

Formstorm.

In the first phase of the project, I attempted to make without analyzing or editing: to think through making instead of the other way around. By using this method, sometimes called formstorming, I hoped to generate heaps of good visual content from which I could cherry-pick the best ideas.

I began by exploring representations of the apple, the central symbol of *Snow White*. From there, I branched out into other images, symbols, colors and ideas found in the story.

