

# Exploring the ?SCAPE

## A Brief History of the Universe(ity)

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# My Stupid Idea

## A Book / Magazine

- Based around the Building 76 Cell Studios, the work in them and the artists inhabiting them
- A Contemporary look at a very historic site
- Creating a time line of sorts showing the evolution of the site and art created
- Comparing to how the area was used in the past. Both long term and short term



Fig 1

# Chosen fields

## Photography

- Taking images and moving image of the “Cells”
- Documentary Photography
- Images of Art, Artists and the surrounding areas

## Graphic Design

- Designing a Publication: Either book or magazine/zine
- Creating the User Interface/Cover

# The Planned Outcome

My planned outcome for the ?SCAPE project is a publication of either a book or magazine based on the studio and work spaces of the BCE first years. Including myself.

This publication would be at least x pages long and focus on 2-3 different studios in detail with 2-3 others just in passing. As well as a brief look at the area around them such as the hallways and our lecture rooms.

This would focus on how the spaces and work produced have evolved over the course of the semester with a sort of time line approach to things.

It would consist mostly of photographs with short blocks of text explaining the time, artist and context of the image.



Fig 2

# That's a Stupid Plan, Why do it?

Because the spaces where people work interest me. It tells a lot about a persons work to understand the environment and context in which it was created.

I wish I had this idea from the start of the year to catch the cells in their “default” state so that I could have a more in depth and longer transformation time line.

During this I hope to capture the studios in a state of constant motion and flux.



Fig 3



Fig 4

Its interesting to look at the different states of the cells currently, based on who is inhabiting them at the time.

Some are cluttered but organised, some are simple and neat, others are just down right messy. (mine)

Edit: I have been informed that the style of imagery I have used in this slide is quite effective and gives a unique view of the studios. I should continue to refine this.

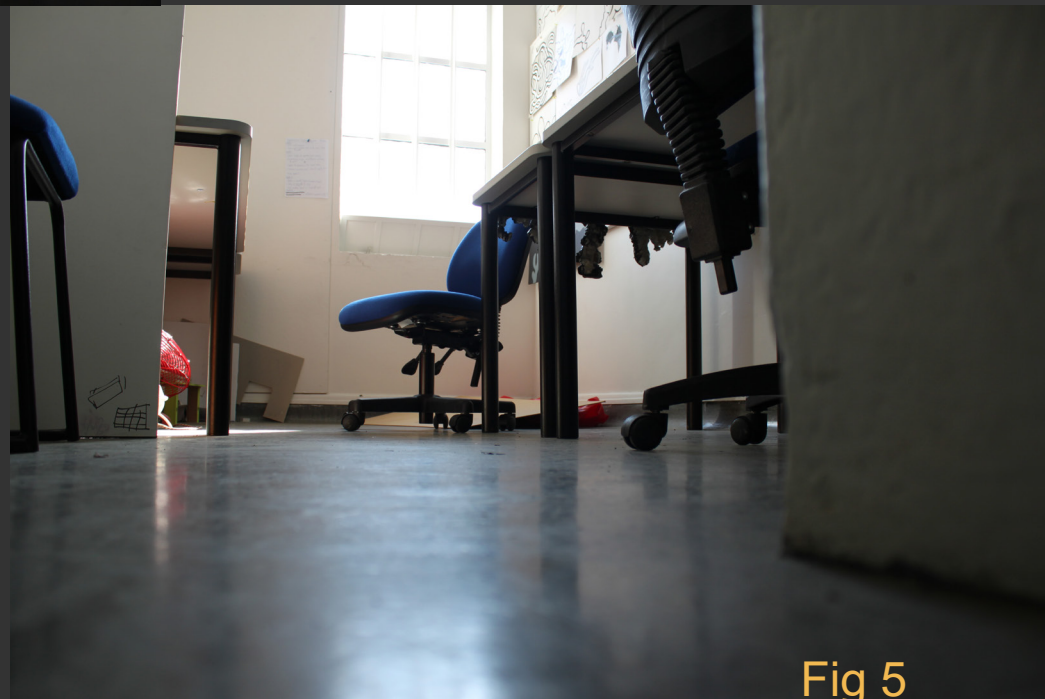


Fig 5

# Stuff I Will Need to Make

-Several concept designs for the cover and page layouts

-2/3 finalized concepts  
(Printed and bound)

-Several Mockup prints of the publication to confirm sizing, paper stock and layout  
Edit: It has been suggested that I look to the architecture of the building for inspiration for the cover and page designs



Fig 6

-A collection of images and photos over the next X weeks

-Some form of branding for the publication both for myself and the final work

-I will need to seek critiques and focus test the results  
Edit: I have been made aware that the images I produce will need to be of extremely high quantity and quality and will need to be well thought out and carefully framed



Fig 7





Edit: While I do like these styles, it has been suggested that they might be too cluttered for the pages and that I should think very carefully about the layout of the book

Fig 8



Fig 9

# Techniques I Need to Look at

-I will need to look at book making techniques, specifically from a design perspective to be able to create an effective and attractive publication

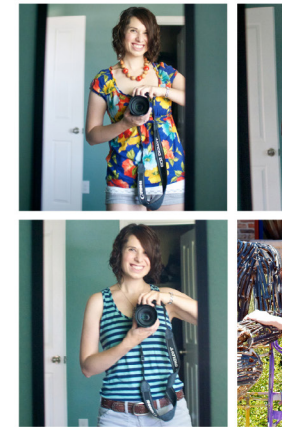
-Printing and formatting

-Documentary photography as opposed to artistic photography



## A WEEK IN THE LIFE: FASHION

I definitely wouldn't consider myself a fashionista but hey, what's a week in the life without documenting a week in the life of fashion, right? (If for no reason other than to laugh at all these outfits years later from now.) While I don't really notice it on a day to day basis, there are definitely some consistent trends when it comes to my summer fashion choices. • Bold



floral prints: pretty and girly but still modern. • Love to have a rainbow of colors in my closet but for some reason I'm feeling the blues, haha. • All shorts, all the time: every day this week so shorts and tank tops are worn pants this summer has been when going to the beach where they love to blast the AC. • Au natural hair: my natural waves. Some days the curls work better.

Fig 10

# Stuff I Will Need to Research

- More advanced Indesign methods for creating books/publications.

- Techniques for formatting, layouts and printing

- Binding techniques

- More on the History of Building 76 and the surrounding area

- Maybe some looks at Building 1 for further context

Edit: It has been suggested to that I do not look at Bldg 1 and to instead just focus on 76

I have also been made aware of several book binding techniques as well as where to find more information on them



Fig 11  
Haunted Auckland  
www.hauntedauckland.com

# People I Will Need to Talk to

This one's easy. Everyone who I intend to photograph, be it them, their work or their spaces. I will need permissions. Many permissions.

It would be good to talk to product designers and graphic designers about advice on creating effective designs and covers.

Anyone with knowledge of print making and publishing.

Probably a good idea to talk to the Copy Center on campus regarding the best formats and layouts to get it printed and bound.

Edit: I have been given some information on books and people I should look into



Fig 12

# Interesting Stuff

Edit: I have been advised to use the grid nature of the building and the cells as a visual aide for my designs

It may also be beneficial to look at the psychology of working in these areas



Fig 13 © Auckland Council



Fig 14



Fig 15

# A Brief History of the Universe(ity)



Fig 16



Fig 17



Fig 18





Fig 19



Fig 20

# Image References

Fig 1: "Codex Book Binding." How Did You Make This? | Luxe DIY, 5 Sept. 2013, [howdidiyoumakethis.com/codex-book-binding/](http://howdidiyoumakethis.com/codex-book-binding/). Accessed 30 Aug. 2017.

Fig 2: Sweet, Hamish. "Tameem Studio." 2017. JPEG file.

Fig 3: Sweet, Hamish. "76 Hallway." 2017. JPEG file.

Fig 4: Sweet, Hamish. "Tiki and Hamish Studio." 2017. JPEG file.

Fig 5: Sweet, Hamish. "Jack and Tammy Studio." 2017. JPEG file.

Fig 6: Kuriyama, Emily Anne. "Cool Independent Zines You Should Know About." Complex, Complex, 20 Oct. 2016, [www.complex.com/style/2014/03/cool-independent-zines-you-should-know-about/](http://www.complex.com/style/2014/03/cool-independent-zines-you-should-know-about/). Accessed 30 Aug. 2017.

Fig 7: Sweet, Hamish. "Meeting Room." 2017. JPEG file.

Fig 8: "Posts about photo books on surf and sea design." Surf and sea design, 23 Sept. 2014, [surfandseadesign.com/category/photo-books/](http://surfandseadesign.com/category/photo-books/). Accessed 31 Aug. 2017.

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Fig 11: Wallbank, Mark. "Carrington Mental Hospital (Unitec) - Building 76 | Paranormal NZ." Paranormal New Zealand, 20 Aug. 2016, [hauntedauckland.com/site/building-76-carrington-unitech-auckland-formerly-carrington-mental-hospital/](http://hauntedauckland.com/site/building-76-carrington-unitech-auckland-formerly-carrington-mental-hospital/). Accessed 30 Aug. 2017.

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Fig 19: Auckland Council. "Auckland Council Heritage Images." Heritage Images - Homepage - Auckland Libraries, [www.aucklandcity.govt.nz/dbtw-wpd/heritageimages/](http://www.aucklandcity.govt.nz/dbtw-wpd/heritageimages/). Accessed 30 Aug. 2017

Fig 20: Dugmore, Penny. "Unitec History." Digital New Zealand, [www.digitalnz.org/stories/503a95e9125757739200226e](http://www.digitalnz.org/stories/503a95e9125757739200226e). Accessed 31 Aug. 2017.

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