questioners
 - Targeting audience: different age groups - exploring fundamental social contexts vs the changing /evolving social contexts - use transparency layers : clear for the identity of the person and opaque for social constructs
 - Photos for contrast: fruit inside - full colour, showing social construction and outside of fruit - black and white: emphasising texture, for identity.
 - Suggestion for name: Identity and Anthropology (Social and Cultural).
 - **The size of the publication will fit the content**