

**YOUR NAME:** Andrea Vie Choong Jia Qi

**STUDENT ID:** 0331945

**FOUNDATION:** FID | FIA | FIS | FNBE

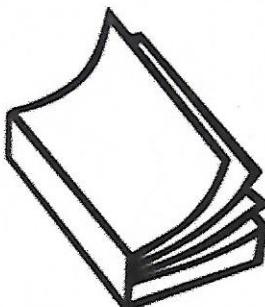
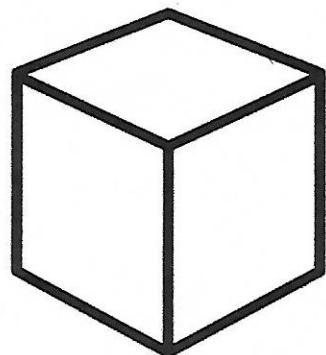
**TUTORIAL LECTURER:** MR CHARLES | DELLIYA | MR CHOY CHUN WEI

**PRODUCT NAME:** Andrea's Introversion

**GROUP NAME & MEMBERS NAME ( IF GROUP WORK):**

- 1.
- 2.
- 3.
- 4.
- 5.

## IDEA JOURNAL 1 / 2 / 3



# 01. ASK! What are you supposed to make?

(Do ask questions and find the answers. Make mind maps and categories your findings. 1-3 pages. Hand drawn and write but may include some digital images)

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ASK + LEARN + OBSERVE  
+ THINK

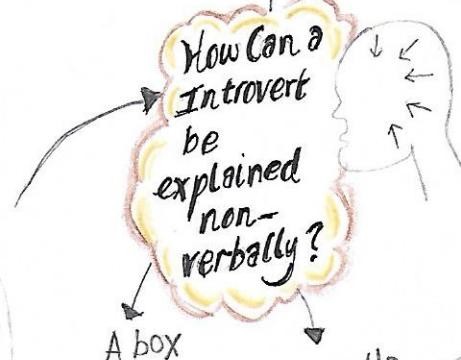


strings



Use strings as thoughts in introvert's mind

How can a  
Introvert  
be  
explained  
non-  
verbally?



A box



The way I enjoy  
my food



Creative in  
a non-verbal  
way?

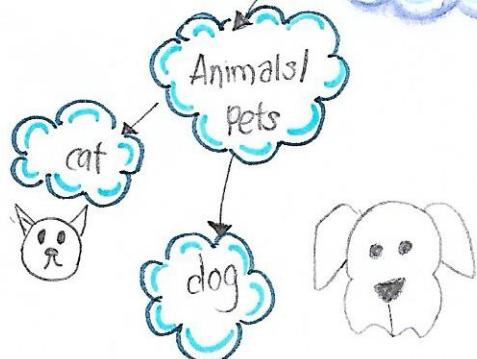
when I  
take photographs



Blog

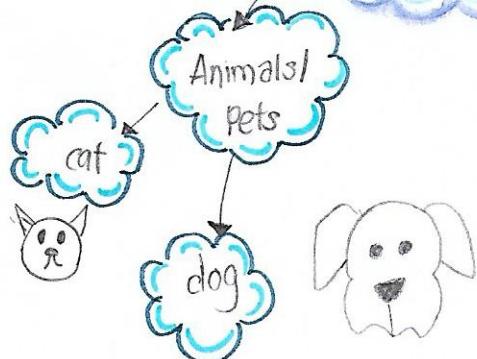
I eat the  
things I dislike  
most then I  
only eat my favourites  
the last

The angle / view  
when I take  
photos



Personality +  
Intuition

How can  
loyal be explained  
non-verbally?



#1

## 02. Examples of ideas and related info that inspire you and relatable to the assignments. (Why & how these examples inspire you? Justify and elaborate on each examples. Identify the interesting components. Give a conclusion for each of the examples – why and what makes it interesting – and how it could help your final product. 1-3 pages \*provide images\* or links

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+ THINK



### Example Idea 1: What's In The Box



Makes the reader curious about what's inside.

This example inspires me because it only requires us to use one of our senses. The interesting component is the hole made to use one of our senses to know what's the surprise. Therefore, I could use this as my brain/mind of an introvert and place random ideas that is stored in my mind.



the effect of the pop-up is a good surprise to the reader.

This example inspires me as it gives a 3 dimensional effect which makes the reader feel interested. This could help in my book by using this to tell about the competitive side of me which I don't reveal a lot.

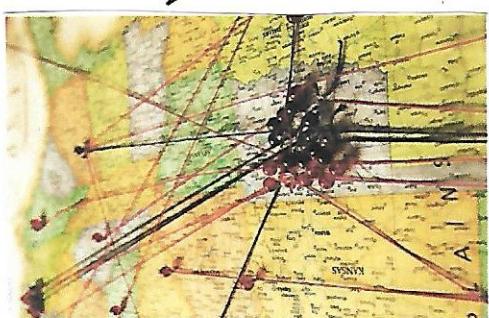
### Example Idea 3: Fold Out Book



It is different layout from a normal flipping book.

This example inspires me because it makes the reader anticipated to open each layer of the pages in the book. It makes the reader feel excited to open each layer one by one. Therefore, I might modify the layout and make it as my book layout with every components from the pop-up and the box.

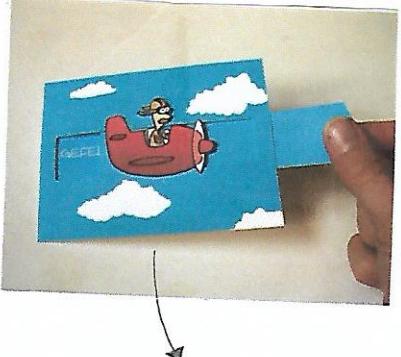
### Example Idea 4: Map with connecting Lines & Pins



These pins & strings represents a connection between each location.

This example inspires me as it shows a similar relationship to one another to one point. This gives me an idea of using strings as ideas going through an introvert's mind.

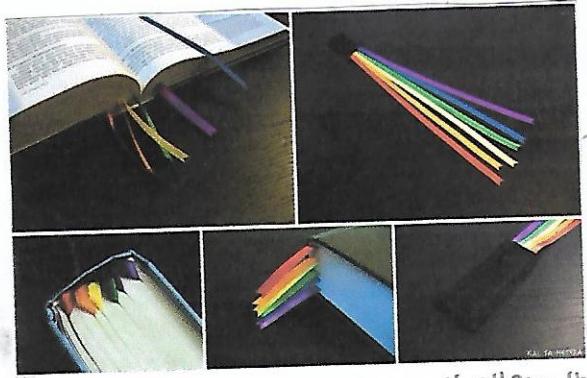
## Example Idea 5: Pull-Out Tabs



It creates a moving effect.

This example inspires me as it has a 3 dimensional effect and it attracts the reader's attention. This could be used in one of the pages to tell about the creative side of me. I can place this in the fold out book.

## Example Idea 7: Colourful Strings Bookmark



This example inspires me because it allows the reader to bookmark any page that he/she likes to keep on reading, or which page they stop at. I could make a bookmark on my fold over book to make it attractive.

→ makes the reader attracted to the colours of the bookmarks

## Example Idea 6: Sewing Book Binding



↓  
This binding looks stronger than other types of binding.

This example inspires me because this technique of binding would not be loose and holds all the cardboard pages together. Therefore, I could use this type of binding since my pages in the book are thicker than a paper. This could be used for the fold out book.

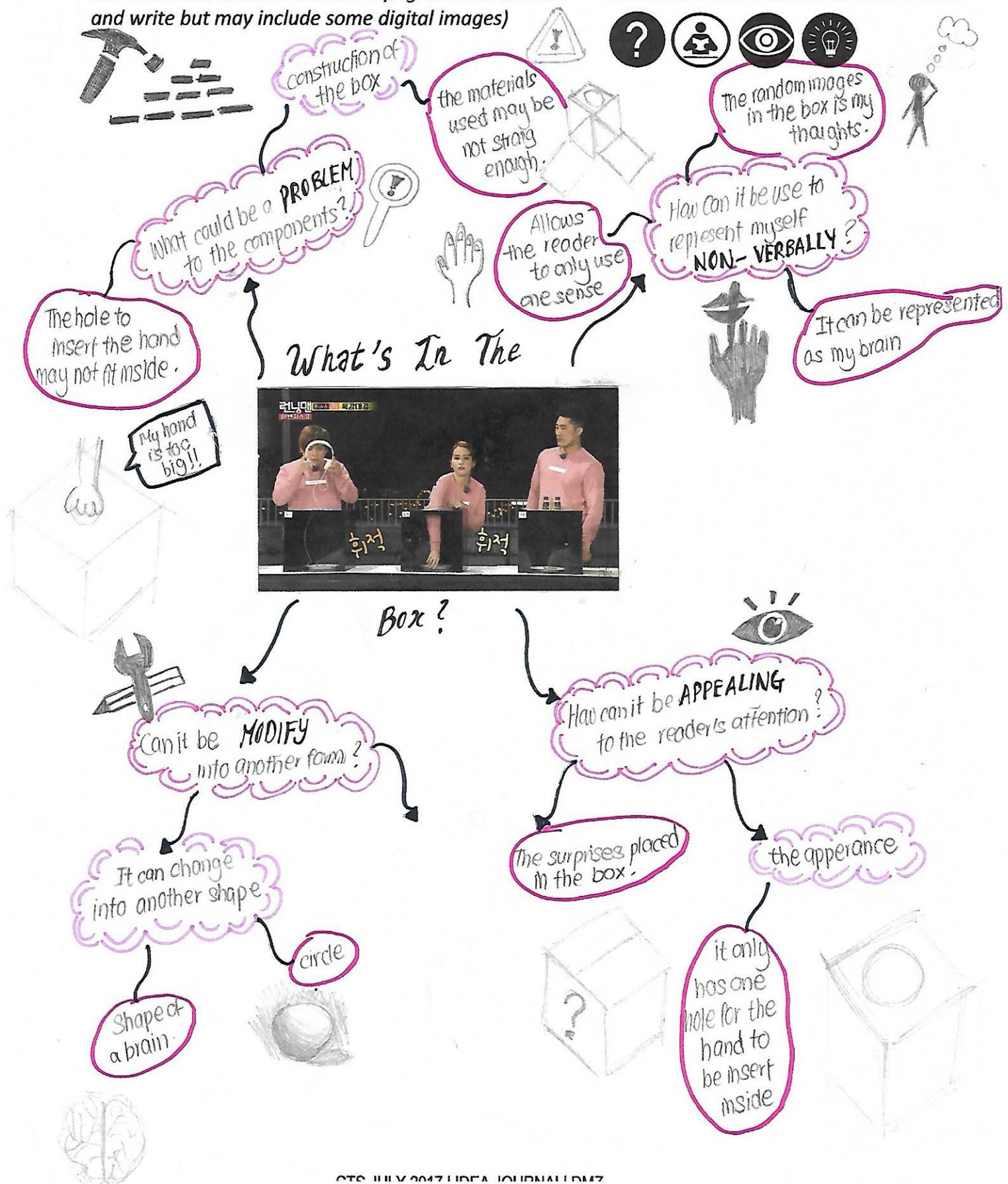
### 03. What are the 3-5 ideas that interest you most?

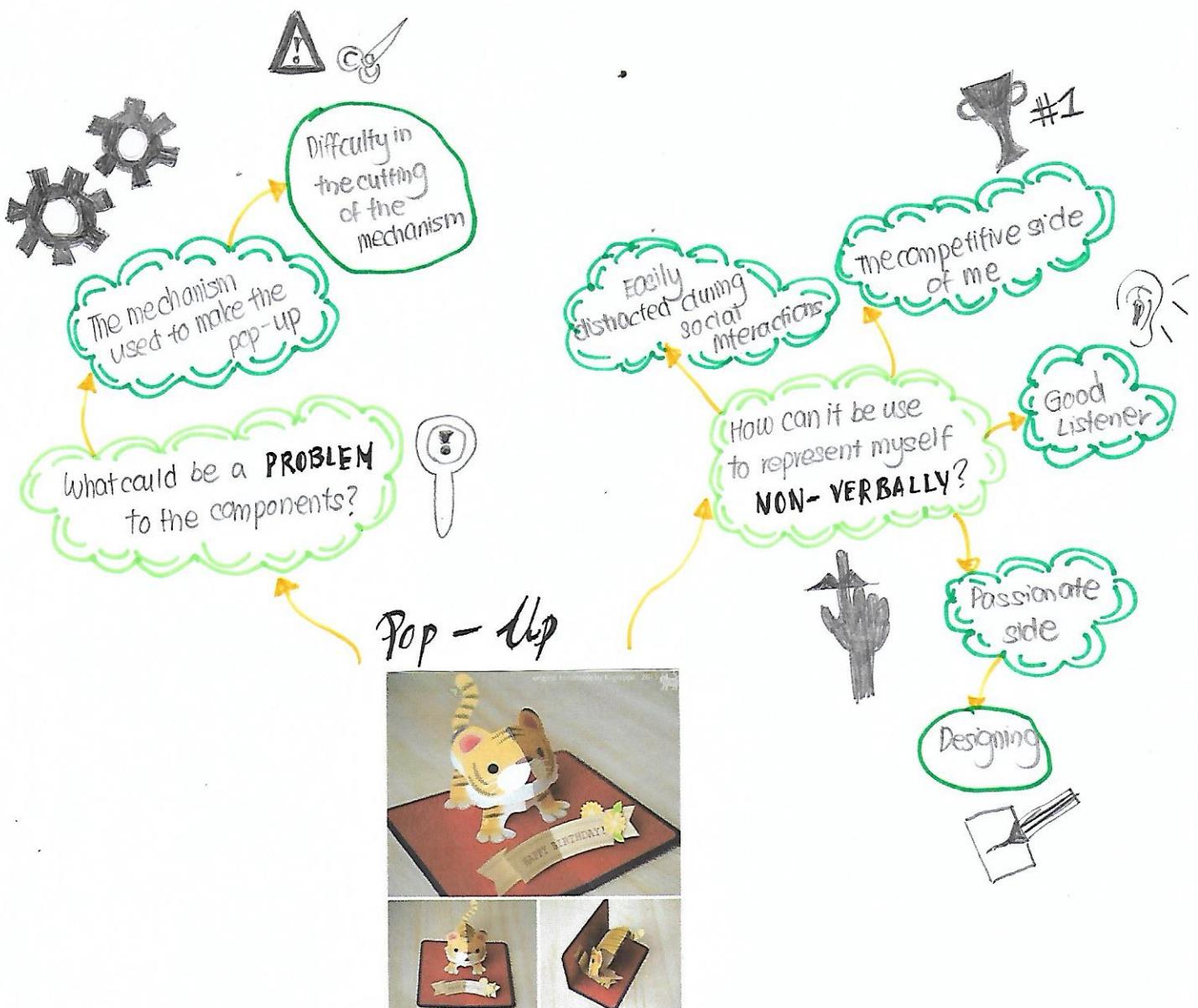
Describe and elaborate your ideas here.

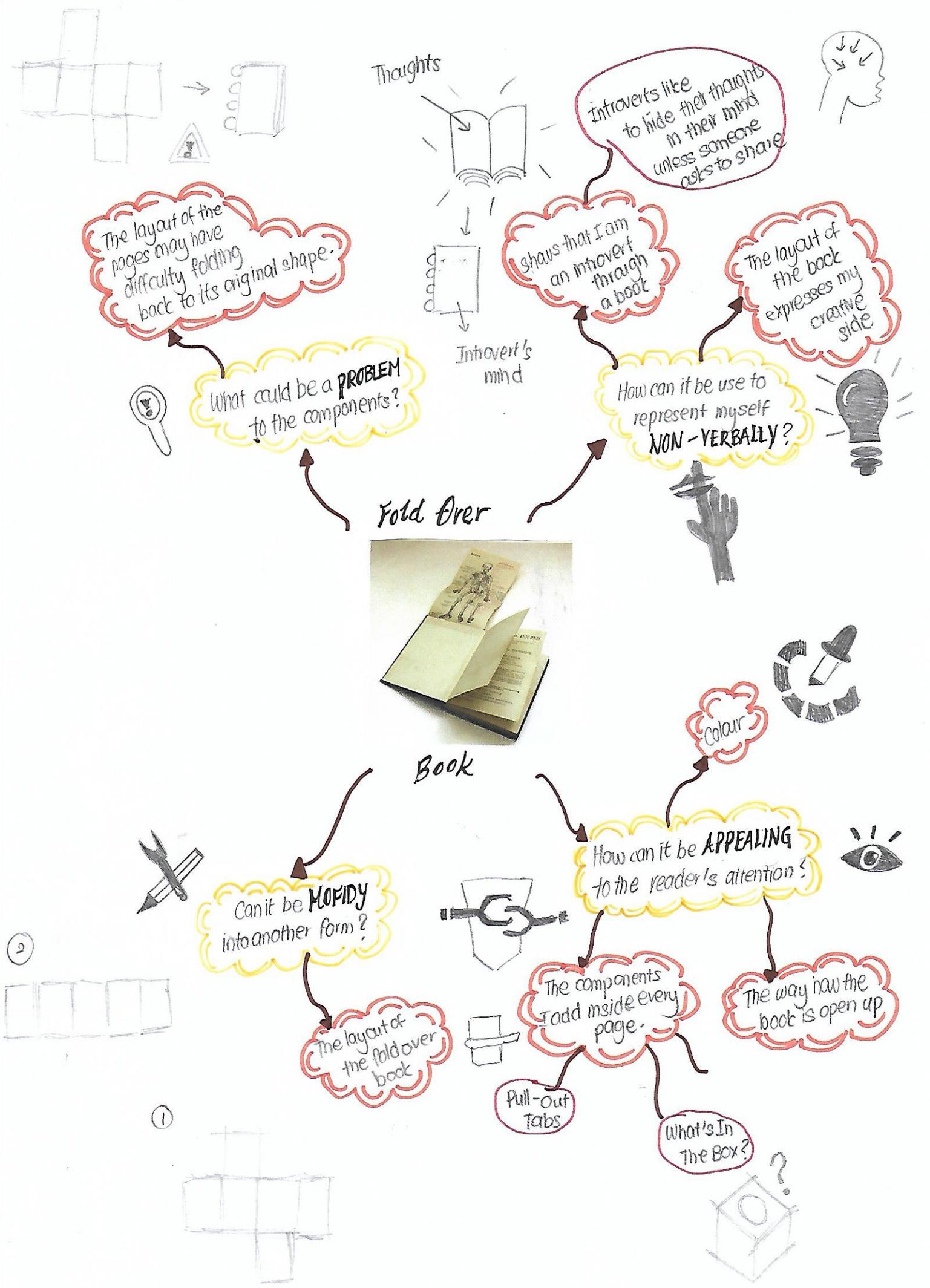
(Make mind maps on each ideas that came up. Consider and elaborate on each ideas. 1-5 pages. Hand drawn and write but may include some digital images)

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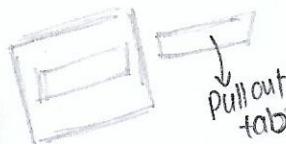
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+ THINK







If it is not glue/paste properly

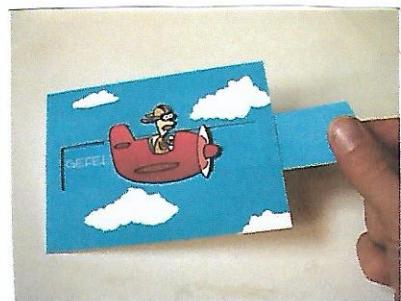


Pull-out tabs may come out easily

What could be a PROBLEM to the components?



## Pull Out



Photography

Habits

Daily-life activities

It expresses my hidden creativity

How can it be used to represent myself NON-VERBALLY?



## Tabs



The shape of the pull-cut tabs



Geometric shapes

competitive



It can resemble each personality/intuition I have

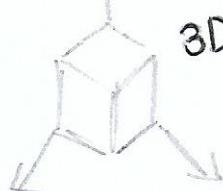
introvert

creative



How can it be APPEALING to the reader's attention?

the 3D effect



The moving effect of the pull-out tabs

object

file / page

## 04. Refine your selected final ideas. Explain how you make your final decisions etc.

(Sketch up the final product. Write why you choose to make what you are making. What are the "DETAILS" that makes it interesting or working. What is/are you main consideration or aim of your final product ideas. 1-3 pages)

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+ THINK

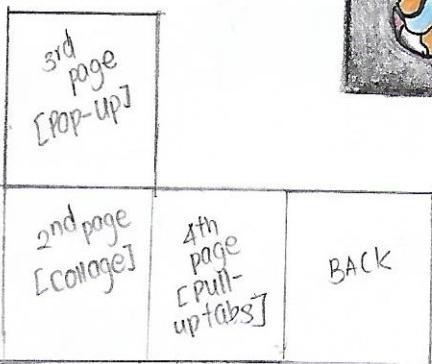


### Final Product Idea [Fantasy Book]

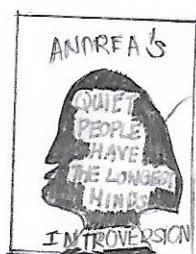
Aim:

1. To be able to EXPRESS MYSELF non-verbally.
2. To combine 2D and 3D components together.
3. To make it understandable and clear to the READERS.

layout:



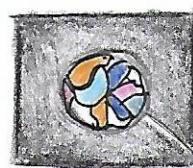
Front Page



- The quote tells a meaningful personality of an introvert.
- It shows that this book is all about the introvert side of me.

only the hand can enter here

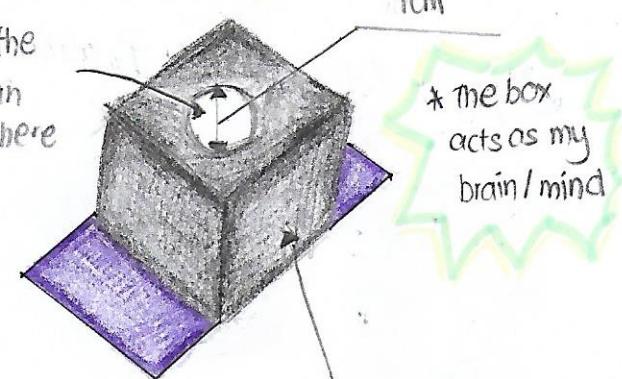
Inside View



- I chose to make this mystery box because it gives a chance to feel what am I thinking inside.

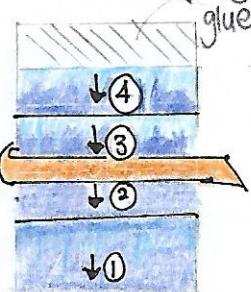
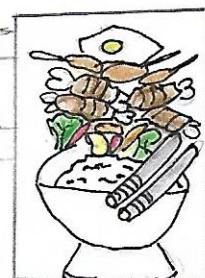
colourful piece of paper [my thoughts]

Inside the box are my thoughts  
↓  
It expresses my introvert side



### 4th Page: Pull-out Tabs [Using colour paper]

Ⓐ the way I enjoy my food

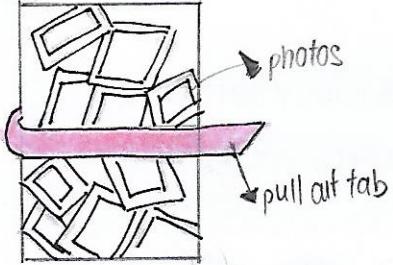


- This component makes it interesting because the open-out piece reveals one food at a time.

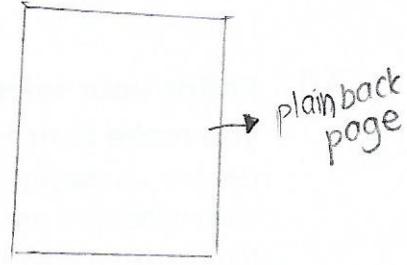
- This is used to tell how I enjoy my meal.

A piece of dark blue paper will be on top of this cardboard.

## (B) My Photographs

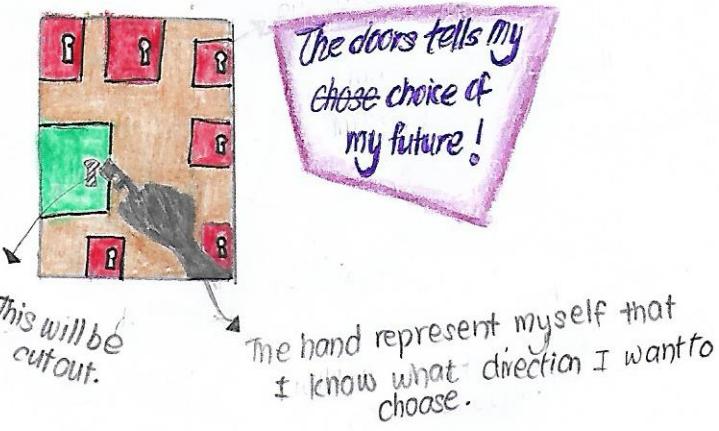


## Back Page



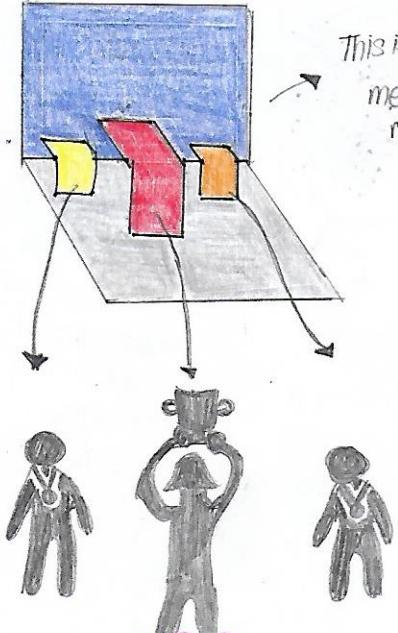
- This makes it interesting because of the arrangement of the photographs and the way I take photos.

## 2<sup>nd</sup> page: collage of My Intuition



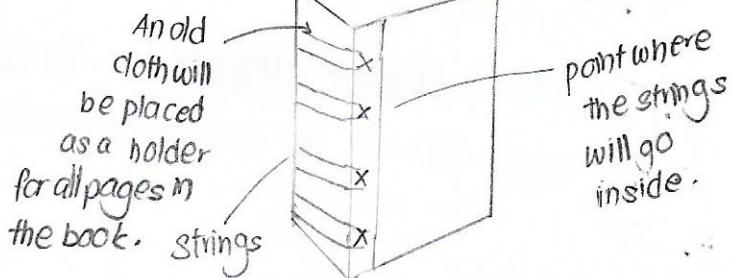
- This component would be interesting because the images used makes the reader curious.

## 3<sup>rd</sup> page: Pop-up

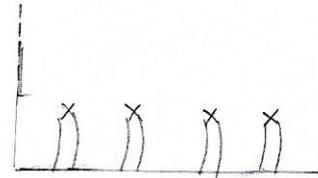


This is the hidden mechanism for my pop-up.

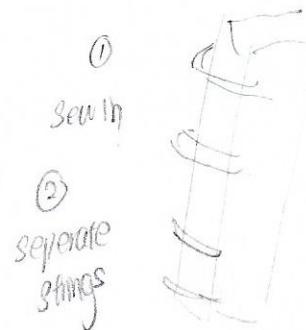
- This is an interesting component because it emphasizes the competitive side of me.



## The design of binding



The binding would be sewn in.



05. In less than 100 words describe your final product and the briefly about the idea development CTS | JULY 2017 | IDJ:

### My Final Product Description & Idea Development

My Fantasy Book is about my personality and intuition. so I have decided to combine my both personality and intuition. My title is Andrea's Intro version. In the A5 size book, it expresses non-verbally about how an introvert expresses through creativity in daily life activities. I thought of adding an opposite side of me as a competitive person. The components I have chosen is the Mystery Box- This mystery box represents my brain and the colourful small papers are my thoughts. The second component is the collage of my intuitions. I used some cut-outs from magazines and images. The third one is Pop-up. It shows my competitive side. And the last one, the pull-cut tabs. The pull-cut tabs are used to pull out my creative side. This means my eating style and photography.

#### Provide a picture / sketch of the final product:

