PAPER PROJECT

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We started off our paper project by focusing our concept on stereotyping. Reading this article by Jason P. Stadlander on the online blog Huffington post, we were presented with the different labelling society portray on individuals. Being a multi ethnicity group, we believed labelling a person based on their ethnicity is something that needs to be omitted, so we come up with the concept of bring this issue forward to our audience.

Huffington Post
Casting Off Stereotypes: I Am More Than a Label | HuffPost
Words that label peopl
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Casting Off Stereotypes: I Am More Than a Label
For our first concept, we looked at using the two words we believed would provide a strong impact, the words White and Colour. Presented here in this sketch by Jack, we wanted to have the words white and colour cut out from cardboard and placed on the ground of our exhibition space. There would be a light source that would portray a shadow behind each letter and on the shadow, we would have a list of the stereotypes each group is given.

We looked at our ideas and realised we were just presenting the stereotypes but we wanted to do more than just that. We wanted to show our audience that we do not need to be defined by labels, because we are all individuals. So, we researched a statement that would provide a stronger impact and portray our message better: I am me.

Our task was to keep the same idea of having a light source portray a shadow behind 3D words. Creating our fonts, we went to the building 1 laser cut outs and had each letter cut out.

Here is our laser cut-out statement, and an example of a Pinterest image we were inspired by.

- The different fonts were used to convey diversity within the statement.
Costing a total of $84 here are the final laser cut-outs.

The next task was to glue each individual cut out together with PVA wood glue so, me and Nikki spent most of the day lining up the letters and gluing them piece by piece.
Placing heavy objects like a table and bricks to press down and secure the glued letters Hamish and Nikki sanded the dried letters to create smoother edges.

Here is the final outcome of our letters after the gluing and sanding:
The next step was to look at the shadow idea. We explored a variety of light sources to portray shadows, along with the use of a roll of white paper so it would be more prominent in the darkened room, it was hard to find the right lighting but, Hamish was able to provide a diy torch bright enough to produce a sharp and large sized shadow against our exhibition wall.

This is our first light source we test LED lights from the photography room.

Next, we began to look at placement of the letters. Exploring several layouts, we decided to go with placing each letter (shown in the image below) so it would produce small and large shadows, again playing on the concept of diversity, different shapes, sizes etc.
Our final task was to produce writings that would be showcased in the shadows of our powerful statement. Me, Nikki, Tiki, Jack and Hamish spent the day repeatedly writing statements we wrote down that conveyed the message of breaking out of labelling. All the statements began with the bold and empowering phrase, *I AM NOT.*

Images from the day’s work
FINAL:
This is our
Paper Project.

Closeup of the I AM NOTs, in the shadows of I AM ME.

“In the light or in darkness your message will always be seen”.
I AM ME.
Reference:


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Pinterest.