

Abstract

Title - “Hollow” - an illustrative book

Program of Study – Master of Fine Arts in Graphic Design

Presentation Type – **Choose one of the following:** Oral Presentation.

Subtype – **Choose one of the following for poster or oral presentation types:** Creative and Artistic

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Humans desire to find the meaning of life and have ultimate satisfaction while turning to the materialist world to fill a spiritual hole. This project identifies a fundamental human need to fill that inner void we all experience but rarely address' about. Targeting at millennials, this 36 page fictional illustrative story explores this concept of emptiness and seeks to evoke character identification and narrative presence within the readers mind through the simultaneous use of colour theory, character emotional development and narrative storytelling. An ecological perspective was adopted to the world-building while a sense of emptiness is presented through the space created, the dynamic composition and the colour tone across each page, this creates a distanced yet approachable environment for readers to engage and draw connections to their own mental reality. Moreover, a first person narrative style, “I”, was used to create exposure to a character’s point of view and inner consciousness that establishes an anchor to evoke cognitive empathy between the reader and the fictional character. The goal of this project is to

reveal this sense of emptiness hidden deep inside the readers heart, to start a conversation that has been avoided, and ultimately presenting them with a source of hope and to point them towards the One that brings true satisfaction.