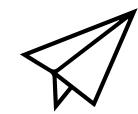


Feel Like You're Flying

Process Book – Ed Ho





I'm Ed Ho, this is the process book for my graphic design Senior project, completed at the University of Connecticut during the Spring 2020 Semester under direction from Professor Emily Larned.

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57	FINISHED PROJECT

Initial Concept

Jan 22 – Feb 2

Goal:
Design a shop where people
can buy pop ups that
forever capture the feeling
of their most cherished
memories

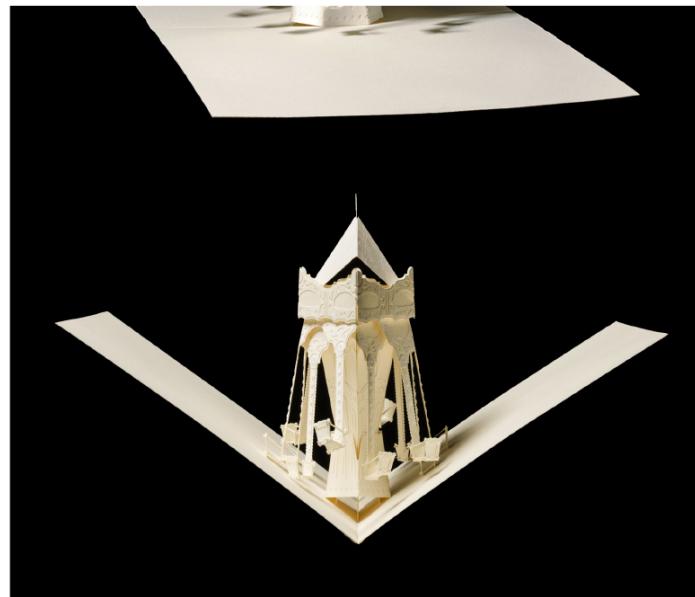
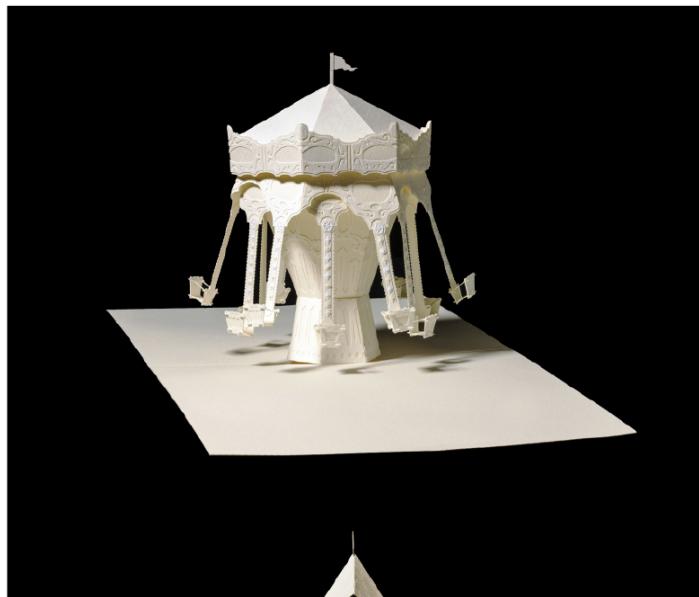
My first concept was to
design a shop where
someone could order cus-
tom pop up cards that
contained a memory of
their choosing.



Memories typically have multiple important objects in them, so in order for me to be able to express these memories properly, I'd have to have multiple objects in my pop ups.

The design problem I encountered was that, when using conventional pop up construction methods, it was nearly impossible to have multiple objects in a scene without them being connected to each other in an unpleasing way.





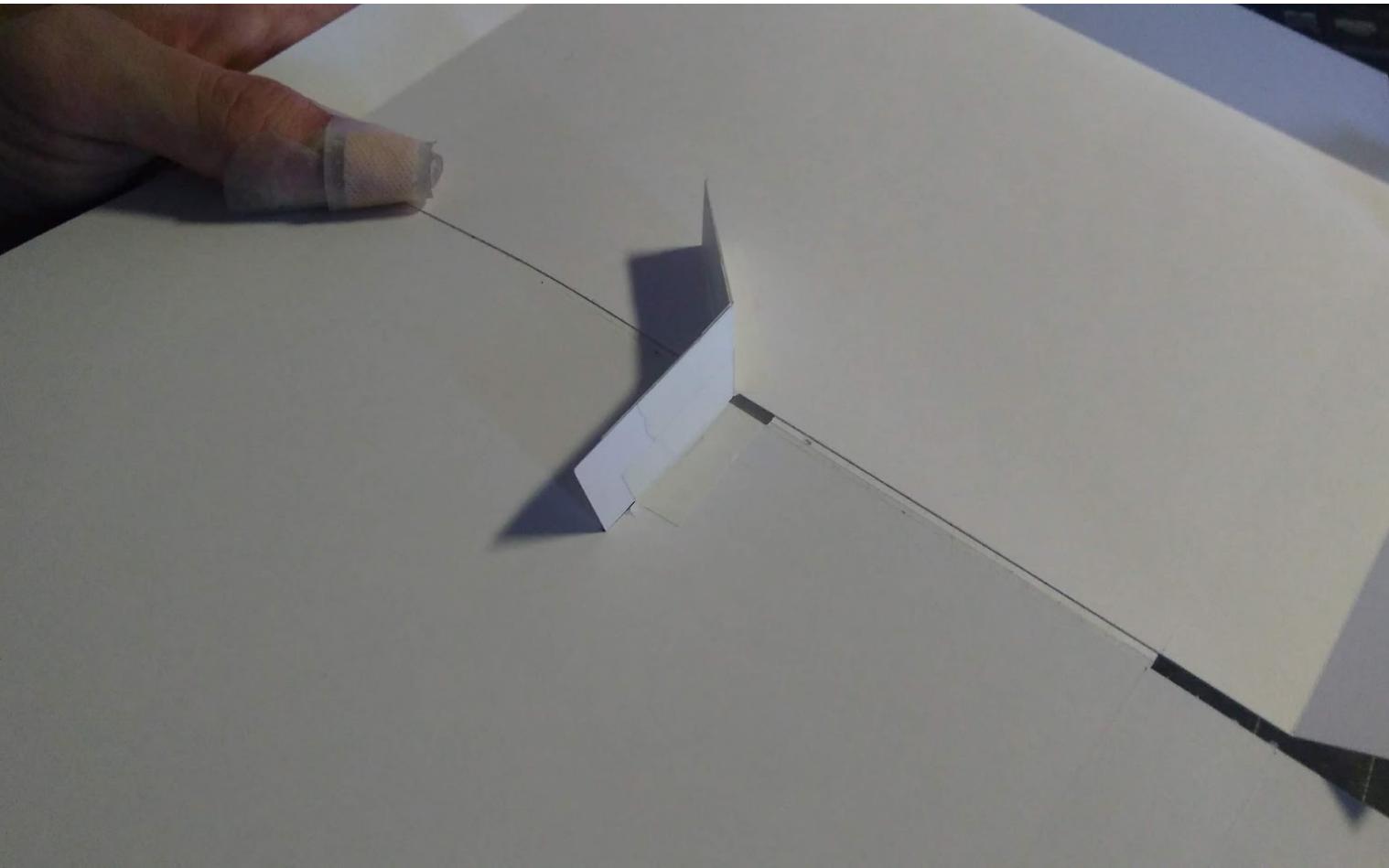
While they were able to create beautiful individual pieces, even the most advanced pop up designers were not able to create scenes with multiple objects in them.

After figuring out a way to have multiple objects in a pop up, I wanted to create the pop ups, design the branding for a hypothetical pop up shop and display the finished pop ups at the BFA show.



Weekly Make I

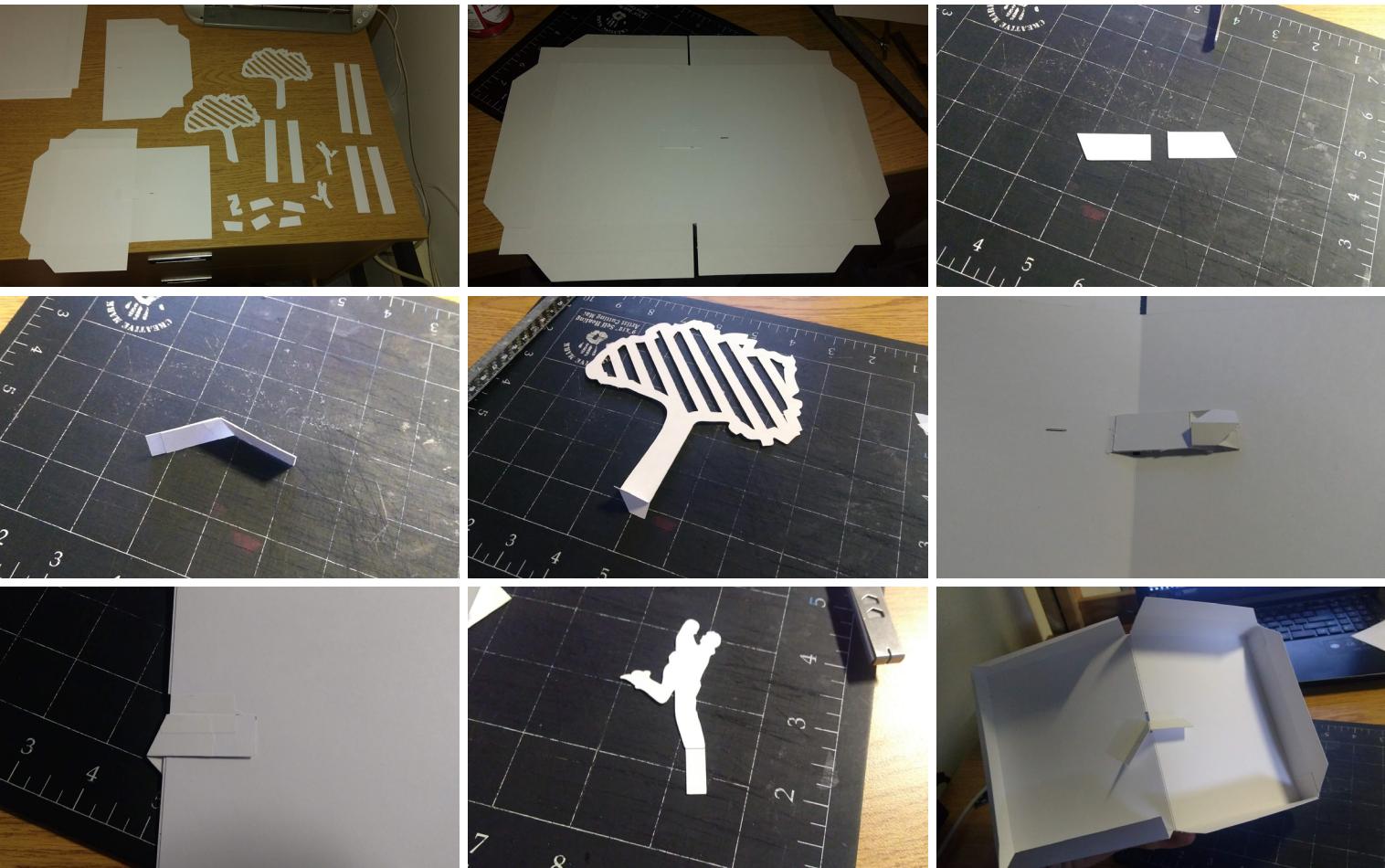
Feb 5 – Feb 12



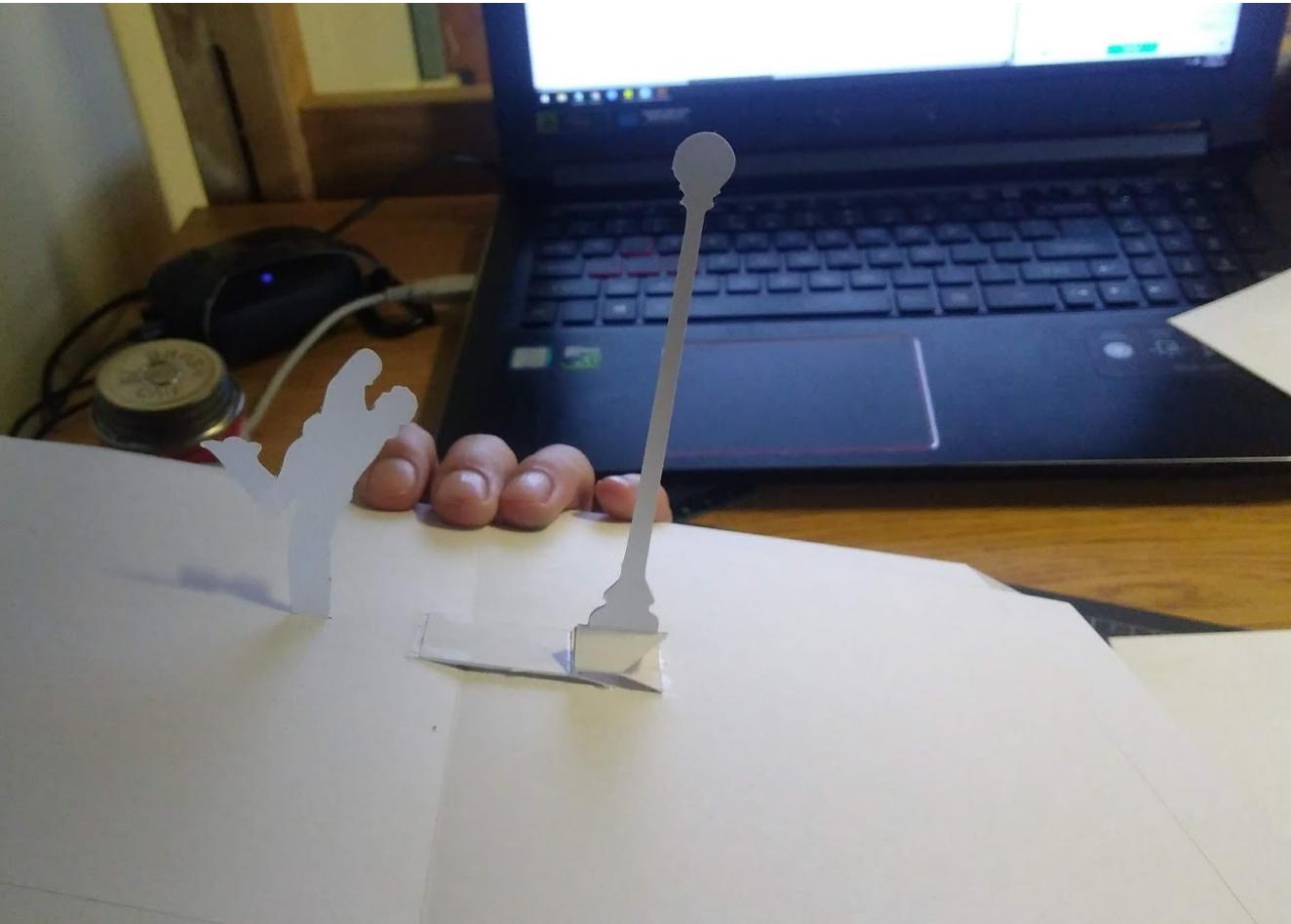
After much deliberation and thinking, I came up with the idea of using v-folds that run underneath the surface of the pop up to create movement away from the center.



To test the initial concept, I designed a simple scene of a couple under a tree. These are all the individual pieces used to make the pop up.



Weekly Make 1 10



The tree ended up being too heavy to support its own weight, so in the end I went with a lamp post. While the first prototype had many flaws, I successfully made the couple pop up away from the center of the page for no visible reason.

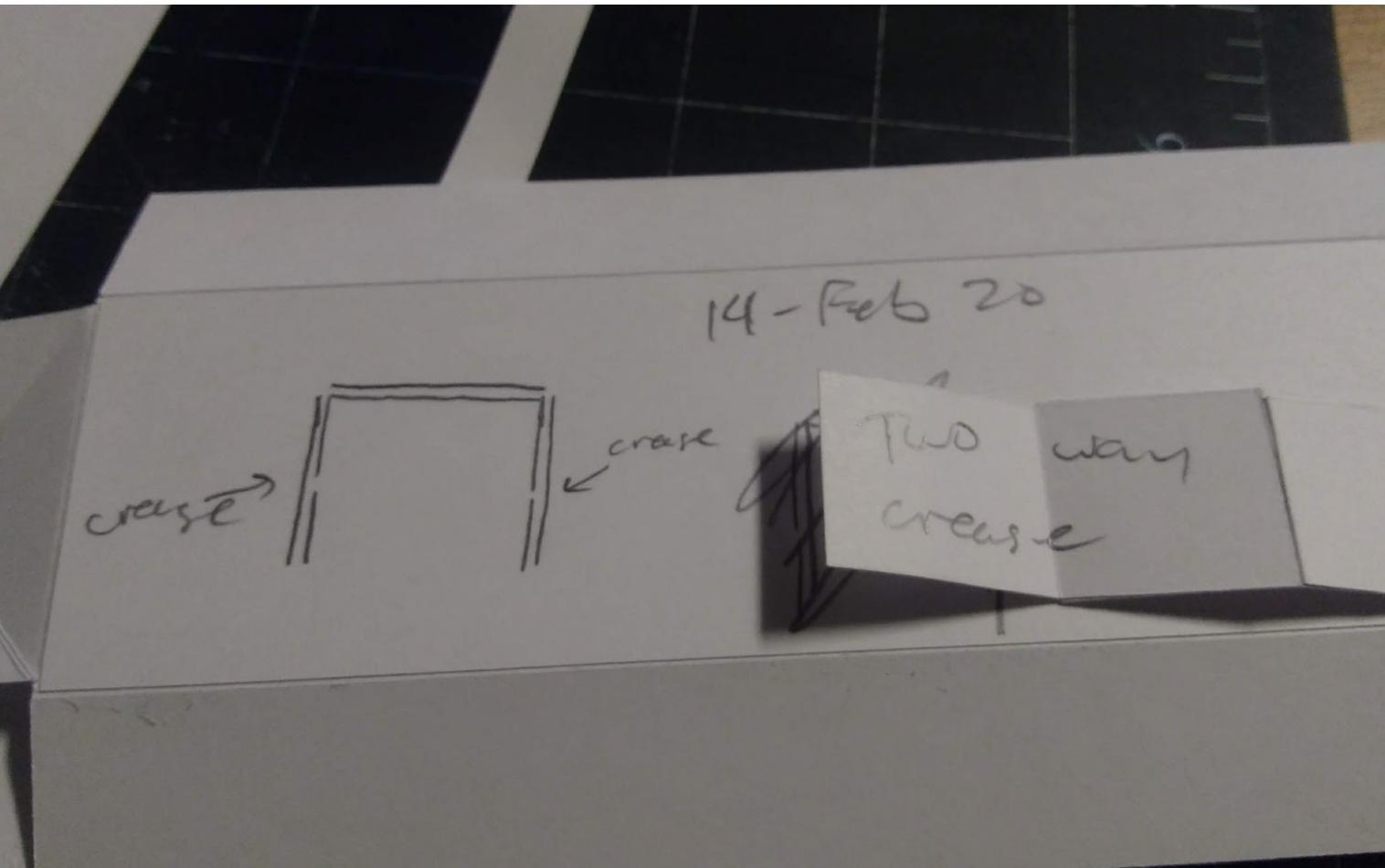


Due to their being mechanics under the page, the pop up has to be supported on a box. In this first prototype, when you closed the pop up, he underside was completely exposed. This aspect was the one most critiqued by my peers.

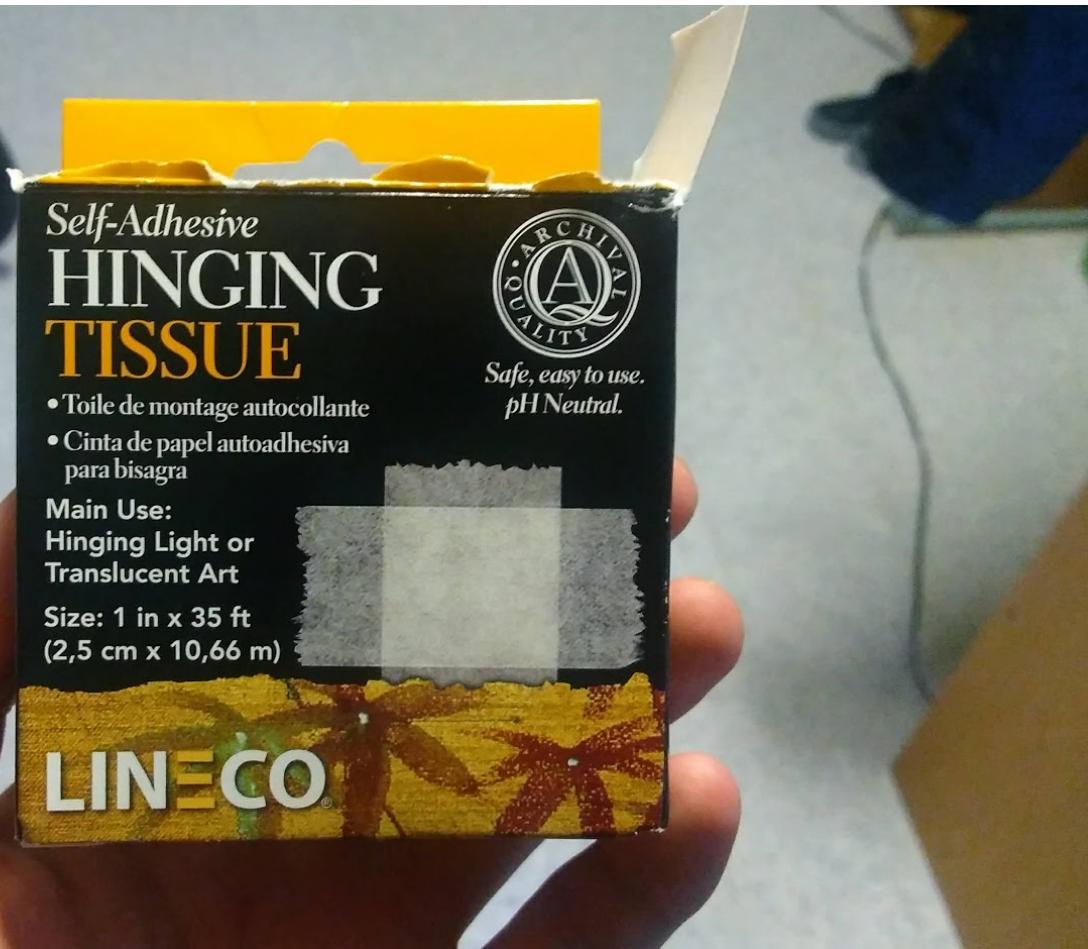
Weekly Make 2

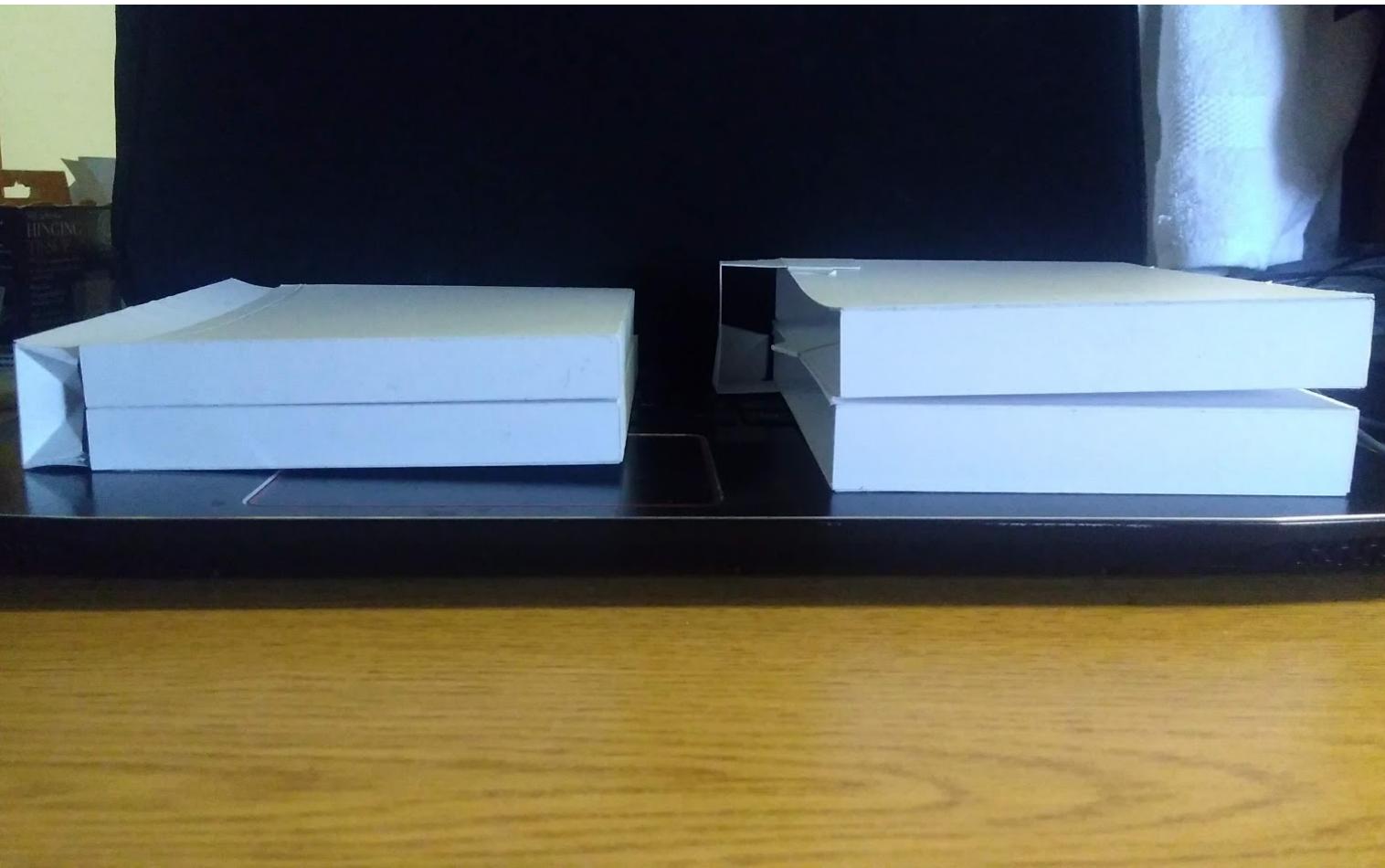
Feb 12 – Feb 19

For my second weekly make, I focused on the box design, specifically making it more sturdy, making the corners more refined, and covering the opening of the spine. This was my initial idea to make the connection between folds stronger.

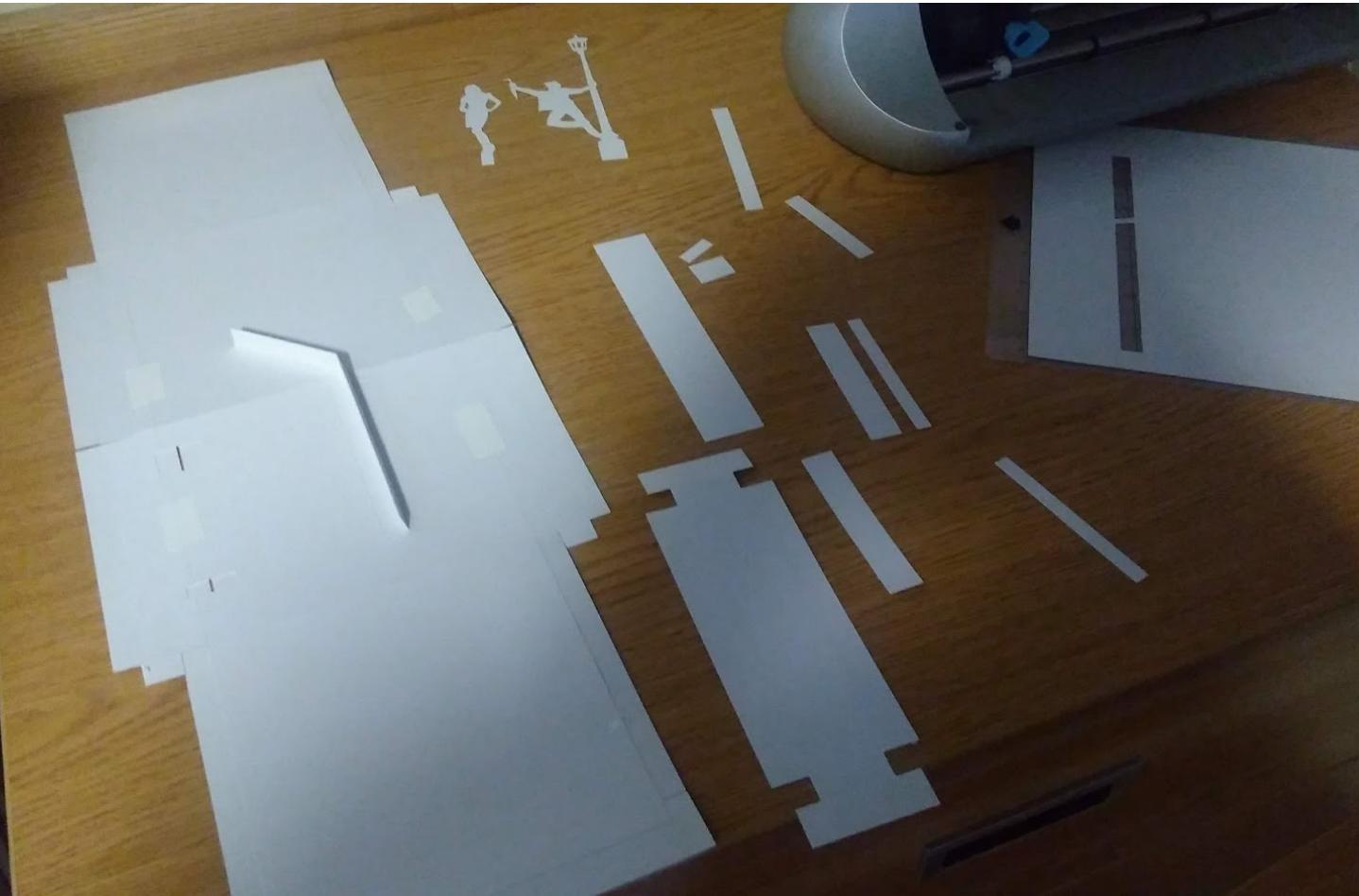


I was at an art store and stumbled upon hinging tissue. Rather than fold paper, I started to cut it along the fold then tape it back together with the hinging tissue. This created a near frictionless crease and I began using this method for all my pop up designs.

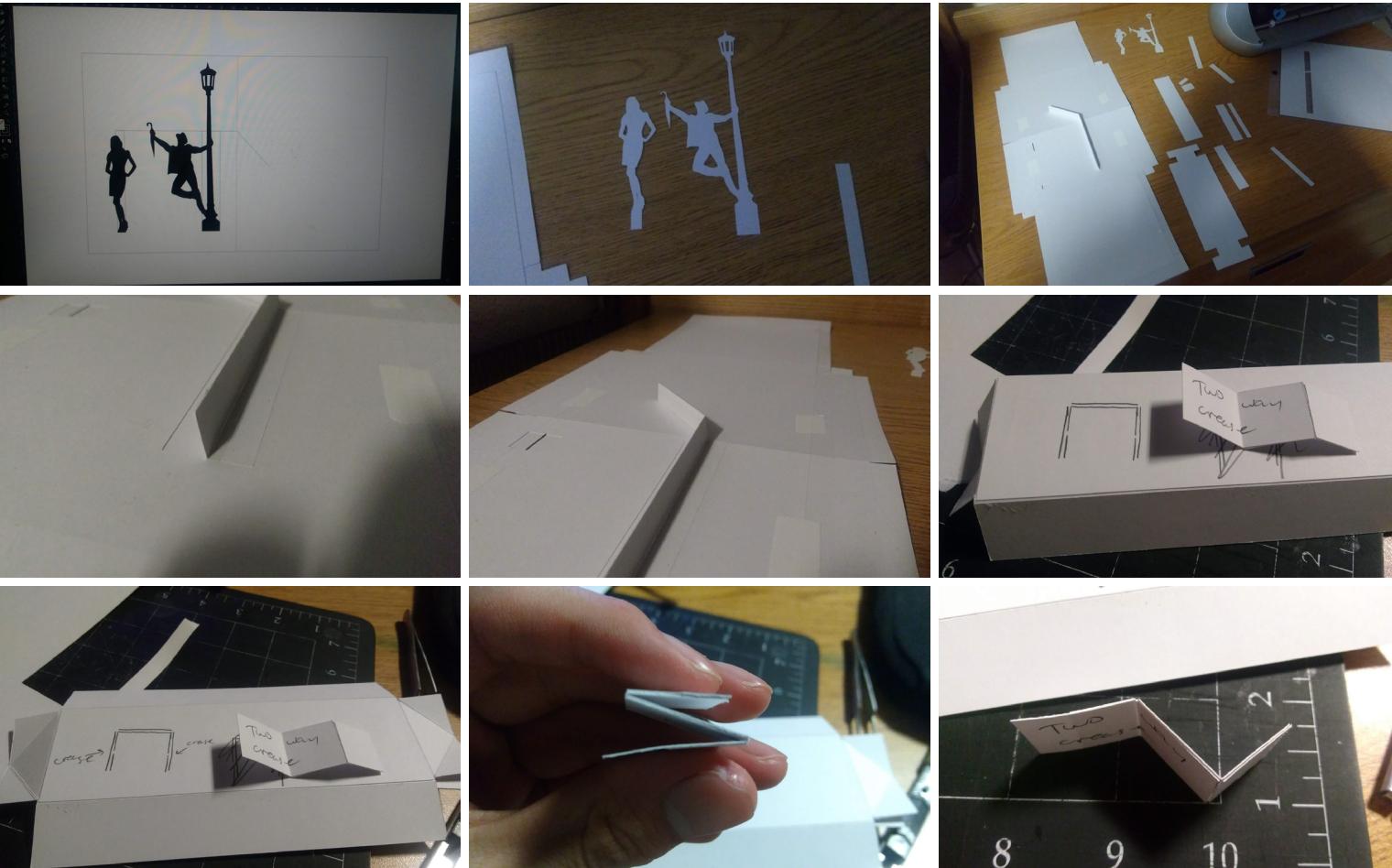




I made the box thinner as well as designed a collapsing spine that would cover the under-side of the pop up.



I incorporated these new aspects into my second prototype. This time, the box was significantly more sturdy, the corners were more seamless, and the collapsing spine was working for the most part.





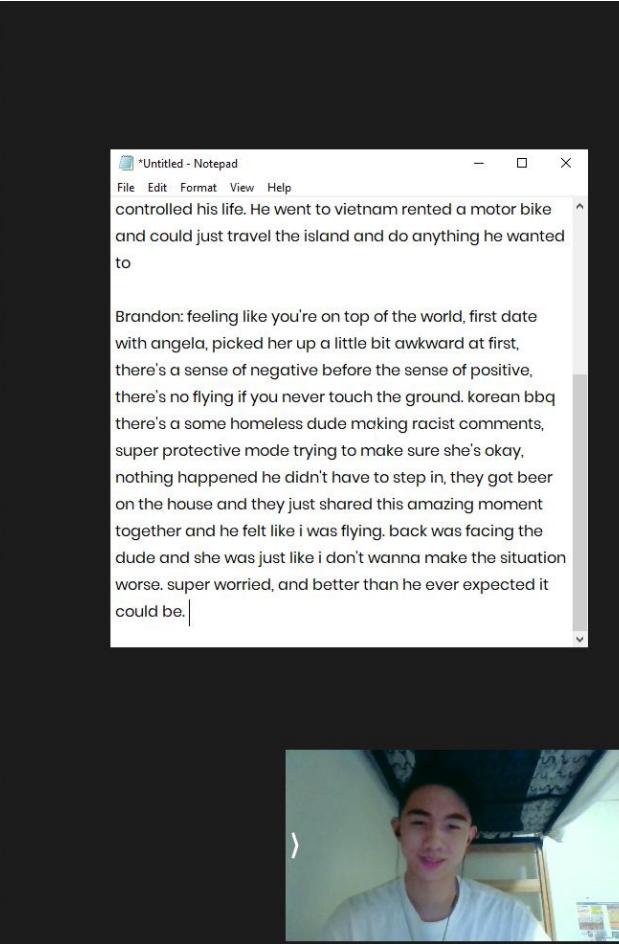
While the second prototype was a success over all, the book would not lay flat, the objects in the pop up itself wouldn't stand up straight, there was no elegant place to put long amounts of text, and there was no way strong protection for the pop up.

Weekly Make 3

Feb 19 – Feb 26



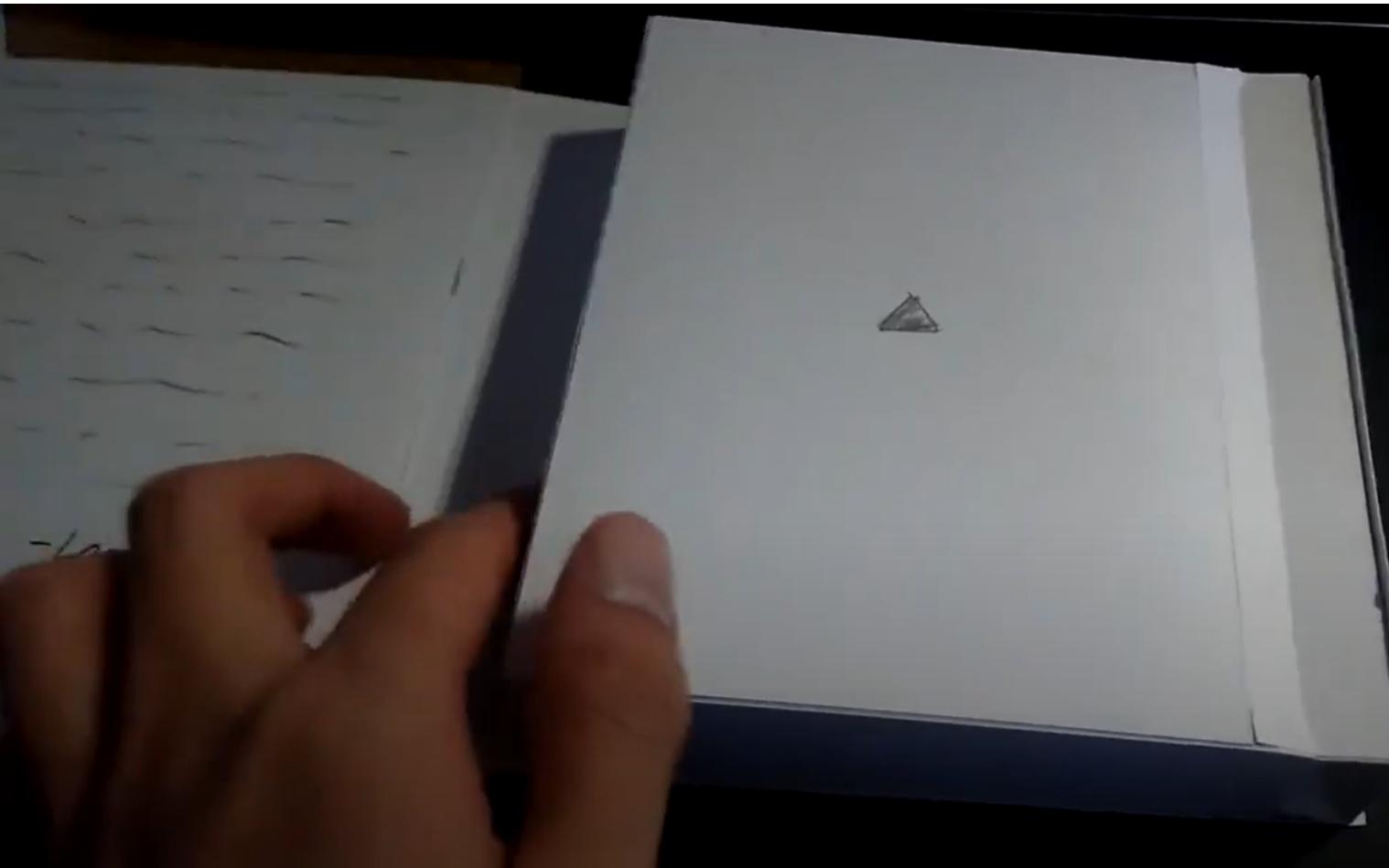
For my third weekly make, I took my focus off of the paper engineering. The biggest criticism of my project so far was that the memories I was depicting were not meaningful or specific enough.



I started interviewing my friends about memories where they “felt like they were flying.” After receiving enough similar responses to the question, I decided to only design pop ups of memories where people felt like they were flying.



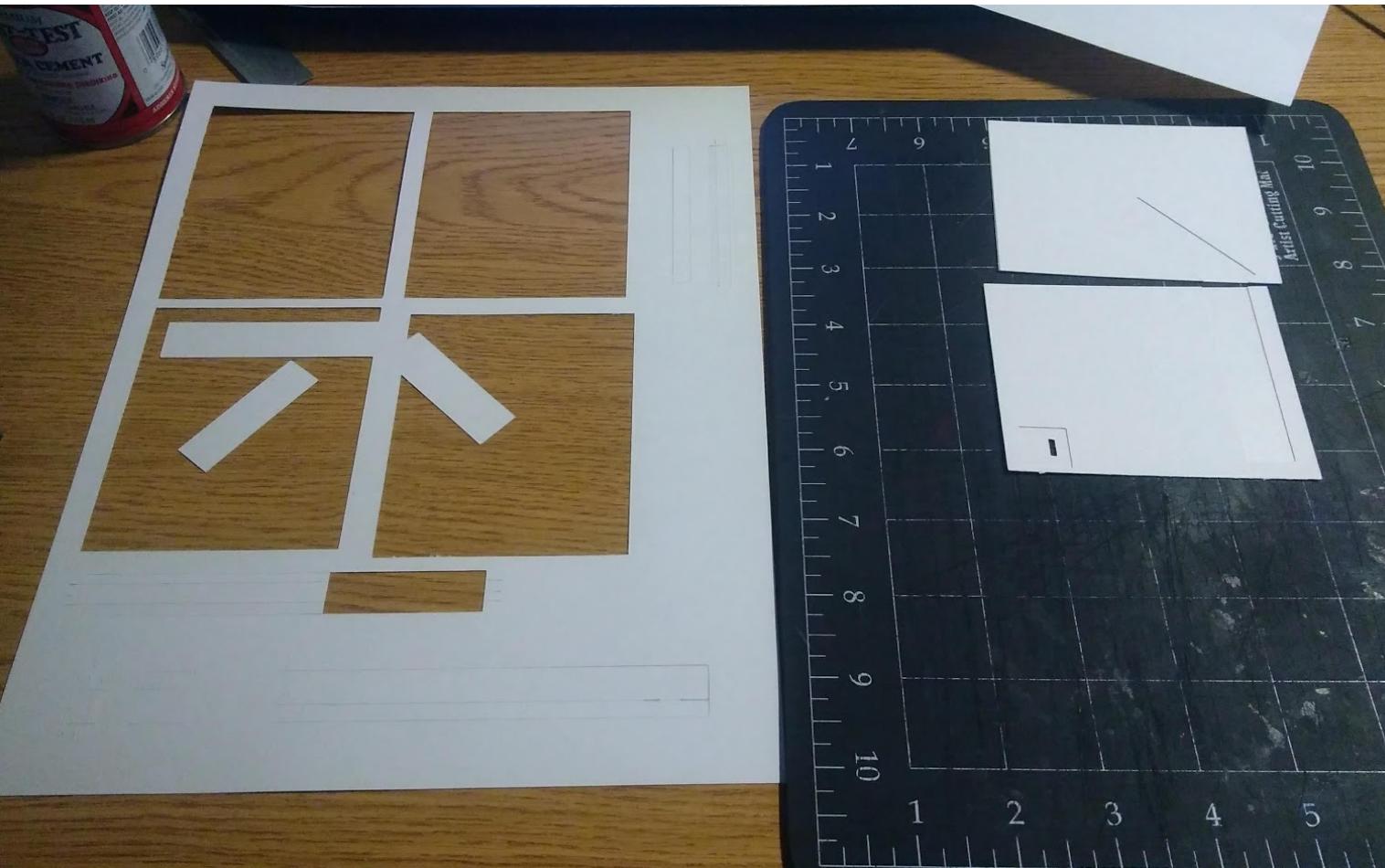
This new topic required there to be a story associated with the pop up. The current prototypes had no good way of showing large amounts of text so I began rethinking the box design completely.



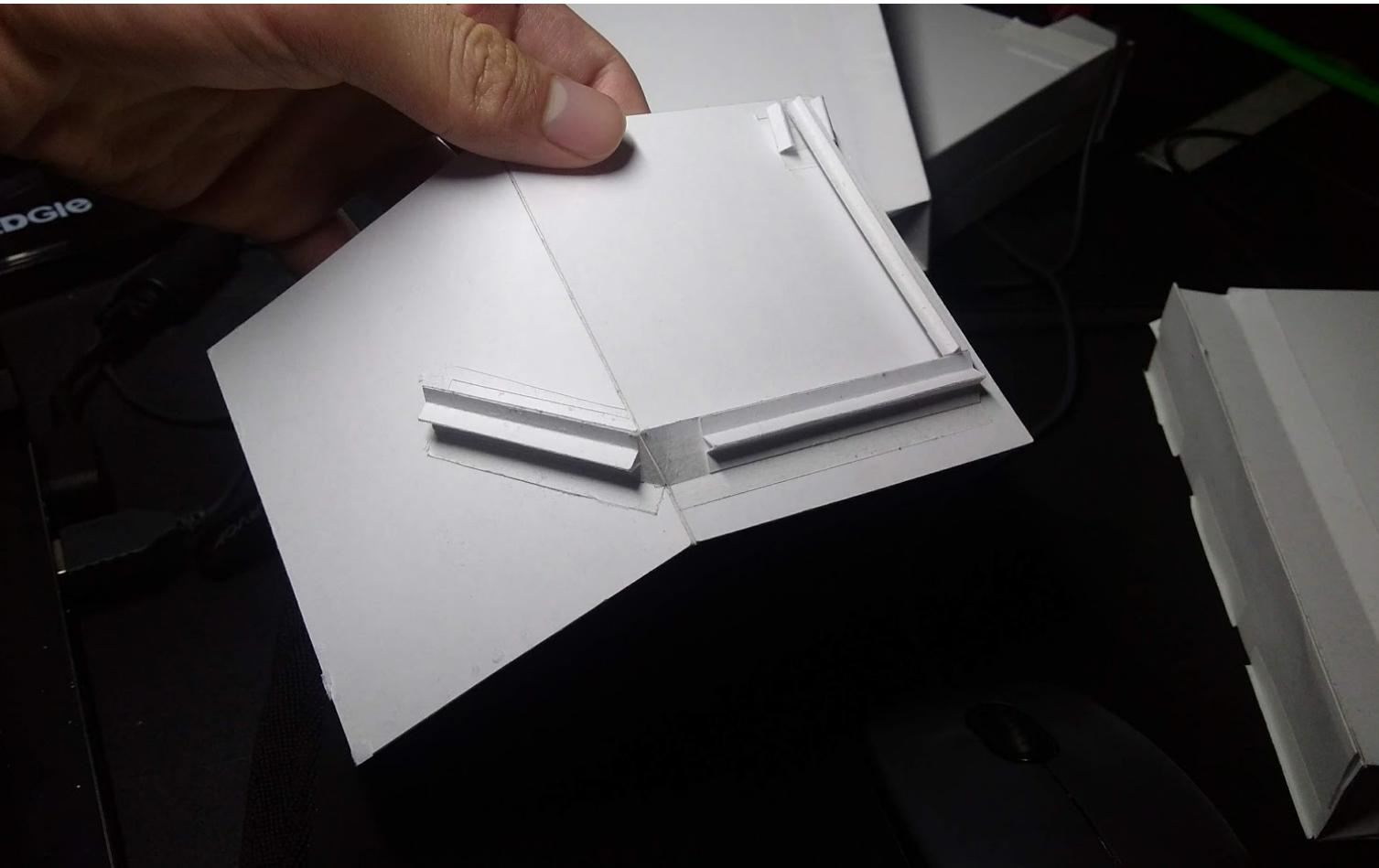
My initial idea was to have a hard cover that wrapped around the book from the opening as opposed to the front, while this idea seemed sufficient, it was not a very intuitive design.

Weekly Make 4

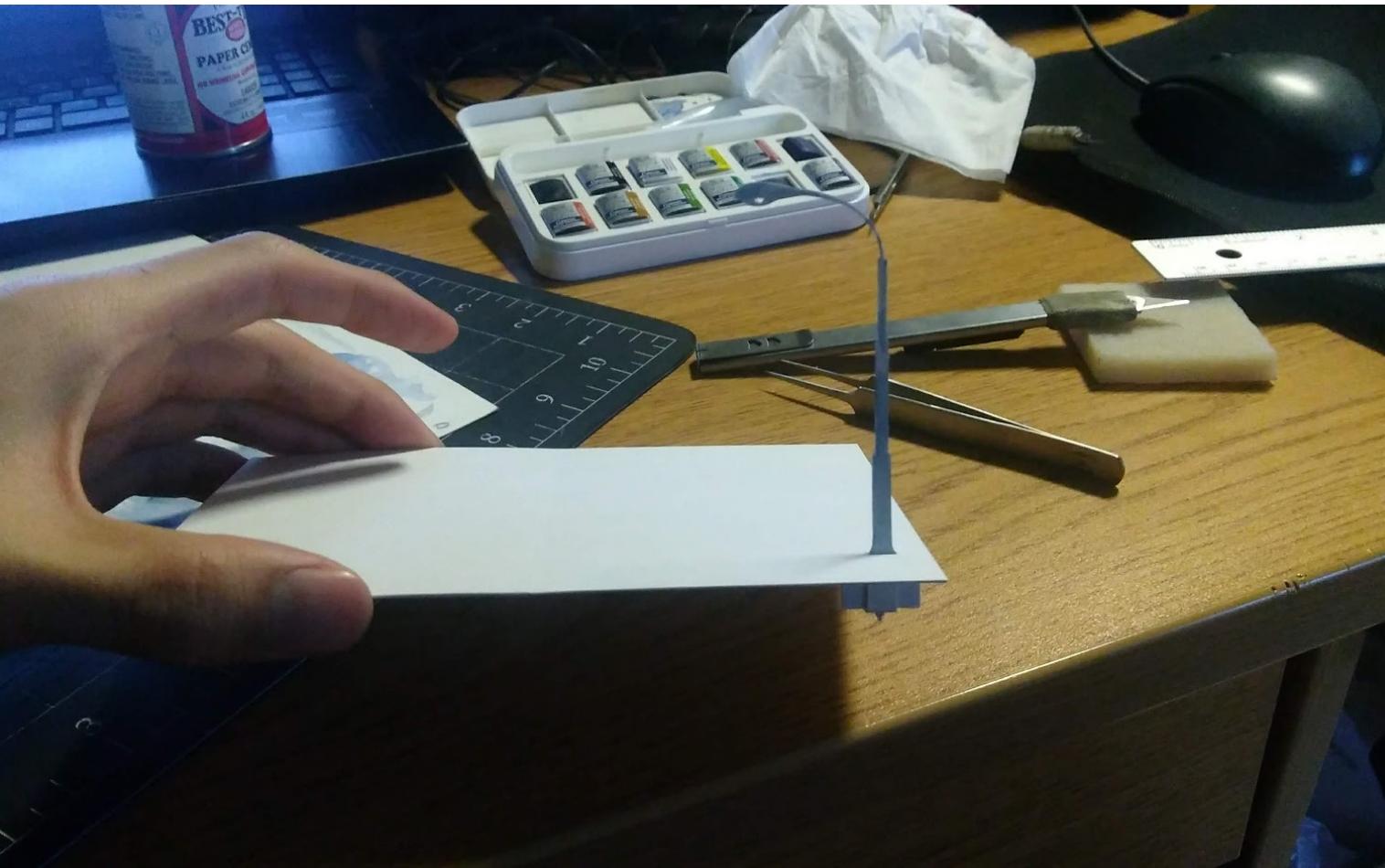
Feb 26 – Mar 4



After finding my new direction for the project, I continued my paper engineering work. At this point, my biggest problem was that the pop ups were not standing straight up and I felt the mechanisms that were being used to move them were prone to breaking.



I looked to corrugated cardboard as inspiration to make the pieces of the mechanism stronger, I added triangular folds to the pieces which greatly increased the stability.



I also started exploring water colors and using water color paper for the objects in the pop up. They turned out to be quite beautiful and the stiffness of the water color paper inadvertently helped the objects stand up straighter.

Midterm Review

Mar 4 – Mar 11

Feel Like You're Flying
Ed Ho

There are a few moments in life where you can only describe it as feeling like you're flying. Moments so special that you'll cherish them forever.

My project is about expressing these moments through paper. As a graphic designer, paper is one of the most important things in my life. As silly as it may seem, when I solve a difficult problem in paper engineering and design something truly amazing, I feel as though I'm soaring through the air and can accomplish anything.

Through these pop up books I want to share the stories and moments where my friends have felt the same way. I hope that as you experience my project, you can share in their feeling and learn about what it is that makes these moments so amazing and special that you truly

Feel Like You're Flying

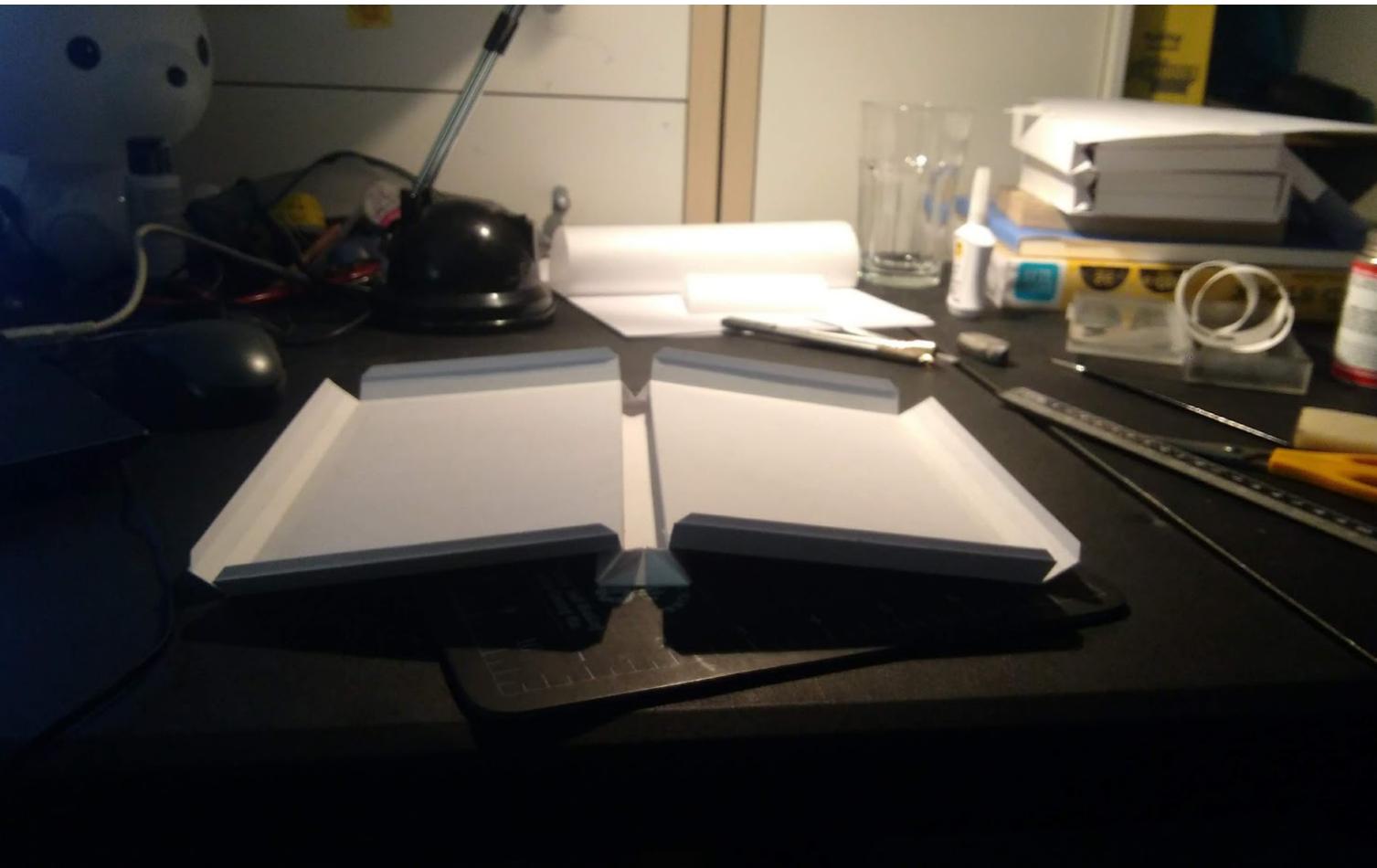
For my midterm review, I presented all previous prototypes and presented my final artist statement. At this point I still had not settled on a satisfactory way to contain the pop up and the accompanying story and asked for advice on this.

Final Construction

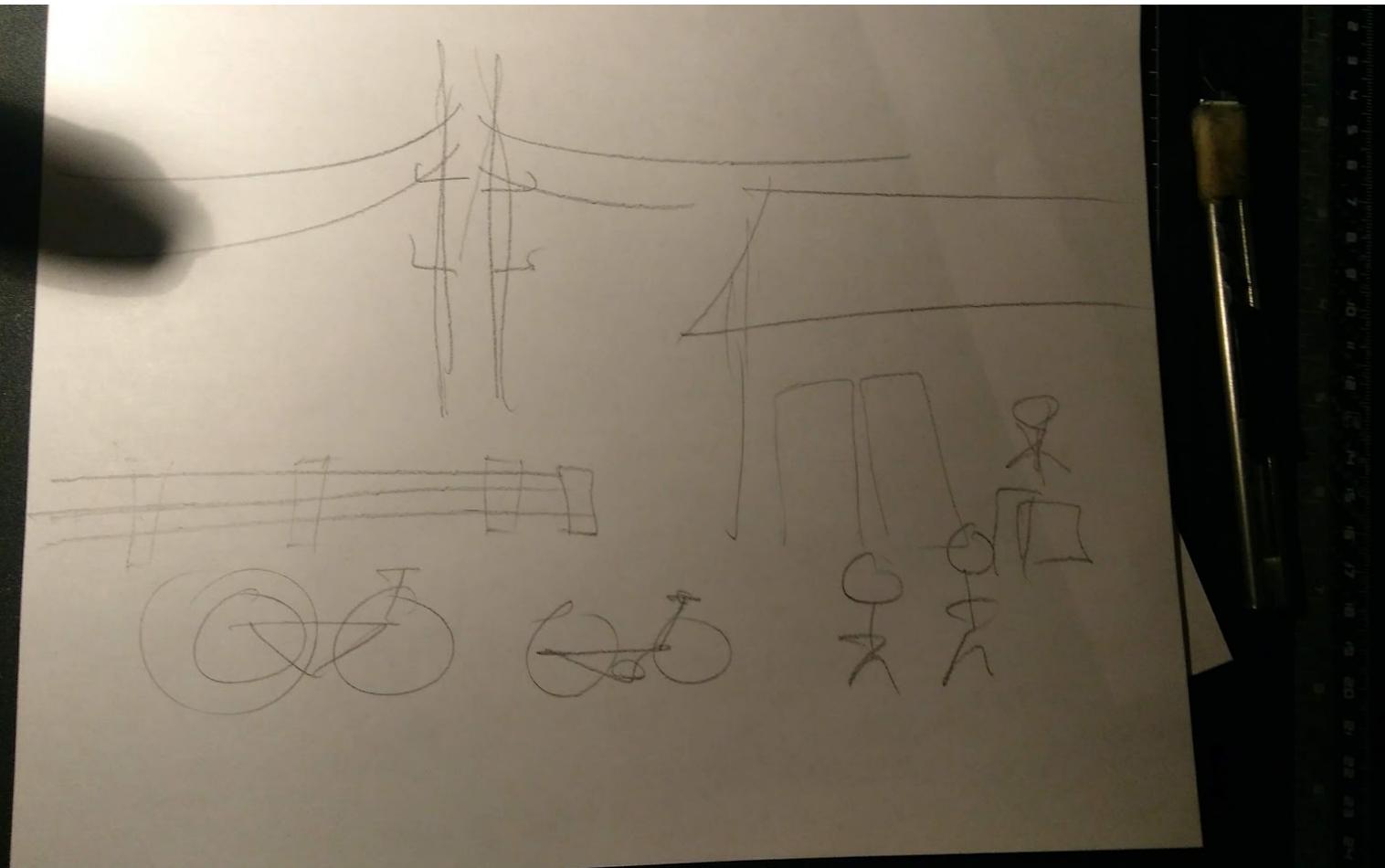
Mar 23 – Apr 15



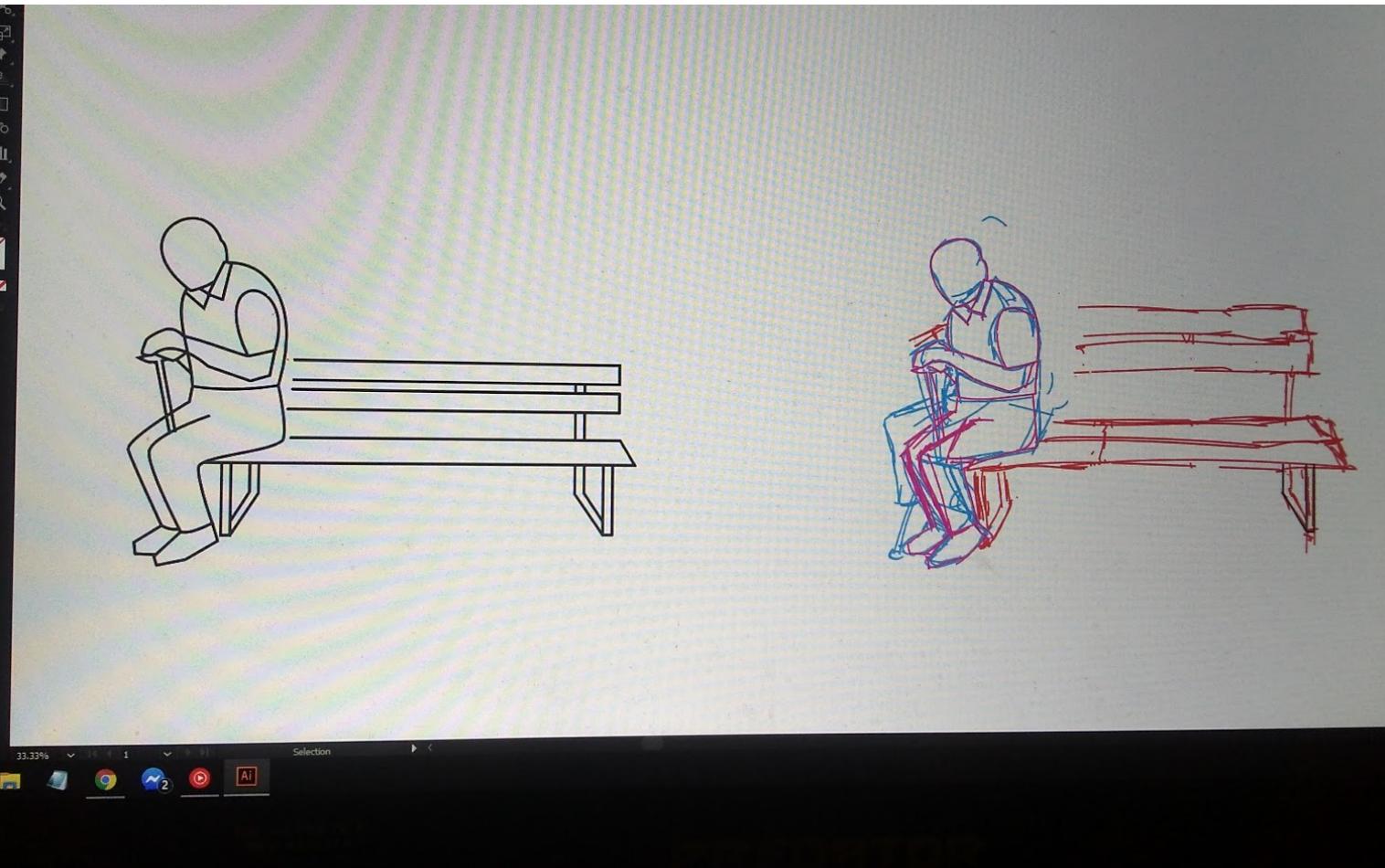
After listening to feedback I received during midterm review, I eventually decided on a traditional hard cover book format with my pop up acting as the text block of the book.



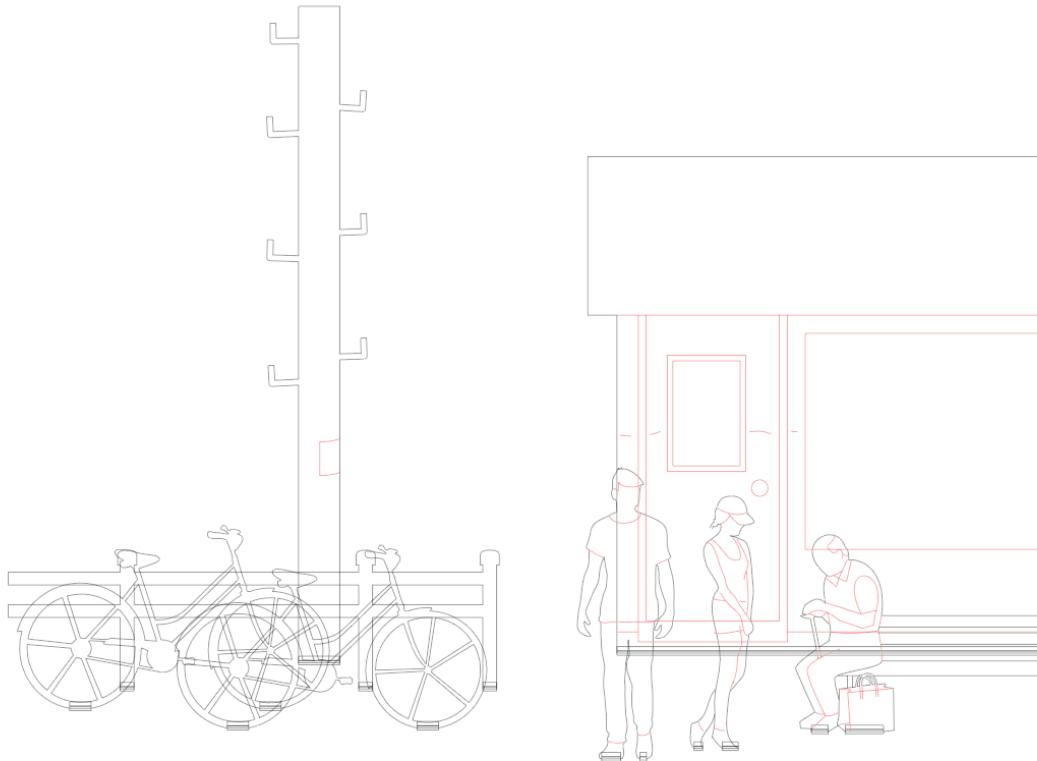
I began final construction on the first of three pop up books. Pictured is the base which holds and protects the underside of the actual pop up.



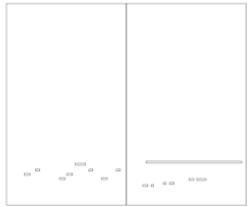
I decided to make my friend Kiana's memory first. After interviewing her I drew a rough sketch of how I thought the scene of her memory should be laid out.



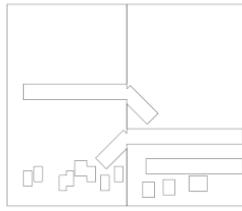
Next, I sketched and drew vectors for all the assets in the scene.



After drawing all the vectors, I placed each asset where I wanted it to be in the scene.



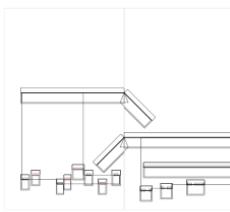
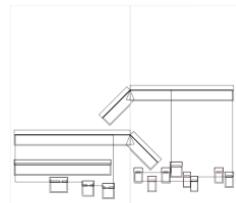
LAYER 1



LAYER 2



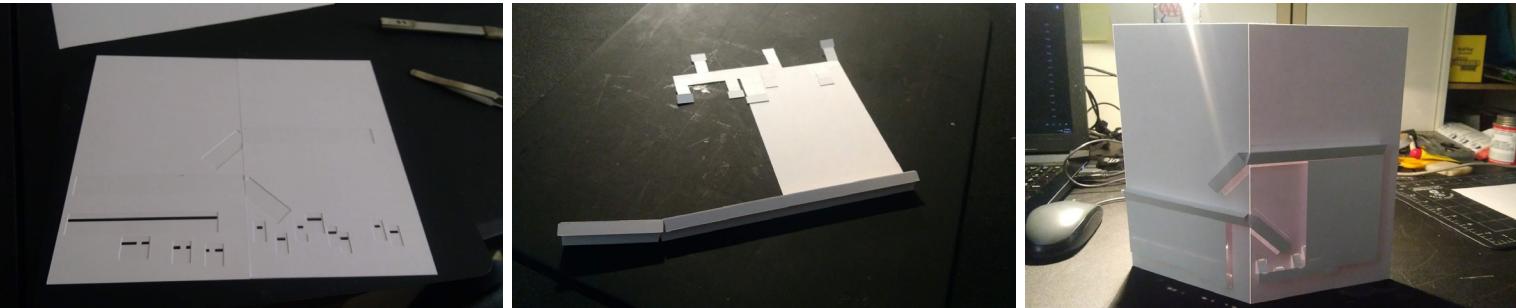
SUPPORTS

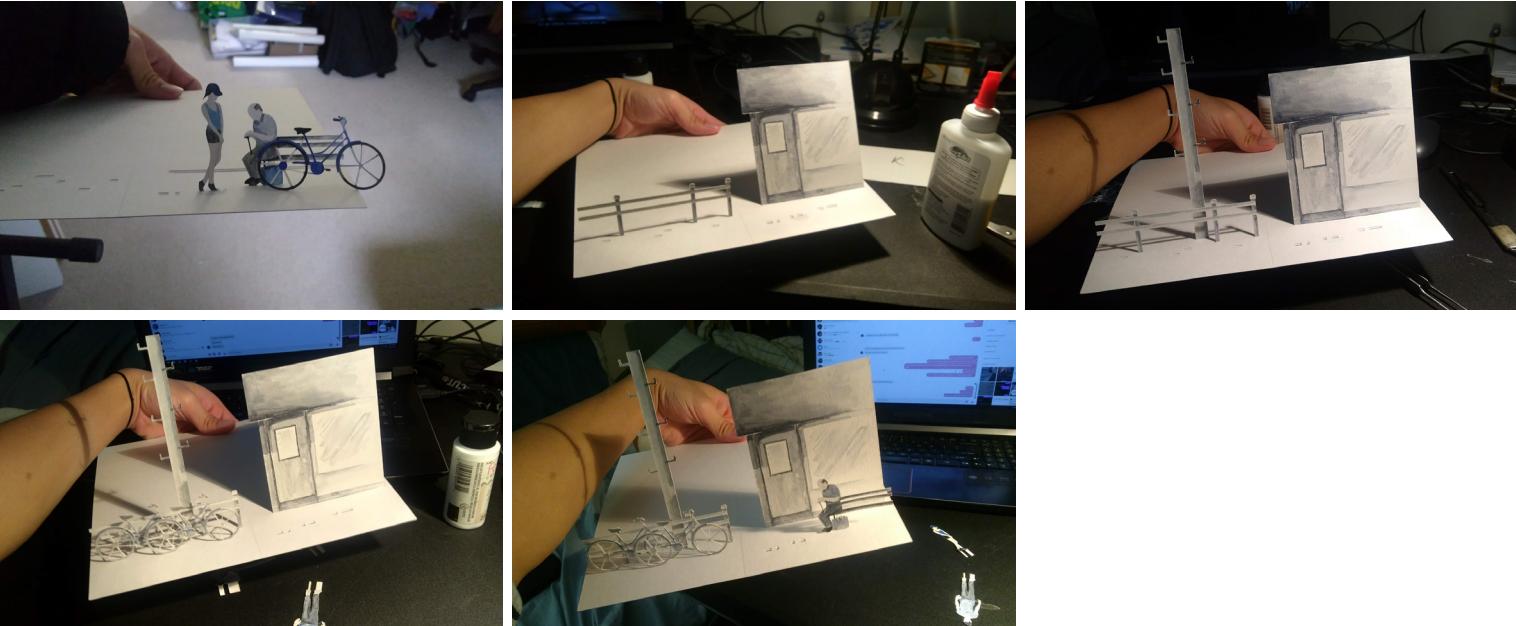


MASTER

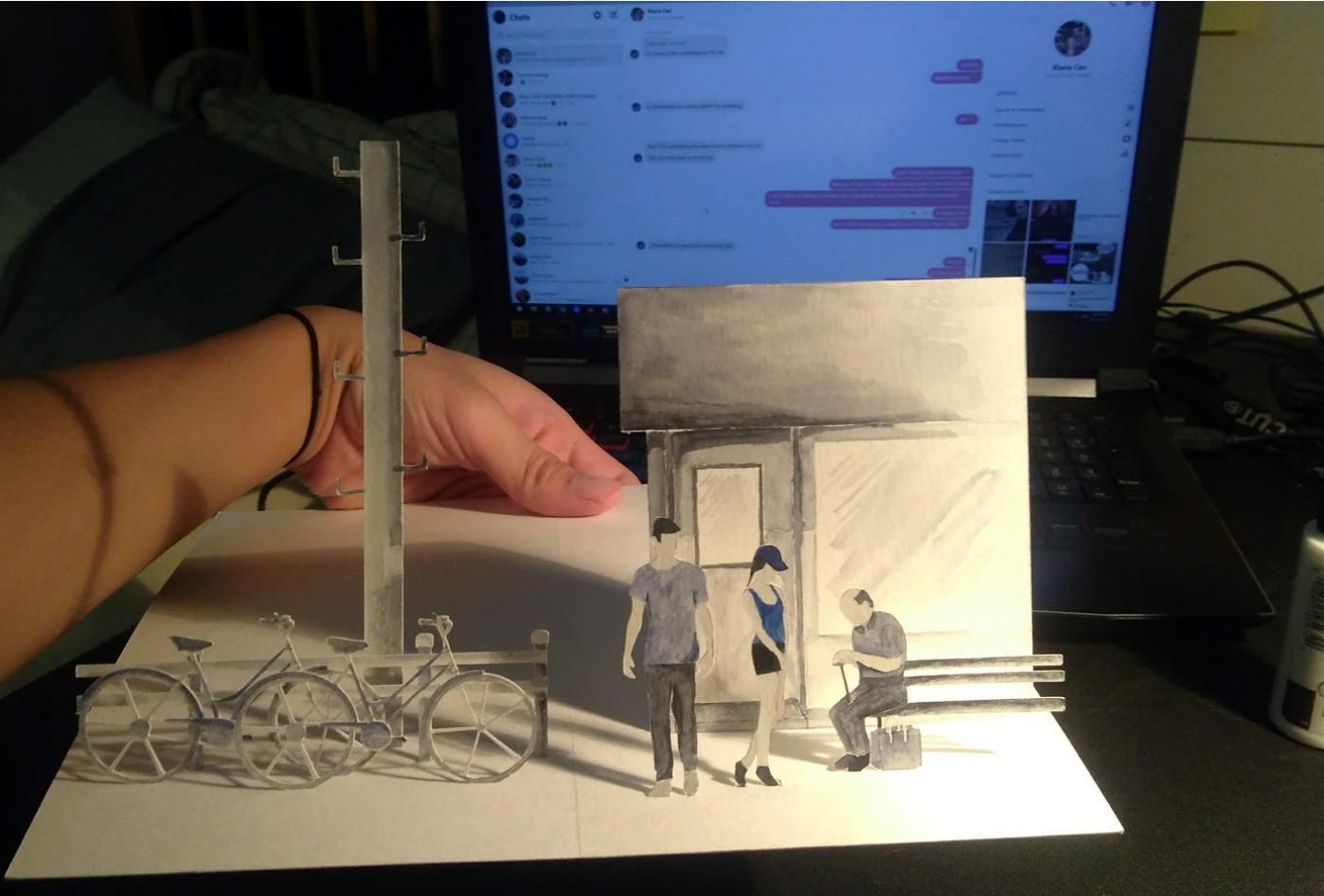
I used the scene as a blueprint to design the mechanisms that would make the pop up move. I split my designs up into distinct layers that would all be put together in the final construction.

I then started assembling the actual pop up itself. Pictured is the page of the pop up, the part that actually folds in half.

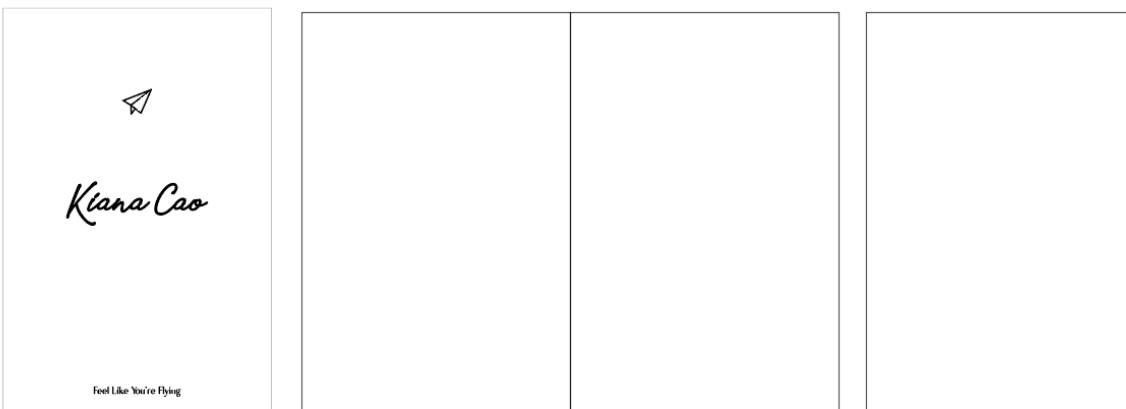
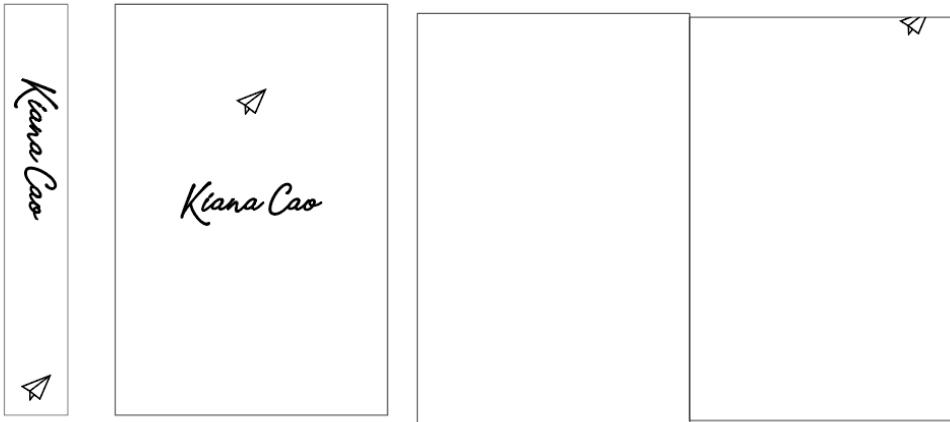




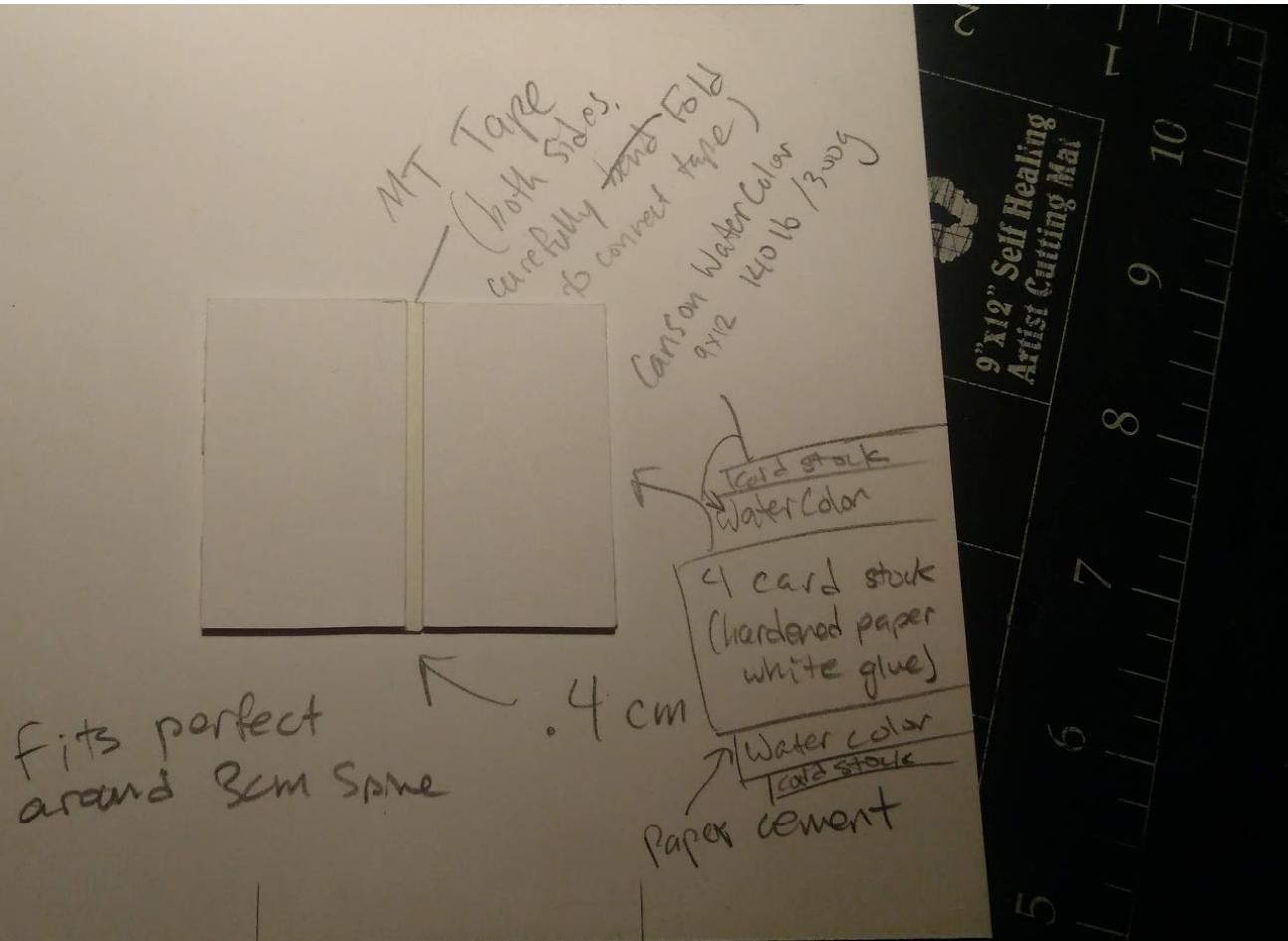
I cut out and water colored all assets in the scene. Afterwards, I did preliminary fittings to make sure none of the objects were collapsing into each other.



Final Construction 40



Now that the pop up was complete, I began work on the hard cover and how the story would be contained in the inside of the book.



I first had to determine what the hard cover would be made out of, how it would be made, and how tall the spine would have to be given the depth of the material.



After figuring that out, I produced the spine and cover by water coloring a large area, then gluing another piece of paper with the desired text cut out on top.



On the fly leaf of the book, I embossed the project's logo, a paper plane, and had it cropped off the page.



Feel Like You're Flying

BEFORE I went to Tokyo to study abroad I had a lot of expectations. When people tell you they studied abroad, you automatically think they had such a great time and everything was amazing. I thought I was going to make so many new friends, meet so many people, and we're all going to do a bunch of new things together. But when I got there I was pretty disappointed, the people I was around didn't really meet my expectations.

Being in such a big city like Tokyo is really taxing on you, it takes a toll on your emotions and you just feel like everything is so crowded and you have no personal space. Some of the people are really cold and you feel like you can't really get to know them. Even though I was constantly surrounded by people, it felt like I didn't have that much deep connection with anyone so for the whole first semester I felt somewhat alone.

When I came back for the second semester, I didn't really have any expectations, I already felt like I had a good grasp on what life there was like. One of my good friends from home happened to be visiting Japan around the same time my second semester started. We decided to meet up and visit this remote town in the countryside, a two hour train ride away from Tokyo.

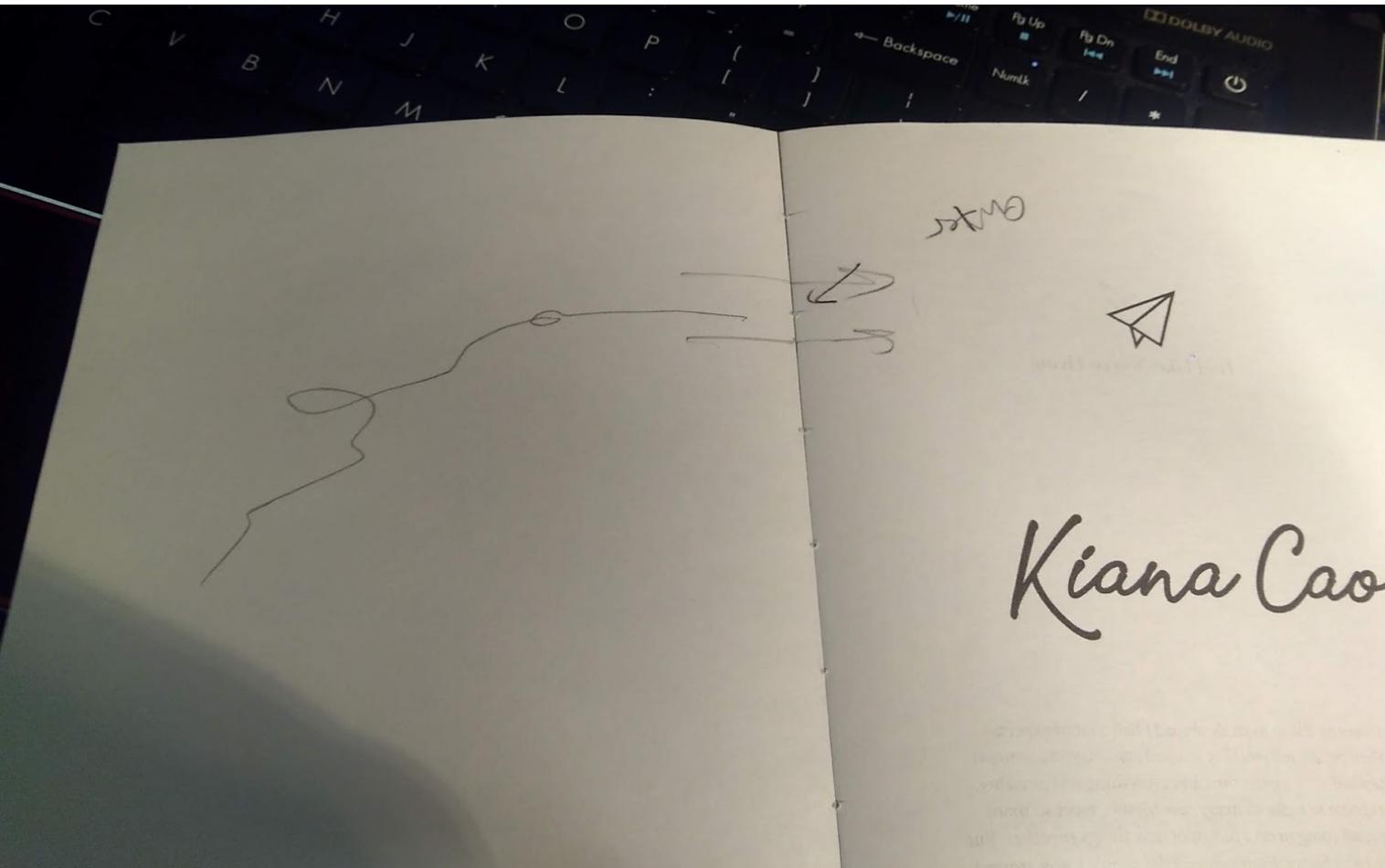
We got there, rented bikes, and just biked endlessly, wherever we wanted to. It didn't matter if we followed the trail or not, we would pick a direction and just go. Eventually we stopped at a convenience store with a man sitting in front of it. He was old and only spoke Japanese but was really friendly and tried his best to communicate. We talked about the places he wanted to visit in America like Yellowstone Park and the Grand Canyon. Even though we had a difficult time understanding each other we just ended up laughing a lot.

Being with my good friend, someone I already knew for years and meeting new people who genuinely wanted to communicate with me was so different than my experiences in Tokyo. I felt like I could finally talk about anything I wanted to and just enjoy the moment. Anything could go wrong and it would still be okay, no matter what, I'm going to be with my friend and we're doing something really fun.

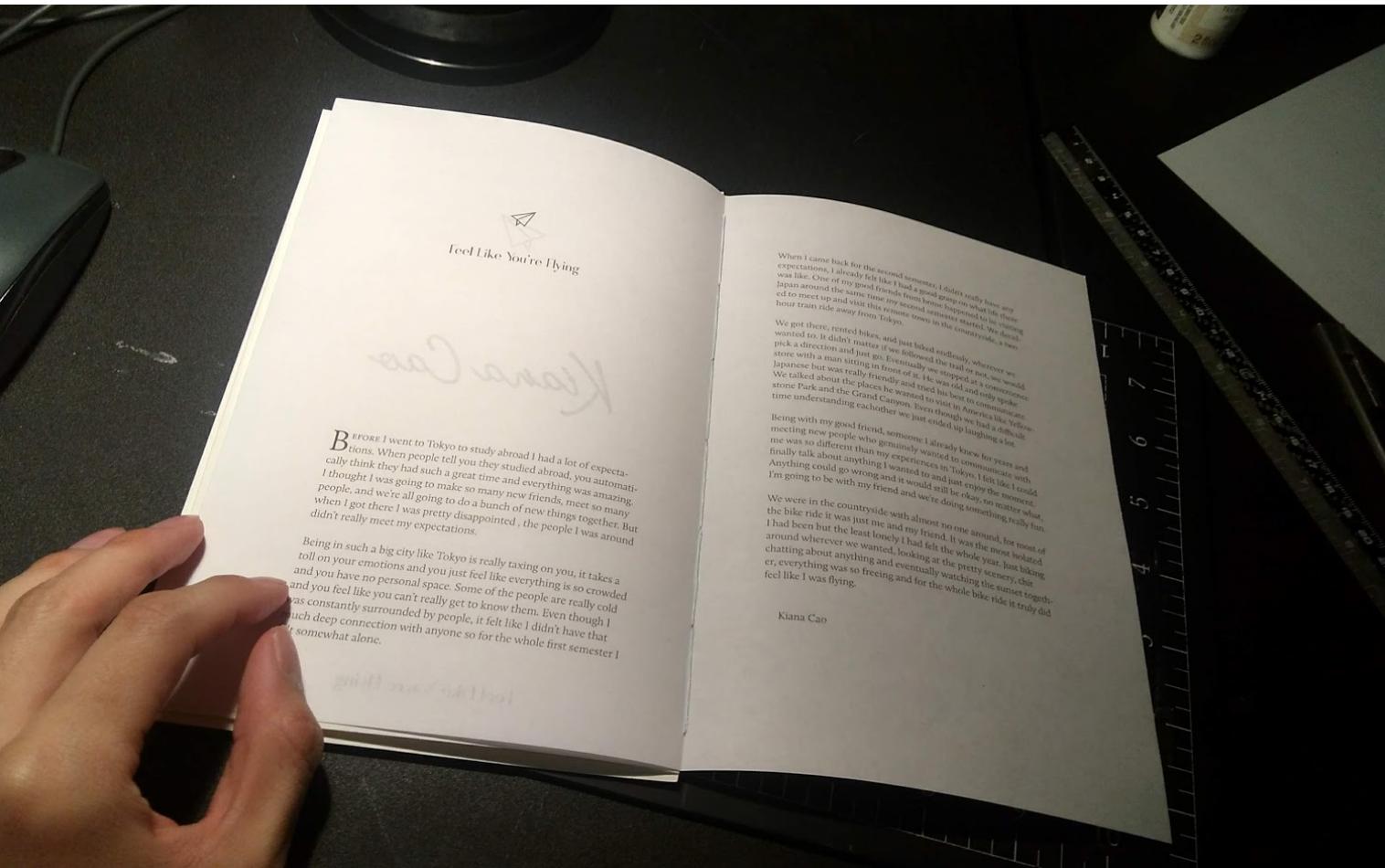
We were in the countryside with almost no one around, for most of the bike ride it was just me and my friend. It was the most isolated I had been but the least lonely I had felt the whole year. Just biking around wherever we wanted, looking at the pretty scenery, chit chatting about anything and eventually watching the sunset together, everything was so freeing and for the whole bike ride it truly did feel like I was flying.

Kiana Cao

After revising her interview, I designed a spread for Kiana's story.



This spread was then printed out and sewed together with the fly leaf.



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We got there, rented bikes, and just hiked randomly, whenever we wanted to. It didn't matter if we followed the trail or not, we would pick a direction and just go. Eventually we stopped at a convenience store with a man working in front of it. He was old and only spoke Japanese but was really friendly and tried his best to communicate. We talked about the place we wanted to visit in America like Yellowstone Park and the Grand Canyon. Even though we had a difficult time understanding each other we just ended up laughing a lot.

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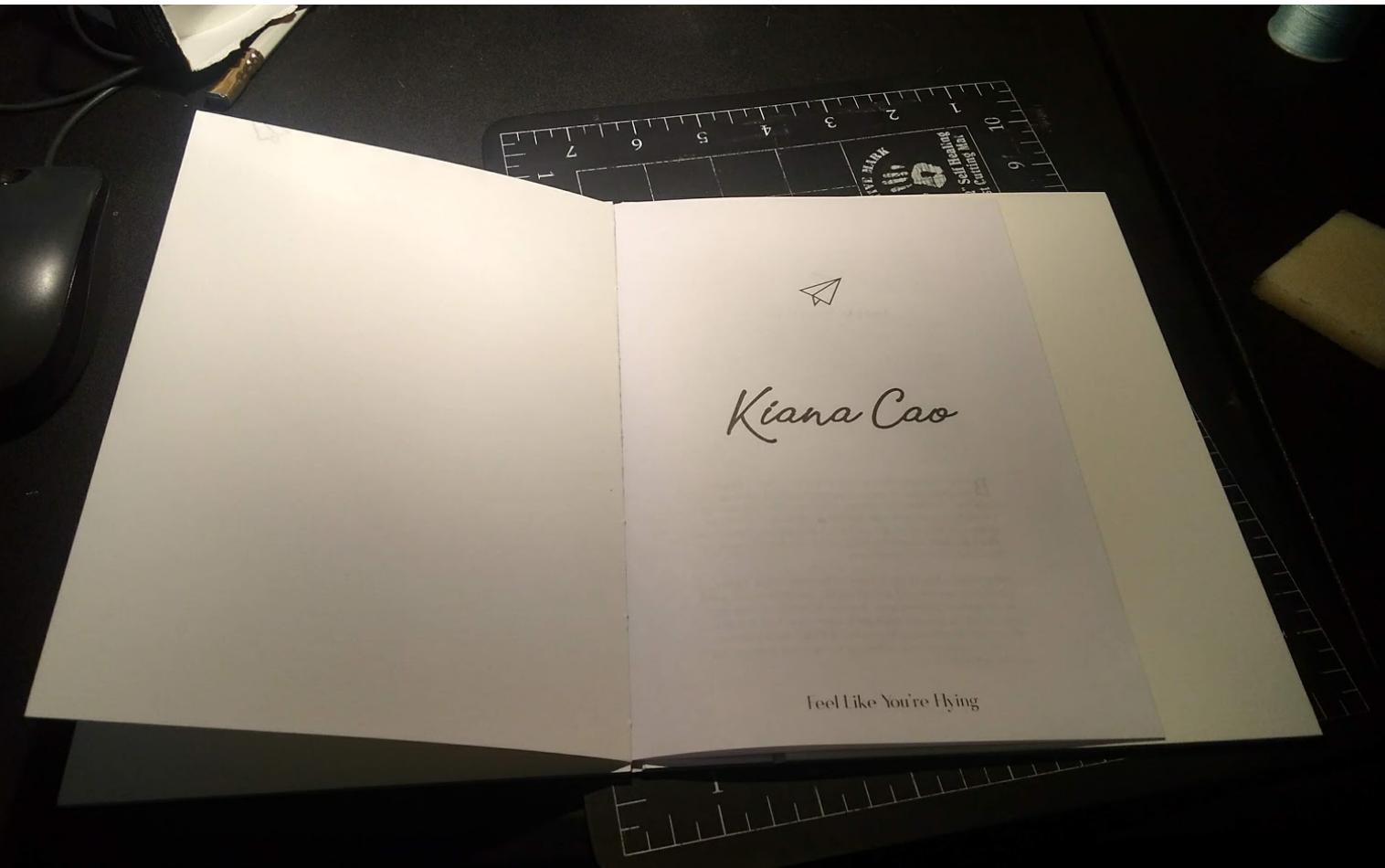
Kiana Cao



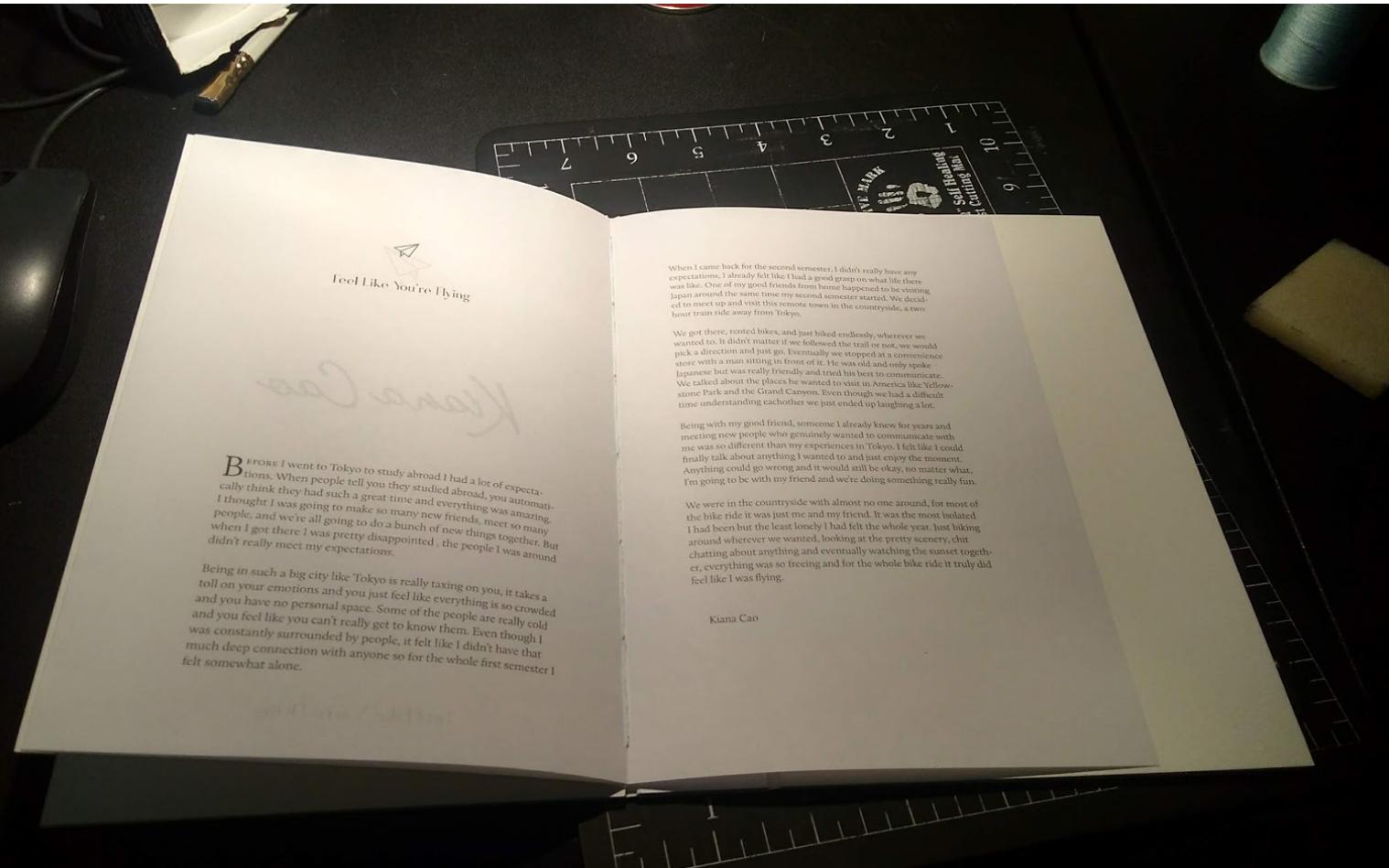
Here are all the parts of
the book not assembled.



Assembly of cover.



Gluing in the story.



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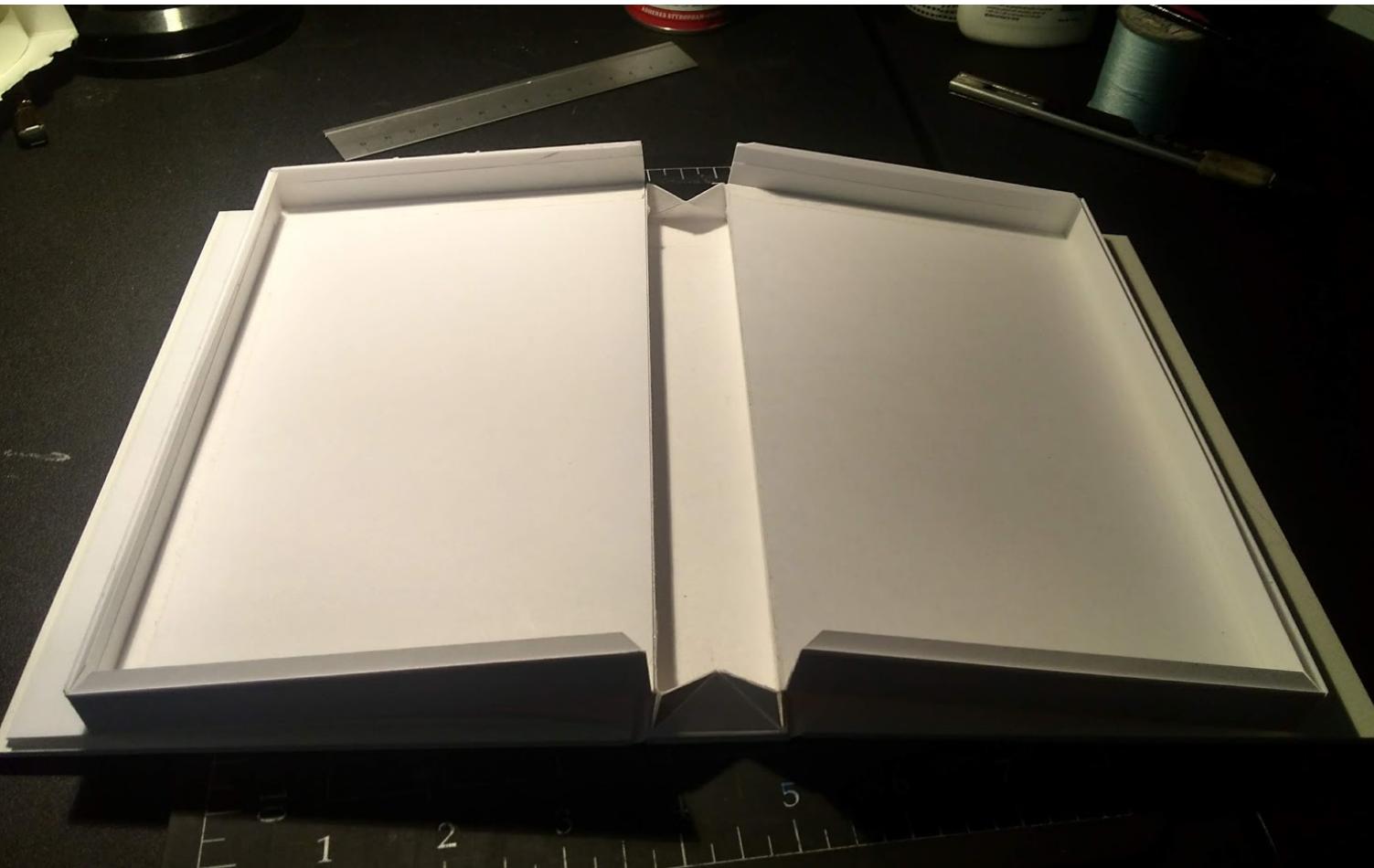
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We got there, rented bikes, and just hopped endlessly, wherever we wanted to. It didn't matter if we followed the trail or not, we would pick a direction and go. Eventually we stopped at a convenience store with a sitting area outside. He could hardly speak Japanese but was really friendly and told his boss he wanted to leave. We talked about the places he wanted to visit in America like Yellowstone Park and the Grand Canyon. Even though we had a difficult time understanding each other we just ended up laughing a lot.

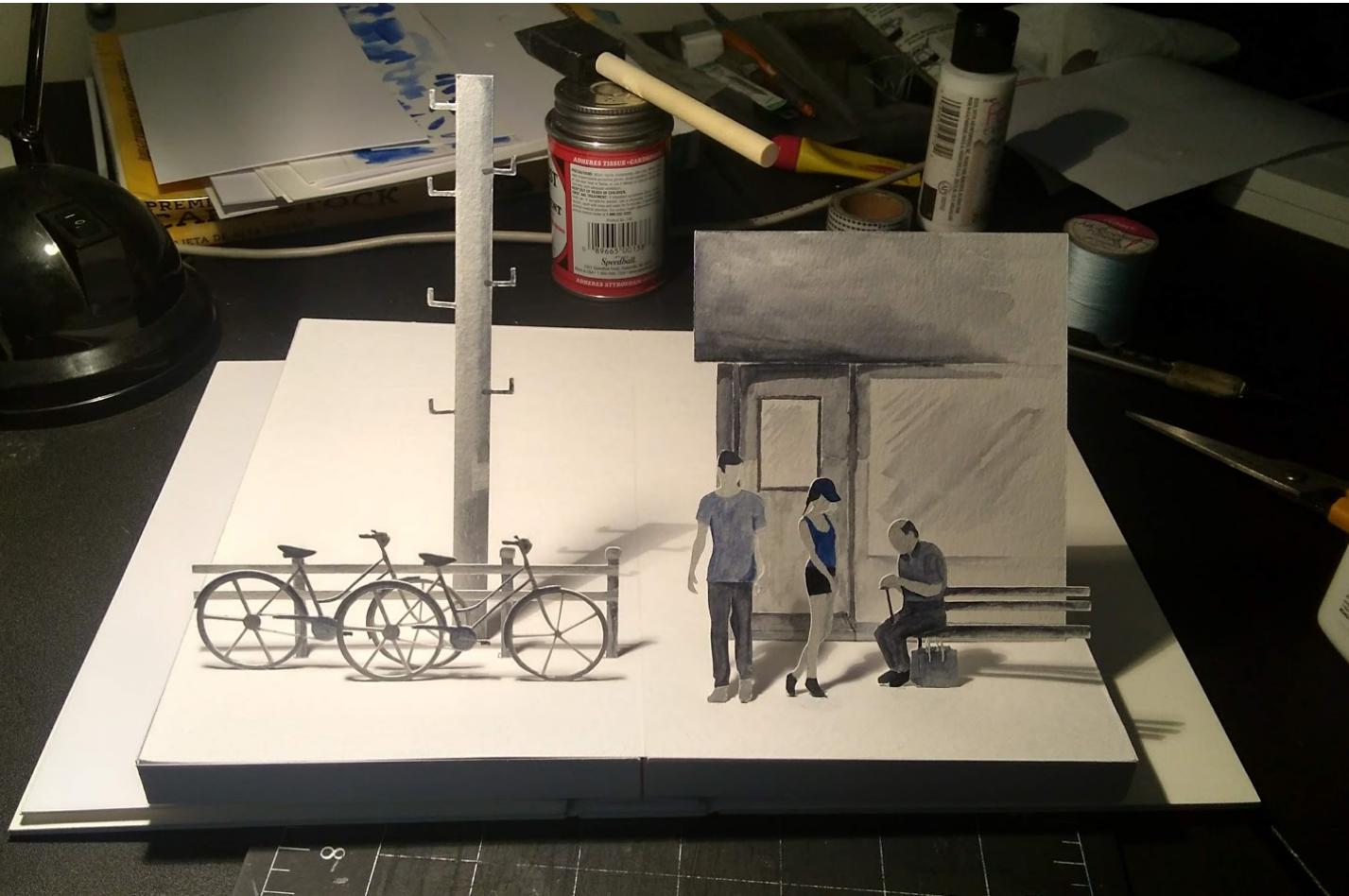
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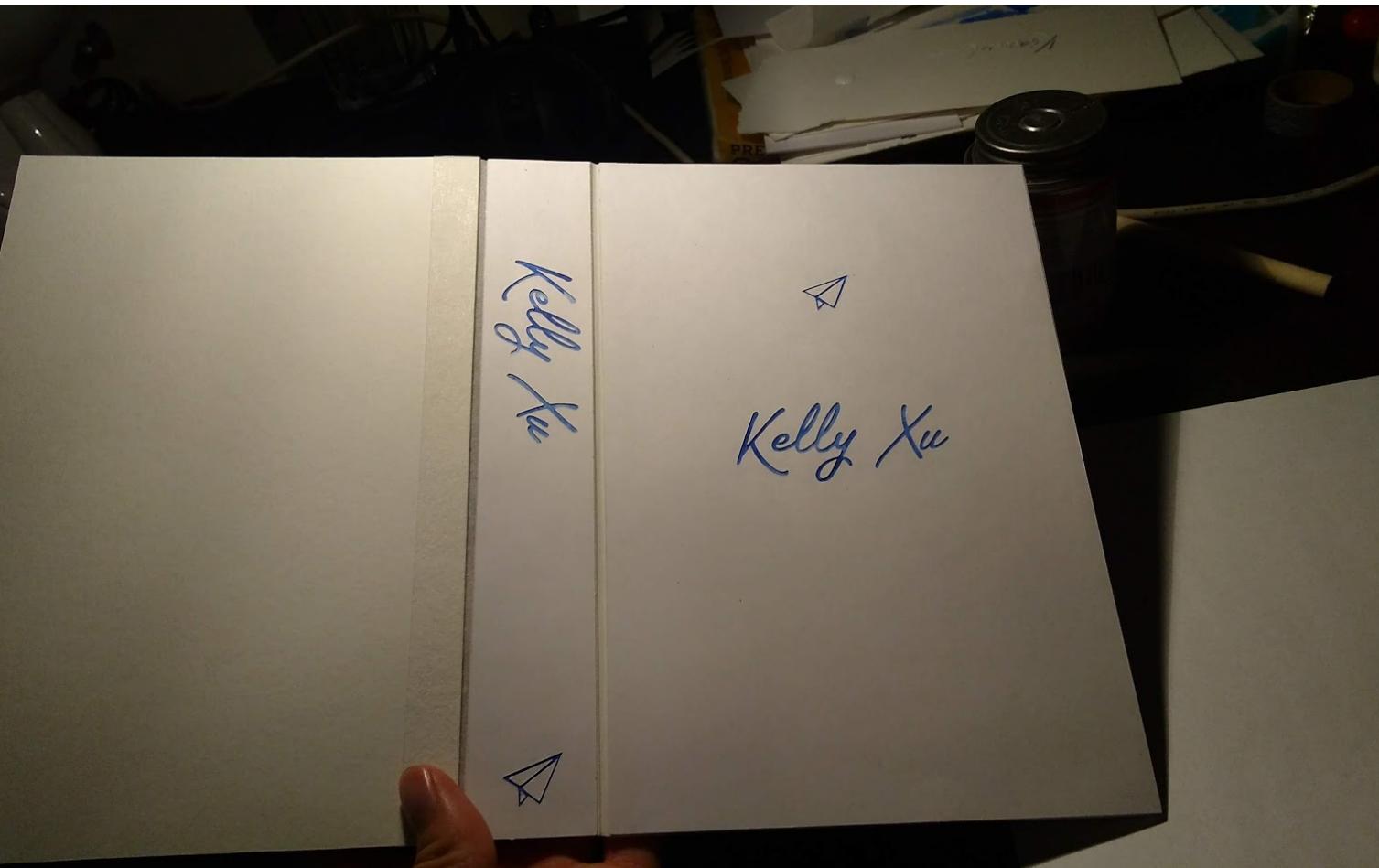
Kiana Cao



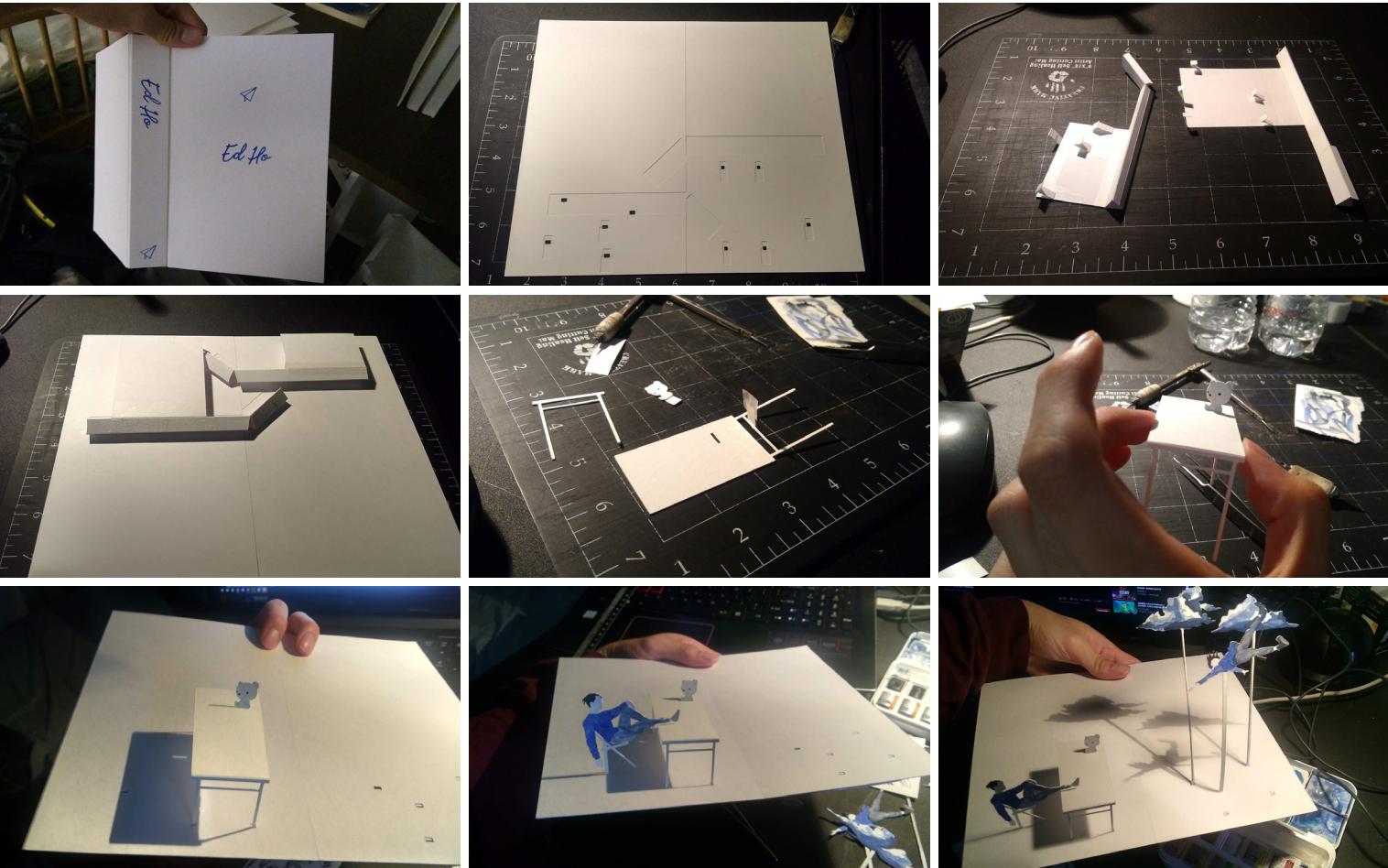
Gluing in the base for the
pop up.

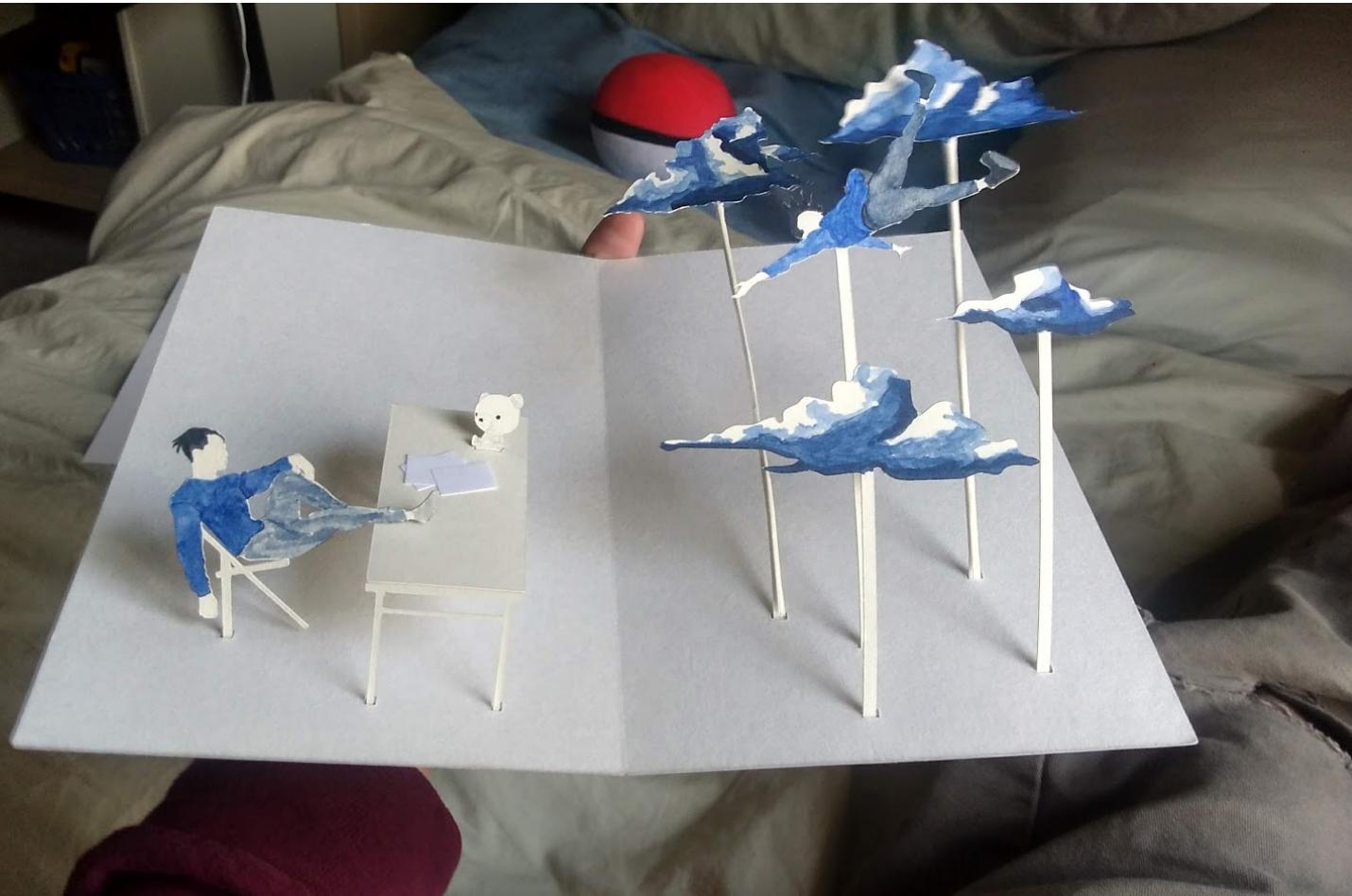


Gluing in the pop up.



This process was then repeated two more times for Kelly's memory, and my own.

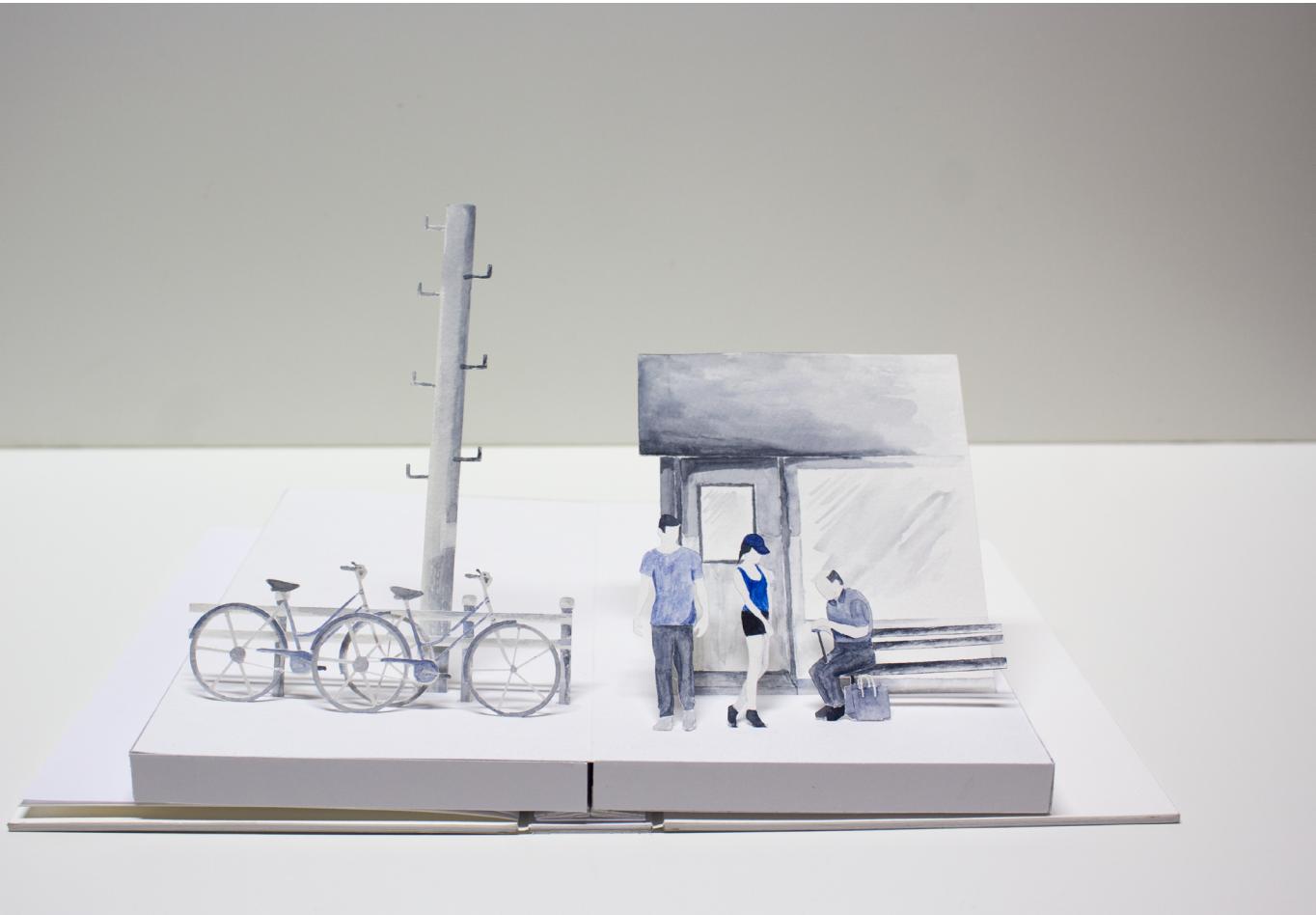




Final Construction 56

Finished Project

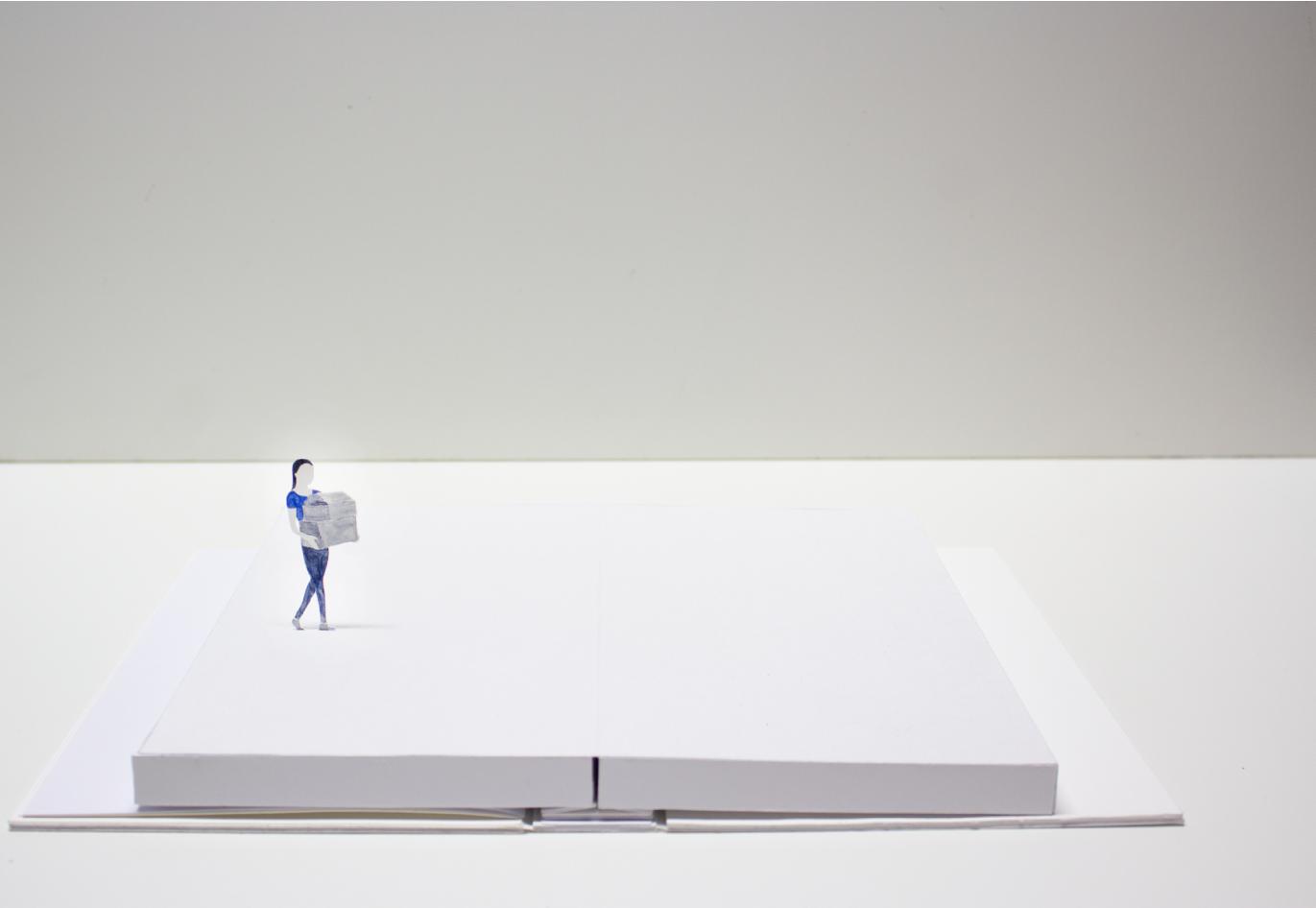




Finished Project 59



Finished Project 60



Finished Project 61



Finished Project 62



Finished Project 63



Finished Project 64



Finished Project 65