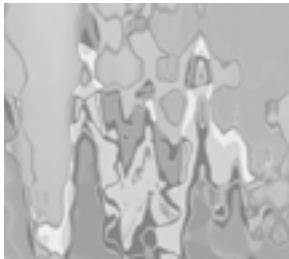
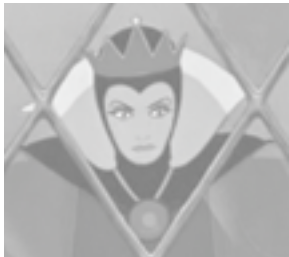


I spent a year thinking about Snow White, but I designed and developed *White as snow* in a fraction of that time. Before my ideas popped out on screen, they tumbled around in my brain for what seemed like an eternity. Before I felt accomplished, I felt lost; before I had a breakthrough, I had a lot of failures.

We all grew up reading stories. If not reading, then listening; if not listening, then watching. Humans like a good narrative. Stories allow us to escape, to live other lives for a moment. We imagine who we might be in another world or who we might become in this one.

You would probably believe me if I said *White as snow* was inspired by my childhood. I could tell you about how I grew up reading fairy tales, lost in an imaginary world. About how by 4th grade I had read every book in my elementary school, and how the librarian began to bring me adult books from her personal collection. These things are true, but they were not at the front of my mind when I embarked upon this project. I chose Snow White only as a platform from which I could embark upon design experimentation.



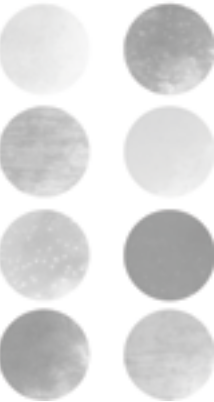
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White as snow was created as the culminating project of the Master of Fine Art in Graphic Design at the Maryland Institute College of Art. Rather than trying to create a masterpiece during my thesis year, I began with a very personal goal. I wanted to find a new way to design and expose myself to a yet-unknown part of the discipline.

I decided to push myself to think through making, to create unfiltered imagery through exploration, and to free myself from the burden of analysis. I saw my peers use this method to produce striking work, and I worried that my practice suffered from a certain pragmatism and predictability. With an academic background in philosophy and much of my design career spent creating corporate websites and applications, I feared that my skills were all devoted to function and none to form. I was tired of using design as a way to pay rent; I wanted to find a focus that truly engaged me. I decided that the thesis year would be the ideal time to step out of my comfort zone and see what else was out there.

This imagining, this placing of oneself in a story, is particularly easy with fairy tales. The recorded telling of these stories are often plain, forcing us to fill in the details. Take Snow White: she

Catalyst



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AKIN	BEAR	PITY	WANT
ANIMALS	BEATH	POOR	WICKED
ARMY	BEHOLD	PROOF	WOLF
ATE	EATEN	ROSE	WOMAN
BOY	FALLER	RUB	WIFE
BACK	HEART	RUNNING	YOUNG
BEAUTIFUL	HUNTING	SALT	
BECAUSE	HUNTERMAN	SEE	
BEAR	UNWIDENT	SNOW-WHITE	
BEAR	KILL	SIN	
BEEL	KILLER	STAR	
BIRD	KIDNAP	STILL	
CHILD	LOVE	STARE	
CORE	LOVER	SUPPOSED	
CORE	LOVER	SUPPOSED	
CRI	NEVER	TAKE	
CUT	SHED	THOUGHT	
DEAR	ON	THINK	

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