



Form

11th Jan - 14th May

# Final Major Project

Self Initiated Brief



**Final Major Project: Form**

One word final major project start.

By Carolina Costa E Silva.

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# discover

part one - discover

## The origin of 'form':

The selection of the word 'form' came from the idea to revisit my fine art background. With so many gallery visits the idea of 'form' was consistent throughout. How the painting was arranged to form its composition, how the figures were portrayed, the use of colour or techniques.

This instantly reminded me of Picasso's version of Velázquez 'Las Meninas' and his deep investigation into each character and their steady simplification in form, particularly the background character.



Diego Velázquez,  
*Las Meninas*:  
c. 1656

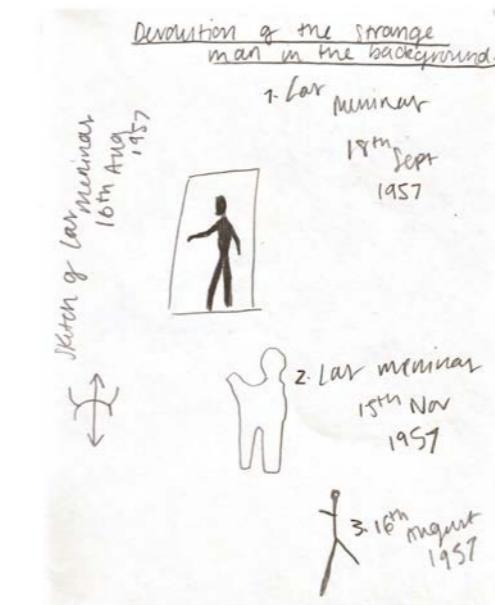


Pablo Picasso,  
*Las Meninas*:  
c. 1957

final major project | self initiated | form

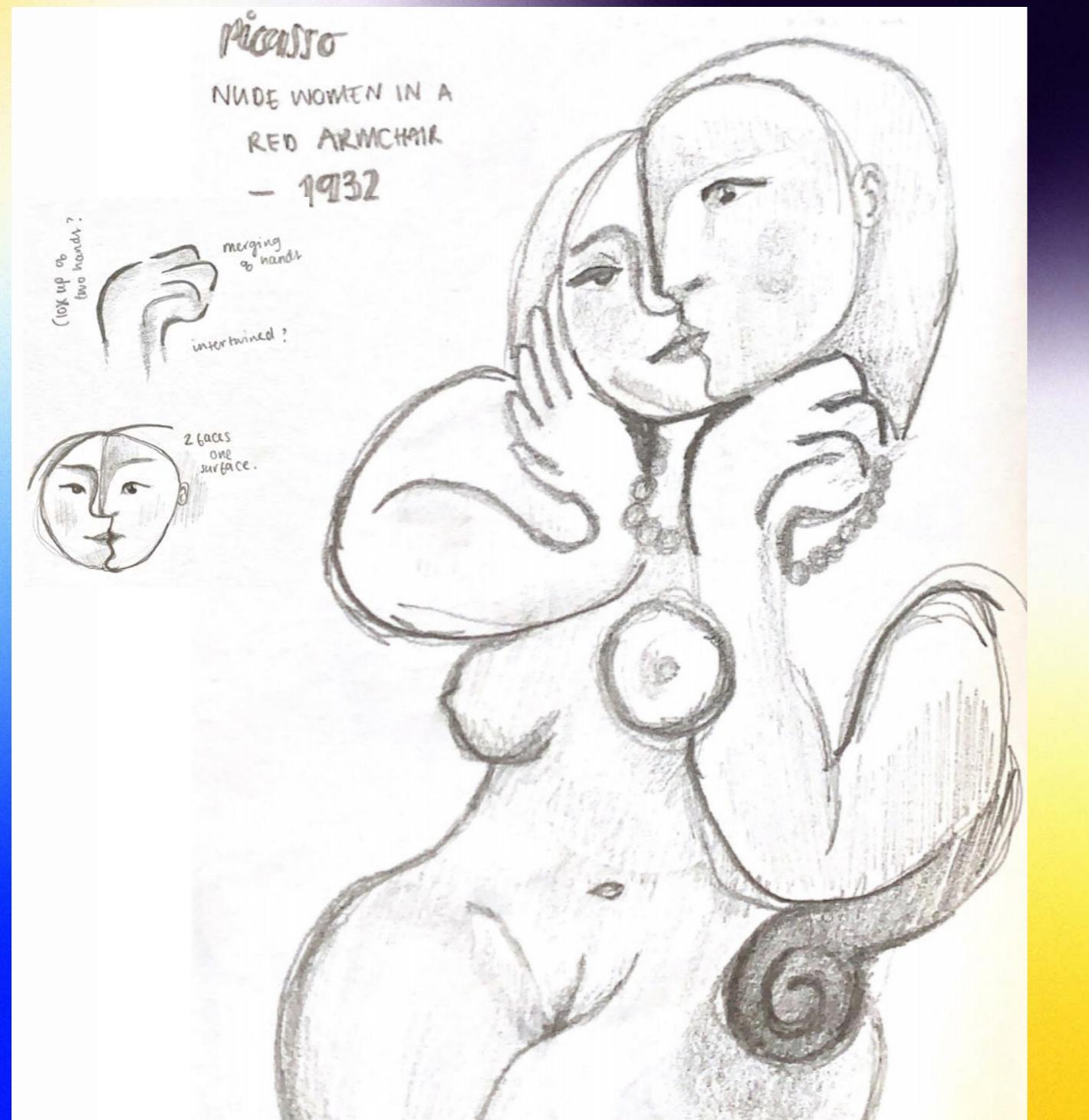
I examined how Picasso took the man in the background and devolved his form into simpler shapes and lines to then build him back up into the silhouette that he is in Picasso's final painting of 'Las Meninas'.

The same can be said for his interpenetration of the Princess (Maria) where he also broke down her form to lines and shapes to reform a reconstructed face. All these paintings were in the Picasso-Giacometti Museum exhibition, in Paris, from 4 September 2016- 5 February 2017.



All my own  
drawings of  
Picasso's work.  
c. 2017





## Exploring 'form' in fine art:

Continuing to look at Picasso we can see his use of organic forms to convey a meaning. Nude women in a red armchair c. 1932, we can see his use of two figures to show the interweaving of two figures symbolising love and affection.

On the right his use of shadow and line show muscular build. His use of form in the human subject was very interesting and I thought this topic would be a good thread to follow. Additionally, his organic form prior to his cubism period was also exciting.



Picasso - 1898  
L'artiste dessinant et  
études de mains

STUDIES



building up shadows

## Exploring naturalistic form in fine art:

I further researched the meaning of form in art through the Tate website.

'In relation to art the term form has two meanings: it can refer to the overall form taken by the work – its physical nature; or within a work of art, it can refer to the element of shape among the various elements that make up a work.'

'Biomorphic forms or images are ones that while abstract nevertheless refer to, or evoke, living forms such as plants and the human body.'

When moving to the idea of form in nature many questions arose;

- How nature changes form, and creates form.
- How to manipulate form in nature to our advantage.

Form in nature the same that inspired Gaudi in Spain with his Sagrada Familia and Georgia O'Keeffe. It was insightful to see how they used the idea of form and how they used it.

<https://www.tate.org.uk/art/art-terms/f/form>

<https://www.tate.org.uk/art/art-terms/b/biomorphic>



Antoni Gaudí,  
*Sagrada Família*,  
c. 1882-2020



Georgia O'Keeffe,  
*Music, Pink and  
Blue No. 2*,  
c. 1918



Georgia O'Keeffe,  
*Red Canna*,  
c. 1924

## Experiments with form in nature:

Seeing how nature is so flexible with its form.

In terms of the snow, it's malleable and takes the shape and characteristics of the surface/ object it lands upon whilst muffling its original shape. It also holds the shape of things pressed into it, e.g. footsteps, animal prints, tire tracks.

Also experimenting with unconventional form, snowballs are typically circular but what if we made them square?



Experimenting with form and snow.  
2021

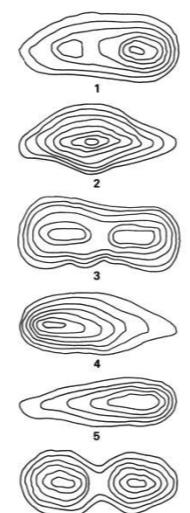
## Experiments with form:

With the exploration with the snow I kept exploring form in nature and found these topographic inspired design pieces. The idea of topography is a measurement of natural form and inspired me to attempt to create my own 3D font using the topographic element.

However, I felt that this wouldn't be substantial enough for a body of work.



Pinterest images of Topographic inspired design.



My creation of 3D topographic fonts. 2021

## Deconstruction and reconstruction:

The deconstruction and reconstruction to create a new form such as Tadashi Kawamata, show how they broke apart furniture to create new and exciting objects.

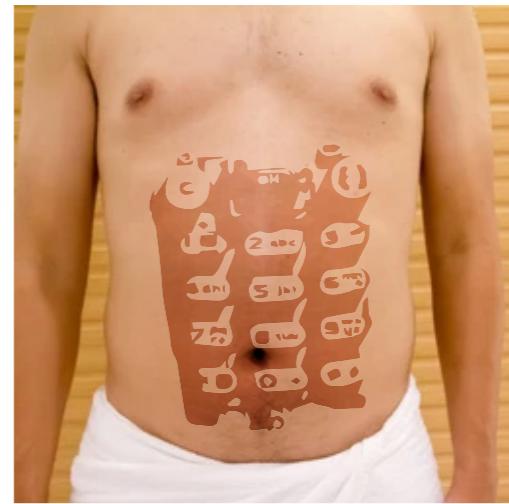
It gave me the idea to do my own experiments however, similar to the topographic experiment I didn't feel like there was enough there for a full project.



Tadashi  
Kawamata,  
*Destruction /  
Reconstruction*,  
c. 2019



Here I de-constructed an old Nokia phone and I experimented with layering certain elements with a contrasting image like this dad bod picture mixed with the key-pad to pretend there's a nine pack.  
A humours use of a technological object.

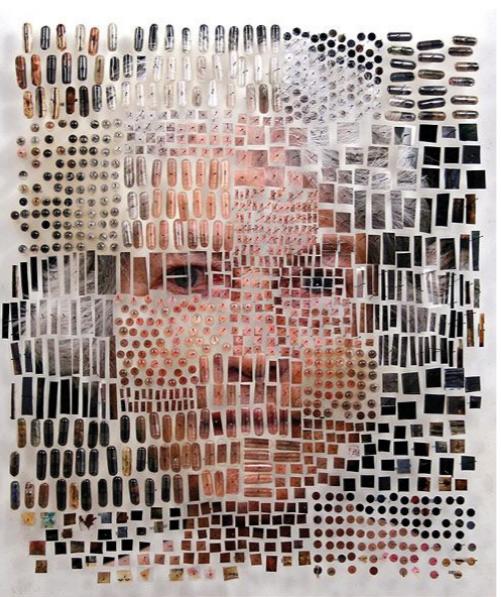


De-constructed  
Nokia on Dad  
Bod,  
2021



## Human and angelic forms:

From looking at the deconstruction and reconstruction I found the artist Michael Mapes who takes photos and cuts them up to create new exciting images from it. This prompted turning to look at the human form the same way Jenny Saville does, which in turn lead to the traditional renaissance angels imagery. This look at angels showed that in scripture its stated that there are many forms of angles such as the painting on the right of these wheel like angels.



Michael Mapes,  
*Specimen No. 6*,  
c. 2006



Jenny Saville,  
*Propped*,  
c. 1992.



Bernard Picart,  
*Ezekiel's Vision*,  
c. 1693 – 1783.



Giovanni di Paolo di Grazia,  
*The Creation of the World and the Expulsion from Paradise*,  
c. 1445

## Finding the focus:

With this category, I felt more intrigued by the topic due to my own links to religion and I felt there were many issues within it that should be addressed and if possible changed.

Modernity has shown the cracks within religion and how it doesn't seem to be able to adapt.

The idea now came in to be the form of religion. In the renaissance imagery, religion was a embedded part of society, however modernity has increased secularism and the disbanding of church and state.



Raffaello Sanzio  
Raphael,  
*Sistine Madonna*  
c.1512 -1514



## Focusing on religion:

Using a previous brief to solve the issues within religion, the RSA Bridging the divide can really help in building a project,

In religions:  
Social Media can help modernise religious interactions.

If everything else is evolving yet religion is stationary in its age, with dated morales then of course less people will follow it. Religion feels dated and thus causes rifts in the generations.

Conduct an interview with the Priest to see his thoughts and insights on the modern day church goer.

- Age category
- Attendance (both online and in person)
- Attention (do the younger generation seem to have shorter attention spans to mass?)
- What angle is most beneficial

*Maybe the divide lies within the separation of the young believer and their faith in God.*

Bridging the divide within the religion, making it more relevant and modern.

OR  
Bridging the divide between atheists and religions. (A specific one).

OR  
Bridging the divide inter-religions. (More conceptual)- a comment on religion.

### Brief 3: Bridging The Divide



There is one award available for this brief.  
Twitter Award of £2,000

#### How might we harness social media to bridge societal divides through supporting social connection, collective action and reducing polarisation?

##### Background

- Social media has radically transformed how people, organisations, and governments connect and interact.

As of 2020, more than 3.8 billion people all over the world use social media on a monthly basis (We Are Social, 2020). We live an increasing amount of our lives online, a trend that has only accelerated as a result of Covid-19.

- There is a growing recognition that social media has an important role to play in supporting collective action, knowledge sharing and enhancing social connection. Social media has helped bring previously entrenched societal divides multiple ways, including: promoting imagination, transforming community justice, or creating a space for public discourse. Examples of this include the #metoo and #BringBackOurGirls movements, anti-racist 'teach-ins', and active engagement with radicalised communities by former hate group members.

• Social media has many positive aspects. Our priority should be to understand the ways in which social media can be used to promote tolerance and inclusion instead of division and exclusion. This is of research currently include how social media can be manipulated by bad actors to cause harm - such as attempting to influence political processes, spread misinformation in response to Covid-19, or abuse or direct hateful conduct at other users or groups.

- Consider how social media affects that divide or connection. Through both the user's actions and the platform design. For example, if your design challenge focuses on how misinformation spreads, you may choose to focus on the users sharing content or alternatively, look at the algorithms accelerating the sharing of that content. Decide which lens is the most effective to address your challenge. This could be reimaging what a user does or reimaging how a platform is designed.

• Your analysis should investigate the following: Who uses social media? What functionalities are most relevant to social connections (e.g. creating groups, group pages, personal pages, direct messaging)? How do users behave on social media?

- Identify examples of how existing engagement on social media contributes to advancing societal connection or deepening societal divide. For example, how Wikipedia currently uses a decentralised, volunteer-led system to verify information on its platform.

- Make sure you map out user interactions, online and offline, that are involved in either advancing a way forward or contributing to the problem. Consider the impact of these interactions on people that might not be on social media.

• Get feedback from the stakeholders you identify, and work with them to co-design and test a feasible solution.

For the purposes of illustration only, viable responses could include:

- A browser plug-in that limits the speed at which information can be shared and changes how people interact with social media.
- A social media campaign that welcomes new people to engage in a challenging social justice conversation
- A face-to-face game that encourages people to examine and promote constructive uses of social media.

...and many more are possible.

##### Partner Information:

###### Twitter

Twitter, Inc. is the best place to see what's happening and what people are talking about. Their mission is to serve the public conversation. Every day, instances of breaking news, entertainment, sports, politics, big events, and everyday interests happen first on Twitter. Twitter is where the full story unfolds with live commentary and where live events come to life, unlike anywhere else.

###### Build Up

Build Up transforms conflict in the digital age. We use peacebuilding best practices, participatory methodologies and digital technologies to identify and address emergent challenges to peace.

We use digital technologies to build peace: we support peace innovators across the globe, working with local organizations to design and implement technology interventions for peacebuilding processes that address divisions in society. We transform conflicts that happen in digital spaces: we conduct research and interventions to address polarization on social and digital media in contexts across the globe. We host a global community of practice around peace and technology, convened at an annual conference.

### Supporting Partner: BUILD UP

### Judging Criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

**Social and environmental impact:**  
How does your proposal make a positive difference for people and/or the natural world in your chosen context? How is your approach empowering people? Have you considered effective use of resources including materials and processes? Have you considered diversity and inclusion in your proposal?

**Rigorous research and compelling insights:**  
How have you combined your own firsthand research with a review of existing research and wider trends? How can you show a clear path between your key insights and your proposal? How are your insights grounded in people's needs and desires? How did you get feedback and incorporate new ideas through prototyping and iterating!

**Systems thinking:**  
What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

**Viability:**  
Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially? What are potential barriers? How would you measure success?

**Creativity and innovation:**  
How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal?

## Seemingly modernising:

A comment on modern day religion? Even the pope cannot avoid earthly sins liking girls Instagram pictures. Is the pope embracing modernity. New car and embracing LGBTQ+, saying that they will go to heaven. Just the appearance of modernising?

Even though Catholicism is changing, or at least the pope is trying to change it, it is still declining: How the Catholic World Is Changing: Since Vatican II, Catholicism has experienced a dramatic shift in allegiance by region. Here is a global look at the demographics of the faith since 1965.

The Catholic Church Has No Idea How to Win Over Young People: "I strongly believe the two issues are related: sex abuse and the release of this new prayer app," he continued. "I believe the Vatican is trying to refocus our attention as the credibility of Francis plummets."



<http://graphics.wsj.com/catholics-world/>

<https://www.vice.com/en/article/3kgz5b/the-catholic-church-has-no-idea-how-to-win-over-young-people>

From personal experience, I think Catholicism is very closed from outsiders, tends to be passed on through the family. Some of the stained-glass windows at normal catholic churches. Feels very judgemental, looking down on the pews.





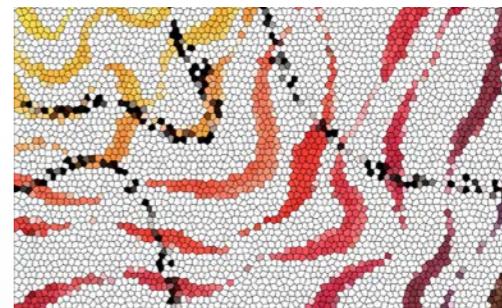
## Seemingly modernising:

Initial idea for final outcome:  
Some inspiration for a more  
modern approach to stain  
glass windows, more inclusive  
to new comers and something  
that anyone can appreciate. A  
talking point, similar to that of  
the Sagrada Família, not just  
Catholics go to visit the church  
but it has become its own  
attraction.

Some initial ideas for a modern  
approach. A watercolour that  
I drew turned into little mosaic  
stained glass window. Making the  
window more a feature not an  
inside story that only a certain  
religion knows.



My watercolour  
painting,  
2019.



## The initial outcome:

Here is the mock up for the modernising stain glass window and how it can be more inclusive for newcomers.



# define

## Reasearch:

Research shows that not only is Catholicism in decline but religion in the younger generations has been hit substantially, with adults under 40 are less likely to be religiously affiliated.

An analysis of religious trends from 1981 to 2007 in 49 countries containing 60% of the world's population did not find a global resurgence of religion—most high-income countries were becoming less religious.  
(Norris and Inglehart, 2011)

For everyone Catholic convert there are 10 cradle Catholics who no longer regard themselves to be Catholic. Furthermore, 59.6%

of all cradle Catholics say they never or practically never attend church.

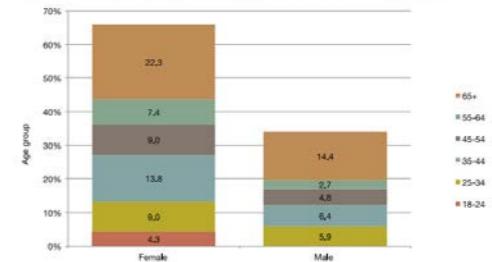
(Stephen Bullivant, 2020)

Young adults around the world are less religious by several measures.

Only 36% of 18-39 year olds who attend religious events at least weekly, yet 42% of over 40's attended.

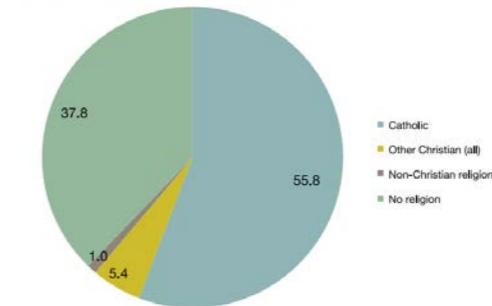
(Pew Research Centre, 2018)

Fig. 4.6: Catholics who attend church 'once a week or more' in England and Wales, by age and sex



Data source: BSA 2012-14. Weighted data, based on 188 valid cases. Percentages shown may not add up to 100% due to rounding.

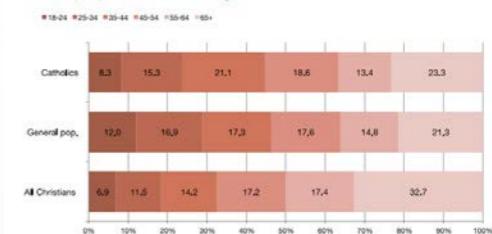
Fig. 3.1: Current religious affiliation of cradle Catholics in England and Wales



Data source: BSA 2012-14. Weighted data, based on 1160 valid cases. Questions asked: 'In what religion, if any, were you brought up?' and 'Do you regard yourself as belonging to any particular religion?'. Percentages shown may not add up to 100% due to rounding.

Figures from St. Mary  
<https://www.stmarys.ac.uk/research/centres/benedict-xvi/docs/2018-feb-contemporary-catholicism-report-may16.pdf>

Fig. 2.2: Comparison of age profiles of Catholics, all Christians (including Catholics), and the general adult population of England and Wales



Data source: BSA 2012-14. Weighted data, based on 8330 valid cases. Percentages shown may not add up to 100% due to rounding.

## Interview with Fr. Tom

Fr. Tom from St. John the Baptist Catholic Church.  
Paraphrasing the conversation.

29/04/2021

Question one:  
*"Through your time as a priest or deacon have you noticed a decline in practicing Catholics?"*

There has been a recent census which does show a decline in the United Kingdom.

However, within St. John, there has been an increase.

Question two:  
*"Catholicism is said to be declining, do you agree?"*

In western and English speaking countries there has been a decline. Although, its positive elsewhere in the world (however, could be due to the population increase).

There's been a huge rise in secularism probably due to the distrust of institutional religion.

Additionally, there's also been a huge culture shift, and there are no longer incentives in going to church. For example, it used to improve social status and meant being a conventional member of society.

However, it's a positive change as those who have drifted away from religion didn't fully understand the core beliefs of Christianity. Catholics now tend to be more educated and want to be there.

Question three:  
*"Do you think religion as a whole has adapted to modernity and changing cultural values well?"*

The church doctrine has changed as much as it can, mass is no longer said in Latin.

Catholicism must uphold its traditional views, but may have changed; divorce circumstances have changed when the church understands that the marriage was null from the start.

Question four:  
*"Do you think focusing on the mindfulness and the philosophical teachings within scripture would help bring it to the future?"*

Catholicism has always had a mindfulness background such as the Carmelite sisterhood and the Poor Clare sisters, there are studies that show that praying puts the sisters in a similar meditative state as the Buddhist monks.

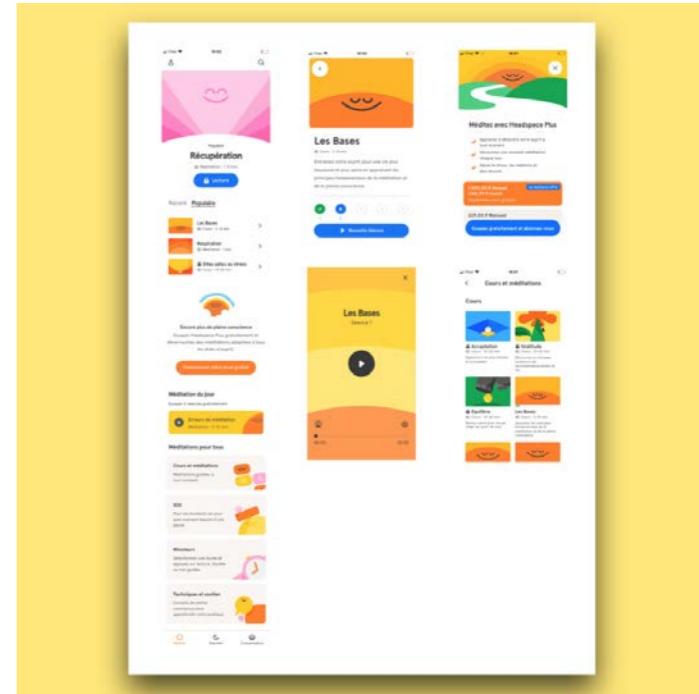
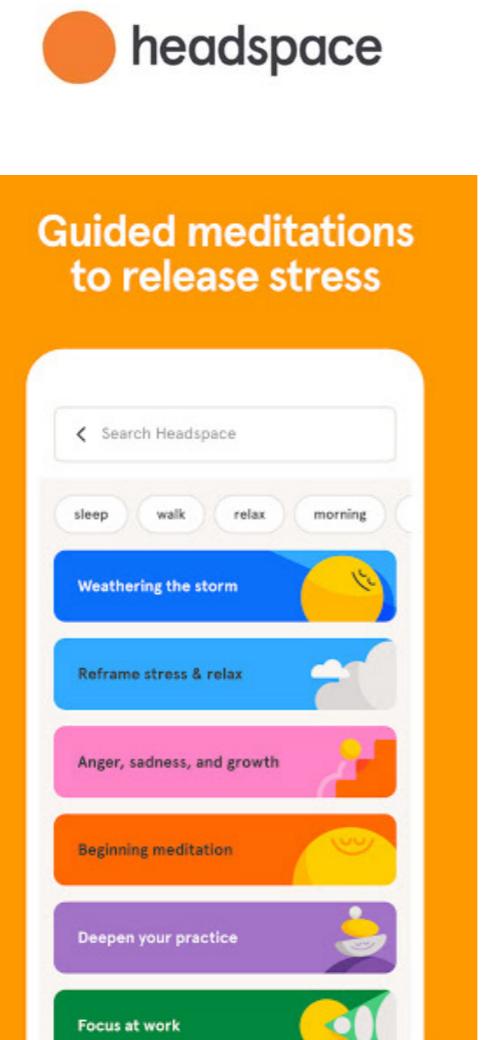
The idea is great and I see a place where I can use it in my day to day life. It's inclusive and works for atheists and religious.

## Helpful Inspiration:

The idea evolved into bridging the divide within religion. The atheists, the devout and the open minded can have a place to explore an overarching category that will benefit all of them.

This theme became mindfulness, to help with everyday life, fading faith and bed time stories. With inspiration coming from the head space app and calm app.

The new idea was that it would focus on mindfulness from a religious view, but not so much that atheists cant use it but rather so that its inclusive for all.



A snippet of head space's wire frame.

## Branding and building:

The name I settled with the name above as the linking beliefs of all the 6 major religions are that there is a higher being/s, therefore the name above made sense.

The cloud solidifies this idea and sells it to the customer. Additionally, the name is too religious focused so that it doesn't deter the non religious users.

On the right is the title screen when you first load up the application. After the first attempt I then added the cloud and the tag line.

develop

above

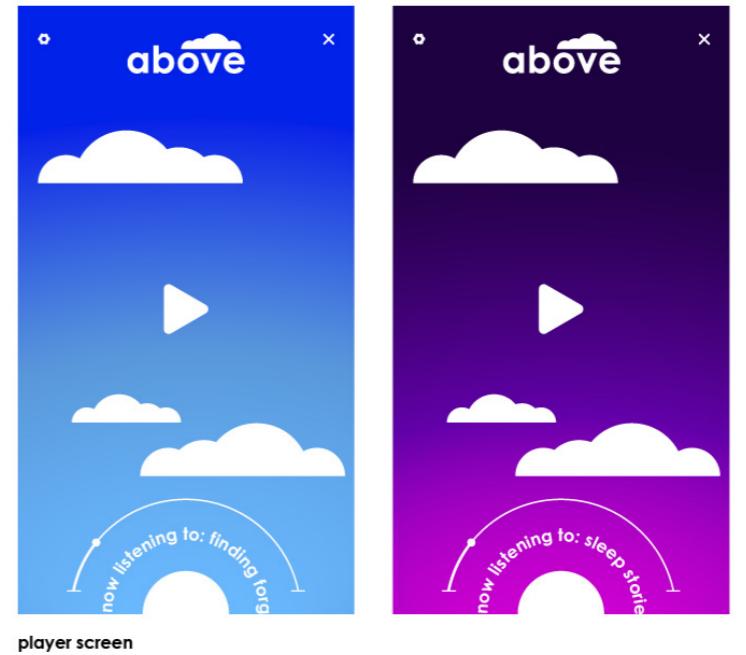
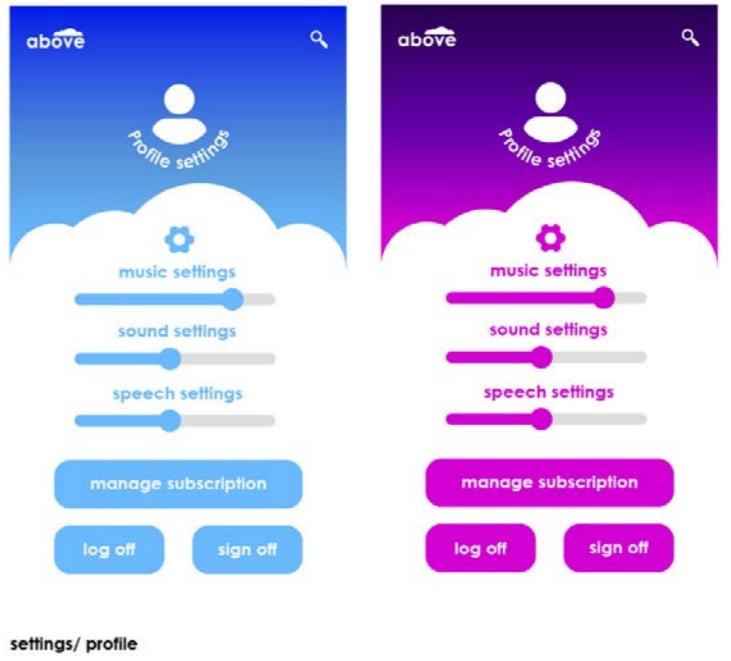
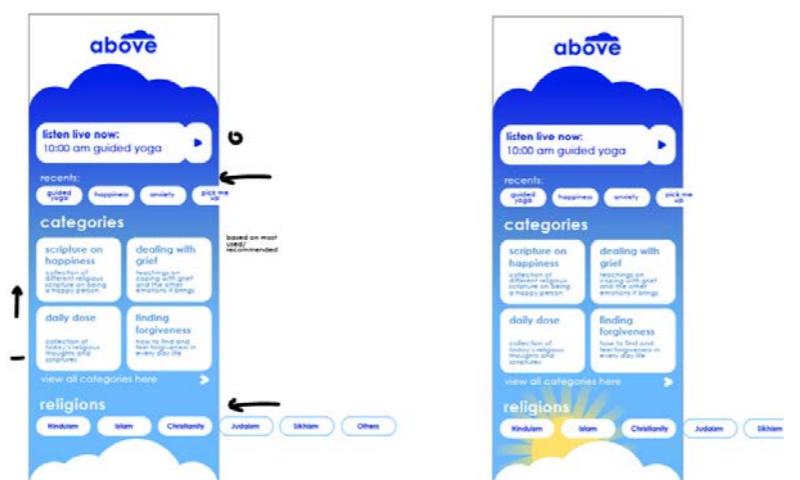


## Side panels:

Then I began to build up the other pages of the app and designed them for day and night so it was easily distinguishable.

The night time mode is not only for those who have trouble sleeping but also those who have night time religious events such as Ramadan or evening mass ect.

The below set show the live podcasts that users can tune into the current religious event which is focused on mindfulness.

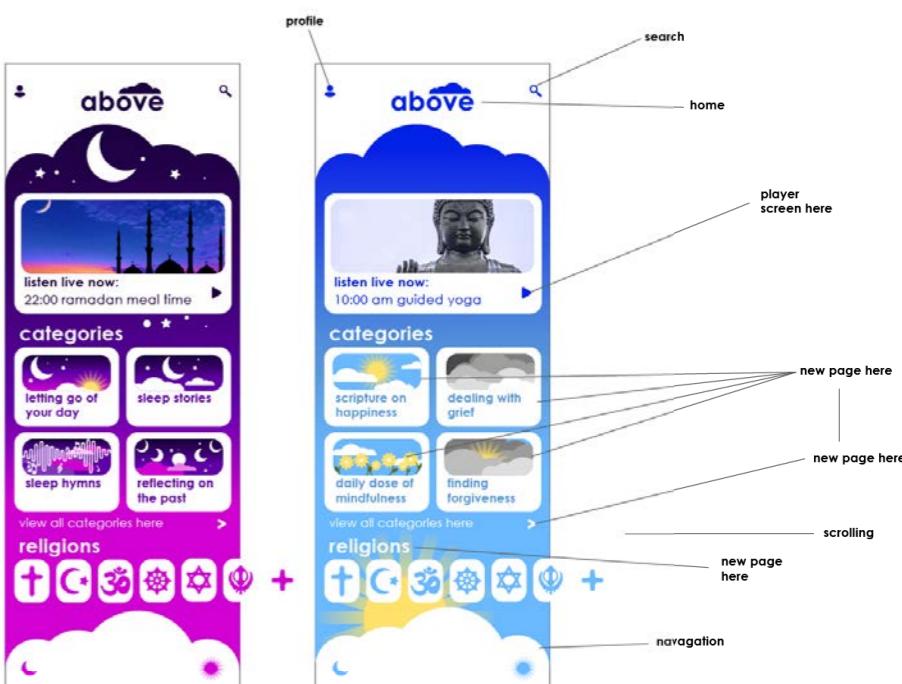
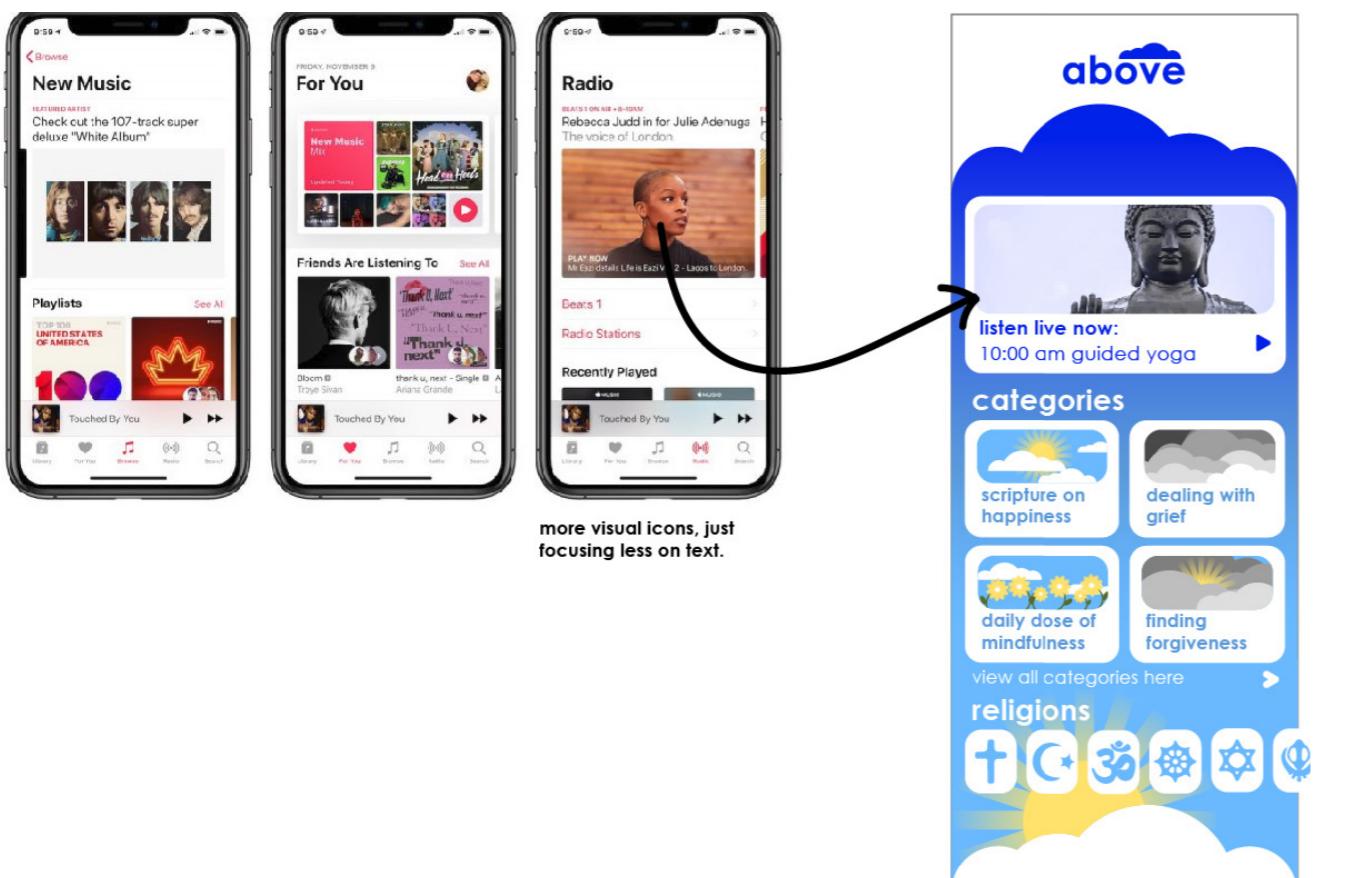


## Re-designing:

The initial front page was too text heavy and it didn't have enough pace or anything to draw the users eyes.

So using apple music as inspiration with the tiles and the images I created my own visuals for the new tiles to entice the users to click on something they would not normally watch/listen too. The tiles would be used within the category page as well.

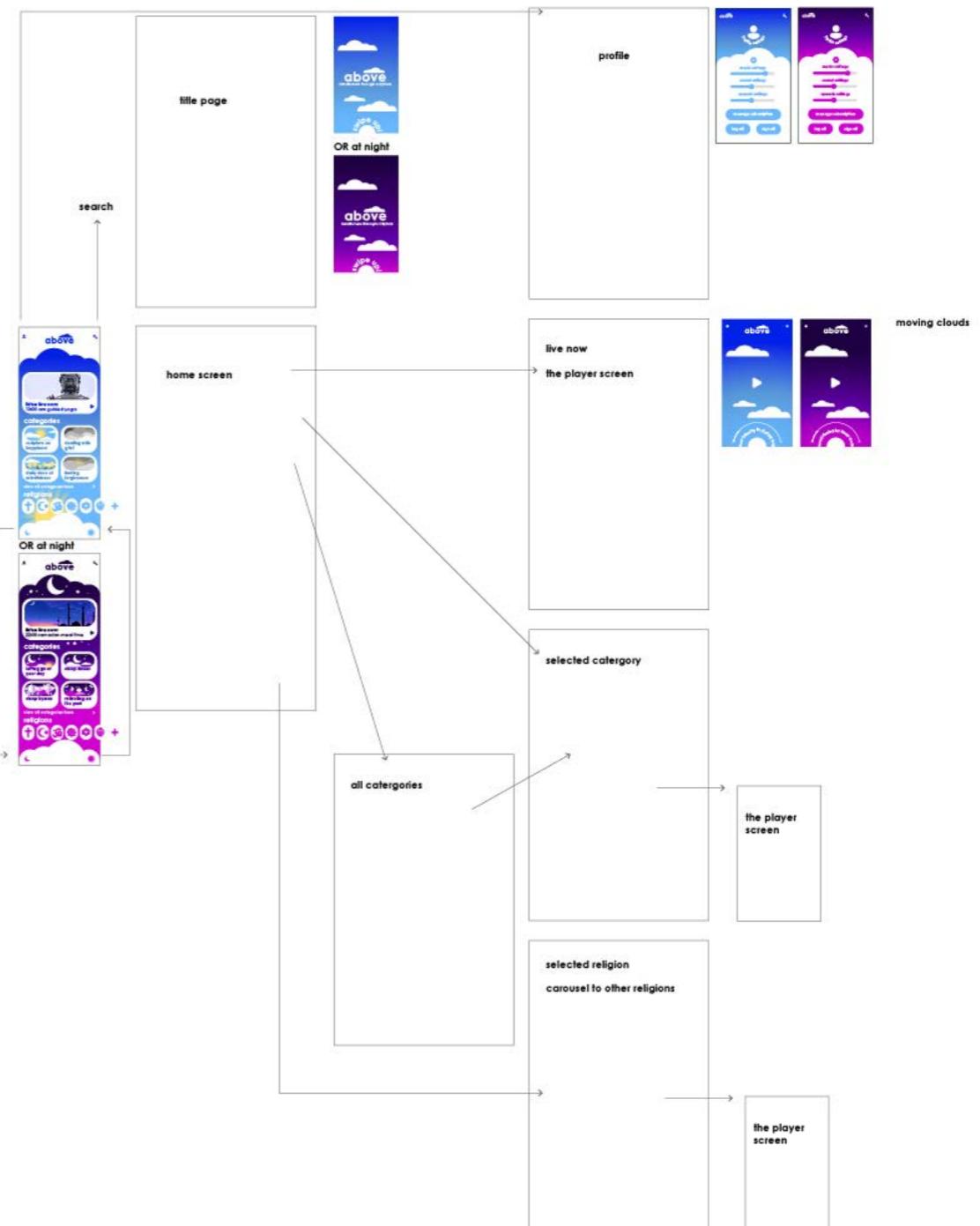
Now night and day look even more distinguishable and are exciting to look at.



## Wire frame:

The wire frame shows a limited version of the app. Just a snippet of the whole app. This is the preparation for the XD file.

The general mechanism shows how the categories would work and the specific religions buttons would work. As well as the player and settings mechanisms.



## New branding:

After consideration the previous branding felt like the cloud was like it was looming over the logo and gave bad connotations to the application.

Therefore, this new design encompassed the logo and the logo had a few modifications to fit the new tone of voice, more friendly and joyful looking.

Additionally, the cloud shape was changed to be more bubbly and inviting, as well as the religious symbols. These were made more hand drawn and looked sharper and more distinguishable.

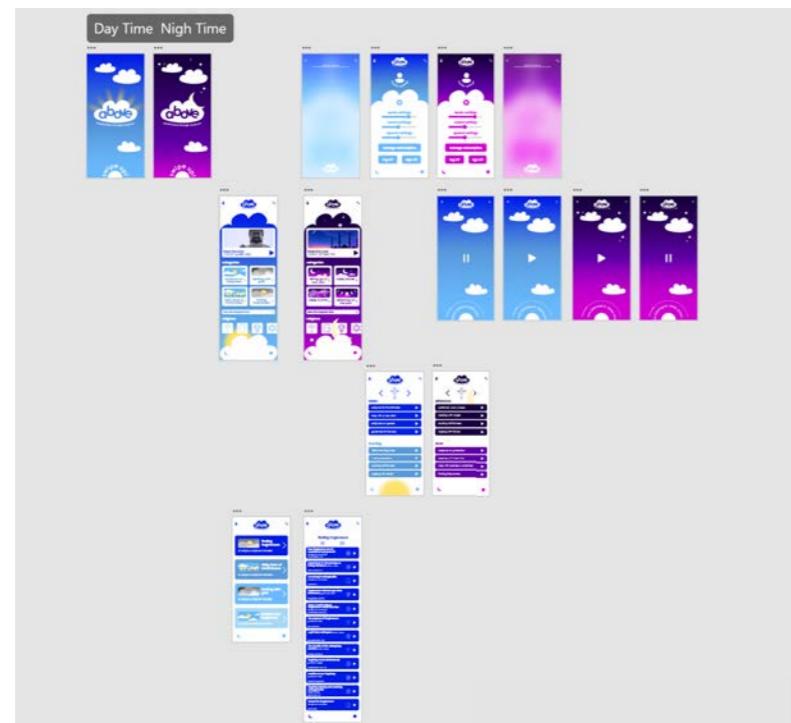


deliver

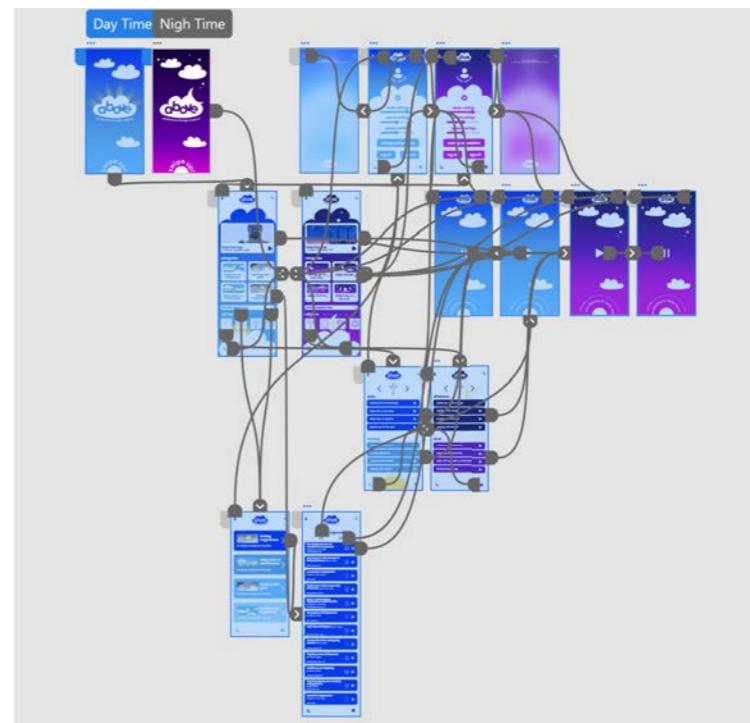
## Making of:

Once the majority of the work was done on Illustrator i took the designs to XD and made sure they looked how i wanted them too.

I then went into the prototyping section and linked all the necessary buttons and pages together to showcase the app.



The design display



Prototyping the app together

## User personas:

With their busy schedule they find themselves getting stressed with balancing work and personal time. Their parents have always been very religious but they dislike the beliefs they hold. Additionally, they have no time in the day to practice even if they were not sceptical.

*How the app works for them:*  
At its core, above is a mindfulness app with the hopes of relieving the stresses of everyday life. It's twist is that the mindfulness aspect originate from religious backgrounds. Therefore, even Sam can use it for de-stressing.

Busy dad of three finds it difficult to teach his kids about their religion. Additionally, with Ramadan he is more stressed than usual, he would be open to seeing how other religions express mindfulness in their teachings.

*How the app works for them:*  
With the short night stories for any generation Ben can help his children get to sleep and teach them about their religion in a fun way. He can also listen to live podcasts to help with his ramadan as well as de stressing with many different techniques from different religious origins.



The Sceptic:  
23 years old.  
Works in the city.  
Busy schedule.  
Dislikes religion.

She is a final year sociology student at Leeds university, she tends to have a busy schedule but she squeezes in social time. However, practicing her faith has been put on the back burner, she would love to make time but she is also worried that her friends would judge her if she went to mass.

*How the app works for them:*  
Above can be used anywhere and anytime, on the way to uni, in Lucy's bedroom. Practicing her faith is easier than ever and she doesn't have to worry about her friends judging her. She can listen to mass or reinforce some mindfulness rituals from Christianity or other religions if she was open to it.

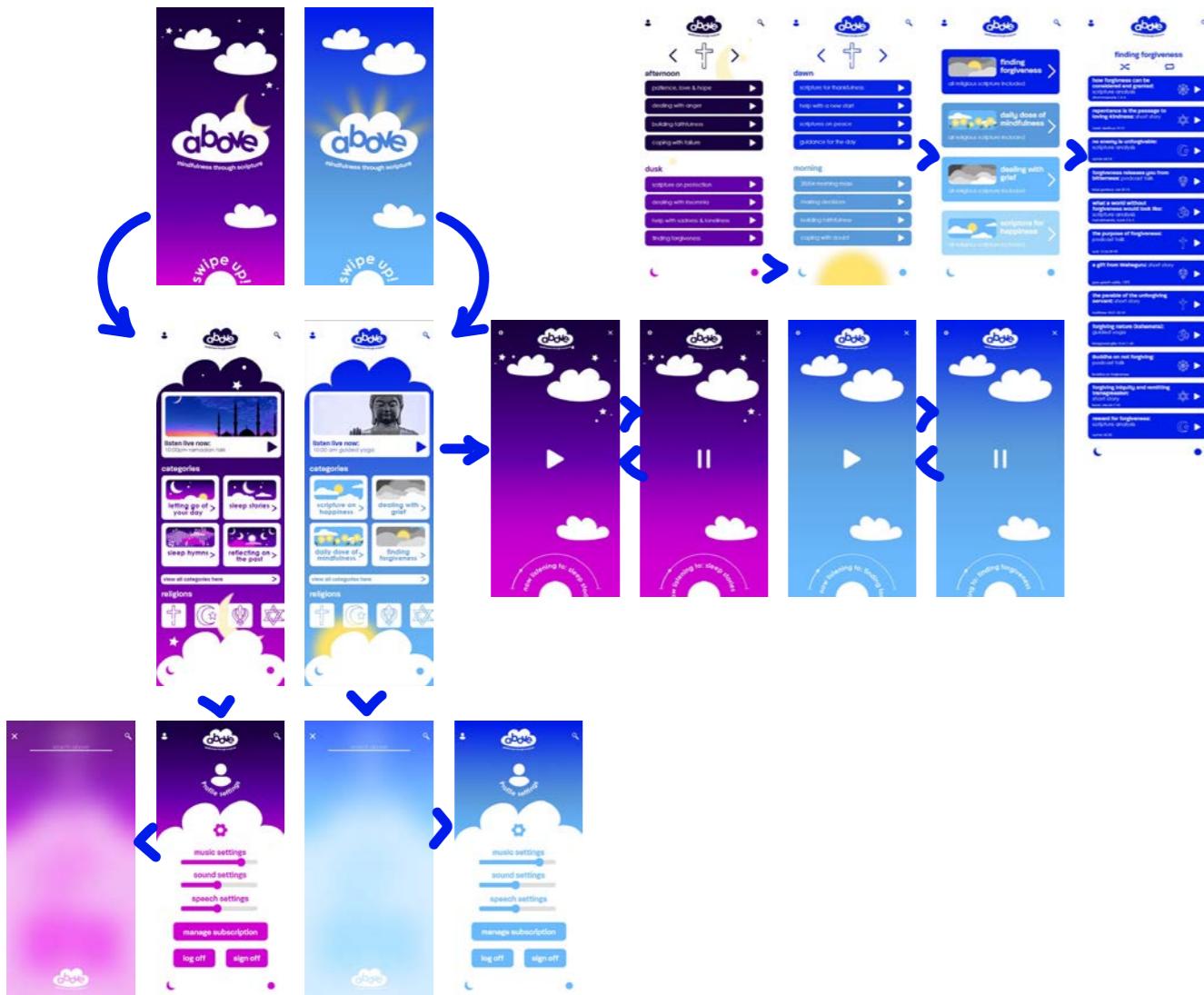


The Loyalist:  
22 years old.  
Student in a big town.  
Deadlines with some leisure time.  
Devout Christian.



The Curious:  
35 years old.  
Lives in the suburbs.  
Single dad of three.  
Muslim but accepting of other faiths.

## The inner workings:



The aim of the app:

To make religion easier for the hectic modern schedule of the younger generation.

A way to 'inclusify' the way we preach

Reflecting on mindfulness through scripture and religious view point

Bridging the divide between the old and new generations of believers

A way to modernise religion without changing anything



A side view of the app on an iPhone 12 Pro

## Social media campaign:

The social media adverts would target the younger generation and remind them that social media isn't necessarily accurate.

Additionally, to take time to breath and relax, encouraging mindfulness within your day.

The adverts were made frame by frame on Photoshop animator with overlying after effects text.

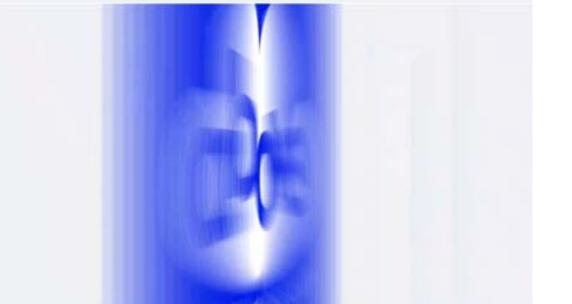


The instagram posts for the social media campaign.

## Presentation:

The presentation justifies the need and reason for the use of Above.

It showcases the app and how the user can use it as well as its unique features that make it stand out from the rest of the competitors.



The reasoning behind making the app.



The unique features of the app and the social media campaign.

## Self evaluation:

Overall, I am very happy with the work I have produced for my final major project and the whole of unit two. I trusted the process and let the design development flow naturally, using research to guide my final outcome to target the right people and to create a design that would work in the real world as evidenced by Fr. Tom in his interest in the app. I refined the design of the app in its appearance and in its function however, I could have gone further and built the full application in XD. Nevertheless, with the time constraints and the family issue, the applications show cases a snippet of its capabilities and its possibilities.

Through loads of research, I narrowed down the one word starting point to the outcome of an app. I think the journey helped shape the app to be more useful and insightful than if I had gone straight into an app design. I used the idea of form in religion to help shape the ideology as everyone's faith is different and the app caters to that and gives them a platform to build on their faith if they want to but to focus mainly on mindfulness.

Truly, I think the application would solve many issues within the religious world, as it would be impossible to change religion built on such long-lasting traditions that have withstood centuries but taking

a relatable core message from all of the 6 main religions and show casing them for everyone to use to their benefit can be seen as modernising. It does not pretend to hide the wrongdoings of church and some of their outdated beliefs, but these controversial topics would be kept out of the application as it does not benefit mindfulness if anything it hinders it.

The presentation video shows off the app and its uses well and makes it clear where its purpose in the real world would lie, I also think the app is very different from the competitors already on the market currently as they

don't approach mindfulness the same way.  
The final outcomes are to a professional standard.

To conclude, I think I have developed a professional and usable application that has a place in the real world.

