Project Definition

This project seeks to generate connotative quotes sounds by revealing suggestions about the mood or character of the person by his/her doodles on the paper.

Goals & Objectives

"Doodling" that we all do in our daily lives, is an act of mindless drawing when the person's attention is occupied with something else, bored or s/he is day-dreaming. According to researches, "... even the most innocent doodle may carry messages from the unconcious." As well, there is a correlation between the emotional state of the doodler and his/her expressive doodle. Yet, even our meaningless scribbles on the page suggest meanings about the doodler. They visually communicate just by their placements on the page. This is powerful. In this sense, this project aims to focus on the communication of the doodles only by their placements on the page.

With respect to expressive content of the layout, connotative quotes will be generated from Hitchcock's melodramatic movies in relation to doodles placement. The doodler will become a potential inhabitant of the melodramatic film. The visual information will be transformed in to audial information. This project aims to concentrate on doodles as data and characters, moods and their quotes as output. Briefly, project will reveal suggestions about the mood or character of the doodler by analyzing the placement of his/her doodles and express them via generating connotative quotes and sounds from movies`

Goals

- tracing the mood or characteristic of the doodler
- revealing suggestions about the mood or personality of the doodler by analyzing the placement her/his drawings

Objectives

- generating connotative quotes and sounds that reveals the mood or personality of the doodler
- generating connotative visuals

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Target Audience and User

We are doodling, yet we are not alone. Tony Blair, Leonardo da Vinci, Bill Gates, Lyndon Johnson, Ralph Waldo Emerson, Ronald Reagan and Obama were some of the well-known doodlers in the history.

Target audience of this project will only exclude children because of the fact that the suggestions about the mood and the personality of the doodler would be invalid for them.

Background Information

My interest in generating sounds from drawings started when I was looking for audio-visual projects at the begining of the lecture. My first aim was to design a generative tool to transform the visual to audial information.

After a set of researches I noticed that the creation of a generative sound device that transforms visuals to sounds was not new. I researched for many projects. As an earlier example, I researched on Oramics Machine that created by Daphne Oram in 1960s. Her machine enabled to transform drawings on a magnetic tape to sounds. The transformation of the drawing was mainly consist of image processing. The camera reads the drawing and turns it into data that can be processed. In other projects, commonly and mainly, there is a disk and turntable. The camera reads the black spots per slices.Then I researched more on the drawings and their analysis. 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."We trained to be conscious about our every decision of placement of these spots on a given space. When, I searched on this issue, placement of the black spots on a space, I discovered that even our meaningless doodles that are detached from the conscious mind enough to visually communicate. That is very powerful.

In reference 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."   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." 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..." They can be analyzed because they share a "picture language".

According to graphology, the expressive content of these "pleasures of boredom" 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 aim of this project is not to generate a comprehensive analysis of doodles. It rather aims to focus on the mood and personality revelations by doodles and their placements on the layout to analyze the transformation of visual information to verbal data.

Sunni Brown, who is the leader of a global campaign for visual literacy called The Doodle Revolution, states that, "We are intensely focused on verbal information that we blinded to value of doodling." 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. 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 melodramatic film. In his article, Why I Make Melodramas, Hitchcock states that, "In real life, to be called "melodramatic" is to be criticised. The term suggests behaviour which is hysterical and exaggerated."

Melodrama refers to works where there are exaggerated emotions and acts of the characters in order to appeal to the emotions of the audience, to manipulate them. In reference to psychological analysis of the doodles, our doodles reveal sharp, direct and stereotyped suggestions about our personalities. For an instance, if you scribble on the center of a blank sheet of paper, analysis according to graphology suggests that you could be a self-centered person who tries everything to be noticed. These stereotyped, sharp suggestions and caricatured personalities will be revealed via quotes of melodramatic movie characters. In that sense, heightened emotions and caricatured personalities of the melodramatic characters and the suggestions from doodles will be associated.

Every doodler will achieve their own graphic notation by creating a unique sequence of sounds.

Detailed Project Description

The Installation

There will be blank A4 papers, viewer will put the paper on the area that indicated in the installation and start to draw. The Installation will work like a doodle reader. As viewer doodles, connotative film quotes and sounds that in relation to suggestions about the mood and the personality of the doodler that originated from the page placement of the doodle will be generated.

For an example, Max as a viewer reaches to my installation,

If Max doodles on to the center of the paper, as researches suggested a *self-centered, attention seeking* sound that will be generated. If she doodles on the top, a sound that connotates *energetic, free-thinking, spiritual* character will be generated while *self-doubt* and *depression* suggestive sounds will be produced when she doodles at the bottom of the page. Lastly, if she doodles on the left side of the page, sounds that evokes *nostalgia* and *regret* will be generated while sounds that suggests this person is *in need of communication* at the right side will be generated.

Every user will generate his or her graphic notation by unique sequence of quotes and sounds that generated with respect to their placement on the page.

Scope of the Project

What will be recovered

- interpretation of the placement of the doodles on the page
- generating connotative film quotes and sounds according to suggestions

What will not be recovered

- interpretation of symbolic meaning of doodles
- a complex analysis of doodles

Required Know-How Requirements

I will learn and enhance my skills on,

- image processing
- film theory
- sound design
- sound mapping

Difficulties & Risks

The main risk of this project can be the mapping and the creating a harmony of sounds.z

Phases of the Project

1. Learning image processing

2. Making qualitative researches on doodles.

3. Study on conceptual framework

4. Creating an archieve of sounds

5. Learning sound mapping

6. Creating sequences of sounds

7. Study on harmony of sounds

8. Testing of the coding

9. Final test and fixes

10. Preparing the installation, study on details

11. Promotion

12. Documenting

13. Presentation

Criteria of Success

At the end of first semester, this project will be successful if I can develop a clear conceptual framework that comprises relation between doodling and film sounds and make a camera to read the coordinates of the doodles on the paper. Briefly the achivement of first two steps.

Bibliography and Resources

Dyskograf
https://vimeo.com/51700038

http://www.youtube.com/watch?v=QJQUPRPJ8yM

http://www.youtube.com/watch?v=rTpzk-Yd4Y4

Color a Sound
https://vimeo.com/11606420

Loopseque
http://www.youtube.com/watch?v=bNv2pCdNqJl

Oramics Machine, Daphne Oram
http://www.youtube.com/watch?v=QJQUPRPJ8yM

Dyskograf in Progress
http://www.themethodcase.com/dyshograf-by-avoka/

Why do we doodle?
http://www.theregister.co.uk/2006/10/13/the_odd_body_doodling/

Page Placement
http://drawsketch.about.com/cs/tipsandideas/p/doodle_place.htm

Cognitive Psychology
http://icproxy.sabanciuniv.edu:2113/journal/10.1002/(ISSN)1099-0720

The Lost Art of Doodling
http://www.smh.com.au/federal-politics/society-and-cul-
ture/the-lost-art-of-doodling-20091006-gkah.html

Doodling as a Creative Process
http://www.enchantedmind.com/html/creativity/techniques/art_of_doodling.html

Bored? Try Doodling To Keep The Brain On Task
http://www.npr.org/templates/story/story.php?storyId=101727048

The Relationship Between Emotional State and Doodle Complexity
http://www.capital.edu/uploadedFiles/Capital/Academics/Servic-
es_and_Programs/Undergraduate_Research/Epistimi/Content/The%20Relationship%20Betw
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