



HUNGRY *for* LAUGHS?

**HUNGRY
FOR LAUGHS?
THIS IS DEFENSE**

JULIE ANNE RASOS
A typographic photo series of puns

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My name is Julie Anne Rasos. I'm a graphic designer, illustrator, and a lettering enthusiast based out of Portland, Oregon. As an artist, my approach to design revolves around combining both hand drawn/ hand-lettering and digital illustrations to reach innovative and appealing design solutions in visual storytelling.

Hand lettering, what started as a hobby, turned into something I fully committed and has now become a central part of my practice. There's something about drawing letters that brings me joy. I can assign different personalities to letters that can portray different messages and it's something I found effective in my work.

"Hungry For Laughs?" is a project that illustrates this passion of mine as well my personality as an artist. I hope that this project will encourage other artists to step out of their comfort zone and experiment with different mediums to go big.

ARTIST STATEMENT



THESIS PROPOSAL

A way to a person's heart is with food and...awful dad jokes! Well for me that is. One thing they both have in common that is essential in life is happiness. I find this ball of excitement from eating a bowl of my favorite ice cream or from a food related pun which in both instances bring a smile on my face. Through my thesis, I want to share that happiness with everyone by creating a whimsical and playful photo series of hand done typography out of food around food puns. The series is entitled "Hungry for Laughs?" which will be a collection of the wittiest food jokes you can think of, mainly focusing on typography and assembling of food. This will gear towards younger adults and families who enjoy awful food puns.

In my thesis, I'll be exploring the interaction we have with food and how it serves to be more than an essential need in life. Culture, tradition, beliefs, and importance are connected with food and is often used as a means of retaining cultural identity, but if we remove all that and its temporary sensations of taste and smell and focus on the physical form itself, it can be used as an artistic medium and a tool for communication. It allows us to view food as material to be examined, admired, and be played with. I grew up being told not to play with my food, but that hadn't stopped me, in fact, it encouraged me to play with it more because with its many shapes, sizes, colors and textures, my imagination, at such a young age, was endless. Cheerios became, "How many flowers can I create and fit onto my spoon?" or "How many Oreo buildings can I stack before it falls?" or it was something as simple as spelling my name with cooked spaghetti noodles.



Playing with food should be encouraged because it provides opportunities for creative expression. Artists like Joan Steiner, an illustrator and puzzle designer, created dioramas of scenes from everyday objects where pretzels served as chair backs and crackers as seat cushions. Steiner emphasizes the flexibility of food as a medium in art as well as the range of meanings that food conveys as a medium in itself. In my thesis, I will be using food as the medium to emphasize the idea that playing with food can enrich our experience we have with it.

So how do food puns connect with this? It really is to just accentuate the playfulness and wit that I want to express in this project. The combination of hand-lettering, photography, motion, food and food jokes will serve to bring the intention of my thesis: pleasure, entertainment and laughter.

My fascination with hand lettering started way back when the trend of hand lettering exploded. Walking into a craft store with hand done typography on all merchandise, whether on notebooks, pencil boxes, or even on home décor was something that caught my interest. I've practiced hand lettering few years back and it wasn't until recently that I became fully committed having this become a passion of mine. My interest in drawing words has allowed me to apply hand lettering to almost anything, digitally and physically. So, what is hand-lettering? Hand-lettering is the art of drawing letters which individual attention is given to each letter and its role within a composition. This will be the main focus of my thesis as it will serve to capture my audience's attention visually through hand done type. Focusing on the personality of the typography is important here as the style of the words can create different moods. Decorative hand lettering will come off as elegance and grace whereas bold and straight edged features of type will come off as strong and masculine. I will be finding the balance between the two that will convey the food pun appropriately.

Photography is another main aspect as it will serve to present my artwork as a whole. It will be consistently shot top down as I will lay food right underneath the camera. Foods will be carefully selected in context of the food pun and will be manipulated to fit into the typography. Colorful backgrounds will be used to contrast the foods which will create dimensionality that will emphasize the tactility of the edible objects.

Motion will also take part in this as I will create one GIF that will introduce the project. Though the final pieces are stagnant, stop motion animation will help highlight the



playfulness of food. The edible objects will be twirled, shifted, spun, popped, rolled and moved in a whimsical way to communicate that food can be fun.

This photo series will contain 10, 16”x 20” photos prints which will be hung in a photo gallery setting which is the best option to show off the details of the photographs. Puns are chosen based on the length of the joke, food diversity, and wittiness. I will then hand letter each food pun and create a composition appropriate for the context keeping in mind color, shape, and size of the edible objects that will be fitting into a square layout.

Typography wise, my influences are people in the hand-lettering community such as Stefan Kunz and Lauren Hom. Stefan is a letterer, designer and illustrator bringing his imagination to life on paper (and beyond). Lauren on the other hand is known for her bright color palettes, playful letterforms and quirky copywriting. Inspired by both their distinct styles, my typography will be influenced by these artists on how they compositionally organize type. Becca Clason and Ade Hogue are other artists that influenced me to take on a tactile project. Becca is a hand lettering stop motion artist who uses both lettering and objects to create 5-10 sec videos whether for commercials or social posts. Ade is also a hand-lettering artists that also creates tactile projects made out of greenery, paper, and food. Researching both their techniques will help me create this photo series.

Color and playfulness is seen throughout my portfolio, but I also want to capture this passion I’ve had for about two years now, hand lettering. I’ve experimented with hand lettering and incorporated it into some of my works, but I want to go beyond just being a piece of asset of a project to having it be the main focus. Since the work I produce from hand-lettering is stagnant, using motion really brings out the personality of the art piece and is something I want to include as part of my thesis. Since I often work digitally, working in new mediums is very exciting using different foods to create visually appealing compositions that will open up new opportunities for me to explore in.

Food and awful food puns work together hand in hand in a way that they both bring pleasure, entertainment and laughter, something that I want people to experience through my thesis. I want to emphasize that food is more than just an essential need and more so of a fun experience that everyone can enjoy.

THESIS PROPOSAL



ABSTRACT

I was never allowed to play with food growing up, though ironically, as a Filipino-American, it is customary in my culture to eat with our hands. My thesis bridges that disconnection where I encourage all that food can be fun and should be played with in this series entitled, “Hungry For Laughs?”. It is a photo collection of food puns where I combine my love for hand lettering, dad jokes, and of course, food!

The first time I was permitted to play with food was when I was in elementary school where I created an apple turkey constructed with toothpicks, marshmallows, and a variety of assorted candy. It was in that moment, one of the most memorable moments in my life, where I found joy in playing with food. My thesis is a reminder of that joy as well as filling the void to those who share the same upbringing.

Hello everyone! My name is Julie Anne Rasos and I'm a senior in Graphic Design here at PNCA. Thank you for joining me this morning as I am excited to share with you all my year-long journey in creating my thesis. I hope you had the chance to look at the work in this photo series entitled "Hungry for Laughs?" which hopefully had placed a smile on your face or might have had your eyes rolling, but whether you love puns or not, I'm sure it made your morning just a little sweeter.

"Hungry for Laughs?" is a typographic photo collection of food puns made of food which combines my love for both hand lettering and awful dad jokes. What you see before me are 5, 24"x36" flat lay photographs of puns centered around the theme of sweets where each are made out of the food relevant to the pun.

This project is meant to prove that food is more than just an essential need in life; it is about the experience and interaction we have with it as well as the importance of playing with food and the joy it brings to oneself, which was something I wasn't able to experience growing up.

Playing with food has always been prohibited in my household because food played an important role in my family's culture. Food is the connection between tradition, belief, culture and importance and is often used as a means of retaining cultural identity. My parents were born and raised in the Philippines and immigrated to the U.S. bringing their Filipino customs with them, one of which is called "Kamayan" or eating with hands. It is the customary way of eating in the Philippines where you would take your fingers to pinch the food into a clump and using your thumb to push the food into your mouth. I was taught to eat in this way at a very young age, but only did this custom at the dinner table. I grew up in Hawai'i where Filipinos are the fastest growing minority due to continuous immigration so I was constantly surrounded by Filipinos and never questioned eating with my hands.

Even though I ate with my hands regularly, I still wasn't allowed to play with the food, but I was always so tempted to grab a chunk of rice and roll it into a ball in the

palms of my hands or just mix all the food on my plate together. But if I attempted to do any of those, it would result in my dad yelling at me furiously. I continued to eat with my hands at the dinner table up until I left for college. As I got older, I was more accustomed to using utensils and eating the "proper" way because that's what's socially accepted here in America whereas eating with your hands is perceived "low-class". Now every time I would travel back home I would always use silverware although it has saddened me to see myself disconnected from my cultural practices, this project has helped me change my perspective.

Since my parents restricted me from playing with food at home, the first time I ever was permitted to do so was in elementary school. It was during the holidays nearing Thanksgiving that we did a food activity and it was actually this specific apple turkey exercise that some of you had the chance to make this morning! It was one of the most memorable moments of my life where I finally had the opportunity to have fun with food. I wanted to share that experience with you all today because it was in that moment that opened my eyes that food, which I thought was something we just eat, can turn into a really fun and self-expressive activity.

I've always had this intimate connection with food at a very young age but became disconnected after I stopped following my cultural traditions as I grew older. It was that memorable moment of making the apple turkey when I was little, where I found joy in playing with food. My thesis is a reminder of that joy and rebuilding that connection, as well as filling the void for those who share the same upbringing of not being allowed to play with food and to demonstrate that food can be fun.

Playfulness, joy and excitement are keywords that I want to portray in "Hungry for Laughs?" combined with my style of design: a cup of simpleness, a pinch of elegance, and a touch of craftsmanship. As an artist, my approach to design revolves around combining both hand drawn/ hand-lettering and digital illustrations to reach innovative and appealing design solutions in visual storytelling. My interests in drawing words allows me to apply hand lettering to almost anything, digitally and

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physically, but it was in the beginning of the year that I decided that I wanted to push my skills even further past the idea of pencil, paper, pen and tablet and delve into food lettering, which literally means lettering with food. I've experimented with food lettering last year when I attended the Art Institutes of Portland and did a campaign project on Brew Dr. Kombucha where I lettered with the ingredients used in their all-time favorite summer drink, Mint Lemonade. Lemon thyme was used to letter out the words "Summer Bash" where it was animated as if the word were writing itself through stop motion animation. It was a lengthy and a very therapeutic, meditative process having to cut, add, and move pieces frame by frame, which was something I discovered that I really enjoy doing and wanted to continue doing and I'm grateful that PNCA allowed me this opportunity to further my skills.

"Hungry for Laughs?" contains 3 question and answer puns and 2 one-liners where the punchline is lettered, stylized, and photographed to what I thought best fit the context of each pun. I wanted the photographs to mimic Tasty videos or those "How to"s you see on social media or on YouTube where it is all shot at a top down angle on bright colored backgrounds and is surrounded by ingredients and materials. I tried my best to have the photos look "professional" and clean with perfect lighting but I also wanted them to look a bit raw and messy. The reason I chose this art direction is because playing with food can get messy and by retaining some aspects of rawness in each photo, whether it's a smudge here or there it demonstrates the imperfections when playing with food.

The way the room is set up this morning is done purposely to guide my audience, you, to experience a fun reveal of each pun. The questions are located on the side of the wall and a pink strip is supposed to guide you around the corner to see the reveal. I showed a few of my final photos to a couple of people beforehand and the first thing they ask is "How did you make that?" so what I decided to do is provide a stop motion video for each photo to demonstrate my process. In addition to that, I included fun facts and behind the scenes shots because each photoshoot was extremely different from one another. I wanted to share with the viewer the details

behind each photo which I will later talk about in my speech. Lastly, I pasted food around each photo to further emphasize the tactility of my project. I wanted to bring some physical object for the viewer to be immersed into each piece through touch and smell.

As I was going through the process of creating this project, only a few things were changed from my initial proposal ideas for "Hungry for Laughs?". After receiving feedback from my panel at my proposal, my idea seemed doable in the timeframe that I had, although I realized later into the second semester starting the physical project of my thesis that I bit off more than I could chew.

Initially, I had planned to create 10, 16"x 20" photo prints which would hang from the ceiling alongside an 11"x11" photo book that would contain in depth details of my process and behind the scenes shots of each photograph which would be handed out to creatives, friends and family as a takeaway. I also proposed to include a stop motion video which the punchline would be animated. In addition to that, I had planned over the summer that I wanted to emphasize the idea of play and include a handful of food activities as well as a wall installations made of food. Of course, with the guidance from my mentor, Kristin, she suggested that my ideas didn't seem too realistic and encouraged me to consider adding just one activity and one food wall installation. Overall, she was delighted to hear all my new ideas. Another aspect Kristin and I discussed was the reveal for each joke and punchline. Since I wanted my final photos to be hung from the ceiling, we agreed upon having the question behind the photos and the viewer would have to walk around to see the reveal that way it seemed interactive.

But even with the initial idea I had, I still had to cut down on a lot because the planning and length of each photo shoot took longer than I expected. I originally proposed that I do 2 photoshoots each week to complete the 10 photographs in time before Focus Week. I already knew that one photoshoot would take two consecutive days based off of the projects I did at the Art Institute so I was confident that I could

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complete 2 every week. What I didn't consider was the planning for each shoot. The first two pieces I created did in fact take 2 days to create but I wasn't able to complete both of them on the same week as a lot of planning went behind these shoots. There, I decided that I needed to cut down the amount of puns I needed to make by half and take the time to plan out the rest. I've also decided to not include the 11"x11" photo book as it would take a substantial amount of time to produce.

When midterms approached, three amazing creatives in the design industry gave me the feedback I needed to improve on my thesis. In order to user test the reveal experience to my panel, I've prepared 2 photographs that I had completed with the questions behind the back of each photo. They mentioned that I needed to go even bigger on the photos, to almost lifesize and make the reveal more fun and delightful in order to reflect the experience of playing with food seen in my photographs. One also brought up the idea of wayfinding and considered how I could guide my viewer from one place to another instead of assuming that the viewers would know that they would have to walk around to see the reveal. They mentioned using walls or maybe applying some design element on the floor, one also suggested using crumbs! There were a lot of ambitious ideas, but I narrowed it down to "How am I going to guide my viewers around a gallery setting in the most simplest way and still execute a successful reveal of each pun?".

Since I cut my project down in half, a lot of planning went into the experience aspect of my thesis. I took my panels suggestion of creating a more fun reveal of the photos by using walls which I can maneuver my audience around the gallery. Making use of the side walls, color and typography were carefully designed along with a simple design solution of a pink strip that connects around the corner to the other side of the wall as a way to catch my audiences attention to walk around.

With all these changes and suggestions, my audience didn't change from my initial proposal. My thesis continued to target a wide range of audiences from like-minded artists who are interested in typography/ hand lettering to young adults who enjoy a

bad dad joke to food enthusiasts. Since I am emphasizing on the idea of food play, I am also reaching out to everyone, especially to families to encourage their children to view food in a different perspective.

At the beginning of my process, I needed to collect and decide what food puns I wanted to include in my thesis and whether or not they would be puns found on the internet or made up myself. While exploring through the web and social media for inspiration, I came across a ton of clever and "punny" food jokes that I decided that I'd rather just use what's available on the internet to save myself some time. I did take into consideration of not picking out the jokes that were constantly seen all over the internet since I didn't want my audience to be annoyed by seeing the same joke over and over again. During this phase, I noticed the list of pun jokes I've gathered were in different styles: one-liners, question and answer, and some where the joke is revealed or builds. I had also noticed that the tone was also ranged: slang and goofy. For example, "Holy shrimp! This scampi happening!" and "What did the nut say to the other when he left? Cashew later!". Anyway, I had to organize myself and determine what worked and what didn't, but also honing it down to work with the ones that I loved. That is when I decided to center the puns around a specific theme, style, and tone.

Sweet goods is the theme I centered the puns around. I chose this theme because it's versatile; there are a lot of food in this category I could choose from to play with. I also centered my project around sweets as I wanted my photos to bring out our inner child in us while giving off a feeling of playfulness. So what I did was picked out the foods that I thought were the easiest to work with, thought about its size and form, figured out if it will be easy to letter with, and if they were easy to buy/ make. With all things considered, I then made a second list of puns which contained one-liners and question and answers. I did do a test run to see if they were funny to others and of course I did get some laughs and some eye-rolls but puns are so subjective that it doesn't matter if others loved it or not, so I picked out the ones that I, myself, enjoyed the most. In the process of selecting the puns, I decided that

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the puns with a goofy tonality along with cleverness and delightfulness were what I wanted to include in this series and the style of the photographs will reflect those characteristics in combination with my graphic design style.

After finalizing the list, I began the hand-lettering process. While sketching out the puns, I really had to think about layout, ingredients, and props. This is all considered the planning phase which in this process took a lot of time and thinking. Sometimes, even before I start on the sketches, I would have to go out to look at the ingredients in grocery stores or even in the cabinets of my home to see what I can use to letter. Smaller sized foods would be easier to letter an intricate style of typography whereas larger foods would work best with blockier typography. With the whole procedure of physically going to different grocery stores and examining its size and shape, as well as finding props, I couldn't sketch and plan out every pun in one sitting. I had to do this one pun at a time. For the background props of each photo, I used materials and ingredients that were relevant to the context of the pun. For example, the one liner "Baking a cake is easy...it's just mind over batter", the props used were ordinary things you would use when baking a cake like measuring cups, eggs, and icing. It really is just to emphasize the setting and the typography.

After the planning is done, the fun part begins, the actual making and playing! But before I get into that I'm sure everyone in this room has a lot of questions to how I get the food to fit precisely into my lettering.

It all starts with the set-up. For the most part, the things I needed to get my project started is a dark room, lights, a camera and tripod, a computer with the program Dragonframe, which is a program used for stop motion animation, and a table. In a perfect world, I would have my own dream studio with all things included and already prepared for me and ready to go, but with time and money constraints as well as what is available to me at the school, it wasn't possible, though, I was very resourceful. I was able to create a decent sized photo studio with borrowed equipment from friends and family along with equipment that was available to me by the school.

How my studio was set up, I had the camera on a C-stand at a top down angle with a table place beneath it. Plexiglass was cut to fit the size of the table where food can be placed on top of and colored paper placed underneath to avoid any oil stains or leakage from the food. I then had two continuous lights at one end of the table with foam core nearby to bounce light if needed. I also had the camera connected to my computer and with Dragonframe, I am able to control the camera settings and view it in live view. The shoot starts off by uploading my hand lettered sketch into the program where I'm able to project my lettering onto the screen. Think of it as an overhead projector. Since it is in real time live view, all I have to do now is trace over my lettering. It all gets easier from there!

To put this in a timeframe, I had about 11-12 weeks to get this project done before Focus Week. Setting up my studio unfortunately took 5 weeks, so I had about 6 weeks left to finish all 5 photoshoots in time.

Let me talk you through each photo as there were a lot of obstacles and lessons learned from each photo shoot:

SANDY EGGO

Where do waffles go on vacation? Sandy Eggo! This was the first piece I worked on in the series which took me two days to complete. Construction of the letters took 8 hours and 2 hours in putting the background together.

In the making of this shoot, the punchline was created first. Sandy Eggo is made out of different sized granola, where I used small clusters for the thin parts of the typography and larger clusters of granola to quickly fill the larger areas of the type. I initially planned on using Eggo waffles and have it cut to fit my lettering but decided not to because the way the waffles are shaped, the lettering would look rough and choppy, which of course would look horrible in the elegant typeface I had drawn out. Instead, I used the toasted waffles as accents in the background accompanied by other breakfast foods like fruits, nutella, and orange juice.

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Most of the ingredients and materials used in this shoot were found in the convenience of my home. I had a large granola bag that was barely touched and expired syrup that had been sitting in the cabinet for over a year past its expiration date. As mentioned on the fun fact label, it did indeed contain dead ants, but it was still usable for the shoot!

This first photoshoot was very experimental. If you noticed, this is the only photo without a colored background. I had a vision for my photographs but I still haven't had my background color established at the time. I couldn't decide whether I wanted to use solid bold colors or textured paper. I guess I kept it safe in this first round and stuck with a neutral simple color palette that I'm always so used to. A lot of the experimentation also went into the lighting as well. If you were with me in my studio you would have seen the frustration I had in my face. I had to constantly adjust the height of the lights and pushing it closer or further away from my piece. It was a lot of back and forth but eventually, usually just by luck, I'd get it to what I wanted it to look like.

...IT'S MIND OVER BATTER

Baking a cake is easy...It's mind over batter was the second piece I created for the series. This photoshoot was also another experimental shoot, but this time I played around with orientation and the use of a colored background. I envisioned this piece to be vertical because of the length of the punchline. I wanted the words to be stacked upon each other and would only work best if it were oriented this way. When deciding on a background color, I was unsure of what color would work best. I decided to go with a light blue background as it was the lightest of the colors I had. The other colors that I had were too bright and in-your-face since I wanted a color that would contrast well with the food and materials I was working with for this shoot. I also chose a light color as I wanted the photo to convey a soft, delicate mood to the viewer.

In the making of this shoot, flour was placed across the table and measured about a half inch high. I used my fingers and a paintbrush to carefully letter out the punchline. This was another experimentation where this time the lettering was the negative space and not filled in with food. While I was lettering the punchline into the flour, it was difficult to not breathe in the flour so I MacGyvered a face mask out of the materials I had in my studio: a piece of napkin that covered my nose and mouth, and tape that was wrapped around my head. To finish the lettering process, I decided to letter the final word "It's" using chocolate morsels instead of writing it out in the flour since I wanted to emphasize the phrase "mind over batter".

After the lettering was completed, I then worked on the background of the image. All of the materials and food I used to complete the shoot involved things associated with baking. This part of the shoot was an experimental process for me as I had an idea of the props and food that I wanted to use, but I did not know how I wanted it to be laid out. A lot of the positioning of the background items were based on trial and error. I had to constantly rearrange the props until I was satisfied with the overall look. In a nutshell, this shoot was a piece of cake!

...IT WAS JUST A FANTA SEA

My third shoot revolved around the phrase, "I had a dream that I was swimming in orange soda, but it was just a Fanta Sea." This shoot took me two attempts to complete as my first idea did not pan out. Initially I wanted to complete my lettering with liquid using Fanta. However, I quickly realized that the use of liquid was not going to work out with a colored background. I was in a pickle. I ultimately decided to scrap my initial idea and start over.

For my second attempt, I decided to go for a different typeface with a bolder, block style font. I chose to use cut oranges to letter this shoot. Cutting the oranges however was no cake walk. Since everything is overlaid on the screen, I couldn't directly look at what I was cutting, I had to be constantly looking at my computer. It was a very meticulous and lengthy process. The main challenge that I was presented stemmed from needing multiple pieces of oranges to complete a single letter.

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Since it took time to complete a single letter, I needed to individually package and refrigerate the oranges of one letter in order to preserve its shape and moisture. Just the process of cutting the oranges took several hours.

This shoot was not a personal favorite of mine as I felt that it did not fit in with my usual design style. As this was my third photo shoot, I started to feel more comfortable with the process and wanted to step out of my comfort zone. As a designer I feel that it is important to take on new challenges and new experiences in order to promote growth.

Although this particular shoot had many challenges, one of my favorite parts was creating the custom Fanta label. This portion was fun for me since it required me to work digitally and allowed for me to take a break from the hands-on work.

IT WANTED TO BE A SMARTY

Next in the series is, “Why did the m&m go to college? It wanted to be a smarty”. This was my favorite print as it matched my crisp clean design style. I also really liked the vibrant colors as it contrasted well with the candy, like two peas in a pod. For this shoot I decided to include a commercial-like stop motion video to help convey the pun. In case you did not see the video, it involved the word “Smarty” transforming from m&m’s to Smarties candy.

In creating the stop motion video, I had to work backwards since I completed the final piece first with the Smarties candy then changed them to m&m’s. The process of creating the stop motion video was challenging as I ran into issues when replacing each smartie piece by piece and replacing them with an m&m. I was halfway into the process when I realized I had messed up. I considered scrapping the idea of the stop motion video but I ultimately decided to stick it out till the end. Other challenges that I experienced included finding all of the candy especially the giant smarties. In this shoot, I used mini and regular m&m’s as well as giant and regular smarties. I also needed the different sizes of candies to be the same colors. A lot of time was spent

outside of the studio for this shoot as finding the candy took some time and I also had to do some post-production for the stop motion video. I also had a light burn out in the middle of filming the stop motion portion which almost burned down my studio. The replacement lights needed to be adjusted as well to match the lighting of the old lights.

SYNONYM ROLLS

On top of being my last photo shoot, it was also my favorite to make! By this point I felt comfortable in the process that goes into each shoot with 4 already under my belt. For this piece, my initial plans also needed to be tweaked. When I started the planning process, I envisioned the text to be lettered with cinnamon rolls. However, the rolls found in stores and bakeries seemed too large to use for the lettering. That is when I decided to make my own rolls. That way I could make them the size that I wanted while saving money at the same time. Unfortunately when I started lettering with the homemade cinnamon rolls, I realized that the rolls were still too large. Since I’m a smart cookie, I wasn’t about to cry over spilt milk. I decided to use ground cinnamon for the lettering and still incorporated the cinnamon rolls for the background.

One of the main themes in all of my photo shoots involved not having my initial ideas go as planned. For all of my shoots I needed to adjust my plans and adapt to each situation and problem. The entire thesis project as a whole exemplified my ability as a designer to overcome challenges that were presented to me. I learned a lot about myself and gained great experiences through this project that will only help me in the future. In looking back at all 5 of my photo shoots, I feel that I can see my progression through each piece.

What influenced my design, especially the typography, are people in the hand lettering community. I drew my inspiration from looking at the works of the many hand lettering artists on social media. I was inspired by the way these different artists drew their letterforms and their illustrated style of detail that I tried to incorporate as

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much as I could in my lettering but still keeping a style that resembled myself. I tried to look for more of hand lettering styles that were fun and charming that would fit the style of the series.

Food typography had also intrigued me and has become the new trend and is generally seen and used in marketing campaigns. Tactile lettering artists like Becca Clason and Danielle Evans, who I look up to, promote different companies through this type of style especially companies in the food industry. What I find fascinating about both of these artists is their approach on using food as a medium. Food comes in so many shapes, sizes, and colors that there are many ways to manipulate it. I have used their techniques in the making of my project and analyzed the variety of food they used, their composition, and their color palette as inspiration for my project.

What differentiates me from these artists though are the materials they are using. In my photos, I'm avoiding the use of "fake" materials to imitate another thing. For example, shaving cream can be used to imitate whip cream or engine oil for maple syrup. This is usually done to preserve its form and shape for longer periods of time during a shoot but this defeats my purpose as my thesis is about the play of food in real time in its truest form.

My thesis has taught me a lot about photography, set design, stop motion and the process and time that goes into it but it also made me learn so much about myself as a designer. I plan on having "Hungry for Laughs?" live in the digital world. I intend on posting this series on my website and on Instagram along with my process videos which will be a great platform for me to gain exposure and hopefully will connect me to a wide range of designers and businesses.

This project fits well in my portfolio because it defines my personality and my love for hand lettering. I want companies to see that I can work outside the digital realm

and that I can push my design to the next level in the hopes of receiving hand lettering jobs, big or small, whether they are murals or window displays or hand drawn signs or doing this exact thing and working with tactile objects and food. I could even take this project as inspiration for another personal project or this could be an opportunity for me to take the photography route and taking on the role of an art director for set design. There are a lot of possibilities and I still don't know where my project will take me, but I know for one thing that this is just the beginning of what I truly want to do.

Although food is a necessity of life, food has the ability to invite feelings of fun and enjoyment. Eating a favorite food will provide a sense of joy to some while others can also find enjoyment through playing with food, such as the apple turkey activity or building a gingerbread house. The idea that food can convey different emotions in us is something I find to be a powerful thing. I hope that you had the opportunity to share and experience my feelings of joy and fun while going through my work today. I would like to thank everyone for attending my thesis presentation as it means a lot to me that you took times out of your busy schedule to show your support!

I would like to personally thank Kristin, my mentor, for being the guidance for me in this project and just being the best human being ever as well as my family who flew in from Hawaii for their unconditional support.

At this time, I am open to questions from the panel.

ORAL PRESENTATION

CREATIVE BRIEF

PROJECT VISION:

My project will showcase my personality through the combination of my love for hand lettering, dad jokes, food, and a sense of play in a photo series (6 photos) centered around the theme of sweet goods. I want to emphasize the importance of playing with food because growing up I didn't have the opportunity to do so and I want to fill that void for other people with the same upbringing.

AUDIENCE:

This photo series will target an array of audiences from like-minded artists who are interested in typography/hand lettering to young adults who enjoy a good dad joke to food enthusiasts. What I really want people to get from my project is the idea of playing with food, especially towards families who have children. Pleasure, entertainment, and laughter is what I want my audience to feel when seeing my project.

METHODS AND MATERIALS:

To create these overlay photographs, I created my own photo studio where a camera is placed above my workspace shooting from a top down angle. Using a stop motion animation program, Dragonframe, my lettering is projected onto my workspace which allows for placing food within the lines of my artwork in live view. Plexiglass is placed for the food to sit on top of avoiding leaks through the colored background. To make this series cohesive, and also fun, food and props will fill the edges of each photograph with different typographic style of each pun. Puns collected are mainly question and answer with a few one liners centered around the theme of sweet goods. Since I'm constantly working with food, I have to take into consideration of the life span of the materials I'm working with. I will also document the process of each of the six photos in a timelapse video as well as the destruction of it to emphasize the idea of play.

COMPARITIVE MEDIA:

Food/tactile lettering has become the new trend in the hand lettering community and is mainly used in advertising campaigns. Becca Clason and Danielle Evans are artists who I look up to and have used their techniques in the making of my project. Techniques include the use of color, composition and looking into how they approach using food as a medium. What differentiates me from them are the materials. In my photos, I'm avoiding using "fake" materials to imitate that of the real thing. For example, shaving cream can be used to imitate whip cream to preserve its form and shape for a longer period of time during a shoot. This defeats the purpose of what I want people to get from my project. It is about the play of food in real time so I'll be using food in its truest form.

MARKETPLACE APPLICATION:

This project will work well in my portfolio because it defines my personality and my love for hand lettering. I want companies to see that I can work outside the digital realm by pushing my design to the next level in hopes to receive hand lettering jobs like murals or window displays or even the photography route in creating print and digital overlays where I can take on the role of an art director. My thesis will also live on social media where I can connect with other artists and businesses where I can gain exposure and potential freelance work.

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PROCESS



Hungry
FOR?
Laughs?

Hungry
FOR?
Laughs?

What
does a nosy
pepper do?

get's
jalapeño
business

how do you
fix a broken
tomato?

With
Tomato
Paste

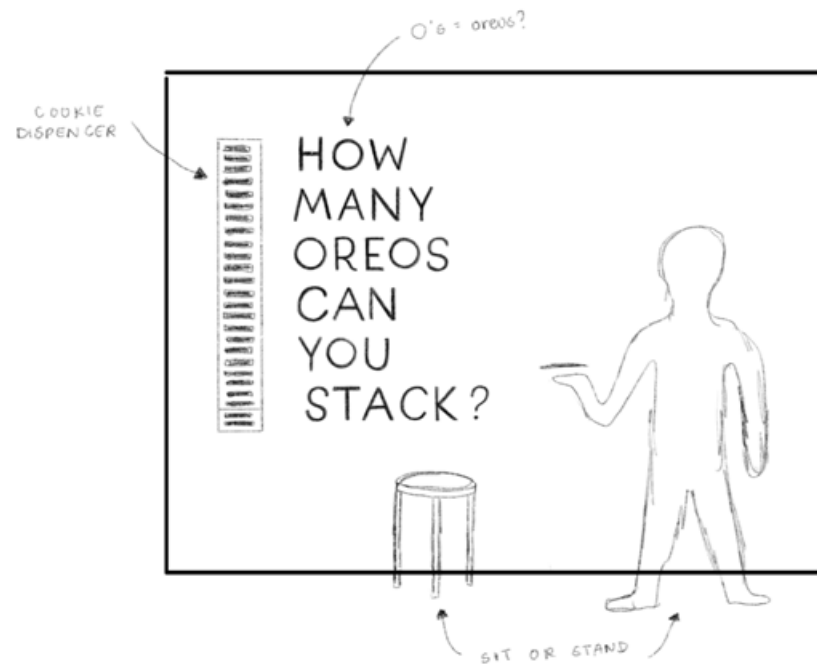
What do you
give to a
Sick Lemon?

Lemon
Aid

I love when
candy comes
...

ARE IN
Mint
CONDITION

PROCESS



TEXT



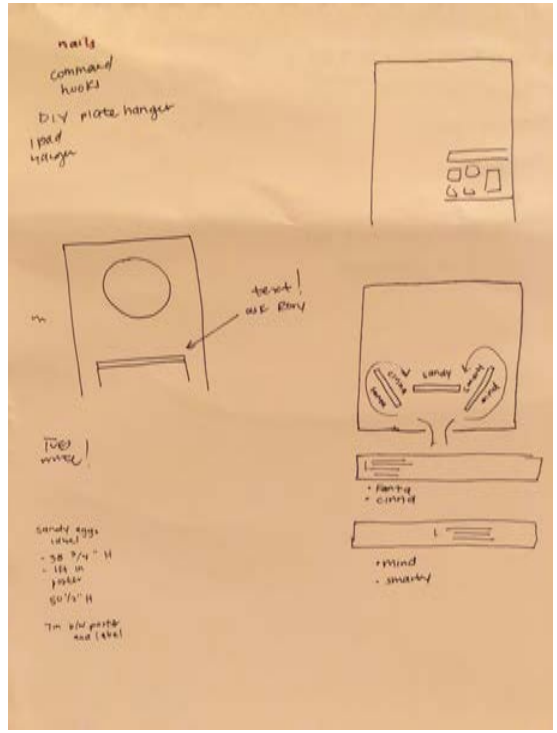
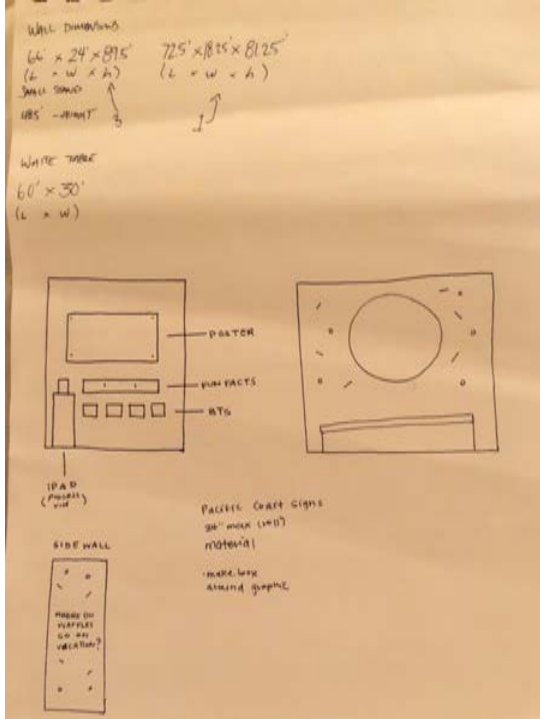
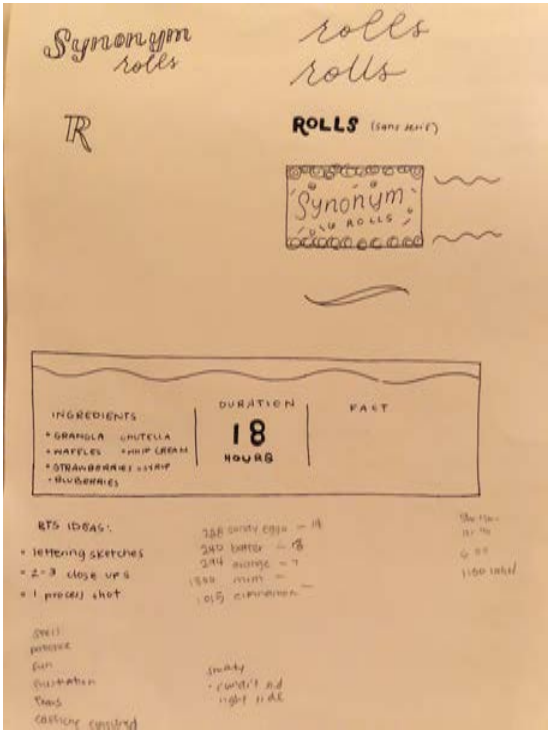
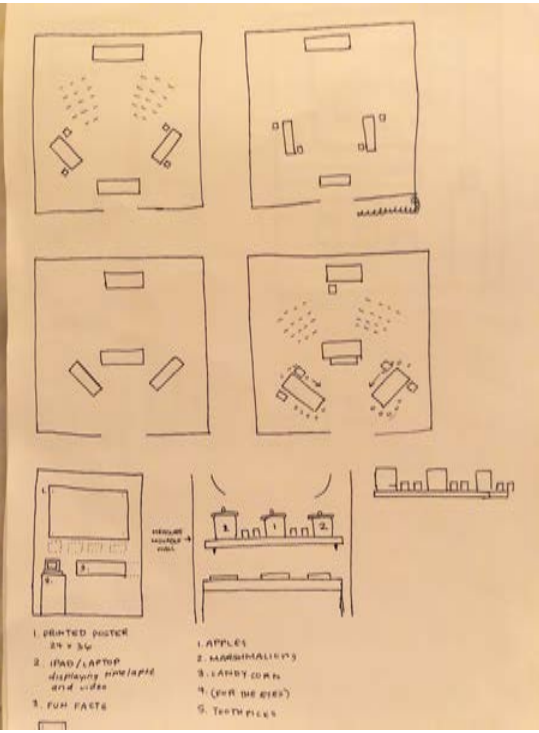
SIGNAGE



THOUGHT BUBBLES



PROCESS



Sandy
Eggo

I GUESS IT
WAS JUST A
Fanta
Sea



PROCESS

Mind
over
batter



FANTA
SEA

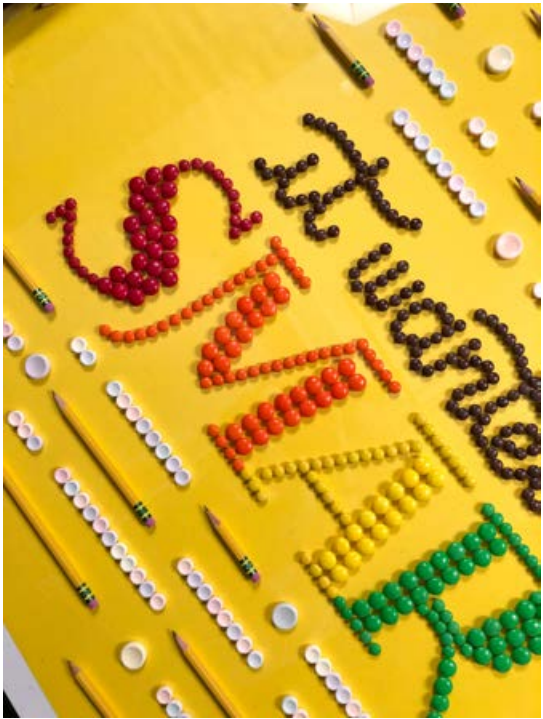
it wanted to be a
SMARTY

Synonym

PROCESS



PROCESS



PROCESS





DOCUMENTATION



DOCUMENTATION



DOCUMENTATION



Hiñón
¿for. y?
Lalaguas?

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