Initial line of enquiry

How can I use
or How can

Graphic Communication
Design

to do
what I'm
interested in

preserving the oral
stories I grew up with.

like a collective
memory.

"audience"

aware   what it is
         used for.

who is it for?

for people who have
    stories to tell.

who know the language.
who have access to
    the language.

I want to save the stories
and keep those stories
alive so that even if the
language dies the stories
should not.

preserving the form
of storytelling.

language is dying

what is the
essence of the language

how can we
preserve the essence
for the future generation.
~~in a way~~

language → is a big
part of
identity and
culture.
you preserve these
stories → you preserve
values
↓
you
preserve
a
perspective

Project Idea:

The land has
memories.

Nana ka bagaan.

stories related
to these
lands. +

durang
and susun

there is more than 1
way of life —

— experimental learning.
— engaging senses.
for retaining information
multi sensory.

senses and nature

learning through / from.
↳ nature

how learning in
nature works?

* witches, midwives and
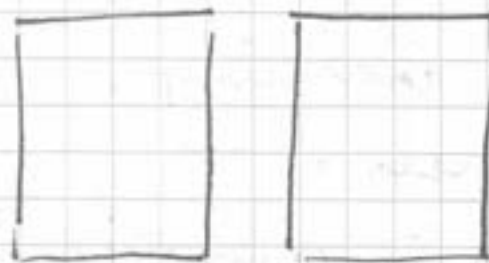nurses.

↳ oral stories
↳ communities.

learning as collecting

reading as - - - -
MAGCD.
ask the
audience
lemon.

↳ active
learners.

Mapping context

Mapping context

sound   sight

audio   visual text
text

touch   taste   smell
text   text   text

move with
text.

inspired by replicating nature.

learning from nature

exp-
a walk   how it encaptures
in kew   all our senses.
gardens

are   how do we
we just   read in nature
trying to
replicate
it?   reading as

GCD as reading.

Quote from Unit 2

text   3D   act of
                new   reading
typography   technologies   content.

"to read"

- interpret meaning through senses
              and movement
         through text(?)

explore what typography
         can do?

Test the limitations
push boundaries.

what are the opportunities
for further exploration
& speculation with 'reading'?

① medium its represented
                  on.

② can text be
   multi sensory?

③ can it be not
   linked to one
   language?
   experimental
④ publishing
   accessibility

STUDIO

engaging with "audience"

engaging ⟶ is my process?
         w   ⟶ is my project?   OR

content ⟶ archives?
          preservation?
          idea of identity,
              belonging,
          oral histories/
              memories

          to keep the culture
              alive?

personal
history —

Mapping context

visual

[How to tango?
  Goldwin 0 : Enquiry 1 #

[dot to dot books]
  ⟶ connecting the
      dots to understand
          the big picture

• MAP
        ⟶
        Story Guide.

• AR.
        ⟶
        sound and
        spatial
        navigation
        through the story.

tent

smell
of ink
and paper
gives me
an idea
of what
its
made of.

⟶ distance
  who is
  speaking
  emotion where
          very
          and
          from

touch
taste
associations.

touch
paper, texture
smooth yet
    paper rough.
material
    i'm
    interacting
    with, how to hold it
              handle it

Ritual cycle / Festivals

Spring — बसंत ऋतु
ऋतु
बसंत ऋतु.

↳ sarhul / Baha
   Jadur, Gena?
   (taal)

Sumer

Monsoon
↳ during ropni
↳ after ropni

harvest
↳ ready
↳ cutting
↳ storing
→ buru, jatra, mage

songs have
different
beats and
dance styles
and
lyrics according to
the different
festivals
↓
which in
turn are
based on
different
seasons.

Background research

songs - about the festivals, history,
lifestyle, what they
how to   feeling-
live ___ day to day live

dance — participatory.
   " artist + audience "
   there's no
   division
   everyone's an artist
   everyone's the audience
   you're dancing for
   yourself —
   to be happy.

Public arena
↳ "akhda" / bakhdi / बाखड़ी

in munda culture — usually
" under an "imli" tree.
because the shade provides
   coolness.
its a gathering space.

↳ telling something through
   songs → songs of
      migration,
   songs of protest by biroa
      history.

values of akhra —

community, dancing together,

equality → among genders.
among ages.
among skill, or
class.

everyone dances together
you learn by dancing
together.

Films → weitikh Shatak → ajantrik
portraying → chakarveu
adivasi oraon
dance mela.

Aadivasi → dependent
youth on the culture
of their village.
have
↳ to learn you spend
to time with the
elders.

learning life through
dancing and singing.

चरित्र निर्माण

adivaasi way of life
adivaasi darshan

---

sarhul julus

identity → protects your
existence

dance/song → shows yours
success
you exist.

recorded
music / → singing
electronic
music ↓
a way to
put your voice
forward.

making sound,
being loud →
to show we
exist.

Munda → paika
dance

जदुर सुसुन - Jadur Susum.

dance steps.
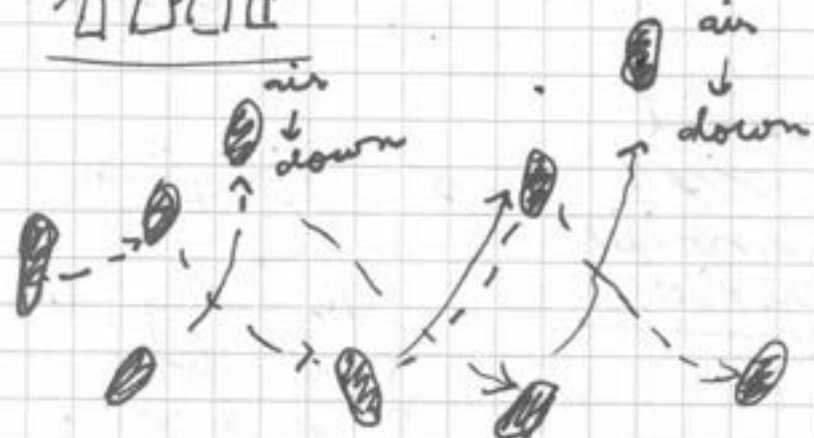
different
instruments
as well.

References -

→ VR dance games / Beat saber

→ DDR, arcade games.
     DDR drums.

⌐ Can you read
  while moving?

Can you read text
and movement
instructions together?

- Belonging - A culture of peace.
     ↳ topics of living in
                a community.
- One publishes to find comrades.
In GCD most of the outcomes
     are experienced. on an
     individual level.
Individual interpretation
and participation.
          ↓
what if we use GCD to
create community
experiences and
     involvement to
promote belonging —.

सदी
उभायुड़िया
उमपथुड़िया
बेशावाई
उशावाडी
जदुर
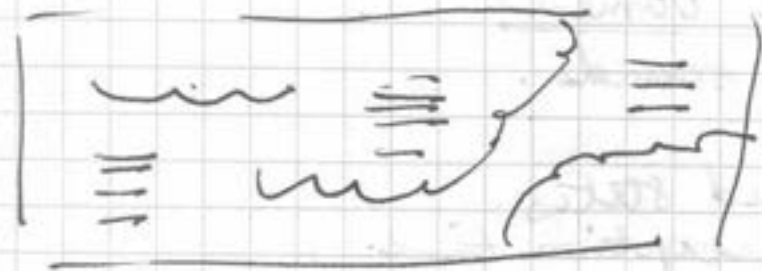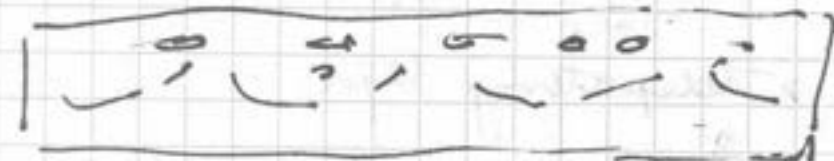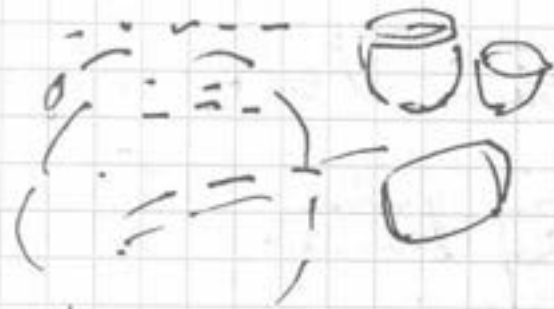
जयपाल मुण्डा — लोकतंत्रा
→ Parwati Tirkey
song → अग्गE
   one song → is a
                  community
                     ↓
                   - song
song and   - environment
   dance.   - knowledge
is for everyone.   transfer.
                  - sing together.
" generation gap."   in rhythm
                       with
sendra → hunting earth and
                     each other.

no place
to hold
space of the
         songs, gathering, farming,
                        help.

reviving "akhda"

transferring knowledge
         through living
singing and
      dancing

true essence of these
songs can only
be understood
if they are performed
within the
"mace"
amidst their daily
life

_____

dance representations

↳ xeron - quick / accessible

↳ diagrams - photo +
layers of
technical
drawings
and text.
song

↳ Printed programs +
announcements
of a performance

V.R - dancing (songs.)
lyrics.

_____

How can a book become an
"akhra"?

can a book invite
community engagement?

Initial project proposal

How can my designs successfully invite and make people to participate?

who is it for?

what mediums can I use to do that?

what mediums are already being used?

(dance) Matial Practices

(song) knowledge

singing → recalling
listening → archive

How can a graphic & comm design be used to create

traditional GCD archives

→ participatory performative archives

song as an archive

Can songs become an archive of our emotions?

as a site for old knowledge

"Akara" – an archive

Kareoke (comics)
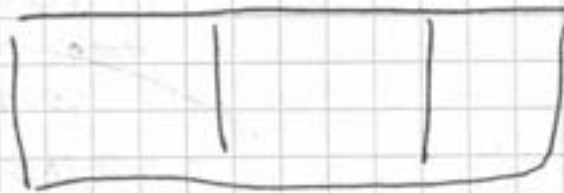
archive of oral traditional

How do I keep the essence intact

juxtaposition of daily adivasi lives with the old songs/dances

human interaction

Developing line of enquiry

SONG — KNOWLEDGE
DANCE — READING.

HOW GCD can expand the realm
of reading by embracing visual,
auditory and performative
elements in storytelling?

New line of enquiry

What kind of Storytelling?
"Songs and dance"

Song ~ Knowledge ~ lyrics (text)
+ sound.

Dance ~ Reading ~ Movement +
interaction

text + sound + movement
space.

susun + durang.
akhra

— "new forms of reading" —

text + sound + movement
space
⤷ physical
space (akhra)
⤷ digital
⤷ print

Enquiry:

How can the convergence of
graphic design, sound and
movement in communication
design expand our
understanding of what it
means to "read"?

⤷ example → let's say.
I want to convey
the message that community
spaces like akhra doesn't
exist anymore because
everyone moves out and
there is no community.
And these individuals
are struggling with
loneliness because they can't
find community.

Let's say that is
the underlying message.
↳ so how do I convey
that through GD methods
but using songs and
dance.

song is message.
I read the message
through dancing?

songs about
↳ dancing in
the akhra
↳ missing the
land.
↳ a munda
identity
↳ going to
akhra
↳ friends
good
↳ old days.
↳ dinda samay.

jadur
raag.
↓
(spring
time
songs)

songs
sung
in spring.
↳ song
calendar?

"dance as reading"
you dance according to
the beat ~

*Developing
the project*

you interpret beats / rhythm
into movement.

visual
exploring representation
of folk poetry /
songs /
oral history

जादुर राग
(construction)

→ four line stanza
(2 + 2)
two parallel couplets.
second derived from
the first

→ line repetition
→ recycling of lines in
successive stanzas

→ pervasive onomatopoeia

expressive — visual — words/
wor   verbs
"byril byril"
"byril boyon"

↳ concrete
poetry ONOMATOPOEIA (in
अनुकरण   jadur)
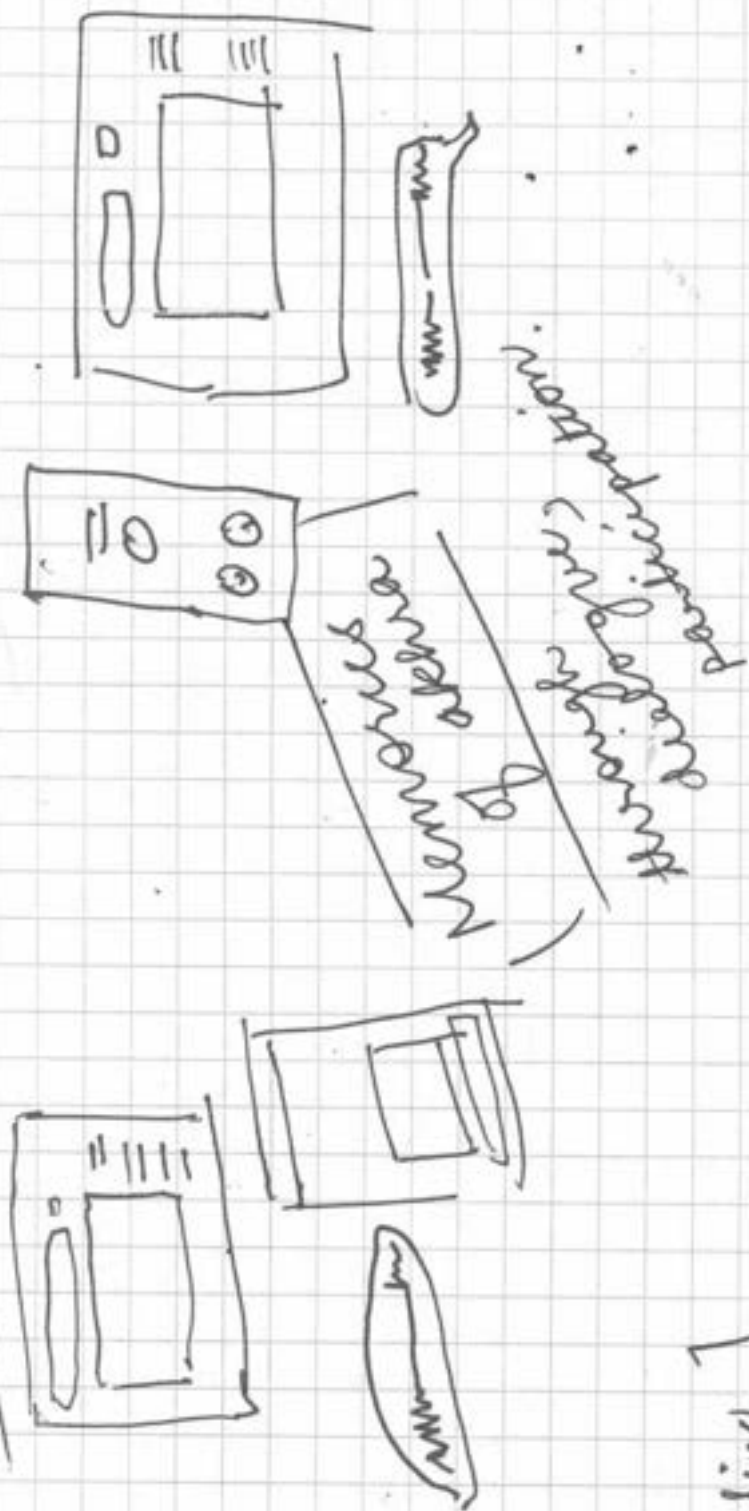
Developing visual language

A book
where the
"songs
"live"

Lane

the Baiga – Elwin Verries:
↳ ethnic monographs;
songs as sociological
documents

Concrete Poetry –
↳ emphasing the
materiality of
the language
eg – Digital setting
↳ the interactions
with words are
physical , e
cut / paste
highlighting,
clicking ON the
word) click
and drag.
⟹ [Looking into
the materiality of
songs →]

either through
interactions,
visually (textures   colors)
or motion (motion
or sound . (graphics)
(sounds like...
folly sound
design)

References

रुमाल

Instructional
Pamplet

↳

meet
me
at
the
akhra
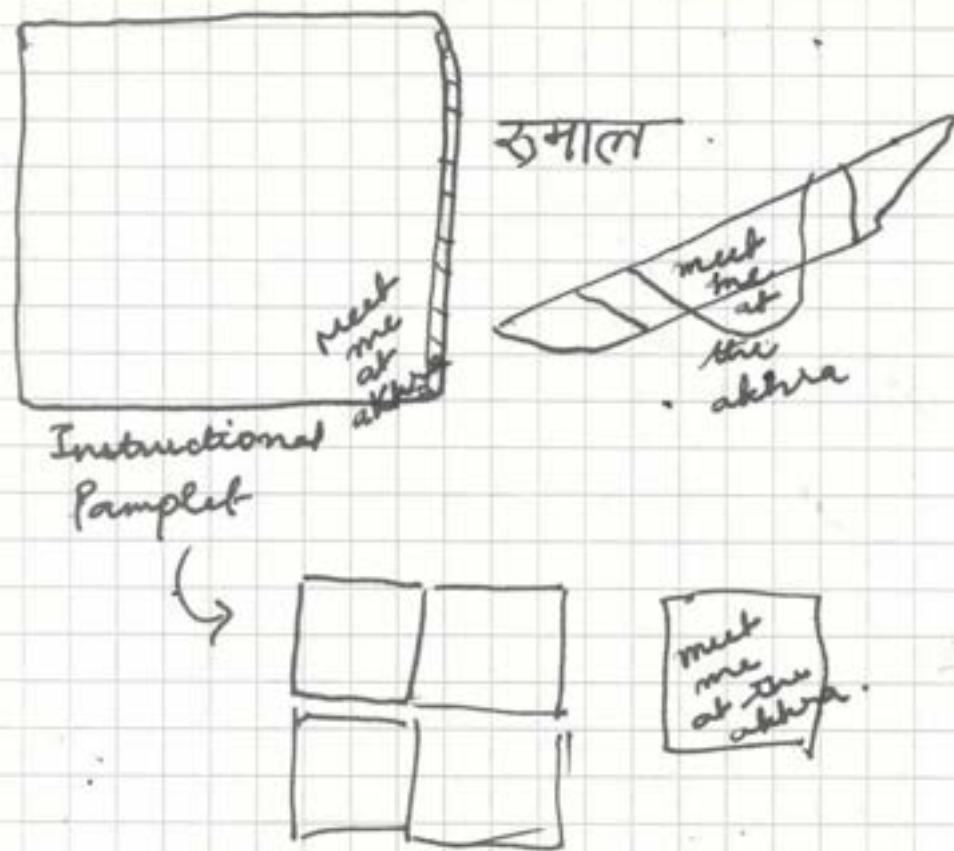
meet
me
at
the
akhra

Contents.

"MEET ME AT THE AKHRA"

↳ What is "Akhra"?
↳ Susun Durang.
↳ What is the plight?
↳ Reviving Akhra
↳ "Digital Akhra"
↳ How to use this Akhra.

Developing design system

we'll spread love

we'll build friendship

graphics animating the instrument sound.

Not 3D Tent
but Tent in 3D

2D material
in 3D

layered
composition
of a song / music

→ translated
visual
composition.

HISTORY

BACKGROUND.

*Developing
design
system*

WELL   LYRI

LYRIC

LYRIC

LYRIC
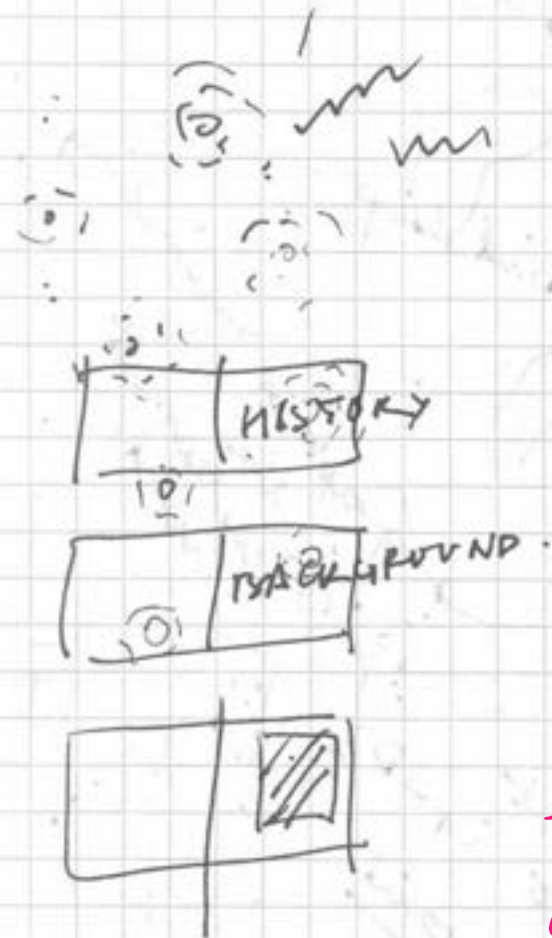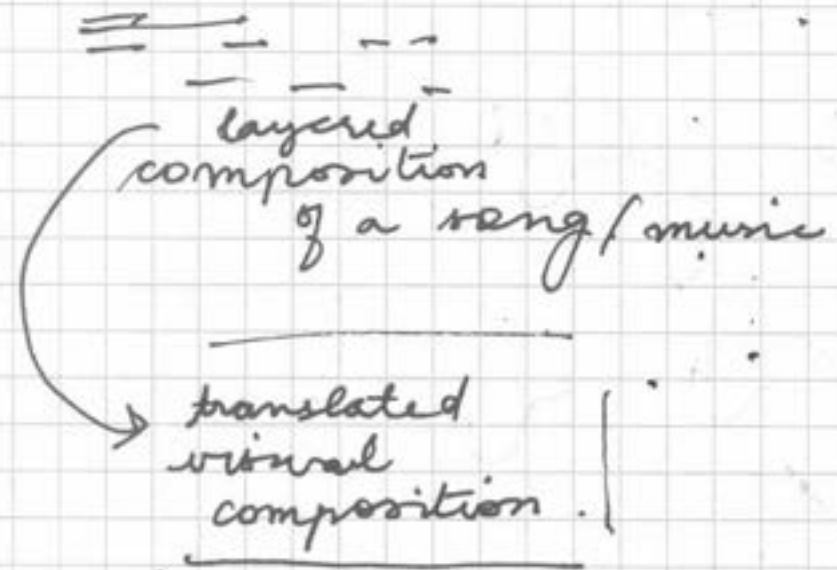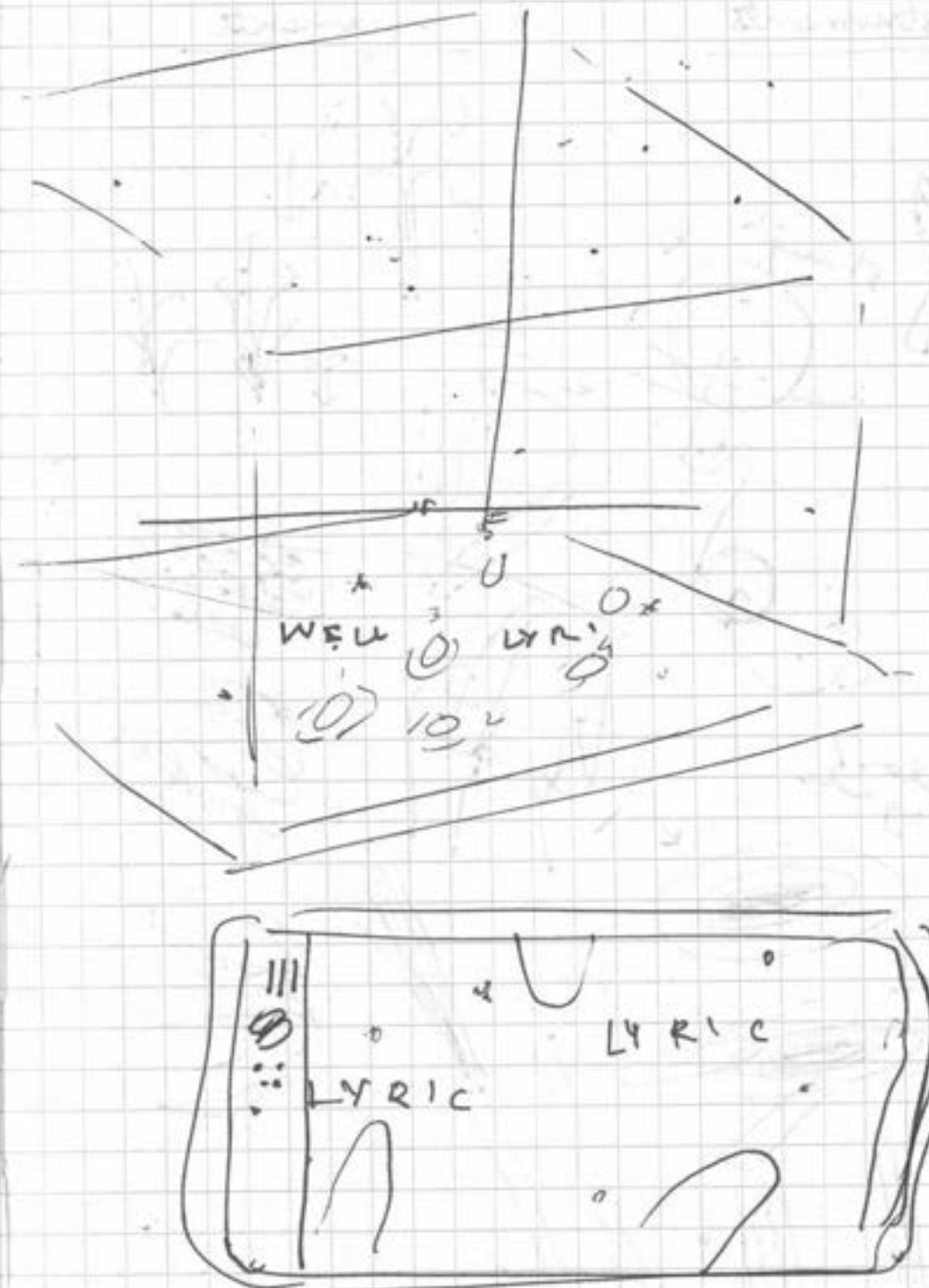
Inspiration from the
dance movements —

Instruments

Ornaments

गमछा

decorations

Mandar /
Nagade
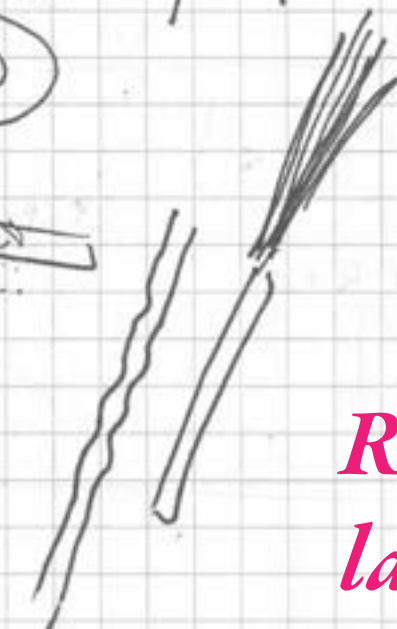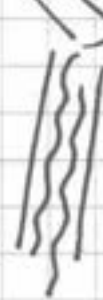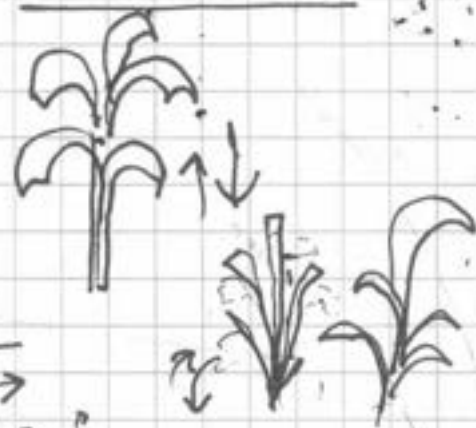
bells

cymbals
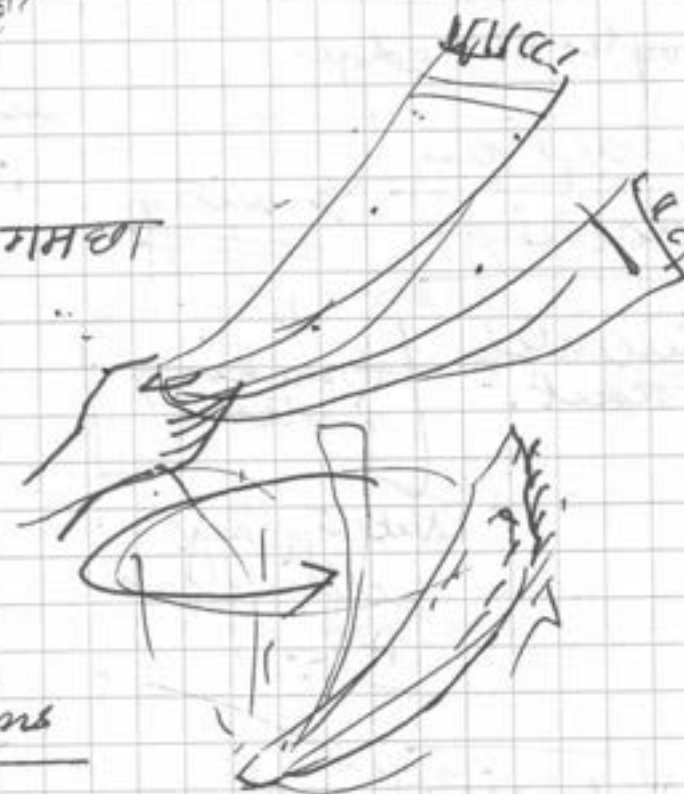
*Research: visual
language*
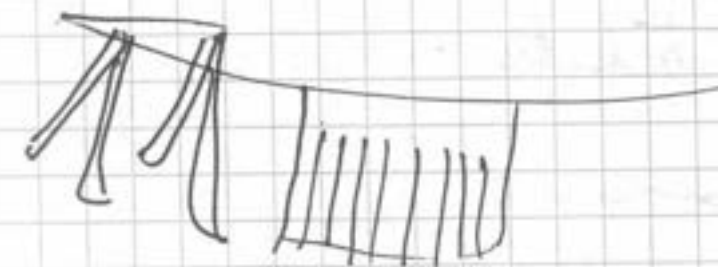
How can GD the convergence
of GD, sound, movement
(sensory) in storytelling
elements
expand our
understanding of
what it means
to "read"?

We'll build friendship —
we'll spread love.

Google - AI - edge

Media pipe
"tracking" → unity

Native Web
Socket.

using sound,
· mottos,
· graphics.

↓
[tracking
motion]

" Multiplayer "
setting in
· AR.

" Websites "
web sockets .

" speed " same

getting used to the song
for the participants.

[Intro - UI]

Guitar
print illustration.

ob
[Onboarding
process
of beat sabers]

[End testing "]

illustration style —
info graphic diagram

| TEXT ANIMATION |

| DANCE ANIMATION | → Motion graphic
→ footsteps/
guide

| INSTRUCTION UE | → guide
how to use
it

→ illustrations
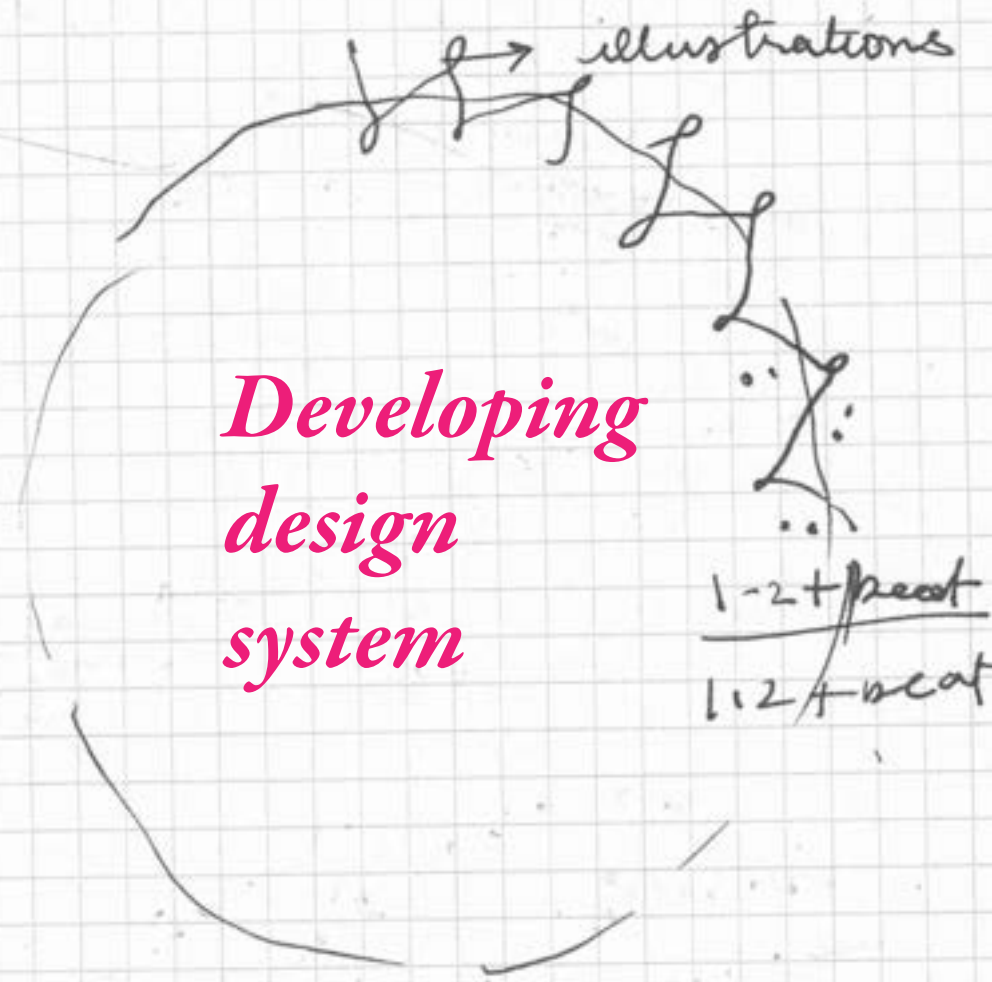
*Developing
design
system*

1-2+ beat

1.2 + beat

Developing
AR
experience

same breath (=3)
breath sound.
(& drop sound)
same breath
we'll spread love.

we'll build
friendship spread love
we'll (warm sounds)

we'll build (magnetic
भियादगीया नासोम friendship sound)
mee - yaad
- gee - yaa maa - yom dhiva - dee

meet
me
at the
akhra
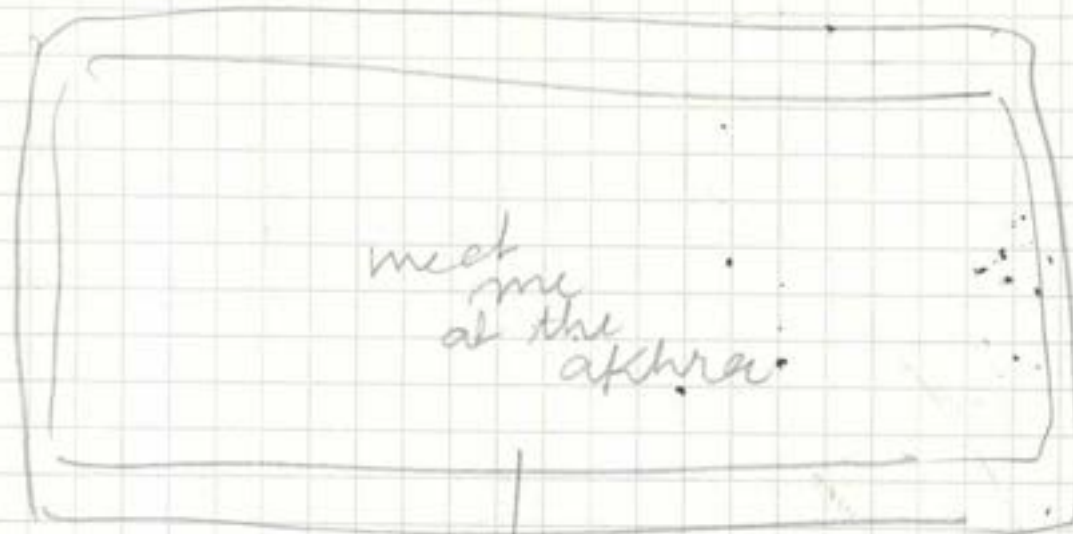
follow the
instructions
to understand / get
the song

① step on
the numbers
as. they / with the
appear / corresponding
feat

②

43

2

③ with
animations

*Developing
AR
experience*

Developing visual language

*Developing
visual
language*

*Developing
visual
language*
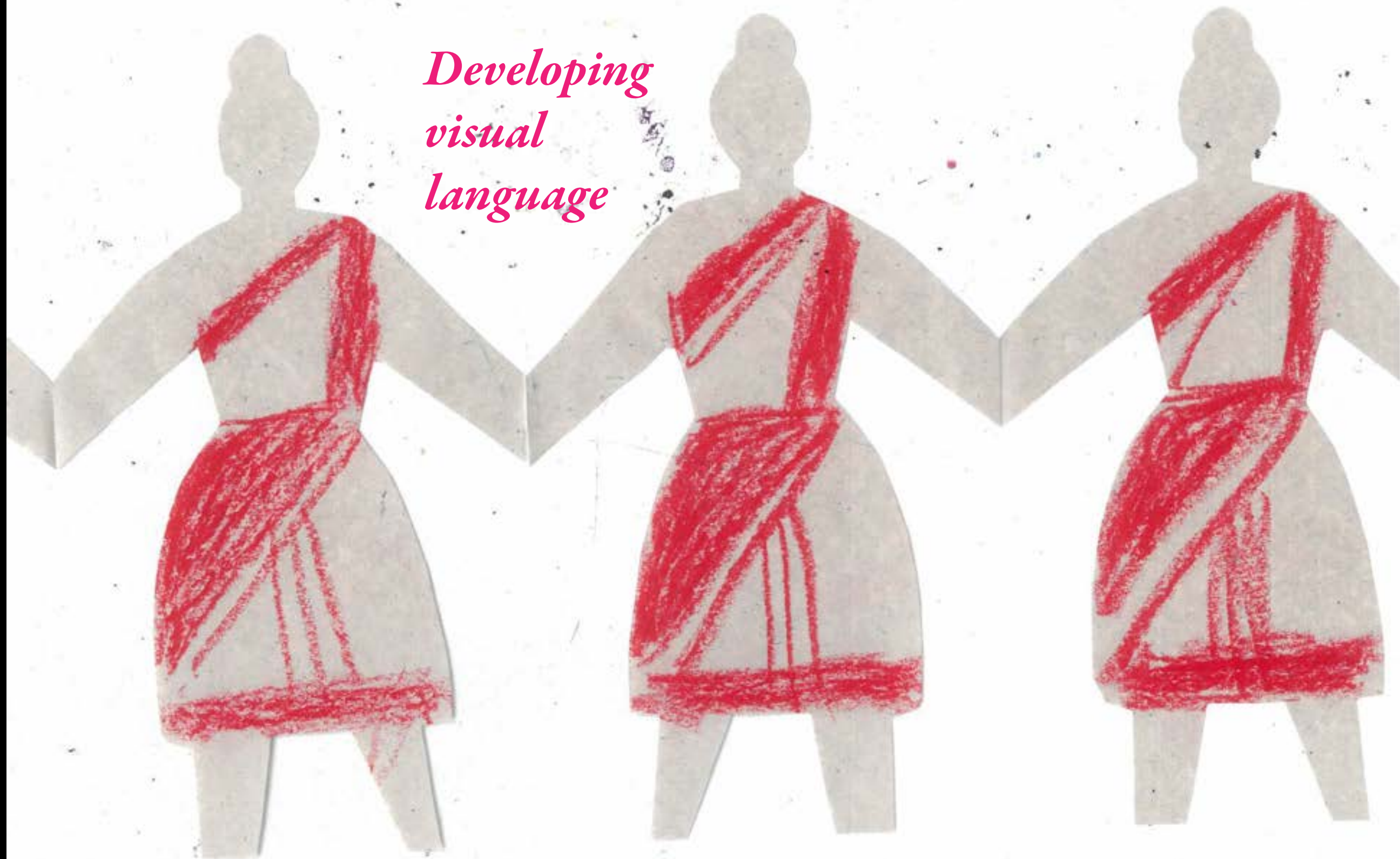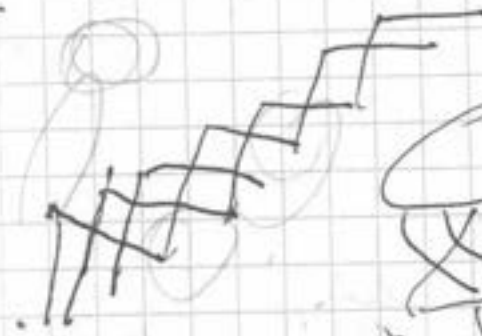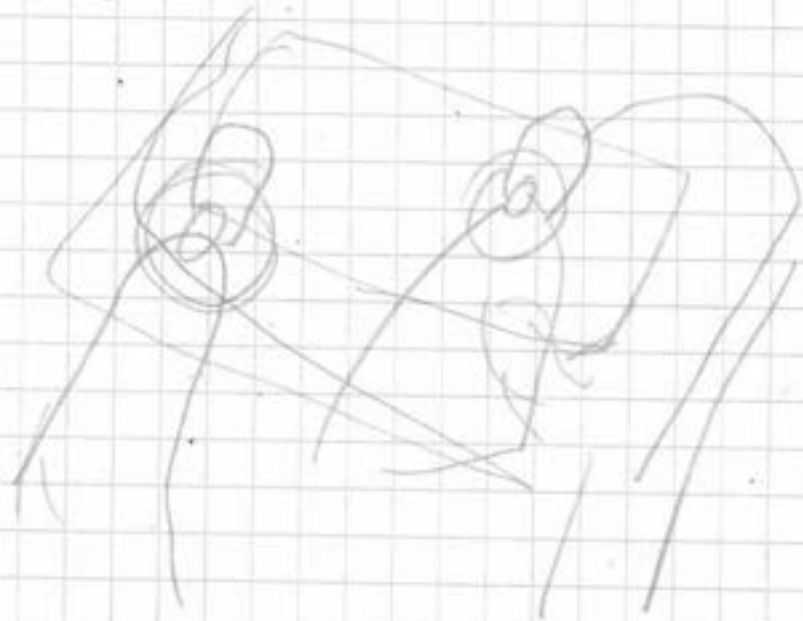
— step by step —

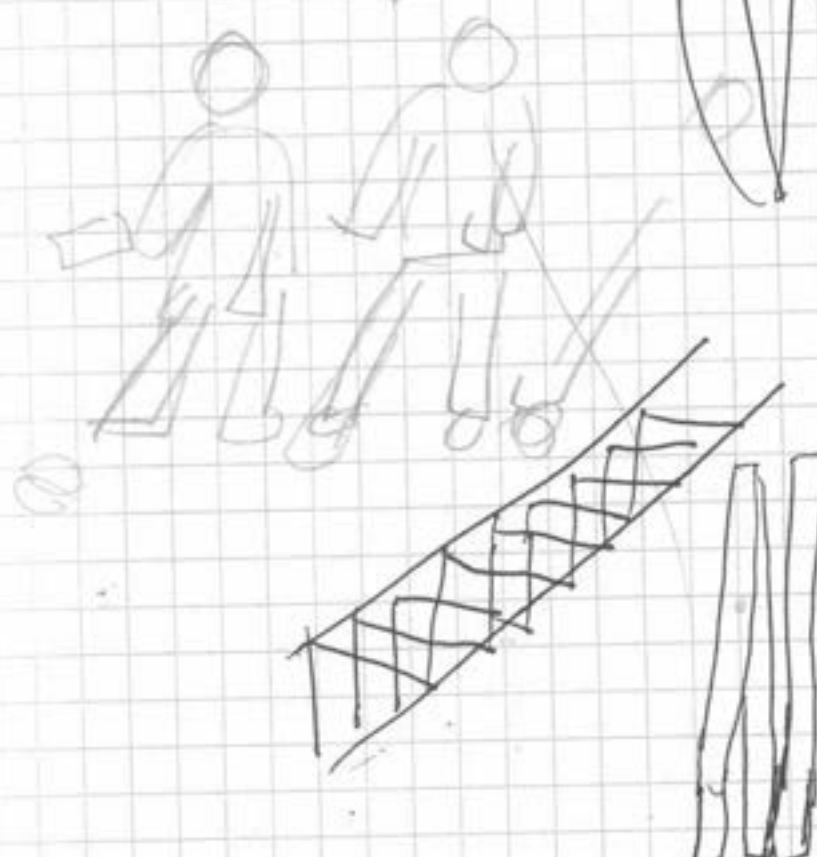Step 1 –
you can either
or
but its better with
people

*Developing
AR
experience*

follow the steps

as a guide for you
and your friends

*Developing
visual language:
layout & print*