

# *Apartment 210*

Natalie Wallace  
Personal Manifesto  
Spring 2022

# Self Assessment

**What is the role of design & visual communication? Please be as descriptive as possible in relationship to purpose and impact.**

As I've gone through this program, I feel like the role of design and visual communication is larger than just graphic design. It's more than just designing logos, having nice layouts and understanding typography. It's taught me that while having a good understanding of design is important, it is important to take the extra step forward to create thoughtful and well-articulated designs. It is important to think about perspective and viewpoints outside of your own, to stop and think about the implications. Design also relies on research and making sure that initial thoughts are validated in the world. Being aware of biases and leaning on collaboration for help, feedback, and ideas. It's about working through failures, celebrating successes, and letting ideas grow.

**What is the most important issue facing designers today?**

Staying educated and up to date on technology. Even within these past 4 years of school, I have seen how different technologies like AR are growing. Or how it is becoming expected that graphic designers have experience in video editing and animation. During school, it is obviously much easier to take classes and the time to learn and understand new ways of working, but I could see how this could feel frustrating as I get older.

**How would you currently describe yourself as a designer?**

I would describe myself as dedicated. I spend a lot of time working on design and have become very proficient in numerous different design programs. I have a high attention to detail and spend a lot of time choosing colors and type treatments. I tend to lean more minimal, but also enjoy pops of color. I love incorporating illustrations and texture.

**What is it about design that you are passionate about?**

Color theory. I really enjoy spending time picking colors and making sure that the colors I choose accurately represent the project and speak to its purpose.

**How do you approach visual problems –please define your process?**

When beginning a project, I start with research. Researching the market, the audience, competitors, and knowledge surrounding the concept. I often then will make a series of sketches and lists to begin to organize my ideas and work out the problems. This is something that I will come back to regularly throughout the process, and depending on the size of the project, I may make more lists and sketches. As assets begin to come together, I often rely on feedback from peers and those of the intended audience. This feedback is helpful in seeing issues, gaining new ideas, and adjusting improve the overall functionally and purpose.

**What do you consider to be a successful solution? Why?**

When the solution can effectively reach its audience and have an impact. The solution shouldn't raise too many questions and improve the previous. The solution should be well thought out and sustainable. If the solution ends up having issues or a problem, then it should be reexamined to solve remaining problems.

**Where do you do your best work (environment)?**

I LOVE working in coffee shops. Since the pandemic, I have not done this as much. Overall, I do my best work when sitting at a table/desk in my apartment. I do my best work in the morning, with a clean apartment and little distractions. I love to listen to music while working.

**Influences/role models?**

I really enjoy seeing what local Milwaukee designers and artists are doing, as well as graduates of this program. It makes their career successes and work seem more accessible!

**What are you reading – listening to – watching – Interacting with – that reinforces/enhances your visual vocabulary?**

I honestly could spend more time reading, listening, or watching design-based content. I've had a couple animation projects lately so I've spent some time on YouTube watching content from different creators. I enjoy reading some of the Eye on Design articles and watching the Netflix show Abstract.

**Define current and long-term (3-5 years out) goals...**

The first thing that came to mind was to be somewhat financially stable! After graduation, I plan to stay on with the company that I am currently interning with (verbal offer). Without school, my goal is to then start getting into more freelance and exploring that type of work. I want to eventually have the ability to travel, and I feel freelance would lend itself well with this goal. It would also potentially give the ability to be flexible in where I live and if I decide to start a family. Currently I enjoy the company that I work for, but I also know that it is simply a steppingstone, what I do after I am not sure, but I know it is important to keep an open mind and continue to seek out opportunities when they arise.

**Assess your top three; strengths (conceptual, technical, otherwise)...**

I would say my top three strengths would be detail-oriented, driven, and flexible.

**Strongest skills / weakest skills:**

Some of my strongest skills would be communication, organization, and collaboration. My weaker skills would be strong leadership and public speaking. Problem solving would probably fall somewhere in the middle, I wouldn't say it's one of my weakest skills, but it is something that I want to continue to work on and get more efficient at.

**Positive personality traits (list three) / negative personality traits (list three):**

Positive:

1. Compassionate
2. Trustworthy
3. Reliable

Negative:

1. Overthinking
2. Insecure
3. Cautious

**How are you utilizing these skills and talents right now?**

I defiantly lean into this talents, skills, and character traits through my work and personal life. Being introverted, a lot of my weaknesses are based on that. Areas that extroverted people struggle with or look past, I try to play harder into because I know those are more of my strengths.

**List potential building points (conceptual, technical, otherwise)...**

I want to work on speaking up and sharing my ideas. I often get scared to share in front of large groups and prefer to keep

my thoughts to myself. I also like to spend more time on my thoughts before sharing them, I realize that this is a weakness in a classroom setting. It is also something to think about when choosing a company to work for. My team is small, and I don't have an issue speaking up in front of them because I have gotten to know them well. Working for a larger company may give me more anxiety and inhibit my workflow. This also goes along with improving my confidence and public speaking.

**Which of the following words best describes how you approach decision making? Facilitator or Decider?**

Facilitator. I tend to lay out all the ideas and go through all the what ifs. I can be indecisive and tend to overthink things. I prefer to go through all the possible solutions and potential outcomes to make an easier and informed decision.

**What are the three most interesting things you have done/experienced in your life?**

(1) College has been an awesome experience overall and although it has been through the pandemic, I recognize it as an important experience. (2) Traveling to the mountains and ocean for the first time. I have not done a lot of travel, but the first time I went climbing in the mountains and swimming in the ocean, I felt so connected to nature and was in awe. (3) Building my life in Milwaukee. This past summer I really started to feel my independence living alone and working full time. I have my dog, but I spent a good amount of time alone. This time of my life has been super interesting, and I have been able to see myself grow tremendously.

**What obstacles have you overcome to get where you are today, both professionally and personally?**

Confidence and self-esteem. Both professionally and personally I tend to be hard on myself. I struggle with accepting compliments and find it hard to be confident in my work. I often second guess myself and compare myself and work to others. While this is something I have gotten better with, it is still something that I need to improve on and feel better with.

**What essential lessons have you learned from your mistakes?**

Don't give up. Everything happens for a reason. Let your light shine.

# Creative Brief

## Objective & Purpose

Create a piece that exemplifies what you know and who you are through written word and a visual artifact.

The manifesto should be a clear representation of yourself. It should be something you are proud of. The written component should be well composed with no errors. The visual artifact should have good craft and pair well with the written piece. The completed piece should be ready to be presented on time.

## Audience

This piece will be on display at the Spring 2022 DVC BFA Capstone Exhibition. Colleagues, professors, families, students, employers, mentors, and more will be in attendance. The show will be promoted by senior DVC students, the DVC program, and Peck School of the Arts.

## Message

The message for my manifesto surrounds confidence and the path of finding it. It speaks to independence, reflection, and feeling good in your own skin.

## Attitude

The attitude of this piece should be mature and knowledgeable. You are sharing and speaking about yourself. It should be positive and reflective. The tone represents a letter, written to myself.

## Schedule

02/15/2022: Complete written manifesto

02/29/2022: Purchase materials

03/01/2022: Build door replica

03/08/2022: Paint

03/15/2022: Continue working on door, begin process book

03/29/2022: Complete audio

04/30/22: Finish door prototype

05/01/22: Complete web page design

05/03/22: Finish process book

05/05/22: Manifesto Due

## First Draft

Finding confidence. Becoming confident.  
Fake confidence. Negative self-talk.  
Second guessing. Overthinking. Anxiety.  
Letting past situations and thoughts upset my mood.

Reminding myself to be confident.  
Encouraging myself to speak up.  
Be thoughtful, but don't let yourself overthink.  
Embracing and sharing your good ideas.  
Protect your heart but don't push people away.  
Acknowledge your trust issues but don't let it run your life.

Admiring other's confidence. Wondering if its real or fake.  
Noticing when you are faking confidence.  
Worrying about it afterwards.  
Embracing positive outlets. Reminders. Lists.  
Talking to a friend.  
Oversharing. Not sharing at all.  
Balance and imbalance.  
Not asking questions. Don't want to offend.  
Good days and bad days.  
Feeling comfortable with being confident.

Understanding where you flourish.  
Finding people who make you good.  
Positive conversations. Feeling safe.  
Opening up. Laughter. No tension.  
Finding confidence.

## Second Draft

Finding confidence.  
I prefer to listen. I'm a really good listener. In larger groups, I probably won't be the first to speak up, but I encourage myself to. I have good ideas and I'm funny. I'm diligent and dedicated to the work I do. I'm proud of myself.

Gaining more independence.  
I live alone and I'm good at it. I appreciate time by myself. While I enjoy company, I now can easily recognize when I've met my social capacity. I'm comfortable with myself. Alone I will talk out loud and sing for hours. I am able to find joy in myself.

Understanding where I flourish.  
I love spending time outside and feeling connected with nature. I adore spending time with people I care deeply about. I enjoy a clean apartment and small coffee shops. These are the environments where I can learn and grow.

Accepting the bad days.  
I sometimes get lonely. I allow myself to cry when I need to. Somedays I will just feel grumpy and unmotivated. I feel things really deeply. And I always have. I try to not let these feeling linger, but rather recognize that these emotions are human.

Being aware that I'm still learning.  
I do my best to not compare myself to others, but occasionally I will. I continue to learn more about myself. I seek out deep conversations and listen to a lot of podcasts. I write, ask questions, and reflect. I know I have more growing to do, but hey, I'm finding my confidence.

## Final

### Apartment 210

#### **Finding confidence.**

You prefer to listen. You're an amazing listener. In larger groups, you probably won't be the first to speak up, but encourage yourself to. You have great ideas and are funny. You're diligent and dedicated to the work you do. I'm so proud of you.

#### **Gaining more independence.**

You've been living alone and are really good at it. You know appreciate time by yourself. While company can be nice, you now can easily recognize when you've met your social capacity. You are comfortable with yourself. Alone you will talk out loud and sing for hours. You've finally found joy in yourself.

#### **Understanding where you flourish.**

You love spending time outside and feeling connected with nature. You adore spending time with people you care deeply about. You enjoy a clean apartment and small coffee shops. These are the environments where you can learn and grow.

#### **Accepting the bad days.**

You sometimes get lonely. You allow yourself to cry when you need to. Somedays you will just feel grumpy and unmotivated. You feel things really deeply. And you always have. You try to not let these feelings linger, but rather recognize that these emotions are human.

#### **Being aware that you're still learning.**

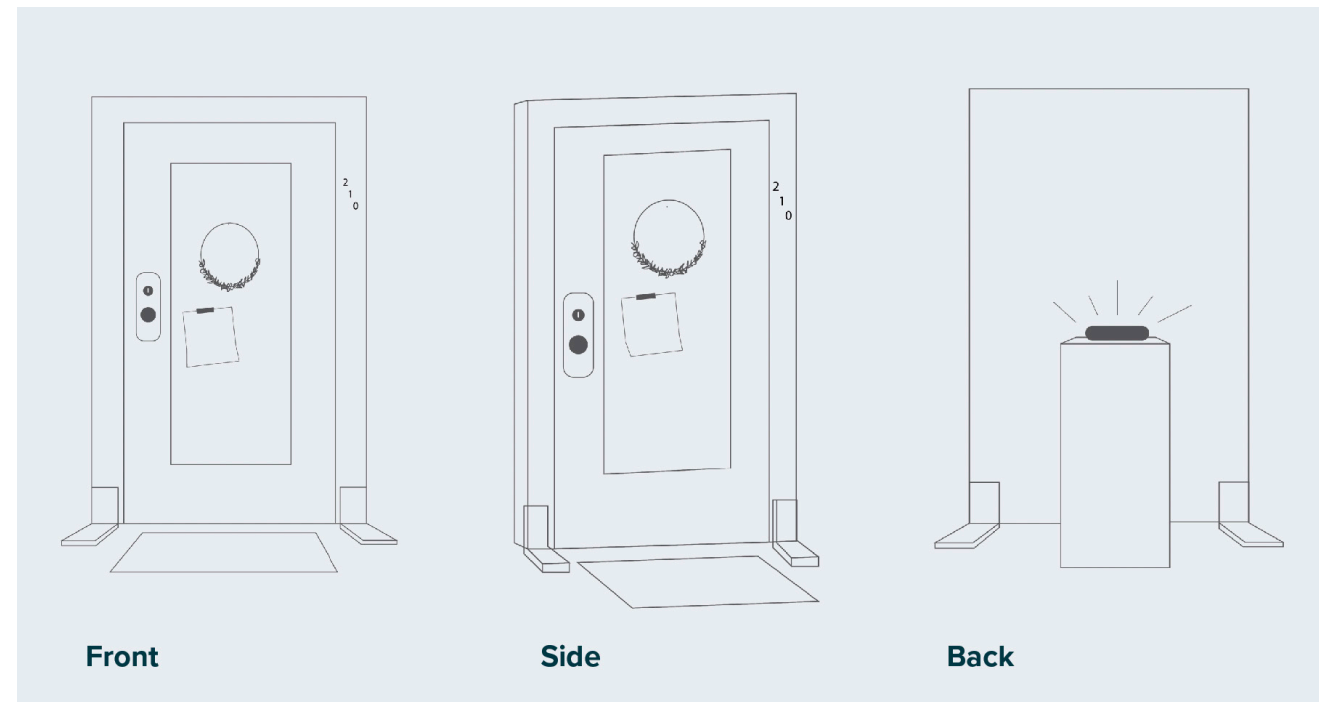
You do your best to not compare yourself to others, but occasionally you will. You continue to learn more about yourself. You seek out deep conversations and listen to a lot of podcasts. You write, ask questions, and reflect. I know you have more growing to do, but hey, you're finding your confidence.

## Artifact, Initial concept

When beginning this project, my original concept was to have my manifesto written, like a note, and pasted to the door. Through critique and further exploration of the idea, I decided that this wouldn't be the best solution because the note on the door could read as a notice or something negative. I explored hanging the letter, putting the letter in an envelope, or having it on the mat.

For some time, I have collected postcards. When I started to play around with this idea, I considered writing on the postcards I have, but I decided that it would be a stronger piece if they were designed by me. I wanted to keep the design simple and organic.

Below is my first sketch of the idea.



## Artifact, Final Concept

### Description

My artifact will be a replica of my apartment door. It will be a free standing door with all of my personal touches from the wreath to the door mat. I will attach a mailbox to the side of my door and display my manifesto on postcards by hanging them out of the mailbox. The viewer will be able to approach the door, just as I do everyday. They will be able to read the postcards and hear the muffled music from inside my apartment.

### Dimensions

The door itself will be approximately 36in x 80in, and will also have stilts to keep it upright.

### Supplies and Resources

I found my door at the ReStore painted it to be the same as my own. I will utilize the help of my dad for stabilizing the door and adding the finishing trim. I ordered small door numbers from Amazon. For displaying my written manifesto, I bought a small mailbox and transparent string. I printed my postcards on cardstock at Digicopy. I used a small speaker to be able to play the audio. I will utilize the help of my dad for stabilizing the door.

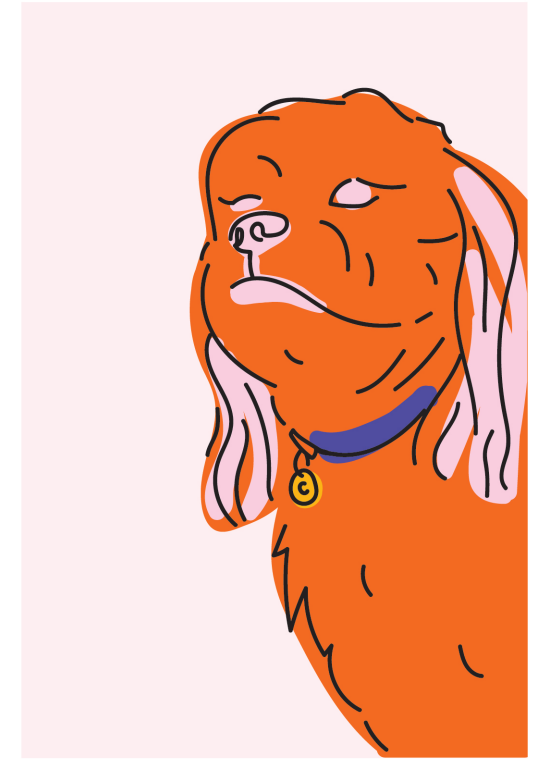
# Door Process



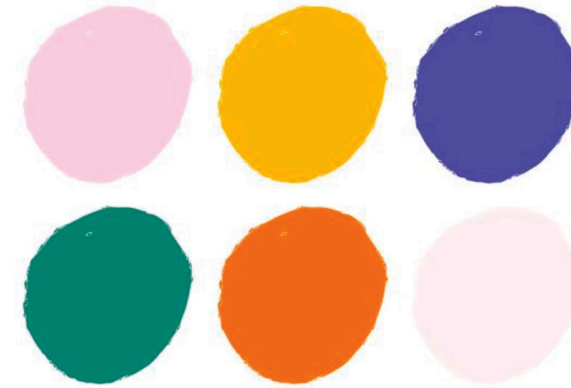
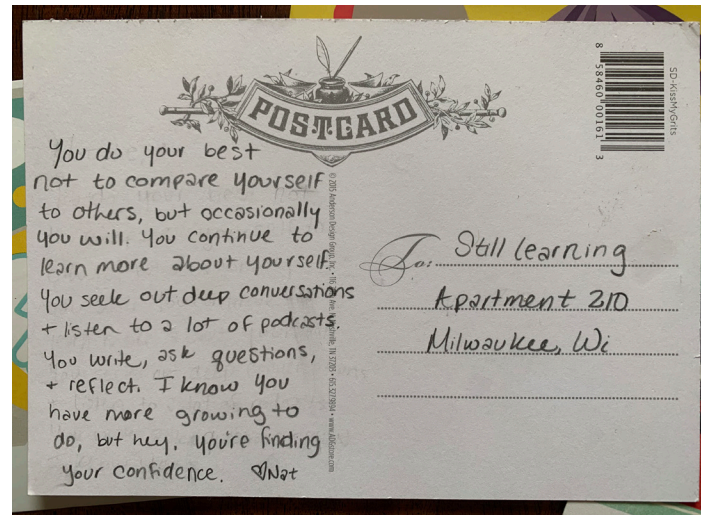
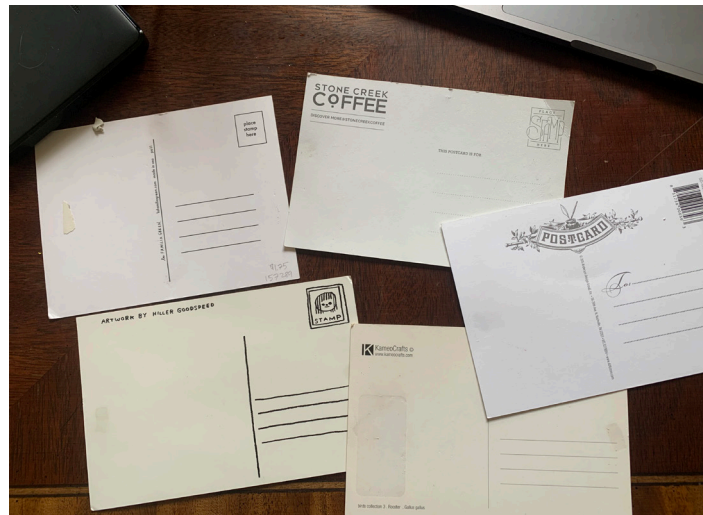
# Postcard Process



understanding where you flourish.



gaining independence.



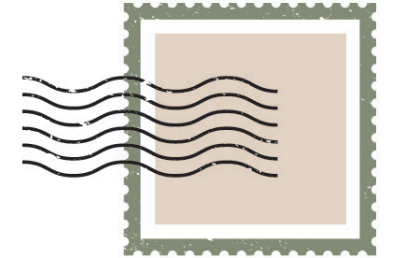
My initial concept for the post cards was bring and more illustrative. I decided to move away from this idea because I didn't want it to distract from the minimal design and wanted more of the focus to be on the typography.

## Final Postcard Designs



You prefer to listen. You are an amazing listener. In larger groups, you probably won't be the first to speak up, but encourage yourself to. You have great ideas and are funny. You're diligent and dedicated to the work you do.

I'm so proud of you.



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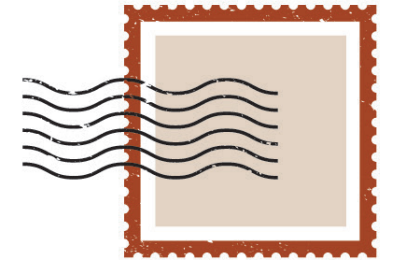
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**gaining**  
independence

You've been living alone and are really good at it. You know value time by yourself. While company can be nice, you now can easily recognize when you've met your social capacity. You're comfortable with yourself. Alone you will talk out loud and sing for hours. You have finally found joy in yourself.



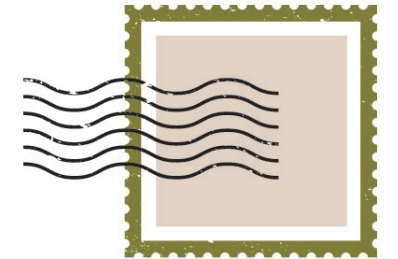
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understanding where you

*flourish*



You love spending time outside and feeling connected with nature. You adore spending time with people you care deeply about. You enjoy a clean apartment and small coffee shops. These are the environments where you can learn and grow.



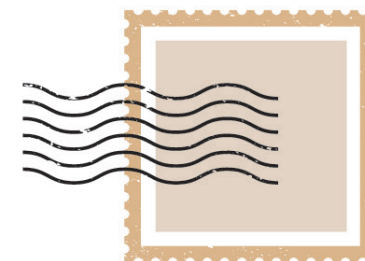
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# accepting the bad days

You sometimes get lonely. You allow yourself to cry when you need to. Somedays you will just feel grumpy and unmotivated. You feel things really deeply. And you always have. You try to not let these feelings linger, but rather recognize that these emotions are human.

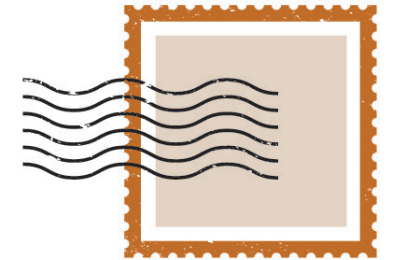


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being  
aware  
that you're  
still learning

You do your best to not compare yourself to others, but occasionally you will. You continue to learn more about yourself. You seek out deep conversations and listen to a lot of podcasts. You write, ask questions, and reflect. I know you have more growing to do, but hey, you're finding your confidence.

Love, Nat



.....Apartment 210.....  
.....milwaukee, WI.....  
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## Instalation



## Reflection

When first starting this piece, I really wasn't sure what kind of direction I wanted to take it, so I just started writing. It ended up being darker than I had anticipated, so I decided to make it lighter and more uplifting. When starting the second draft of my written manifesto, I reformated the piece so that it was more discriptive and personal. I added little bits about me and wrote it as if I was talking about myself. When moving to the final, I chose to change the I's to you's to have it written as a letter to myself.

Throughout the process, I often refered back to what I wrote as a guide for determining what makes most sense fir visually displaying my manifesto. When feeling stuck, the styles and aesthetics that I often gravitate towards. I wanted this to be something that truly reflects me as a person and a designer.

Once I start building the door and got all the materials together, the artifact part of the process went pretty smoothly. The biggest challenge I faced was finding a way to display the written manifesto in a way that was meaningful to me and complimented the piece. At first I was resitant to incorporate the mailbox because it does stay way from the reality of my own apartment door. I finally chose to include it because I felt that it added symbolic value to the piece. This makes it clear that the postcards falling out of the mailbox are being sent to apartment 210.

I also wanted to ensure that the piece was accessible and easy for the viewer to interact with. Having the postcards on strings makes it easy for the viewer to grab one and hold it while they read. There is also beauty in the way that the postcards hang in the air, suspend from the mailbox.

The final touch to this piece is this process book. I wanted the book's aesthetic to fit in with the rest of the work and become a part of it. I decided to hand bind the book so that I could design it in a way that represented a package being sent to apartment 210.

