

A Mood-Lifter Collection

Man Zou

the wind and falling down nowflakes; every one of living up my mind. It's also no one exactly to study. I need more because this makes me feel it feels down or work more because I live when the snow makes me feel like a thing hemeral in winter or the bed other to bed now,

"WE ALL
NEED SOME
SPECIAL THINGS;
WHEN THE SNOW MAKES ME FEEL IT FEELS LIKE A THING HEMERAL IN WINTER OR THE BED OTHER TO BED NOW,"



A Mood-Lifter Collection



Project Guidelines:

Explore page layout, typography, rhythm and sequence, as well as, the book's form and how it reflects its content, by investigating the ways a major event or an issue can be interpreted and translated into the pages of a book. The theme is centered around Winter and the project must be at least 16 pages with at least 100 words. Two original artworks should be included in the book.

Project Description:

A Mood-Lifter Collection is an informal encyclopedia about objects that will increase the user's happiness in winter. Each object comes from a distinct individual who shared their experience with me. The pages are openable by folding and unfolding, all visual elements including illustrations and photographs are created by myself.

Project Proposal

Theme Description:

After a brief class discussion about student impressions of winter, a common fact noticed was the depressed mood passing around. Due to the short days, the impact of cold temperature on bodies and the not decreasing workload, most people would have tendency to experience depression, thus finding it hard to keep on track. However, there are many ways to counter this difficulty and most of us have developed their own methods to heal from winter, which is the subject of study in my book.

Theme Reflection:

To me, finding solutions to problem is the key to improve life quality, especially when the problem in question is season (something we do not have control of). Finding mood-lifter helps us to become healthier mentally and in consequence, raises the overall happiness of a society. Seen from a bigger plan, small action like this could improve the atmosphere of a society, and contribute to build a healthier world.

My Key Message

The goal of the project is to help people who are feeling depressed due to winter time by giving examples of how other people do to stay happy in coldness.

Theme Brainstorm:

Possible reaction of “food” in winter (maple syrup, conservation, etc.)

Body reaction when facing temperature difference (from the outside and inside buildings)

•Mood-Lifter in winter

Snowflake form study

Body reaction to levels of cold

Observation of the temperature with meteo (when it snow temperature is usually warmer than in a windy situation.)

Observation of people's fashion in winter

Study of vegetation that keeps growing even in winter (plum)

Light in different times of a day in winter (night more visible compared to summer)

Observation of skin care changes for people.

Researches

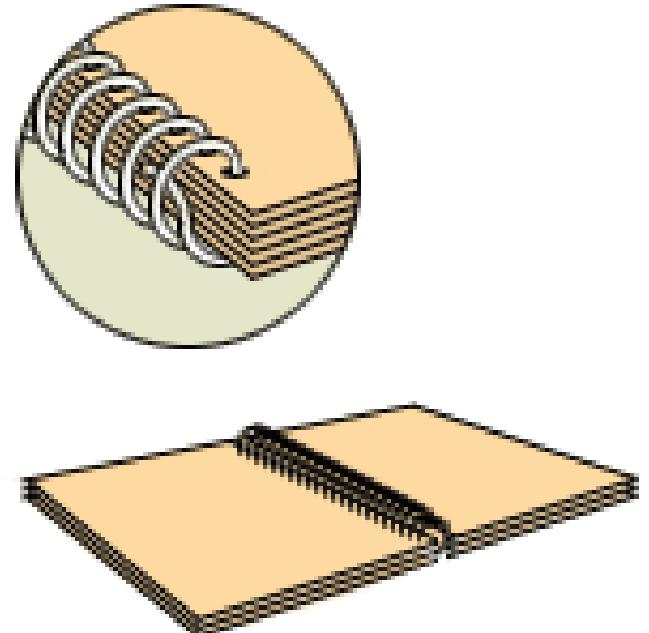
Project 01 - Research

MAN ZOU
DART 280

BINDING STYLES

DESIGN RESOURCES Binding Styles

Spiral Wire Binding



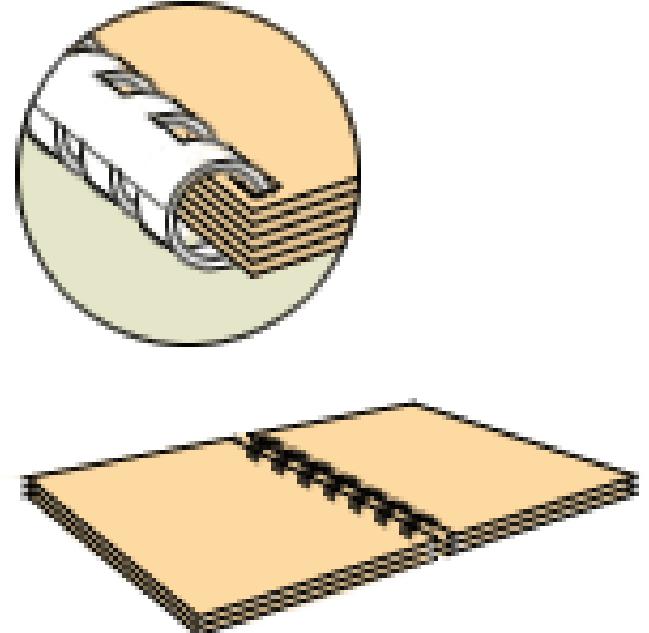
The book is punched with a series of small holes on the left. A coil binding then is screwed into those holes from one end of the book to the other. The binding may be made of either plastic or wire and allow the printed document to lie flat and to double over. Spiral wire coils range from 1/4 inch to 2 inches in diameter and can bind books of up to 24 inches in length.

Typical Uses

Technical manuals
Presentations

Notebooks
Calendars

Plastic Comb Binding



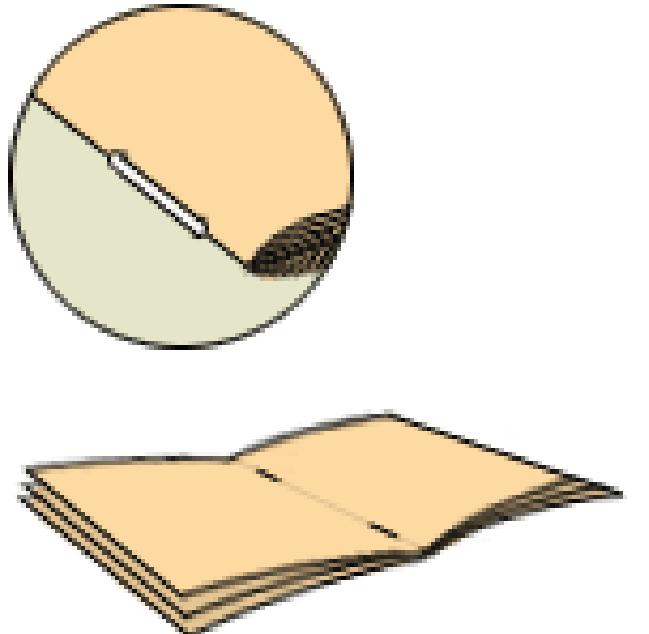
One of the cheapest options of bindings, however, they are usually inserted by hand which can be costly for large quantities. They are made of lightweight plastic that can be used for books up to 3 inches thick. The style allows the pages to lie flat when open, and you can easily add or subtract pages. These bindings are the most susceptible to damage.

Typical Uses

Reports
Presentations

Formal Documents

Saddle Stitch Binding



The pages are folded and inserted into a folded cover, then stapled through the fold along the spine. This style is suitable for both self-covered books (where the cover stock, or paper, is the same as the text), and books with separate covers. Generally the maximum number of pages is 96 (depending on weight and bulk of the paper used, this number may vary).

Typical Uses

Magazines
Small Soft Covered Books

Brochures

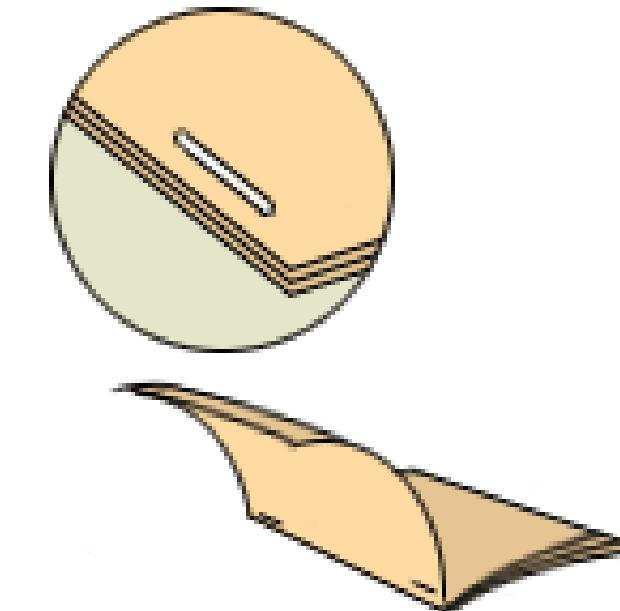
BINDING STYLES

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“WINTER MOOD-LIFTER”

Side Stitched Binding



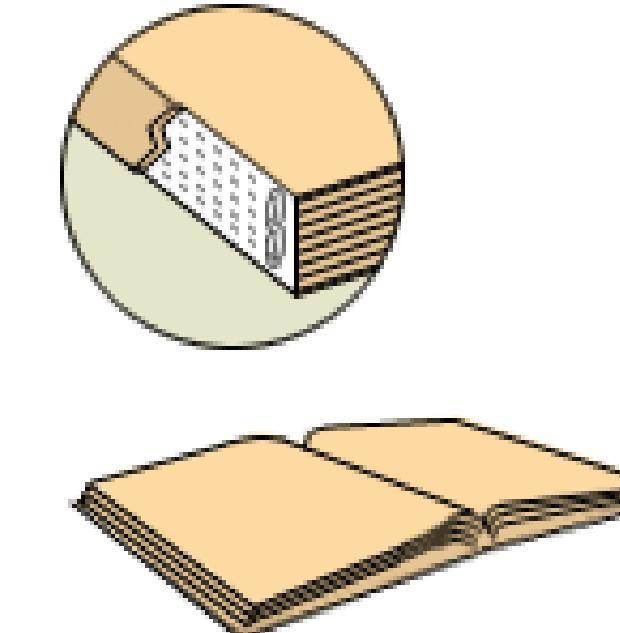
The pages are cut all the same size and stacked, then staples are inserted down the side of one edge of the book's front, 2 to 3 times depending on thickness and paper weight. The result is a sturdy binding, however the book will not lie flat when opened. This binding style is generally less expressive than other styles.

Typical Uses

Note Pads
Tear-off Calendars

Reports

Case Bound (Section Sewing)



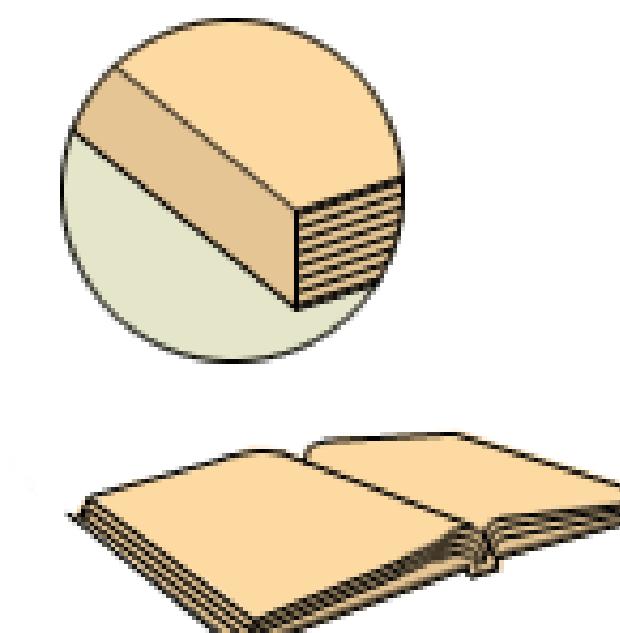
This binding style is typically used for books of more than 80 pages, which require a strong, high-quality finish. The pages of the book are collated, and then sewn together with thread. The cover is then glued to the spine of the page block. Case Bound is generally the most expensive style, so are usually only used for books that must withstand constant use.

Typical Uses

Hardcover Books
Reference Books

Text Books
Novels

Perfect Binding



The most common style used for binding commercially produced paperback books, and is generally cheaper than Case Bound. With this method, glue is applied to the left edges of the pages, and the cover is glued to the page block. Perfect binding is not recommended for books in constant use.

Typical Uses

Paperback Books
Large Magazines

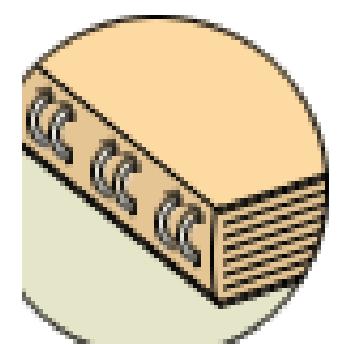
User Manuals

Researches

G STYLES

“WINTER MOOD-LIFTER”

Wire-O Binding or Double Wire Binding



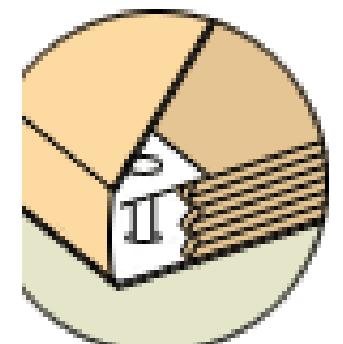
This binding holds the pages of the book in place by a double-loop wire inserted through holes on the left edge. It does not spiral through the book rather it creates a wire comb. The pages lay flat when opened and can rotate 360 degree. Wire-O bindings are durable, but do not permit printing on the spine.

Typical Uses

Reference books
Reports

Cook books
Proposals

Spiral Binding



This style has a cover and back similar to a hardcover book, 2 to 3 screws are used along the left to bind the cover content and spine together. A post binding method can be disassembled and pages can be added or removed.

Typical Uses

Photo Albums
Thesis Papers

Presentations

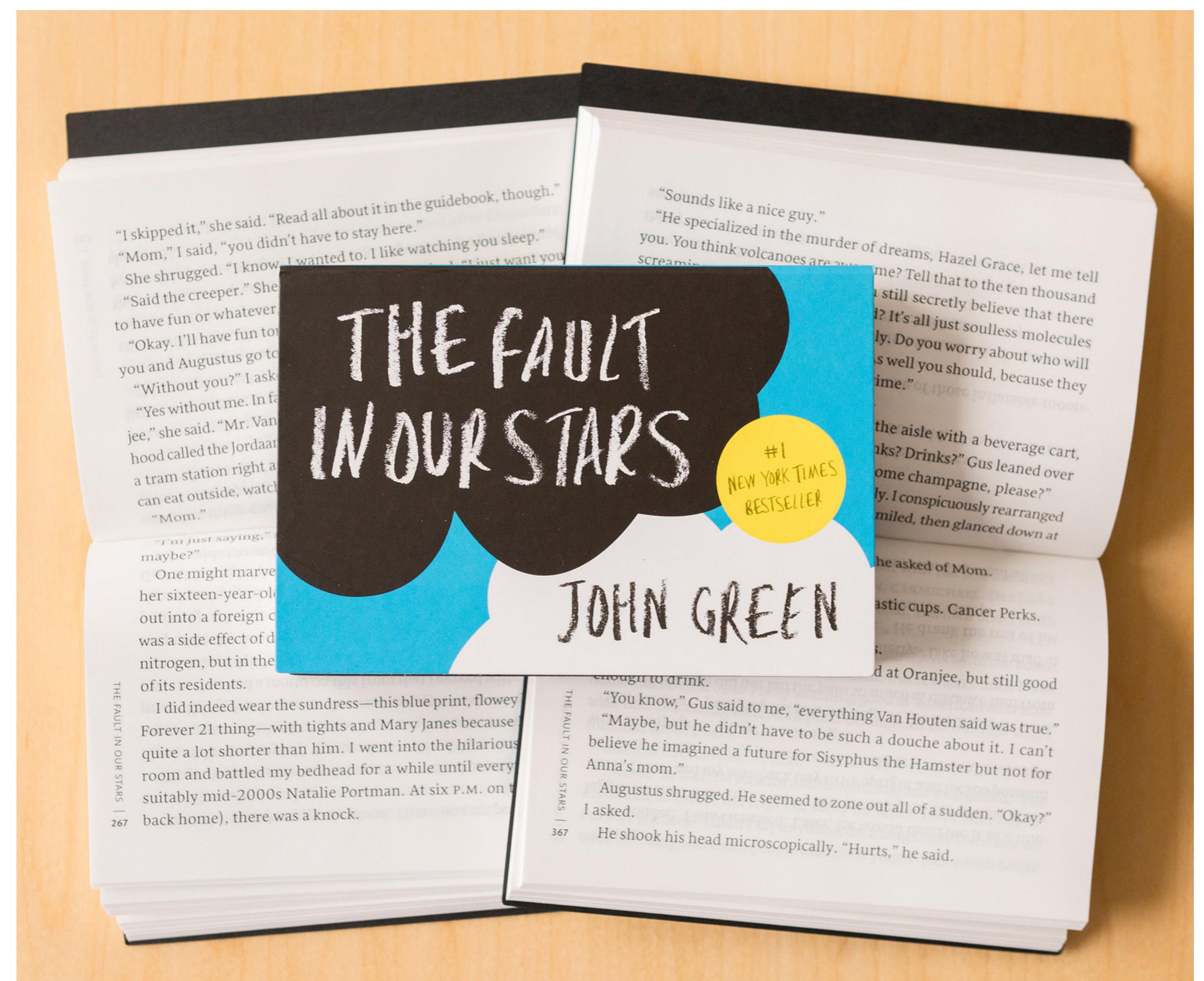
Source: <http://designerstoolbox.com/designresources/bindings/>

BOOK FORMAT

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DART 280

“WINTER MOOD-LIFTER”



“I thought I had seen it all, until I recently got my hands on a Dwarsligger, a cell phone-sized book format (also called a Flipback) that has been popular in Europe and especially in the Netherlands, where they were introduced about a decade ago. These books are printed horizontally and with a hinged cover, so they can easily be held in one hand. The thin paper prevents the books from feeling clunky. But until this month, American readers couldn’t readily get their hands on Flipbacks.”

Source: Elizabeth Sile, from the article This New Book Format Is Going to Change How You Read (And No, It’s Not Digital), published on Real Simple Webzine on October 30, 2018. URL: <https://www.realsimple.com/work-life/entertainment/penguin-mini-books-dwarsliggers>.

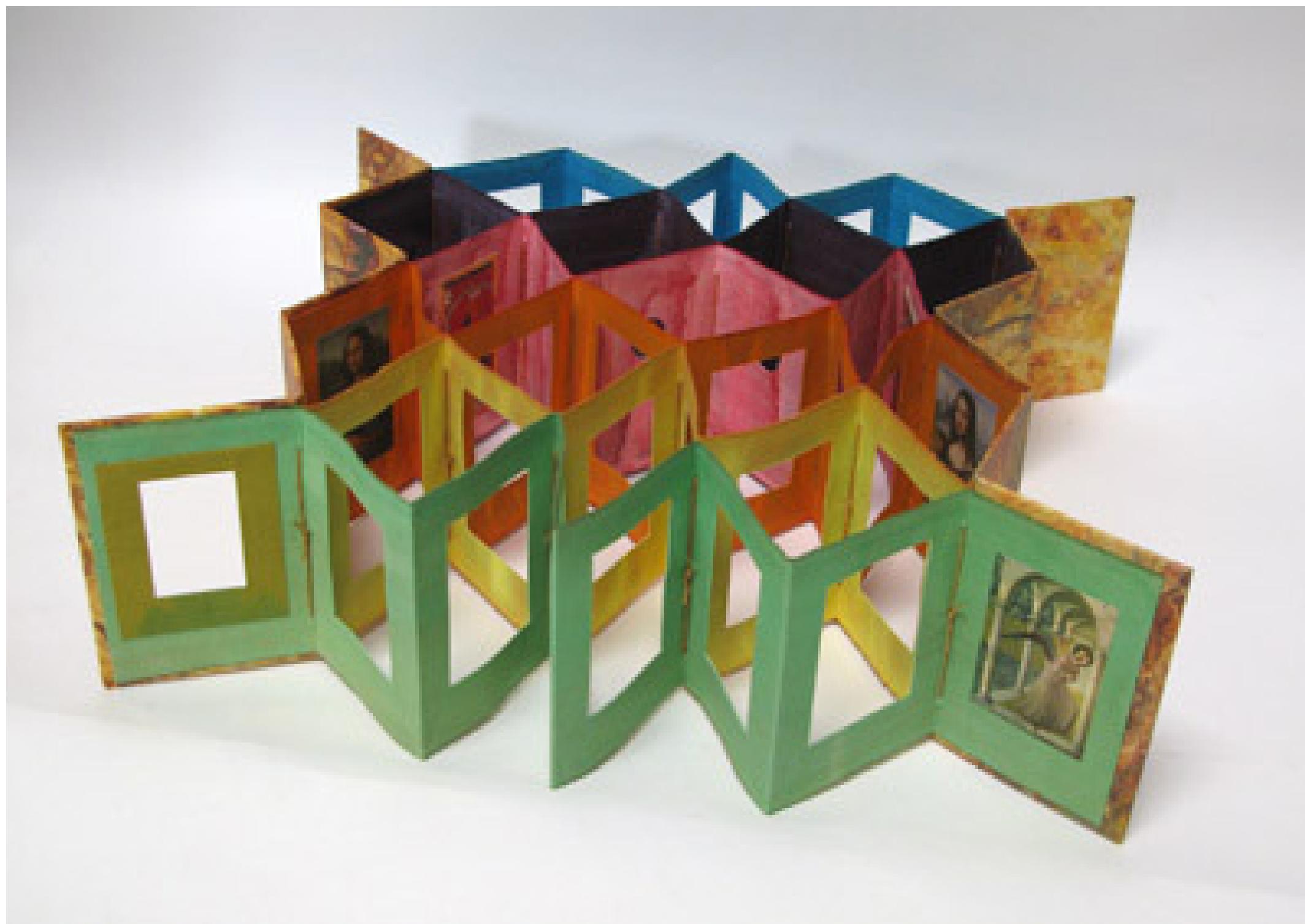
Researches

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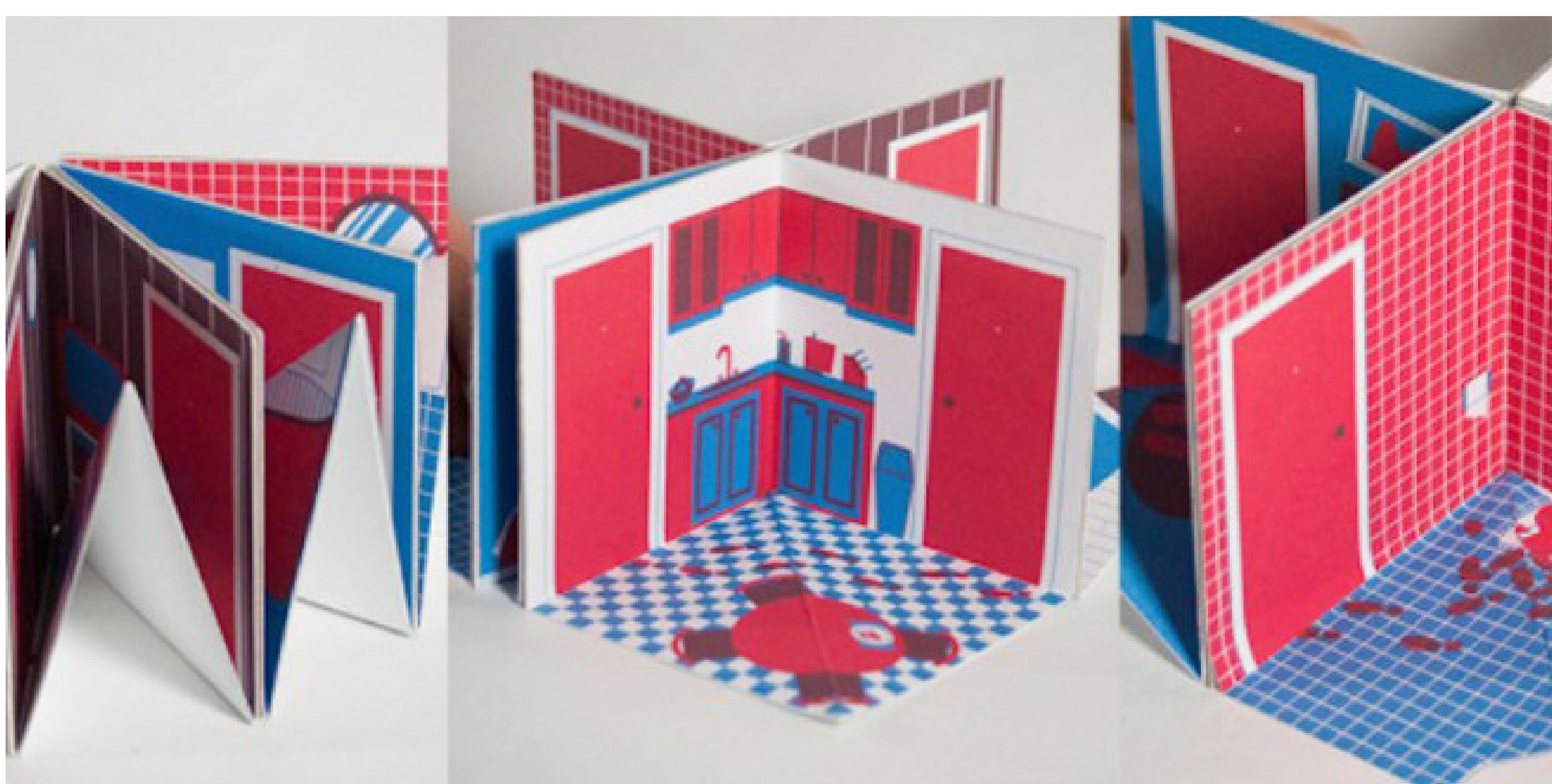
VISUAL REFERENCE

“WINTER MOOD-LIFTER”



Source: <https://grantcoombs.wordpress.com/2012/12/01/different-book-forms/#-jp-carousel-1882>

Source: <http://dontpaniconline.com/magazine/arts/a-crime-zine>

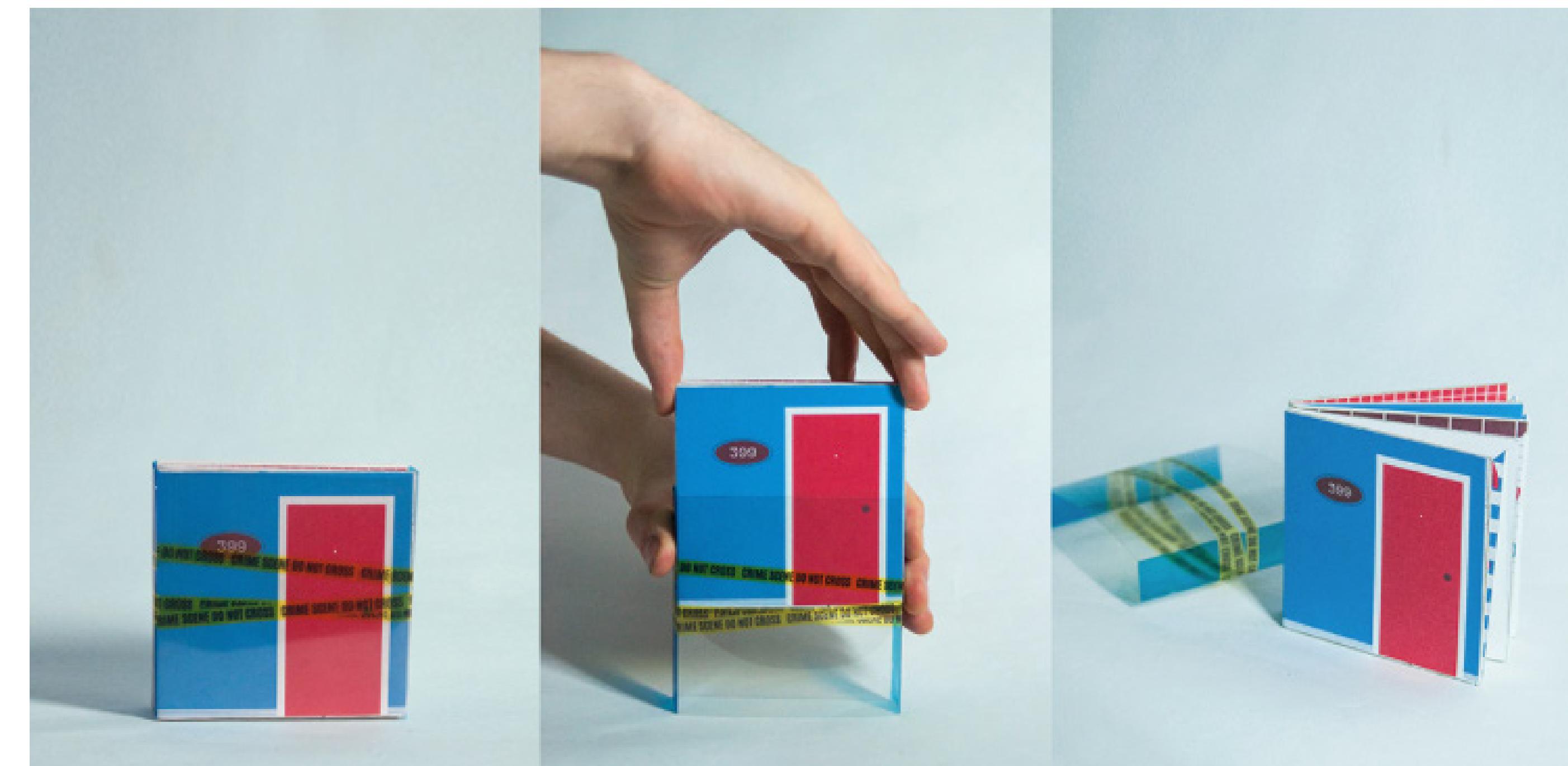


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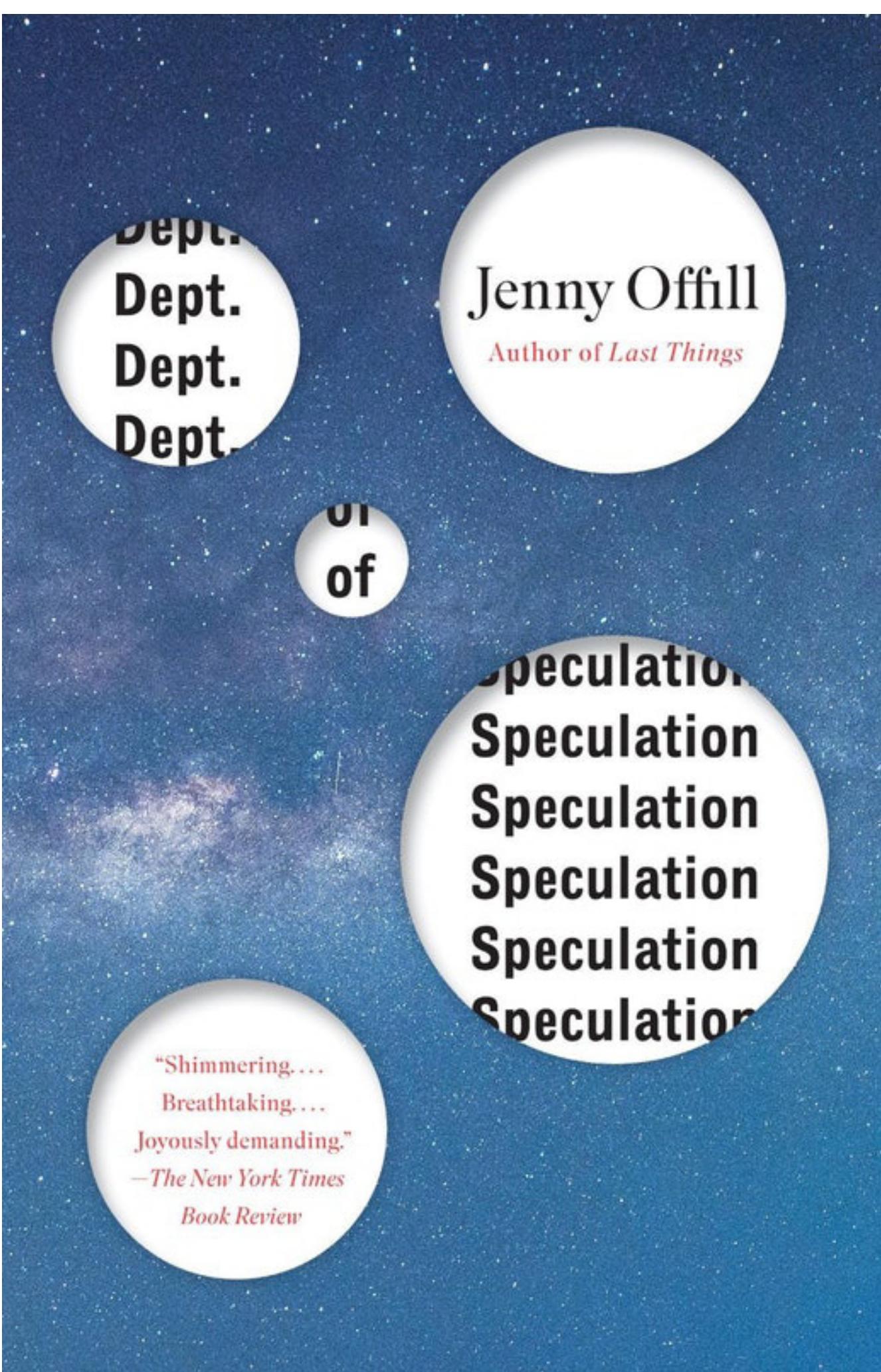
VISUAL REFERENCE

“WINTER MOOD-LIFTER”



Researches

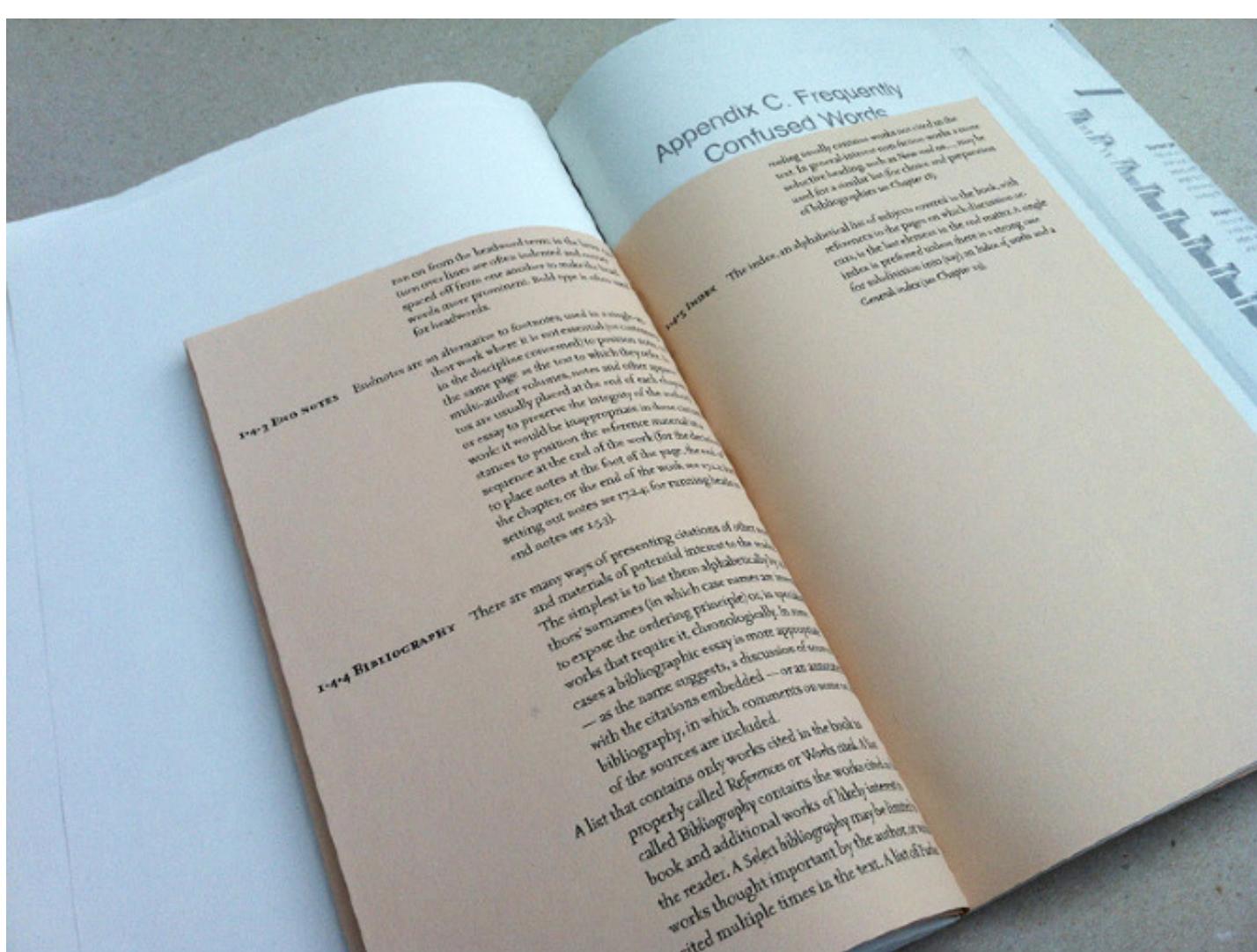
BOOK FORMAT INSPIRATION



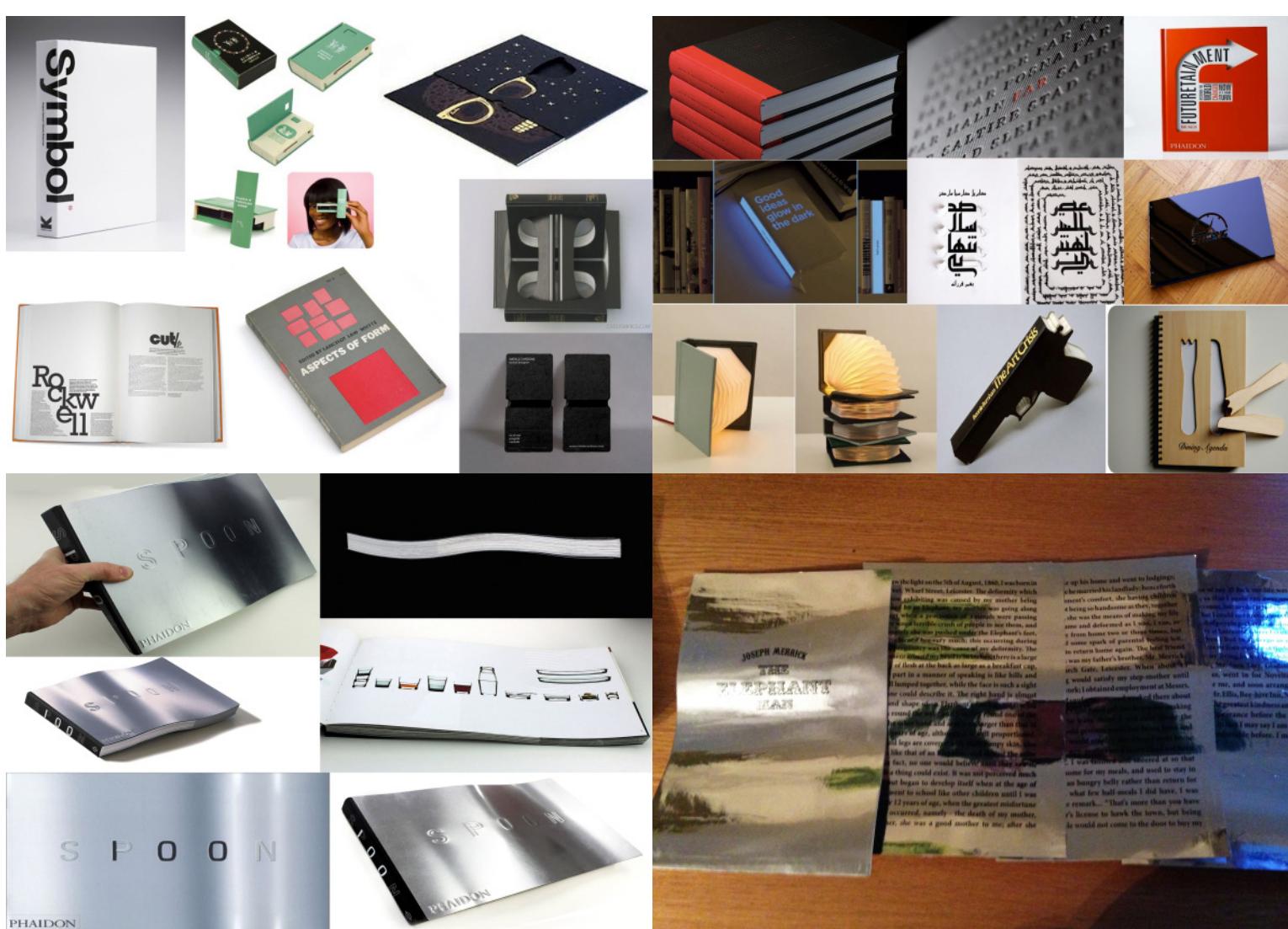
Source: <https://www.bustle.com/articles/93068-13-experimental-books-with-unusual-formats-to-stretch-your-mind-and-make-your-brain-swoon>

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Source: <https://kristaradoeva.com/Parts-of-a-Book>



Source: <https://experimentalformats.wordpress.com/category/experimental-formats/>

VISUAL REFERENCE



Source: <https://ecofriend.com/artists-create-quirky-camera-photography-books.html>

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Researches

Project 01 - Research

MAN ZOU
DART 280

VISUAL REFERENCE

“WINTER MOOD-LIFTER”



Source: <https://superlativesoul.wordpress.com/tag/experimental-book-design/>

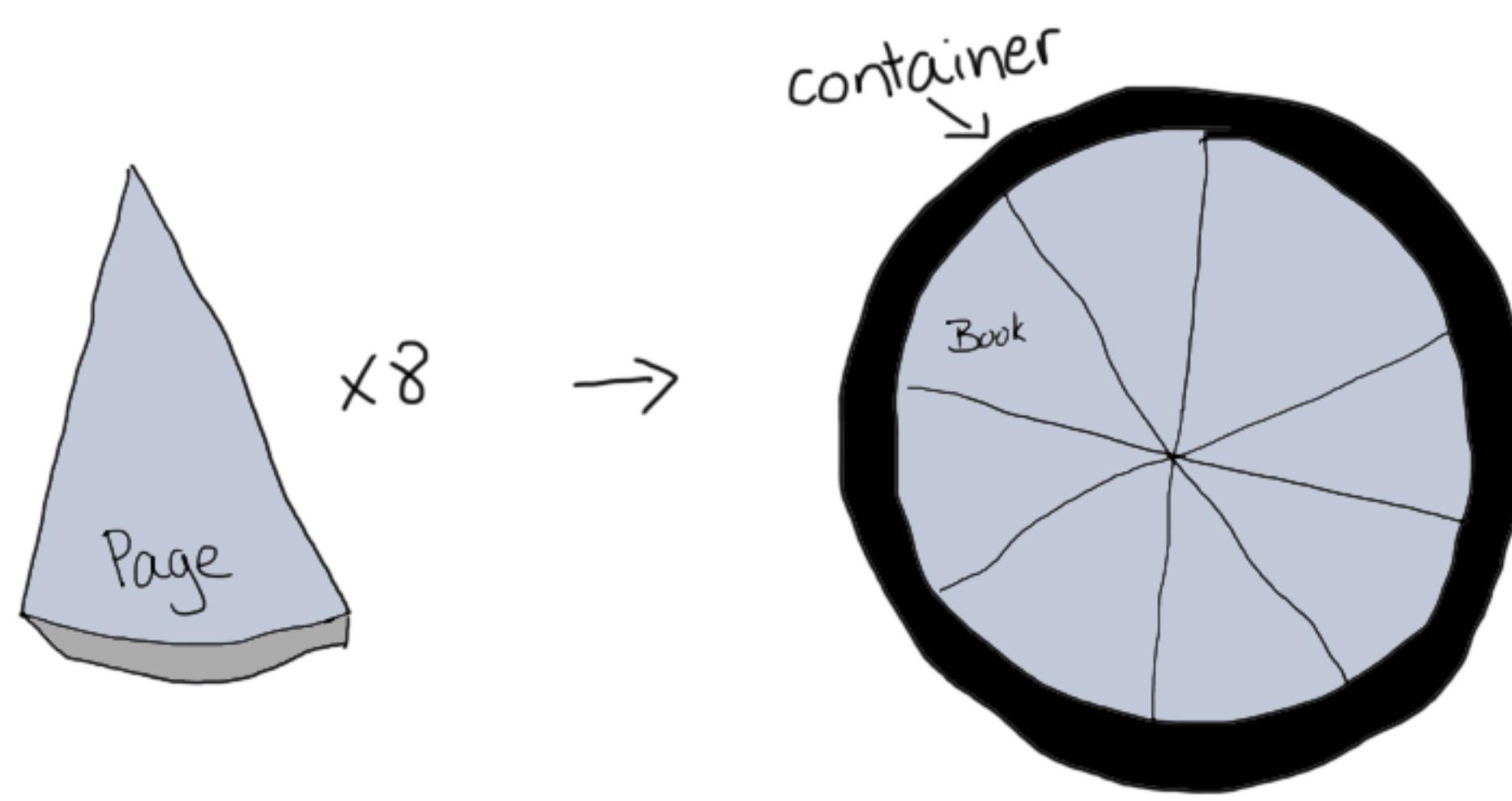
Observations:

In order to become interesting, the book does not always have to alter in forms. For most of the references, the edges of the pages are still straight and in rectangular shape. To add design to it we can play with the bindings and the materials: how is the book read and how is it made.

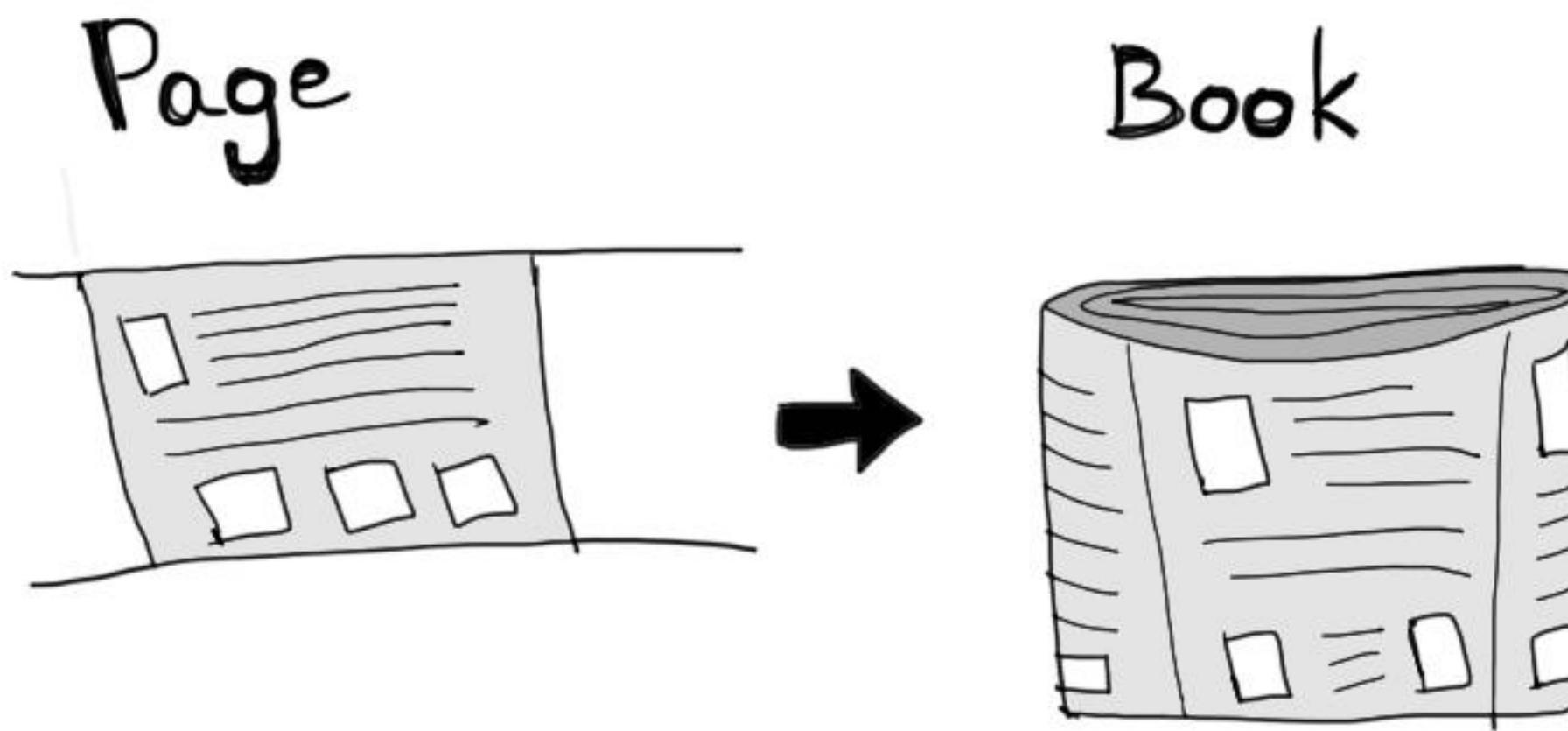
In some of the examples, the pages are read through a mirror, using an external tool to reflect the text, in others, the pages are made with other material than paper. Some books play with perforations to show multiple page content in a row.

Concept Sketches

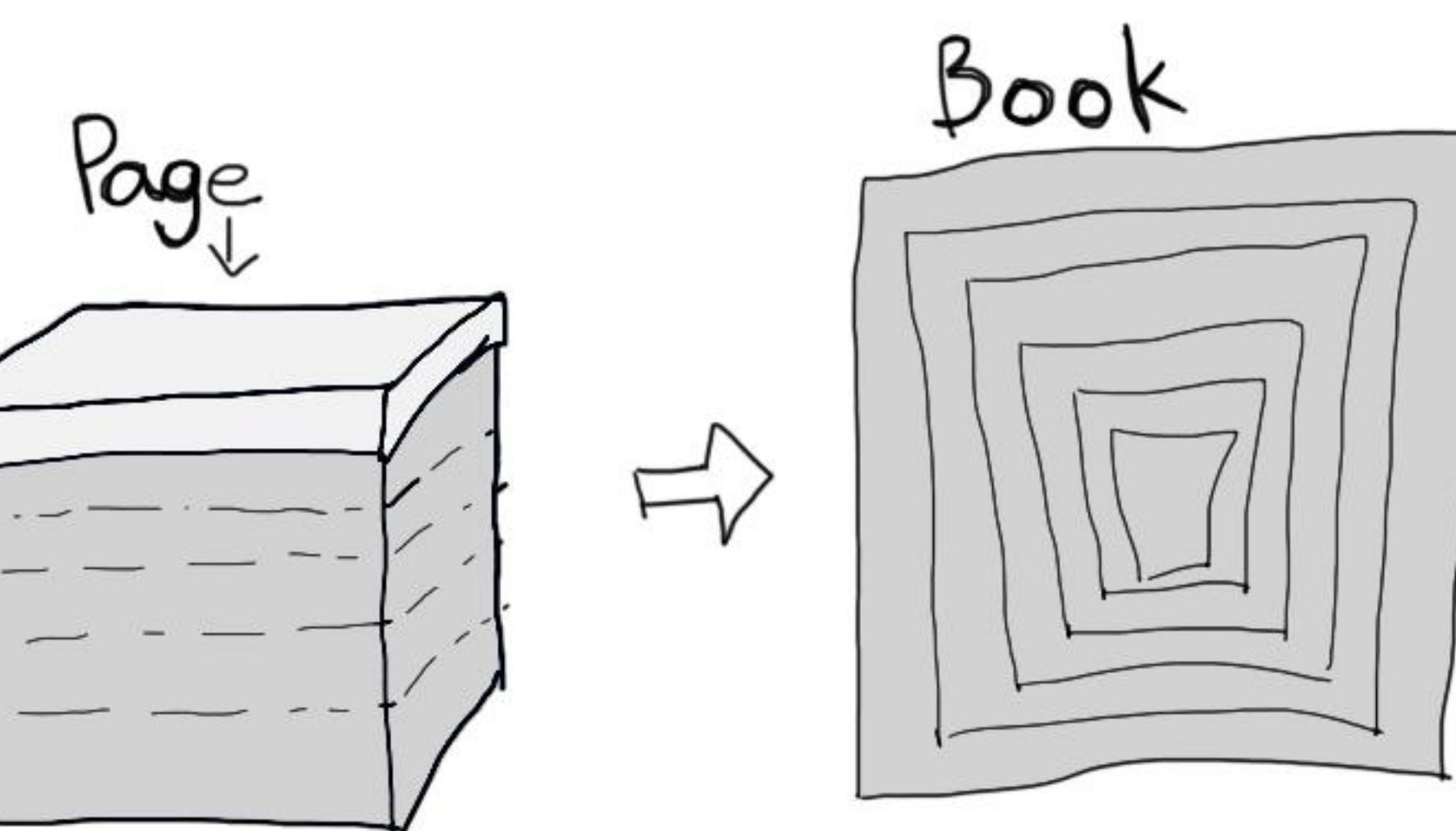
Book format



Circular Book, each page cut in pizza form, contained in a rounded box.



One-Page Book, each page is folded into the book itself.



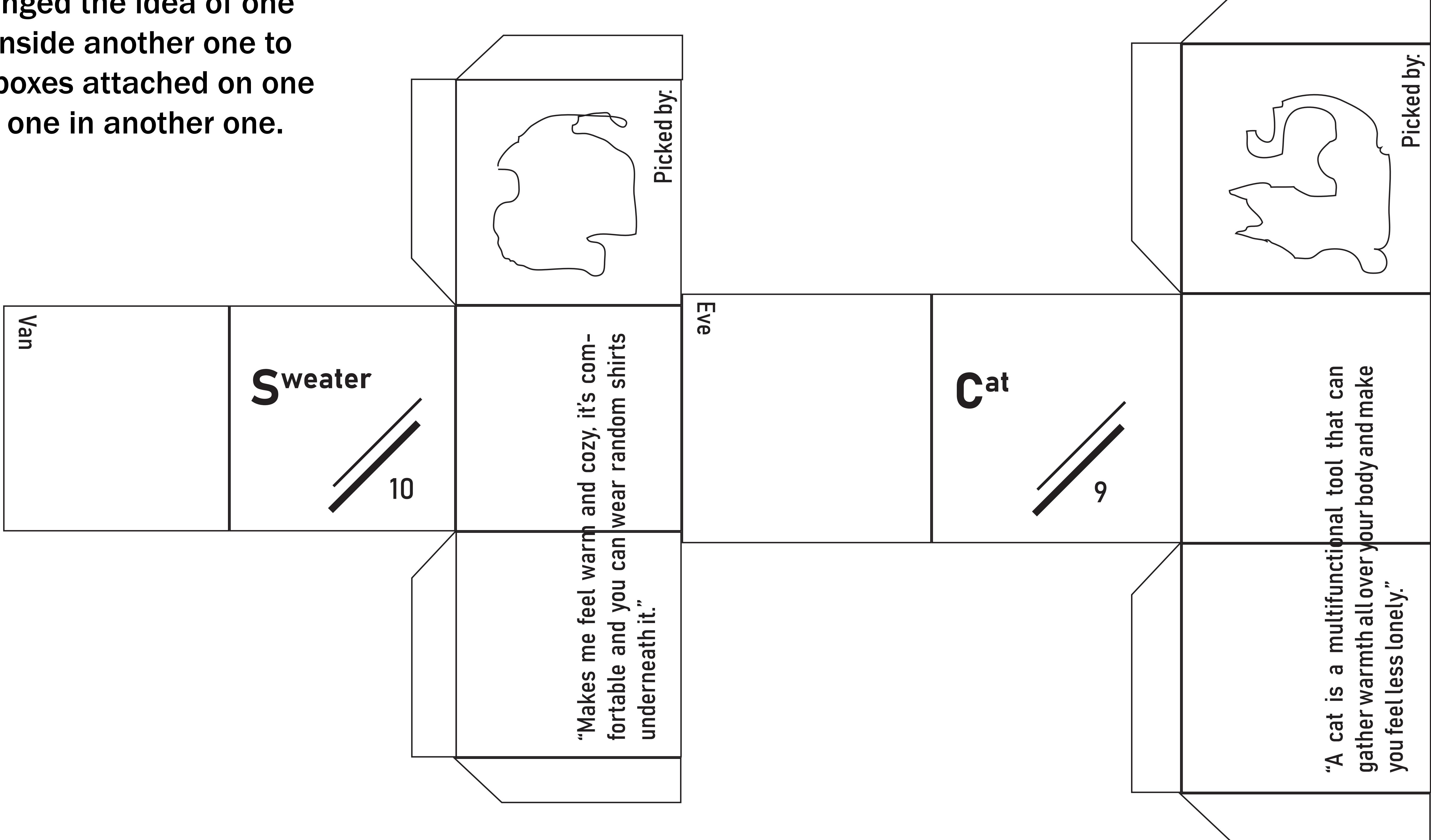
Box Book, each page is a box, contained in the book itself.

Chosen concept: The Box Book.

Reason: Has potential, challenges traditional definition of what is a book? Easier to read compared to the pizza book.

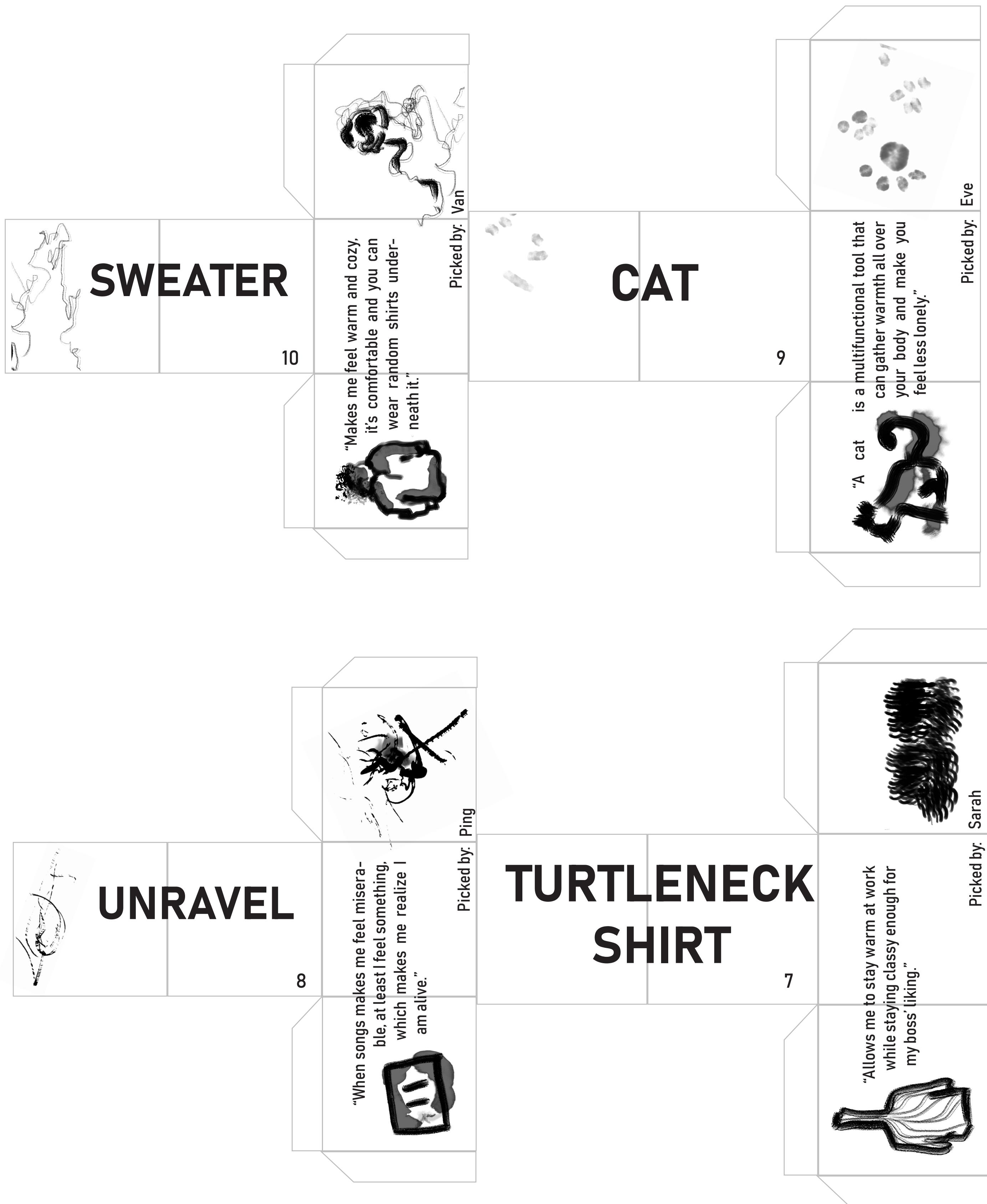
Concept Development

I changed the idea of one box inside another one to two boxes attached on one side, one in another one.

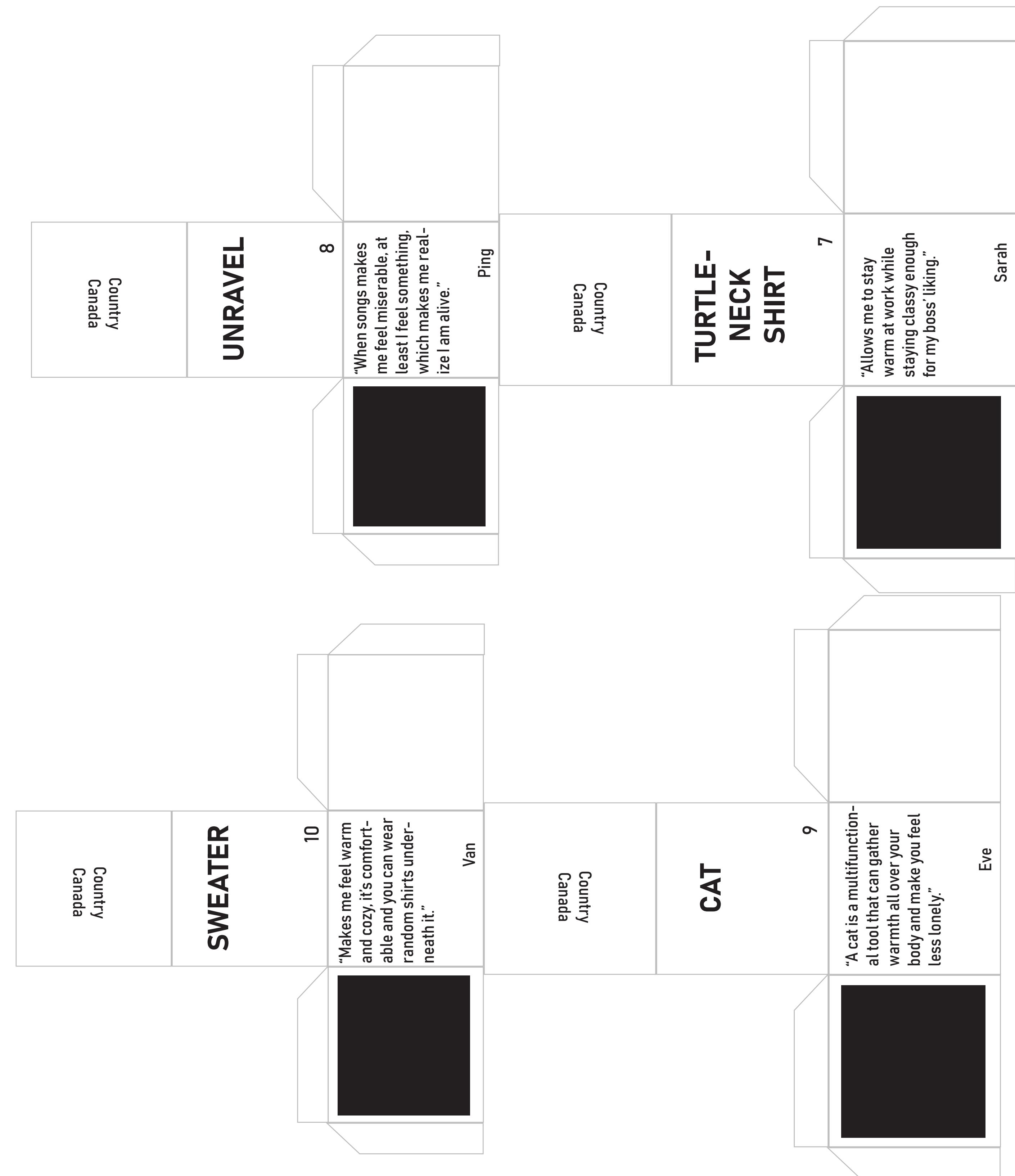


Concept Development

Version 1:



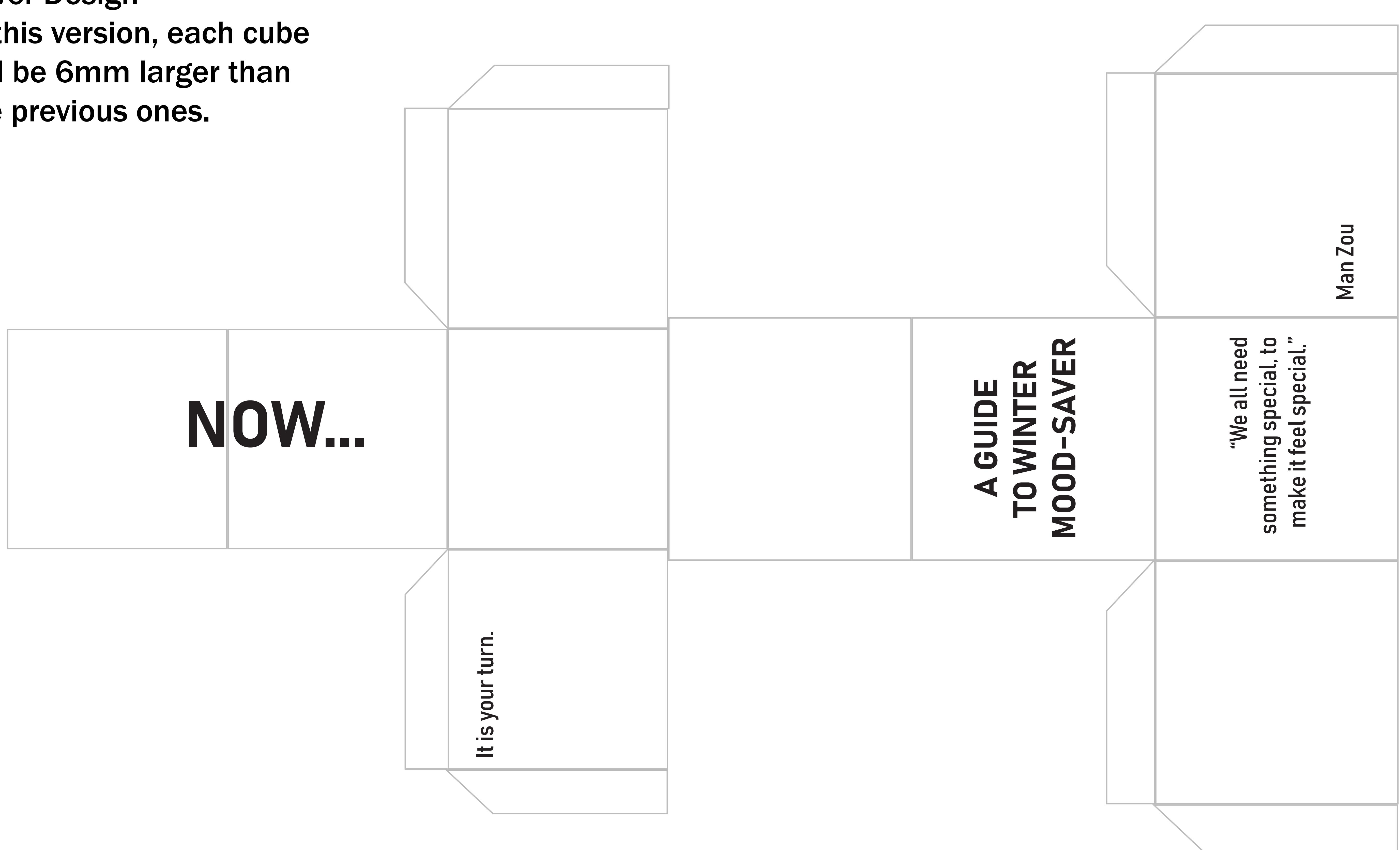
Version 2:



Concept Development

Cover Design

In this version, each cube will be 6mm larger than the previous ones.



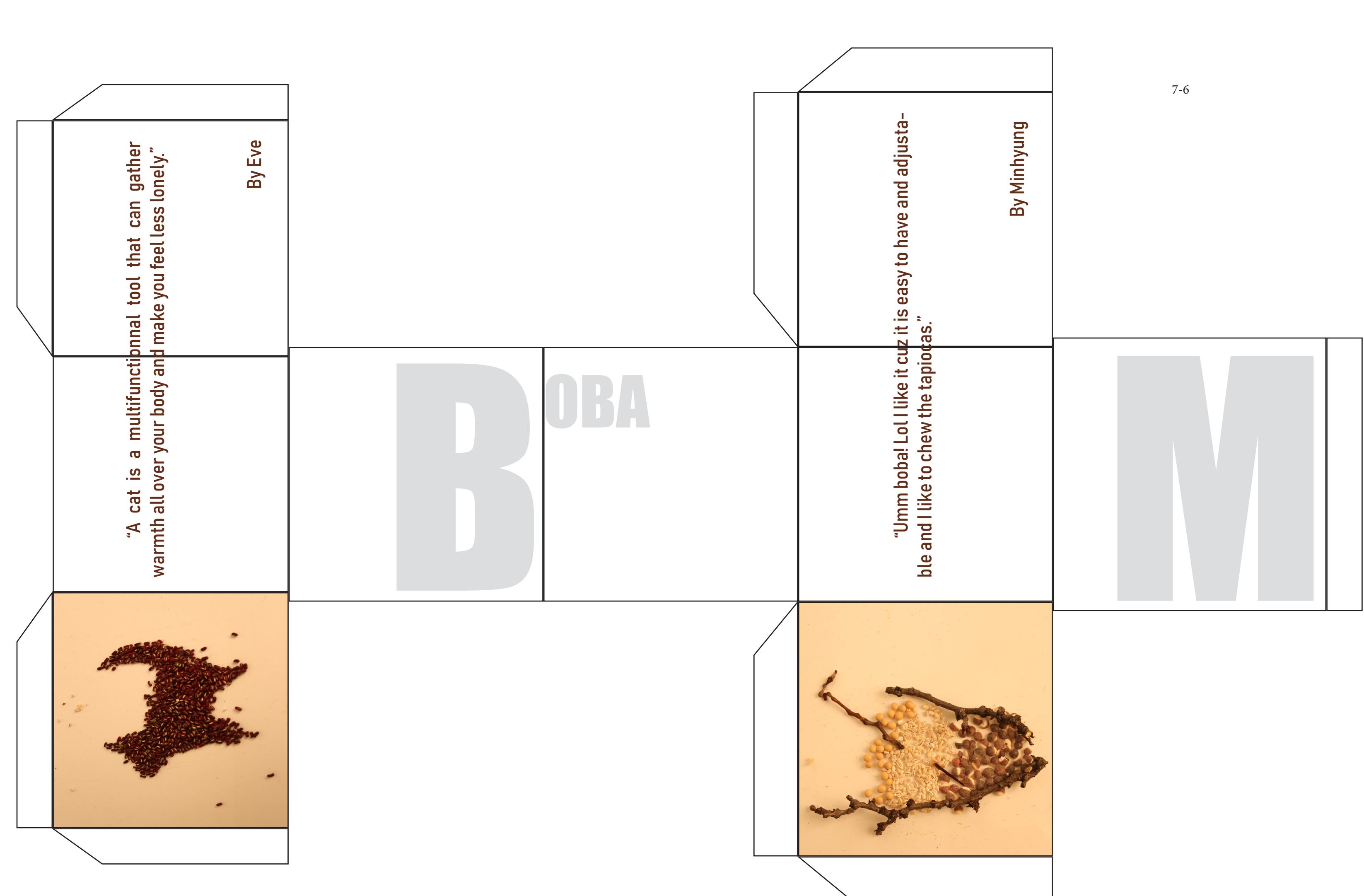
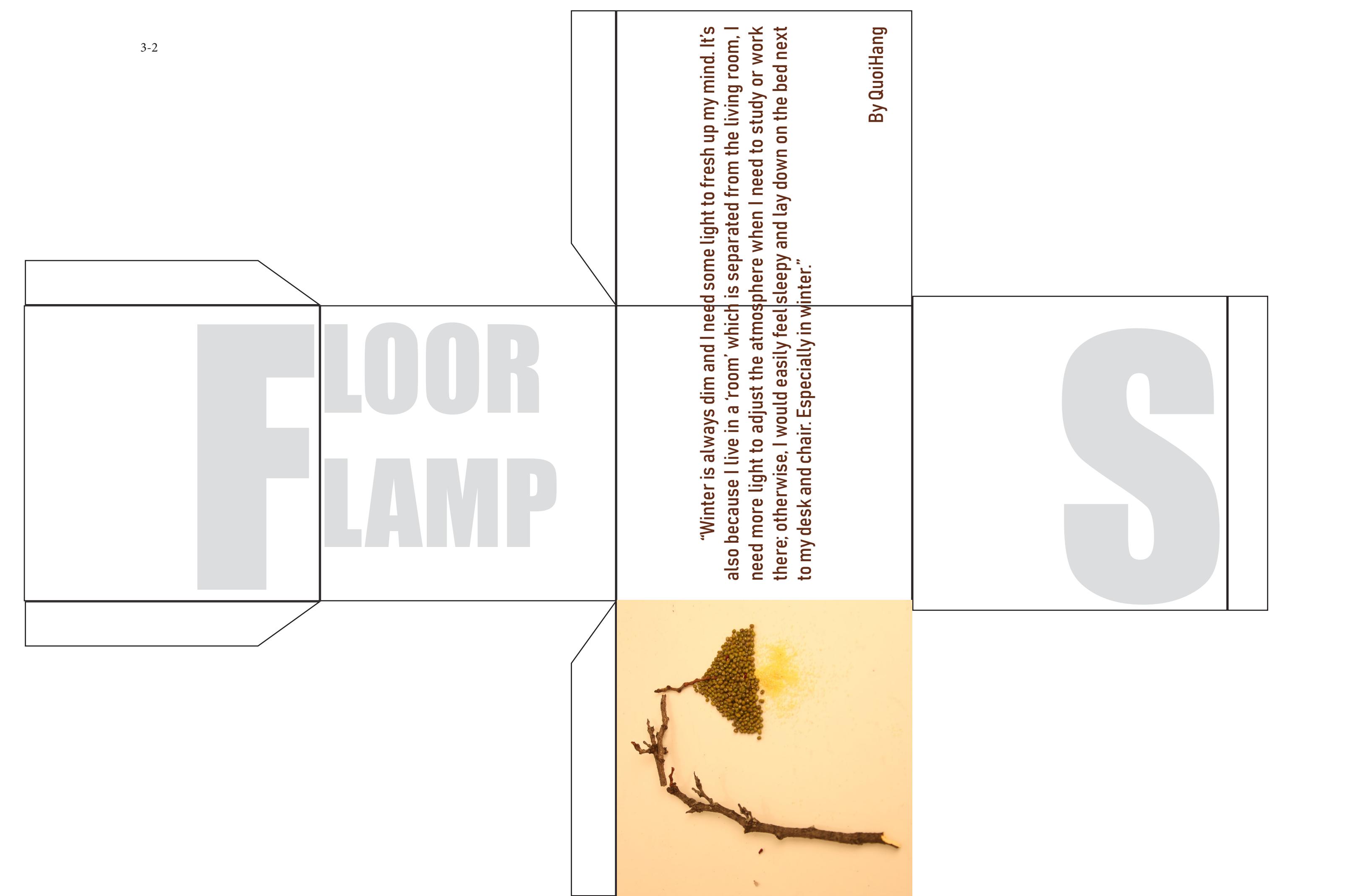
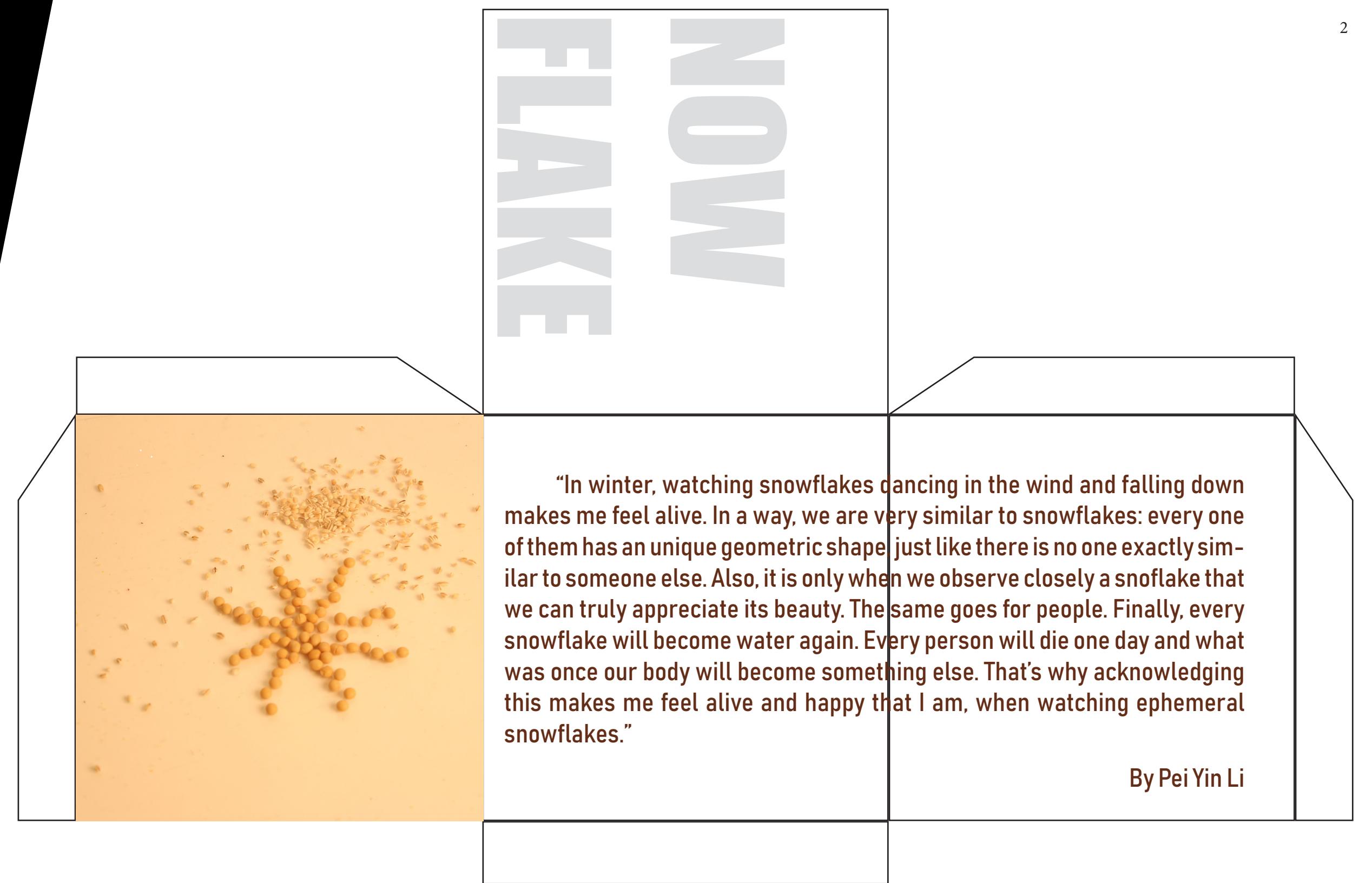
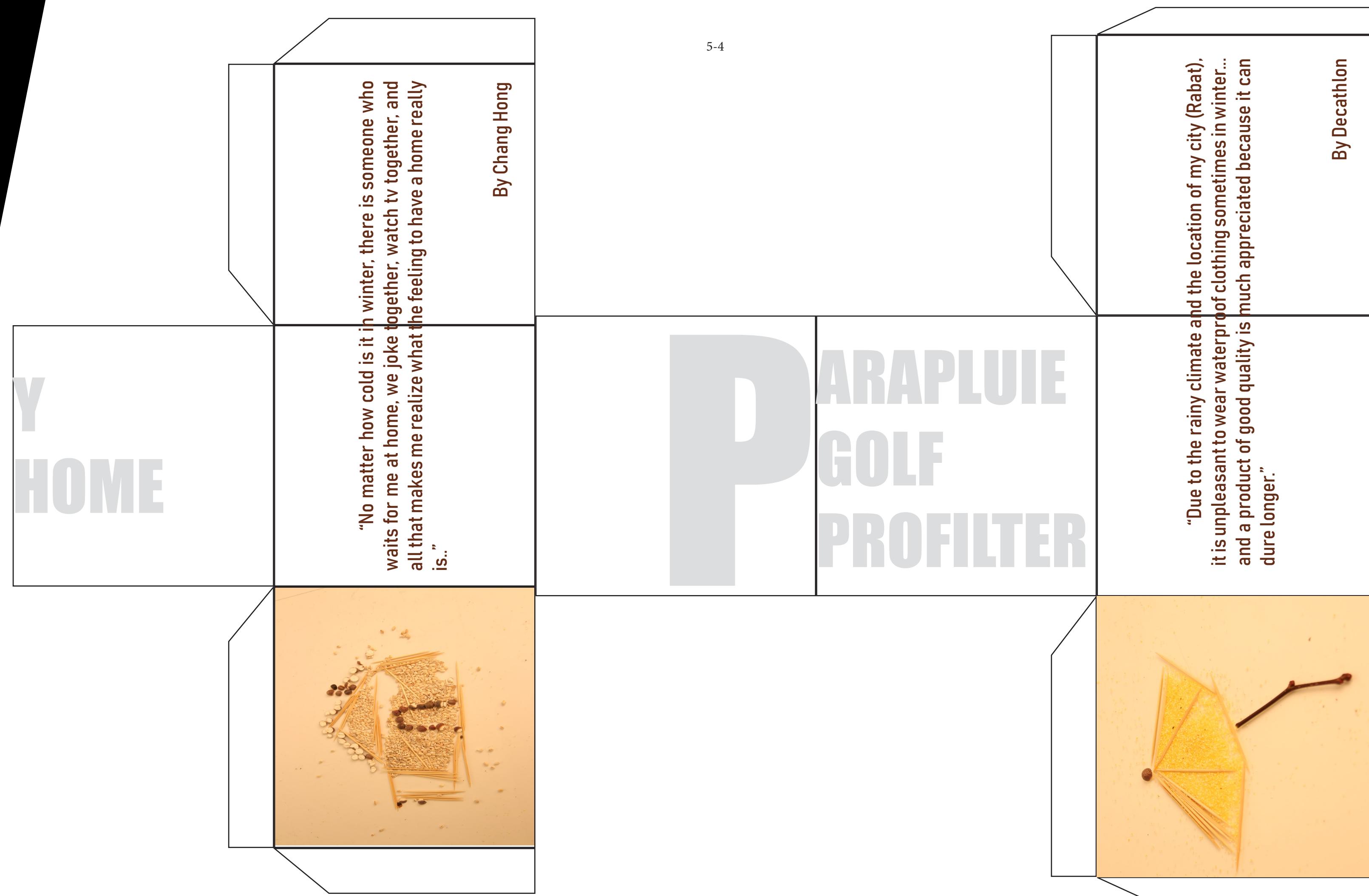
First Model



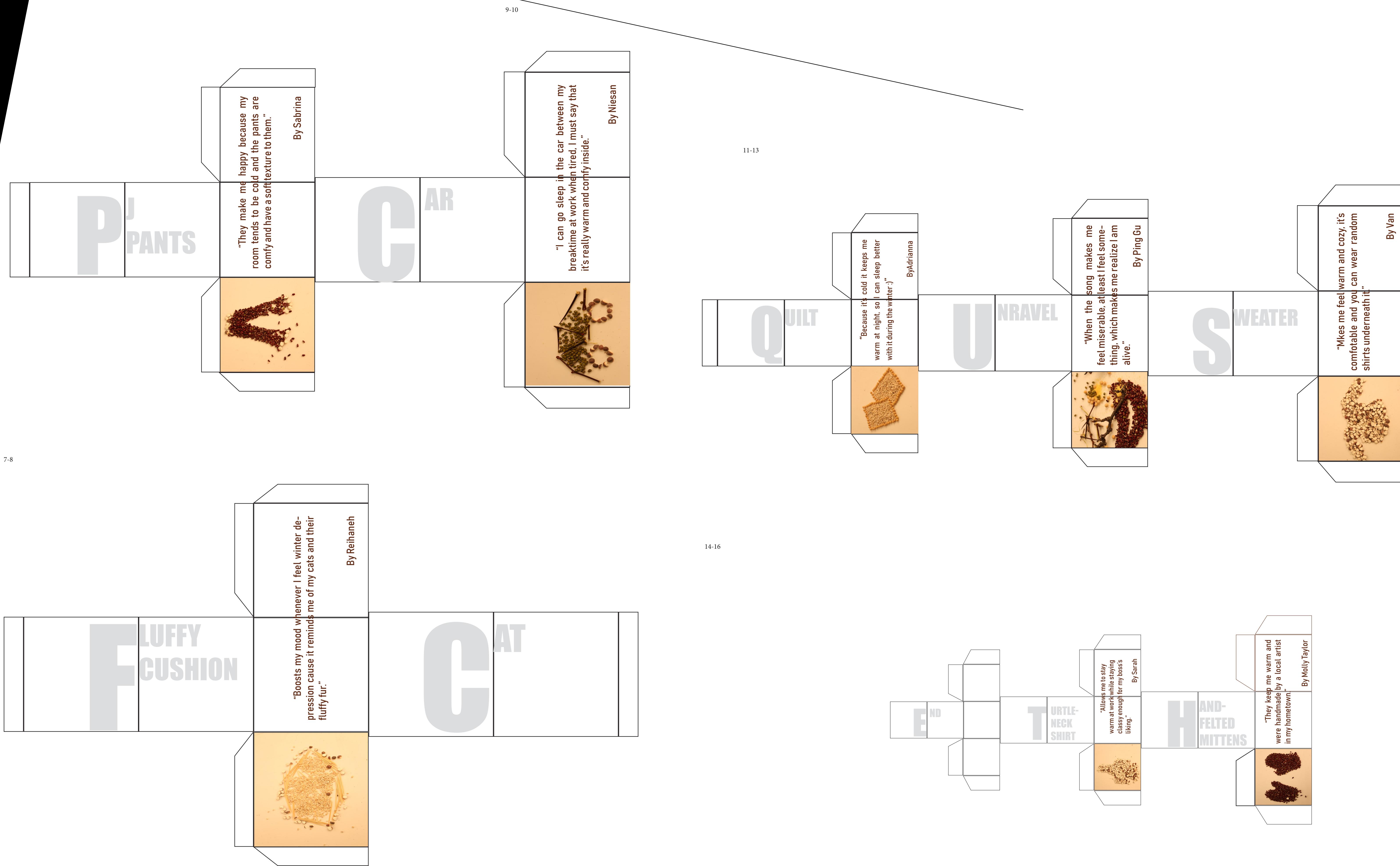
In this model, I discovered that the first four pages could not fit in unless they tear apart. I also received the critique that the link between my photographs and the theme for the book are not related. The font chosen (*bahnschrift*) is too tight and not suited for my content. A suggestion was brought up saying it would be interesting to fill the inside of the cube too.



First Model



First Model



Second Model



In this model, I made the first pages almost double its ancient sizes, and filled the inside of the box with images. All photos were taken by myself then edited in illustrator and photoshop. Unfortunately, there were still problems within the size and the bigger cubes could not fit into each other. With the new illustrations, I received the comment that they relate much more to my theme and content.

In
Winter...

"We all need
something special;
to make it feel
special."

MAN ZOU

Form Explorations



Trapezoid 1

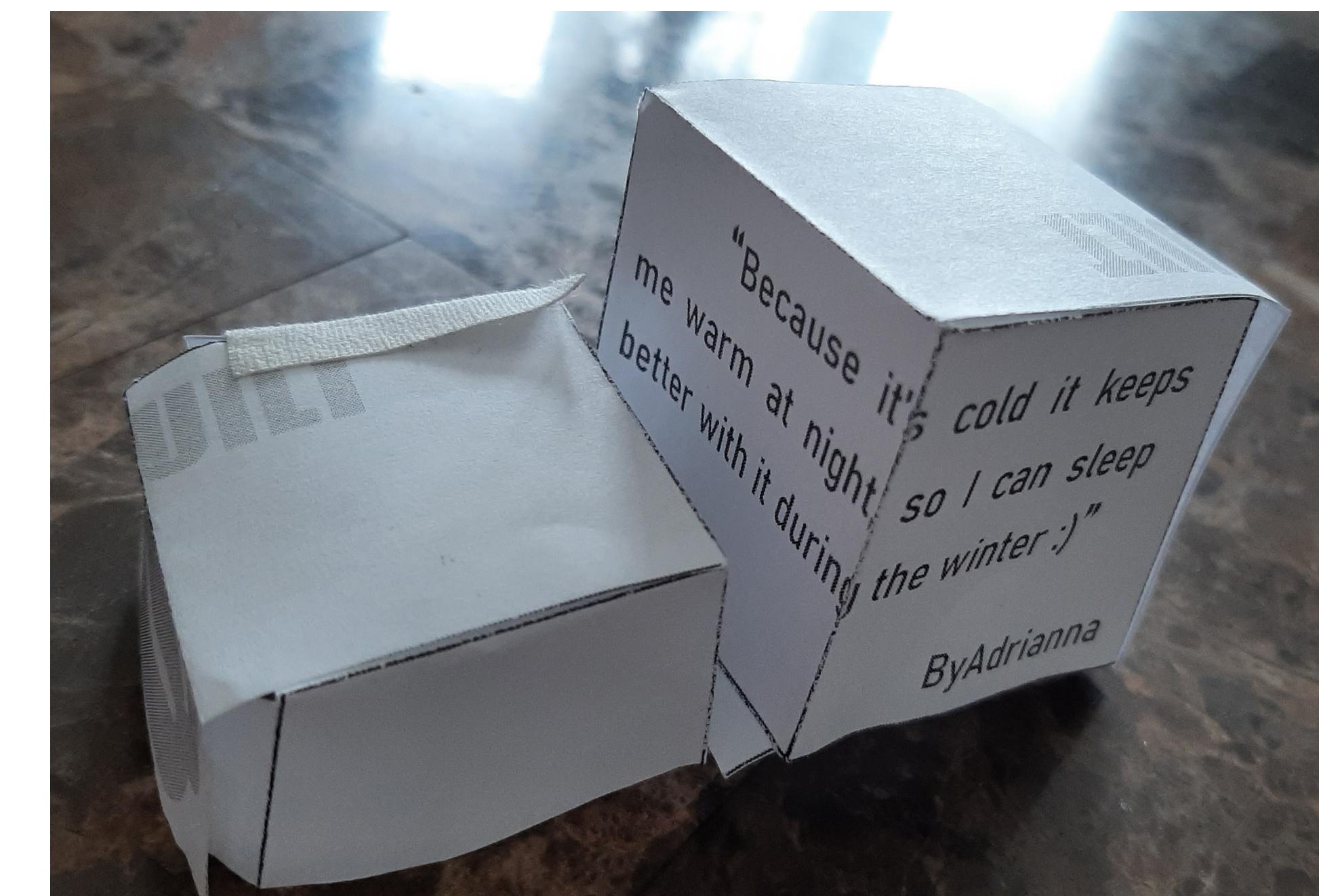
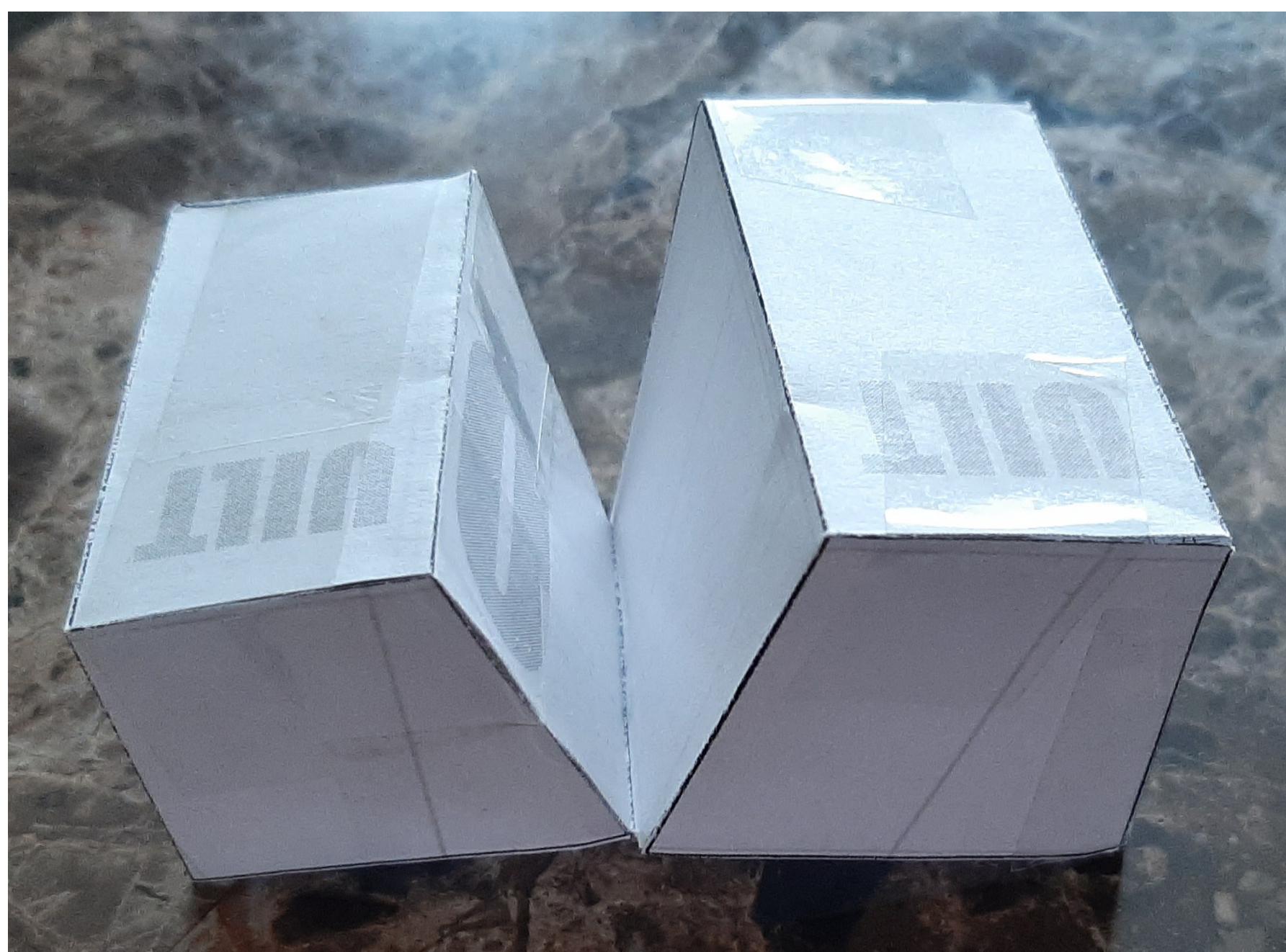


Trapezoid 2

Trapezoid 3

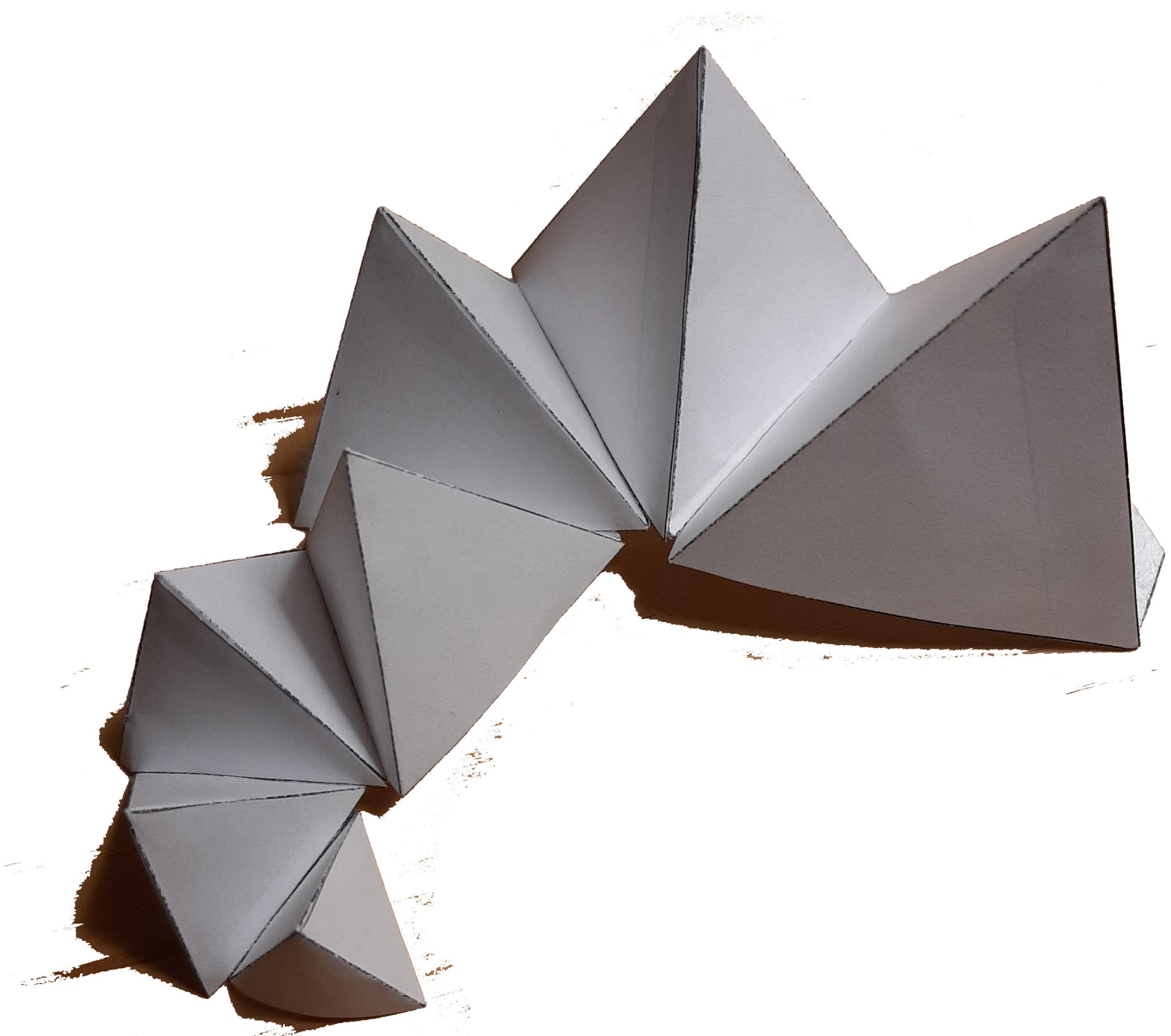
Prism + Cube

Prism + Prism



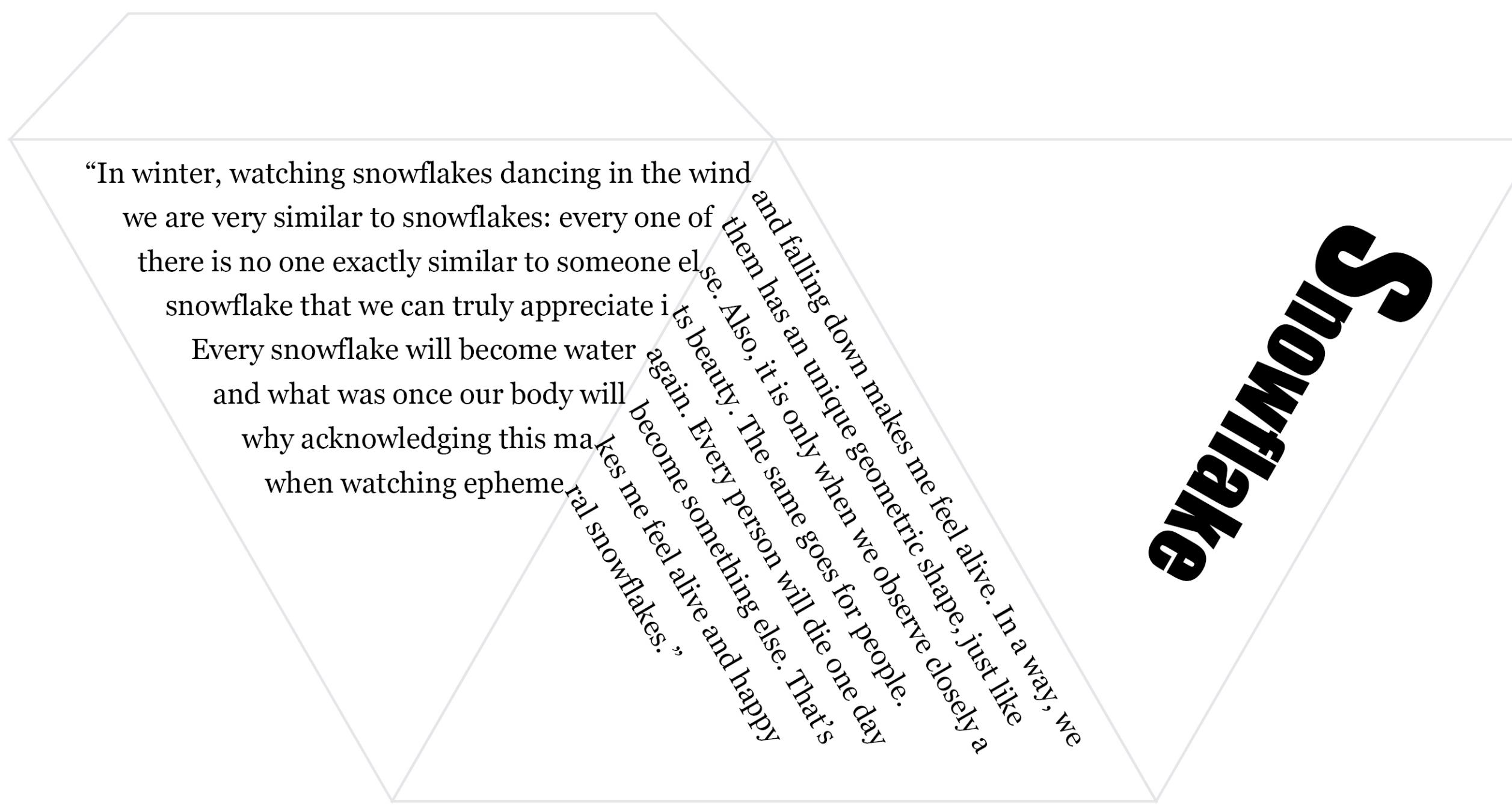
After the failure with the cubic form, I tried different variations in hope to find something that could be opened and closed easily without breaking. Unfortunately, they all never worked out.

Final Form



At the end, the idea of using pyramids came to me. After several tests, I found the idea shape that allows an easy assembly while being adapted to include text.

Final Design



I created the text across two triangles to break the triangular forms the shape suggests. I wanted to give a less angular impression to my readers since a mood-lifter should give a comfortable impression, and the triangle shapes are too sharp. I also placed the illustration in a circle to first break the sharpness, and second to design it as an icon.

Illustrations



Final Spread Layout

Mood-Lifter Collection

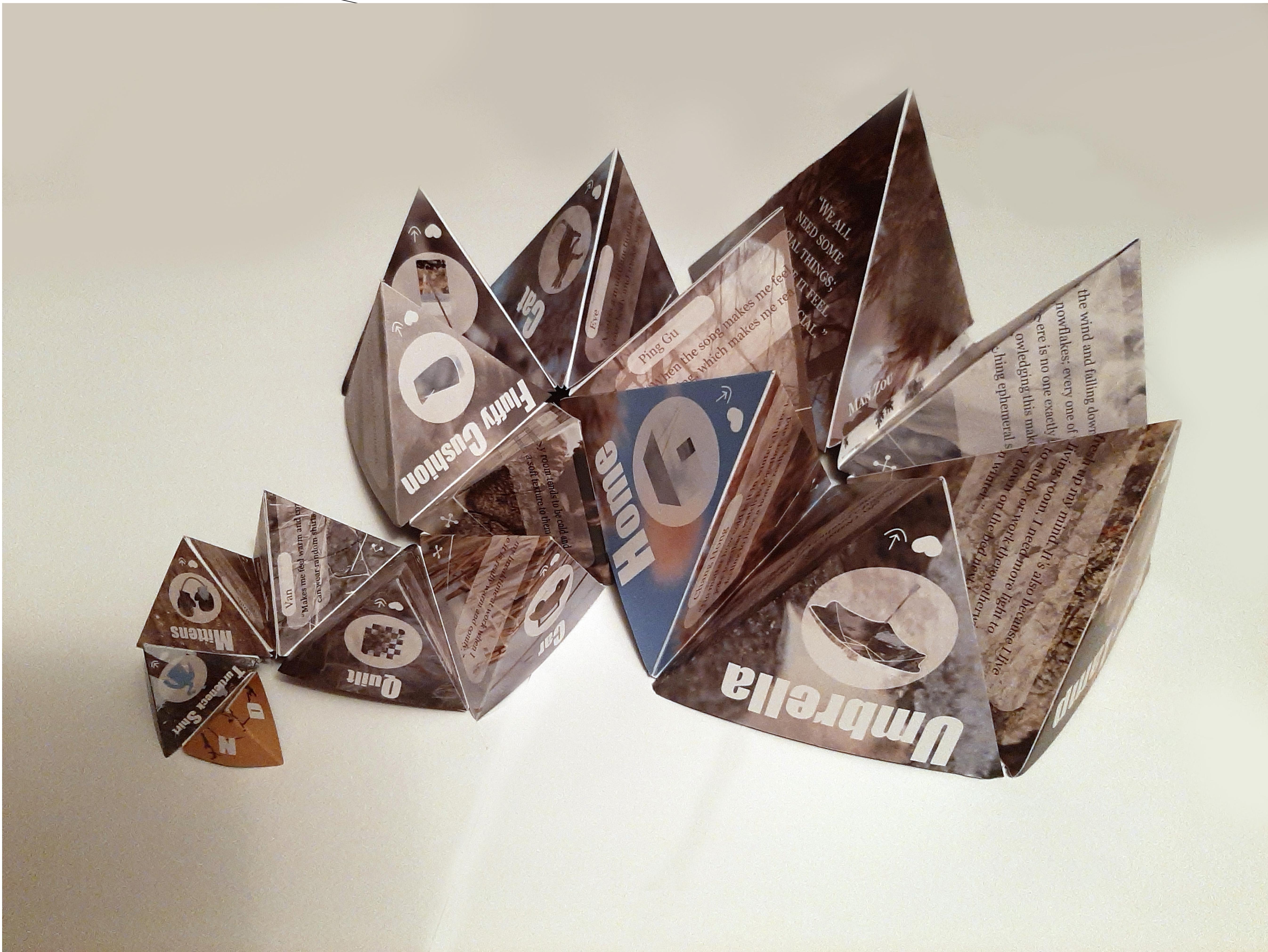
WE ALL NEED SOME SPECIAL THINGS; TO MAKE IT FEEL SPECIAL.

Snowflakes

Sabrina
They make me happy because my room tends to be cold and the pants are comfy and have a soft texture to them.

Pei Yin Li
In winter, watching snowflakes dancing in the wind and falling down makes me feel alive. In a way, we are very similar to snowflakes: every one of them has an unique geometric shape, just like there is no one exactly similar to someone else. That's why acknowledging this makes me feel alive and happy. That's why acknowledging this makes me feel alive and happy, when watching ephemeral snowflakes."

Final Photoshoot



Final Photoshoot



Final Photoshop



Final Photoshoot



Final Photoshoot



Self-Reflection

Reflective Summary

A Mood-Lifter Collection is for me an opportunity to reach out to people in order to study their needs and how we balance psychologically against the challenges of unfriendly outdoor environment. Through my research, I noticed that most of the mood-lifter are objects made to counter the cold, which is the main reason that decrease people's mood in winter. However, I observed some interesting picked objects that share one common aspect: they are metaphores of psychological reflections, for example the Snowflake and the song Unravel. I associate this to counter the mental pressure winter gives to people.

This project is beneficial and an opportunity to explore different styles, and different way to see and to define a book. I learnt how to draw and edit in 2D while thinking in 3D, how to manipulate different shapes to create harmony. My whole project consists of 90% of trials and errors, the format was new for me and I did not have any premade references I could follow. I acknowledge I have a lot to ameliorate, including having more delicacy in colour (for the background of each page), I could make some of the illustrations more of my style and special, I could work in the details for the sizes of each pyramids so they can be easier unfolded, etc. Unfortunately, my idea for the pyramids came late to me, and I did everything I could in the time I have.

For the concept, I wanted the reader to open each mood-lifter like a winter gift, so they could experience discovering the object like discovering their gift. Thus, the book is also its own container. The bar at the bottom is a progress bar that shows how many gifts are left. Each page is designed to be read on one side at the top of the pyramid, so the reader does not have to change position nor to turn the book too much. The shape prevent the book from being put in a book shelve and being forgotten once read, and acts like a decorative object so that everytime the reader sees it, he or she could remind the happy gifts and become relaxed again.