

# Process Book - Project 1

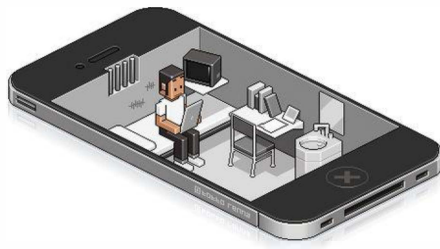
## Broad Topic:

Technology

## Narrowed Topic:

The negative effects of consuming too much content on your smartphone (scrolling for a long time, killing time, etc.)

## Research - Inspiration:



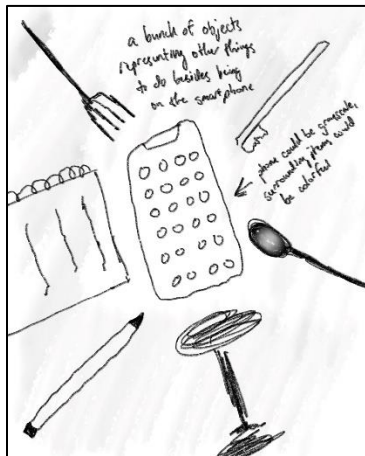
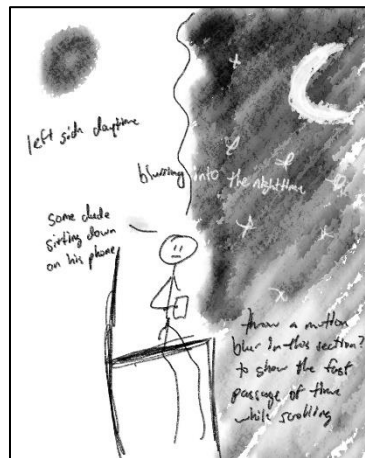
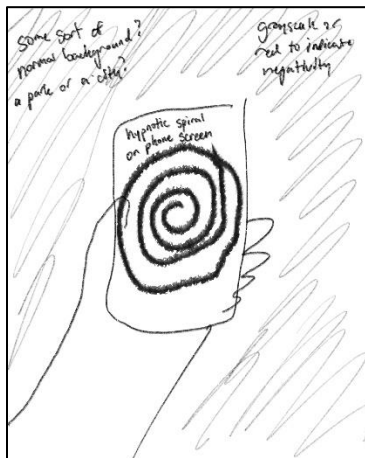


- 1: <https://www.behance.net/gallery/20565153/ISOLATION>
- 2: <https://www.pinterest.com/pin/3799980928004899/>
- 3: <https://www.pinterest.com/pin/800866746265904336/>
- 4: <https://www.stocksy.com/2402971/collage-of-a-woman-using-her-mobile-phone>
- 5: <https://www.pinterest.com/pin/9710955439958687/>

### **Research – Thoughts/Words:**

- Phone draws you in
- Time can move fast when consuming content
- When finding something to do, some people could get drawn back to the phone even if other options are available
- Screens are bright
- It could be hard to focus on what's happening outside of the screen

## Thumbnails/Sketches (images):



## Thumbnails/Sketches (Descriptions):

1. hypnotic spiral on phone screen – some sort of normal background? a park or a city?  
– background color grayscale or red to indicate negativity \*

2. left side daytime blurring into the nighttime – some dude sitting down on his phone –  
throw a motion blur in this section? to show the fast passage of time while scrolling \*

3. a bunch of objects representing other things to do besides being on the smartphone  
(fork and spoon for eating, toothbrush, journal, dumbbell, pencil) – objects circling  
around the phone – phone could be grayscale, surrounding items could be colorful

4. person walking towards a phone at the end of the road – all roads lead back scrolling  
on their phone? \*

5. dark room at night – glowing phone screen next to bed, phone draws you back in  
even at night when you're going to bed

### **Color Studies:**

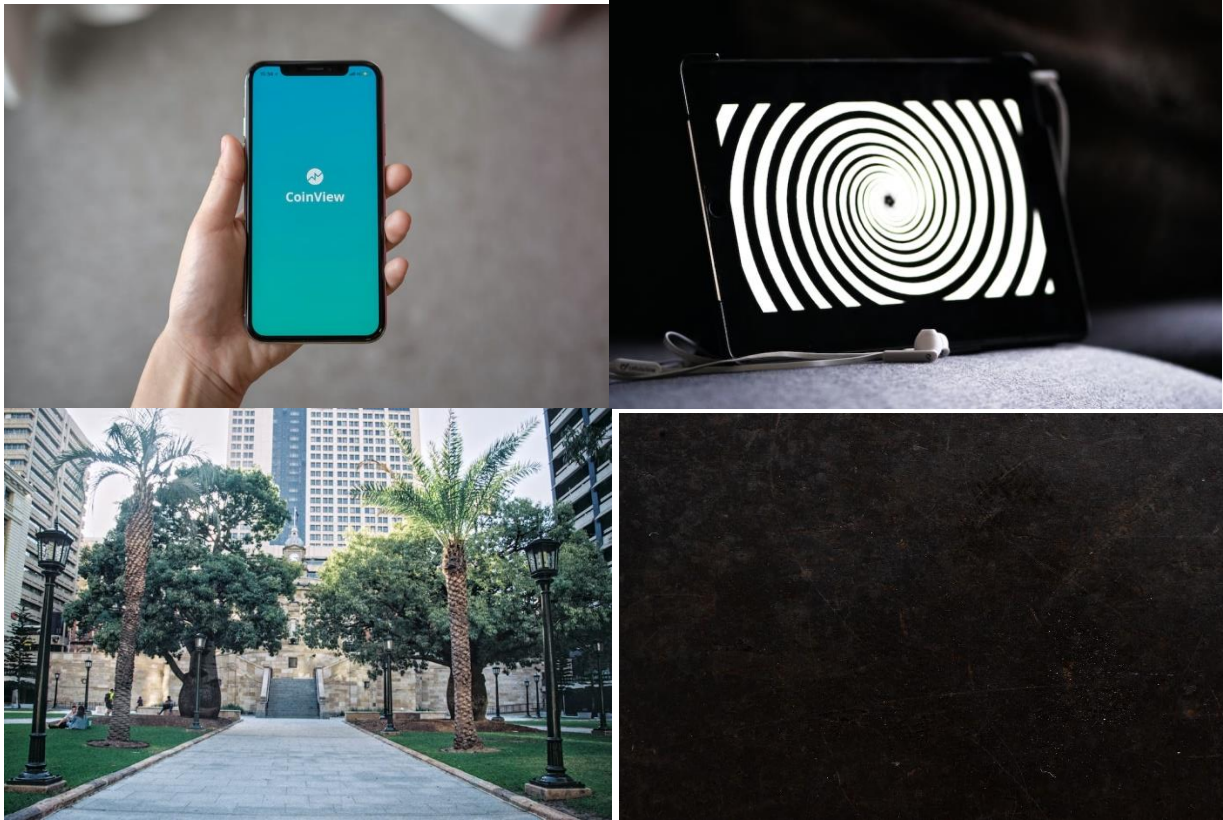


These color schemes are for concepts 1, 2, and 4, respectively, as those were the ones I felt I could execute the best.

- the phone's hypnotic spiral could be black and white, while the surroundings or the background could be red
- day = white and blue, night = black and yellow, colors from the phone = green/pink
- the rest of the road could be muted/warmer colors, while the phone at the end could emit cooler colors

## Collecting Images:

Rough 1:



1. <https://unsplash.com/photos/h7a6g0ua6LM>
2. <https://unsplash.com/photos/ZKD9FWSdq0E>
3. <https://unsplash.com/photos/7VT-GsyH1gQ>
4. <https://unsplash.com/photos/jY9rX-E7ztU>

Rough 2:



1. <https://unsplash.com/photos/ESvbxu9R-MA>
2. <https://unsplash.com/photos/bGwduHg3y0>
3. <https://unsplash.com/photos/nEQZ3HvdEcQ>
4. [https://unsplash.com/photos/C\\_NJKfnTR5A](https://unsplash.com/photos/C_NJKfnTR5A)

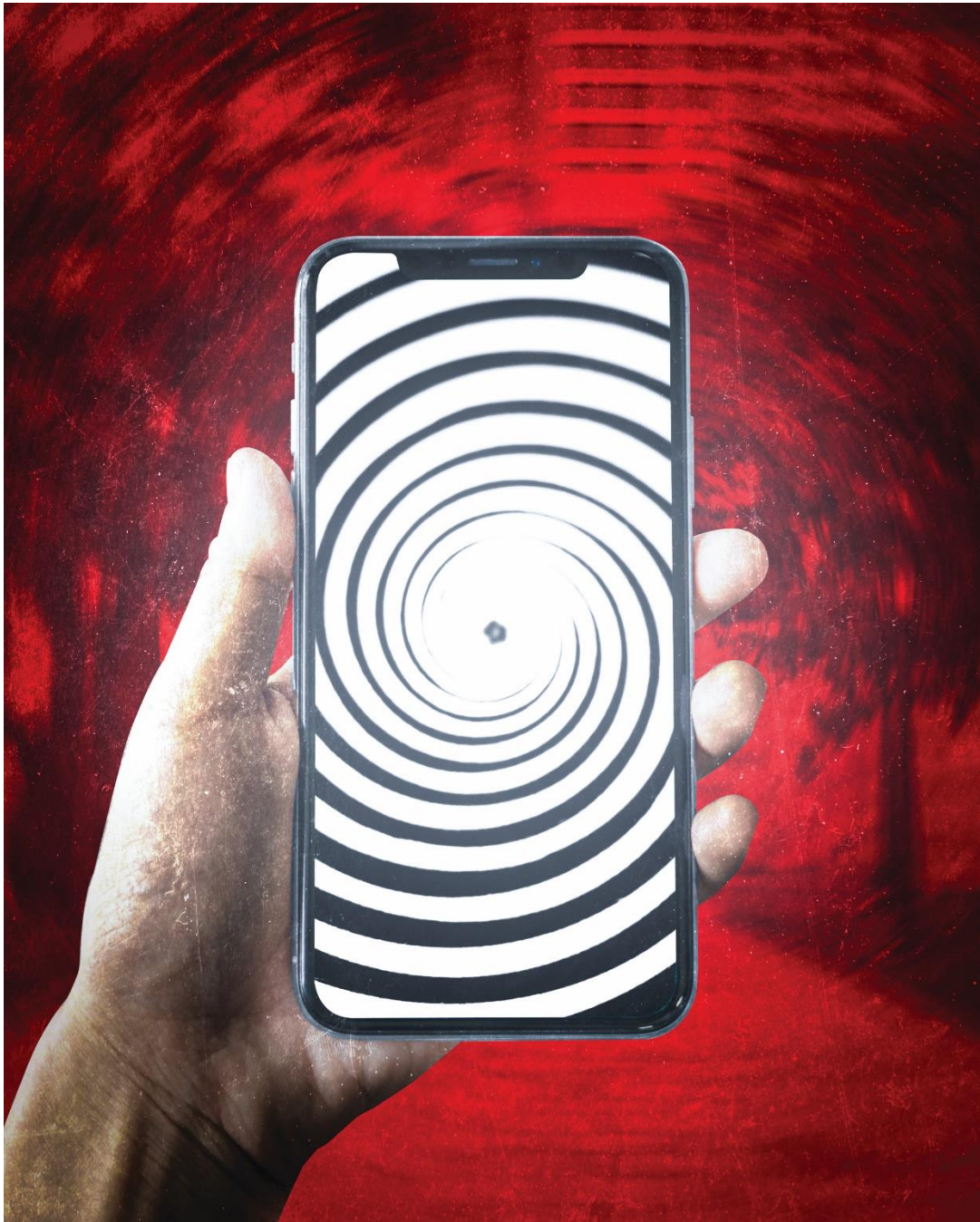
Rough 3:



1. <https://unsplash.com/photos/rBx6r5OUt7s>
2. <https://unsplash.com/photos/ZRsJmpt9pNI>
3. <https://unsplash.com/photos/HB3Y1wGlxw>
4. <https://unsplash.com/photos/5Qqkjin4PFPA>
5. <https://unsplash.com/photos/FRy-TpTmjRk> (?)

## Digital Roughs:

Rough 1:



A hypnotic spiral on a phone emitting a super bright glow, with the person's surroundings in red to convey a sense of danger or negativity

Rough 2:



A person looking on their phone being sucked in by all the colors as day quickly turns to night

Rough 3:



A person walking to the end of the road leading to the glow of a phone – all roads lead back to it