Any face scribble, however primitive or distorted, will impress you as a 'creation', an individual being, the potential inhabitant of an imaginary world

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From the very beginning of our design lectures, as visual communication designers, we learned that a generated black spot on a white space, untouched sheet of paper, wall, canvas or screen and its relationship to other black spots suggest meanings. "A blank, untouched sheet of paper that we stare at represents our universe."[1] We trained to be conscious about our every decision of placement of these spots in our universe. When, I searched on this issue, *placement of the black spots* on a space, I found out that even our meaningless doodles that are detached from the conscious mind enough to visually communicate. That is very powerful. According to psychological analysis, our doodles or scribbles on a sheet of paper regardless from its formal or figurative properties, just as a spot by its placement on the space, reveals the emotional state of the doodler. "As Burns stated, "even the most innocent doodle may carry messages from the unconscious."[2] According to Ruth Rostron, who is the former Vice-chair and Education Officer of the British Institute of Graphologists, "Because we doodle without thinking our doodles can be very revealing – like Freudian slips or body language that we are not aware of." [3] Our doodles are our direct expression of our inner-selves that projects our inner emotions. Since "doodling" is an act and expression of subconscious, Treyce d'Gabriel, who is a Handwriting Analyzer and author, states that, "Doodles are comparable to dreams..."[4] They can be analyzed because they share a "picture language".

According to graphology, the expressive content of these "pleasures of boredom"[5] can be analyzed by their several properties such as size, location, color, stroke and style. This project will mainly focus on the *location* of the doodles to examine the layout of the paper and its hidden expressive content by revealing the mood of the doodler. The locations of the paper will become a button that trigger things. The aim of this project is not to generate a comprehensive analysis of doodles. It rather aims to focus on the mood revelation by doodles and their placements on the layout to analyze the transformation of visual information to verbal data.

According to Sunni Brown, who is the leader of a global campaign for visual literacy called The Doodle Revolution, "We are intensely focused on verbal information that we blinded to value of doodling." [6] That is very important for me as a visual communication designer where even our meaningless doodles can communicate visually. Transmediation of this project, from hand drawings to film quotes and audial information, sounds aims to analyze the reverse of the process where the visual information, the placement of doodles will be transformed in to verbal data by quotes. Intentionality of the medium, which is pen and paper, relies on the creating subjective visuals by doodles to reveal moods and transform them in to verbal and audial information. At the end it will be a game-like installation where quotes from movies, sounds and visuals will be generated.

This project focuses on films since films and doodles share a "picture language." Moods of the characters will be associated with the doodler's emotional state.

 Why?

Because, as Gombrich states, when we doodle something, that doodle impress us as a 'creation', an individual being, *the potential inhabitant of an imaginary world*. The doodler will become a potential inhabitant of the chosen film.

Keywords

Subconcious
Mood
Mind
Silly
Thinking
Relaxation
Idle
Daydreaming
Autonomy
Concentration
Attention

2 Ways

1. Matching the moods
    - Melodrama / Exaggerated emotions

2. Changing the mood according to doodlers mood

http://www.bbc.com/future/story/20130509-how-mood-can-change-movie-endings

Mr. Deeds Goes To The Town
http://www.youtube.com/watch?v=2t4xAWi90b0