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ADAA5000 Changemakers: Creativity and Value Creation

Zine Evaluation

Tutor: Paul Duerinckx

Word Count:

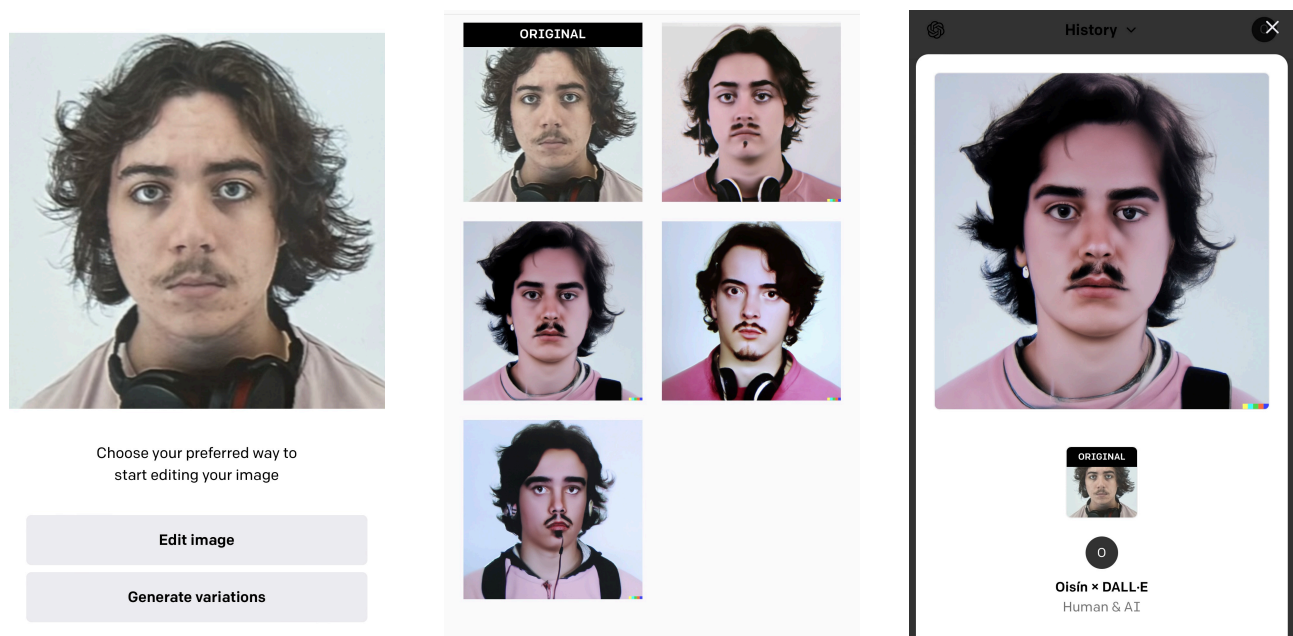
- 500 (Excluding Headings, Question and References/Bibliography)

My zine is an introduction to my current project. My work follows my process of creating a series of A.I. self portraits. The project aims to explore the idea of self and explore how we make comparisons between ourselves and others.

The design for the zine is inspired by the idea of a digital feed. It unfolds to recreate the effect and immersion of scrolling through a social media page. This design choice was intentional as I wanted to 'influence' the viewer to form the association between the digital design world and my work.

I was concerned that through only including printed out images of the A.I. generated portraits, it would not be representative of my project as a whole and would feel in-human and cold. To counteract this, I decided to include screenshots of text definitions of terms that relate to the project to contextualise the images. This added layers to the visual side and also broke up the composition which helped these images to stand on their own.

When making the composition on Adobe InDesign, I settled on using the original five base photos that started this project off. Each page would include the original photo booth image, three A.I. images that were generated; followed by a full page image of the A.I. generated portrait intended for my painting project. Following these two pages would be a white page featuring an Oxford Dictionary Google definition of a relevant piece of terminology.



Seen above is a series of screenshots that show the process of creating an A.I. generated portrait that is used as the template for one of the paintings. The use of a photo booth, I.D style image, ensures a clean quality that is easily detectable. The software I use is called 'Dall-E' and it works by the user entering a prompt that could be a line of text or an image and it produces four A.I. created original images using the base information and prompt it is supplied with.

Viewing this new plan it seemed far more visually aesthetic and informed; and a better fit for the design inspiration I was following. However, when viewing the finished digital version, I felt it lacked a human touch. It was missing the humanity that made up the prominent other side of my project. Realising I already had a well thought out repeating pattern for a composition, I decided the best plan of action was to reintroduce the human aspect from my project into my zine by having a page of sketches following the large scale portrait. These sketches would feature partial or small scale drawings of the images derived from the A.I. content. I used a series of different mark-making styles made with a gel ball pen. The styles included continuous line, hatching and crosshatching and an attempt at realism. I believe through this inclusion, my final zine embodied all the aspects of my project that I wanted.