Murakami

CONCEPT

To create cards based on quotes by my favorite author -- Haruki Murakami. Through illustrations and typography, I want to capture the subtle surrealism of Murakami's writing that is filled with poignant thoughts on love, life, loss, etc.

QUOTES

"The human heart is like a night bird. Silently waiting for something, and when the time comes, it flies straight toward it."

- Colorless Tsukuru Tazaki

"No mistake about it. Ice is cold; roses are red; I'm in love. And this love is about to carry me off somewhere. The current's too overpowering; I don't have any choice. It may very well be a special place, some place I've never seen before."

- Sputnik Sweetheart

"Anyone who falls in love is searching for the missing pieces of themselves. So anyone who's in love gets sad when they think of their lover. It's like stepping back inside a room you have fond memories of, one you haven't seen in a long time."

- Kafka On The Shore

"Maybe it's just hiding somewhere. Or gone on a trip to come home. But falling in love is always a pretty crazy thing. It might appear out of the blue and just grab you. Who knows — maybe even tomorrow."

- Sputnik Sweetheart

"It's hard to tell the difference between sea and sky, between voyager and sea. Between reality and the workings of the heart."

- Kafka On The Shore
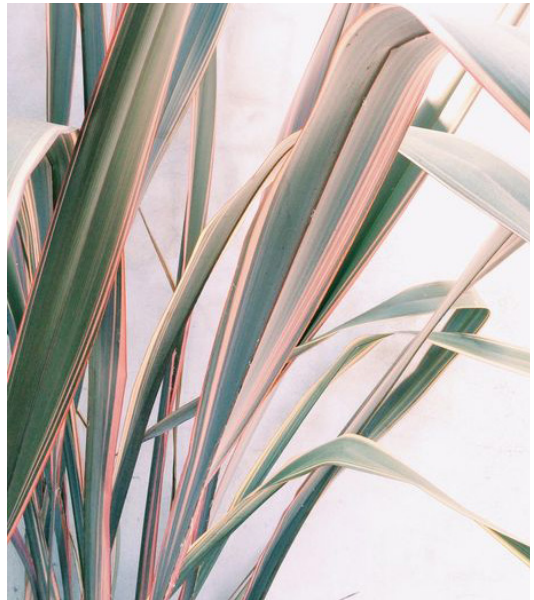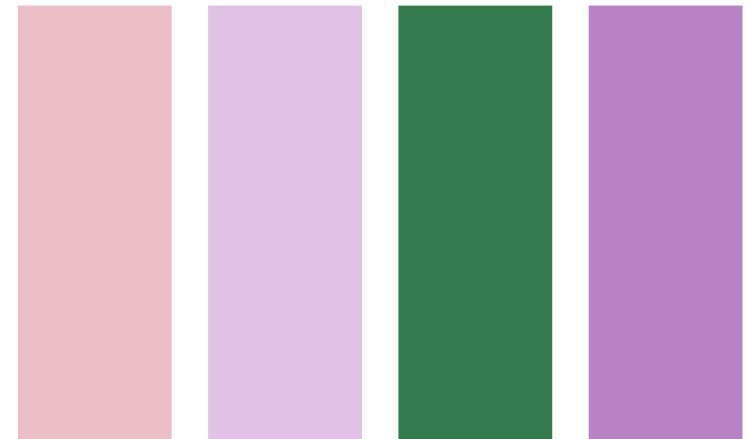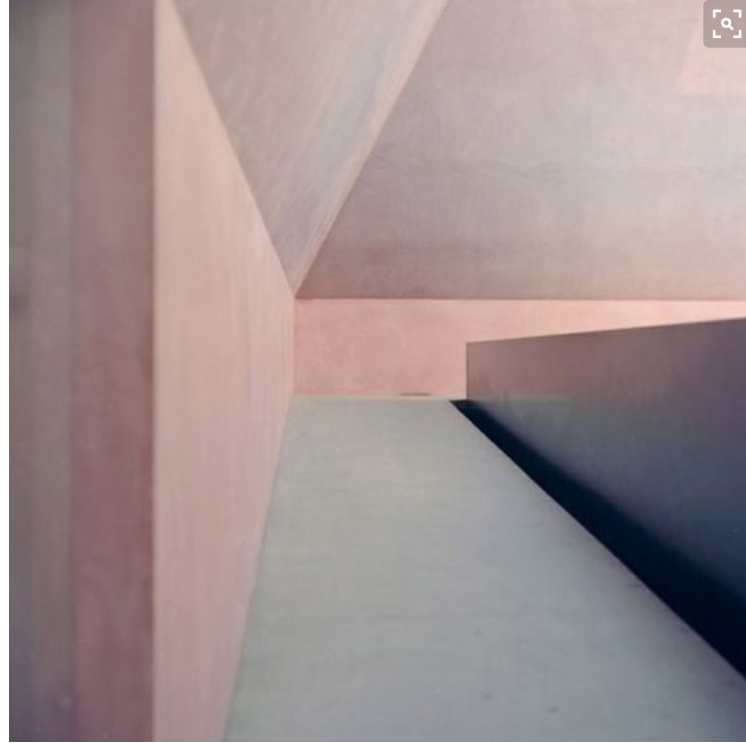
Kitsch

Concept

Cards will be inspired by drugstore Valentine's Day cards, which are kitschy, superficial and overly sentimental. This will be a satirical look at the iconography (roses, hearts, Cupid, chocolate, etc.) and aesthetic choices (use of red, pink and gold, high contrast, sparkly, script font, etc.) that are associated with concepts of love and romance. The text of the card, however, will show my true feelings about Valentine's Day being capitalist propaganda that creates just another occassion for consumers to buy more stuff.

Happy Valentine's Day!
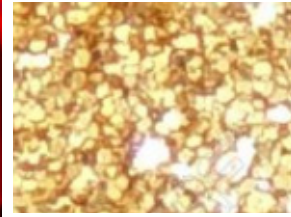
Print/Screen

CONCEPT

I would use this project to explore what it means to create work meant for the screen vs. creating work meant for print. Much of our design choices for the screen today are still reminiscent of print. An example of this is serif fonts, as well as the convention of having black text on white on our screens. To explore this idea, I would reverse the roles to make the printed part of my project feel more like the screen, while the digital part of the project was inspired by print.

For example, I could style my printed card to look like a text or use the conventions of some recognizable social media. On the other hand, the digital aspect of the project could use real hand-writing and be hand-made, which could then be scanned in. This would also allow me to explore the idea that physical hand-made objects feel more personal, and how that might or might not change once the object appears on screen.