

## **A short statement**

I started by mapping how my emotions changed while I was eating a crisp, using simple shapes for my eyes, mouth, and fingers. Over time, I became more interested in the rhythm of emotions — how they flow and almost feel like music. I wanted to show this through very simple forms. I experimented with basic shapes and small changes to capture how feelings shift over time. My goal is to find a simple way to show emotional journeys using basic visuals. I want to explore how these small, simple visuals can represent the movement and flow of emotions in a way that feels natural and intuitive.

## **Annotated bibliography**

Dear Data

Lupi, G., & Posavec, S. (2016). *Dear Data*. New York: Princeton Architectural Press.

My project looks at how emotions change very fast in just a few seconds. I want to show these emotions in a visual way. I am not looking at daily habits or long-term feelings. I care more about short emotional moments, like how I feel when I eat chips. I want to show these quick feelings like music. I try to show how fast they come, how strong they are, and how they move from one to another. By trying different ways to show data, I learned how to collect and show emotions using pictures. This helped me understand how to turn feelings into something people can see. This is very important for my project. I also looked at how other people turn emotions into visuals. This made me think more about my own work. I started to ask myself how I can show changing emotions in a clear way. This project made me think more about how emotions move and change so quickly. It also showed me how hard it is to show strong and fast feelings in a picture.

Graphesis

Drucker, J. (2014). "Designing graphic interpretation." In *Graphesis: Visual Forms of Knowledge Production* (pp. 180–192). Cambridge: Harvard University Press.

In the first week of my project I made emotional stickers and collected some visual data. I looked at eye mouth and hand movements while eating crisps. I did not have a clear plan. I just used these small body movements to show or decorate feelings. Then I read Johanna Drucker's idea. She said that visual things do not just show meaning. They also create it. This made me think again about my project. I saw that I should not just record emotions. I needed to design how people feel when they look at my work. So I stopped only collecting face movements. I started to map how they change over time. I focused on the rhythm of feelings when eating. For example getting excited feeling calm feeling quick happiness and more. Drucker's idea made me notice that even simple shapes like ellipses can change how people understand emotion. They are not neutral. They shape the message. Her thinking helped me stop making things just to look nice. Now I try to design with care and show a clear emotional journey.

The Medium is the Message

McLuhan, M., & Fiore, Q. (1967). *The Medium is the Message: An Inventory of Effects*. Berkeley: Gingko Press.

McLuhan's idea that the medium is the message made me see something important. The way I show emotional data is not neutral. It changes how people understand my experience. At first I was just recording small actions like blinking and chewing while eating crisps. I did not think too much about how I showed them. After reading McLuhan I noticed something. When I gave different emotions like happiness or calmness to different lines like a music score I was already changing how people read those emotions. I placed happiness higher and calmness lower on the page. This helped people feel the strength and mix of emotions just by looking. Because of this my focus changed. I stopped just collecting movements. I started to use space and layout to shape how people feel and understand those emotional moments.

Graphically visualises cycles of depression

It's Nice That. (2021) Stefy Loret de Mola graphically visualises cycles of depression, personality types and self-recognition. [online] It's Nice That, 24 February. Available at: <https://www.itsnicethat.com/articles/stefy-loret-de-mola-graphic-design-240221> [Accessed 24 Apr. 2025].

Stefy Loret de Mola's work helped me see that emotions can be shown with shape and rhythm. She doesn't use real pictures. She uses repeated, simple forms to show how she feels, like sadness, calm, or feeling unsure. This made me stop using photos of my face. I started to watch how my mouth, eyes, and hands moved while I ate crisps. I saw that I could use simple shapes like ovals or blobs to show these feelings. When I put them in a row, people could read the emotions like a timeline. Her use of grids and spacing gave me ideas too. It helped me plan my emotional journey more clearly. I tried to show strong or soft feelings with clean and simple design. I learned that visual rhythm can carry emotion. It's not just about what the shapes show, but also how they move and connect.

Critical Visualization

Hall, P. A. & Dávila, P. (2022). *Critical Visualization: Rethinking the Representation of Data*. London: Bloomsbury Publishing USA.

Reading this book made me think again about what I do as a designer. At first I focused on showing my own emotions while eating crisps. I used clean and simple shapes. But *Critical Visualization* made me ask new questions. I started to think about how my choices like placing emotions in different positions or using certain colours affect how people understand those emotions. I saw that my system was not neutral. It came from my own ideas and views. This changed how I worked. I began to notice that my graphics could block other ways of feeling or tell only one kind of emotional story. The book helped me shift my focus. I stopped only trying to express emotion. I started to design how others might feel or read those emotions. Now I do not see visualisation as just turning feelings into pictures. I see it as a strong tool that gives meaning. It made me look closely at how my choices in rhythm layout and symbols shape the story I tell through emotion.

## Feeling My Way

Hodgson, J. (1997). Feeling My Way. [video] Directed by Jonathan Hodgson. Available at: <https://www.dailymotion.com/video/x8harh> [Accessed 28 Apr. 2025].

Jonathan Hodgson's Feeling My Way made me think more about how to show emotion. It is not just an idea. It is also something we feel in our bodies. It happens moment by moment. My own work looks at emotions while eating. I turn those feelings into simple shapes. But Hodgson's film shows a full sensory journey. He shows small changes in texture. He shows changes in rhythm and space. After watching it I saw that I was only mapping emotions like happy or calm. I did not show the physical side of eating. I missed the crunch. I missed the salt. I missed the surprise of spice. His work showed me that emotional design is not only about symbols. It can also hold the feeling of the moment. This helped me find a new path. I want to think more about when each emotion comes. I want to think about how it comes. I also want to show the tiny sensory details that shape how emotions move and change.