



For once, the elements connected to the tale. If a fairy tale is meant to be empty, what better typeface than Helvetica? The story centers on beauty and youth, and fashion magazines deal in the same values. Even the decision to make the book interactive made sense: the iPad is like a fairy tale in its seductive emptiness, ready to be filled with our own context and content. iPads may seem to foretell the death of print, but like Snow White in her coffin (and film photography in the real world), print may enjoy a more beautiful rebirth once all the boring content is moved on screen. I could go on.

Snow White for today's audience is a tale of history and psychoanalysis. We want to know who people really are and where they come from. We are unsatisfied with the surface; we want to dig deeper.

Resolution

In some ways, this is all post-rationalization. These ideas were not explicit in my early making. But perhaps I subconsciously made choices that expressed these parallels, for I found I had made meaningful visual content without first planning this meaning. I'll always read the book before designing its cover, but I now know how to use uncritical making as a first step.

I recently asked many of my classmates to describe what they learned in graduate school. Their responses focused on one thing: the discovery of their productive, creative self. "I figured out how to get past the blank page," "I learned how to work with people," "I discovered how I can function as a creative person," and "I learned to trust my intuition." More than any portfolio piece or concrete skill, my peers valued the truths about themselves, truths revealed by constant hard work across many projects, by failures as much as successes.

White as snow is a marriage of showing and telling, of research and visual design. I didn't begin the project with this goal in mind; it arose from my successes and failures along the way. I saw the thesis project as more of an opportunity for creative growth than the moment to create a masterpiece, and in doing so I took risks. I gave myself the challenge of discovering something I couldn't imagine before I began, and I succeeded. Along the way, I learned to trust the process.

