

AD INFINITUM



Project-based research and case study on experiencing alzheimer's disease. This project seeks to explore some of the main themes when dealing with alzheimer's disease, and creating visual representations of those themes.

By: Rayhaan Joseph

CREATIVE PROJECT

BA (Hons) Media and Communications

PROPOSAL

Proposal Title

Ad Infinitum

Outline of Proposal (500 words maximum)

For this project I propose to explore the simplicity and complexity of persons living with alzheimer's disease. This disease is a progressive mental deterioration that may occur in persons of old age, due to the generalised degeneration of the brain. Due to the nature of alzheimer's disease, persons who are severely affected by it are often times taken down an infinite corridor of repetition, and their daily tasks mimic that of a young child. Having lived with my grandfather who has alzheimer's disease, I am aware of the challenges that are faced. Combining their fleeting memory and childlike temperament, alzheimer's patients' perception of the environment around them become fractured and thus changes with every passing day.

Building upon the themes of "fractured perception" and "daily routine", this project intends to create a three-dimensional work that engages the viewer's perception of their environment in a manner that would inspire curiosity and frustration similar to that of someone with alzheimer's disease. A photo essay, narrating the "day in the life" of my grandfather who lives with the disease, will also be created to complement the three-dimensional work. The overall project is meant to showcase the seemingly simple lifestyle of an alzheimer's patient and at the same time engage the viewer's mental perception by contrasting that simplicity with a complex message.

A project similar to what I will be undertaking was performed in a music video by an alternative rock band, OK Go – "Writings on the wall", that utilizes a variety of optical illusions and forced perspective sculptures that is used to convey their story. Viewing the success of their use of perspective works prove that this project can be done. Having a strong background in photography coupled with my graphical and design knowledge, I'm confident that this project can be accomplished beyond expectation and at next to no cost. A project budget, however, of \$1000 will be allocated toward the purchase of materials for the building of the three-dimensional work.

Due to the project's main participant having alzheimer's disease, he is being considered as vulnerable and his next of kin will give all necessary permissions. This shall be done by means of a release form, signed by his next of kin, so as to ensure an efficient and ethical workflow during the photography phase of the project.

Imaging

1. The subject to be photographed is an Alzheimer's patient. They will be photographed in a reportage style that documents a day in their life, from their perspective. This aspect of the project shall be delivered in the form of a printed photo essay book.

Installation

1. Title: *Ad Infinitum*, 2015.

Approximate Dimensions (subject to change): 3ft x 4ft x 3.5ft

Materials to be used (subject to change): LED Light Strip, Mirrored Tint, Plexiglass, Wood, Nylon Thread and Paint.

PROPOSAL

2014/15 CREATIVE PROJECTS Proposal Form

The form/media the project is likely to be submitted in.
If you wish to work across platforms please indicate here, and state how you plan to do this.
Note: Blogs can be submitted as part of a project, but are not submissible in their own right.

Subject Area: Imaging and Installation

Output: A three-dimensional work designed to transform a viewer's perception of space that is aimed to complement a thematic photo-essay.

** State whether the project will be performed, recorded, digitally created, scored etc...*

Does your project involve working with others as participants?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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Note: You will need to show that any participants have given informed consent.

Could these participants be considered vulnerable (e.g. children; learning-disabled ; economically vulnerable etc.)?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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Do you plan to undertake the project or any part of it outside the jurisdiction of the country where you are studying?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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Note: If your answer is yes to either of the above, you will not be allowed to procede with your project until you have received approval from the ethics committee.

Does your project require a "lone working" or "health and safety" policy? (Check with your supervisor if you are unsure)	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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Schedule of Activities (please include as many steps as possible)

How will you progress the work throughout the year	Hours	Date	Resource Required
Design layout for 3D installation	3	20/04/15	Sketch book
Research materials for 3D installation	2.5	01/05/15	Internet
Day 1 photographing participant	2	11/05/15	DSLR Camera
Day 2 photographing participant	2	12/05/15	DSLR Camera
Day 3 photographing participant	2	13/05/15	DSLR Camera
Day 4 photographing participant	2	14/05/15	DSLR Camera
Layout photo essay book design	3.5	22/06/15	Design Software
Purchase materials to build 3D installation	4	29/06/15	Project Budget
Build corridor component for 3D installation	3	05/07/15	Power Tools
Build main 3D component (A)	4	27/07/15	Power Tools
Build main 3D component (B)	4	10/08/15	Power Tools
Evaluate and refine 3D installation (to ensure cohesion)	4.5	28/08/15	Power Tools
Print photo essay book	2.5	07/10/15	Printer

Figure 1.1 - Project Proposal; pg2

CONCEPT

Below is a description of the intended audiences and concepts being explored in this project;

WHO - persons with little or no knowledge/experience in dealing with people living with alzheimer's disease.

HOW - through the creation of an installation that explores the themes of dealing with alzheimer's disease, such as fragmentation, repetition, loss and confusion).

WHY - to create a visual representation of dealing with one's experience with alzheimer's disease, as well as to educate the viewer in some way of the feelings experienced.

The intended message is; to promote empathy and solidarity for those experiencing and living with alzheimer's disease patients.



Figure 2.0 - Concept Slide

APPENDIX 3

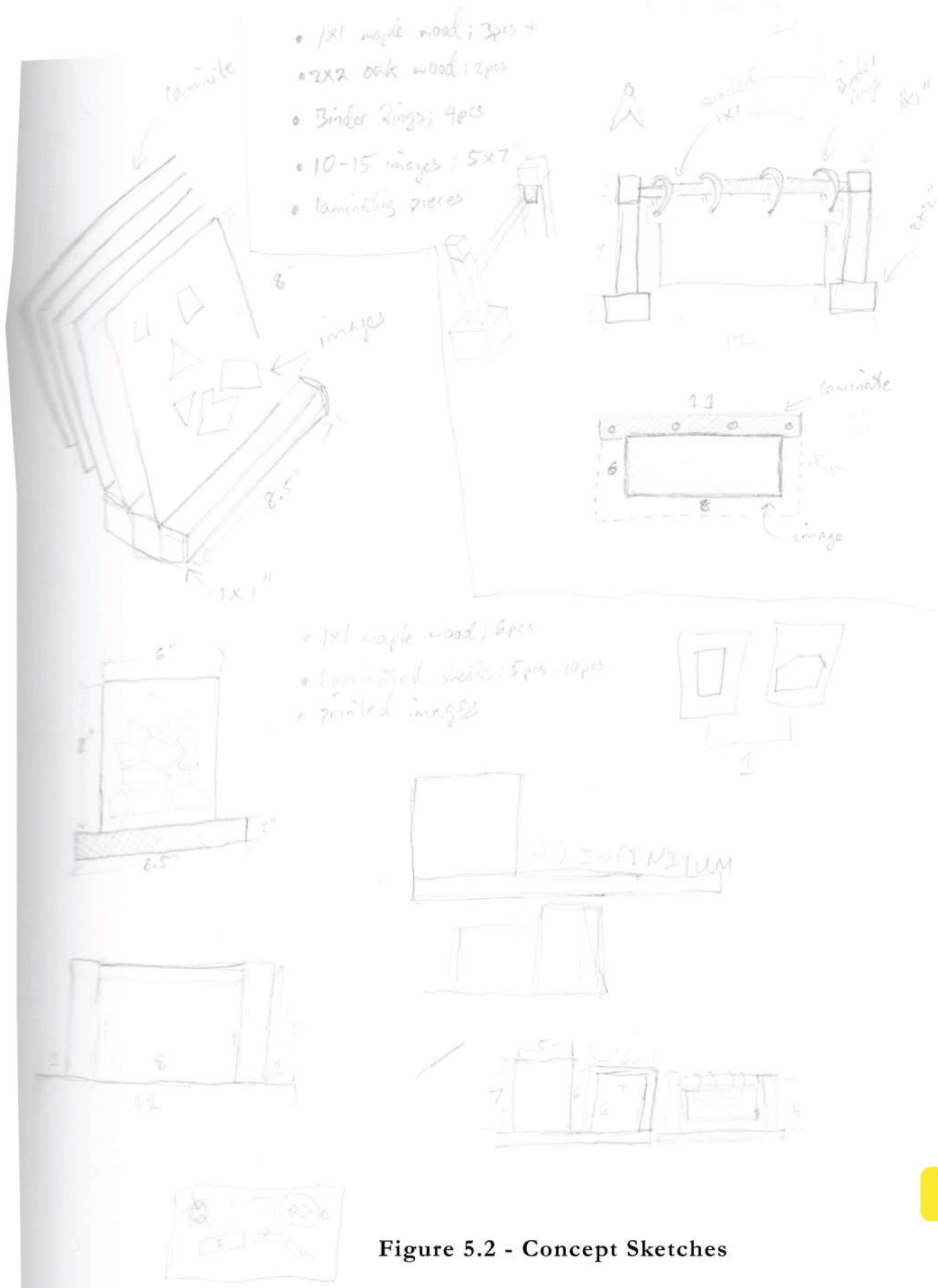
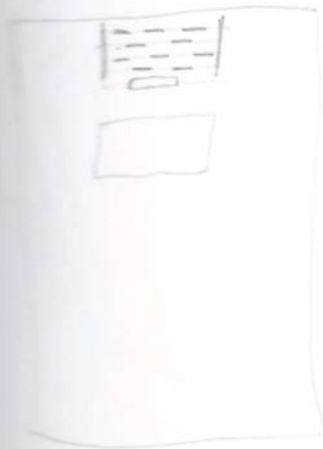
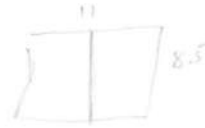


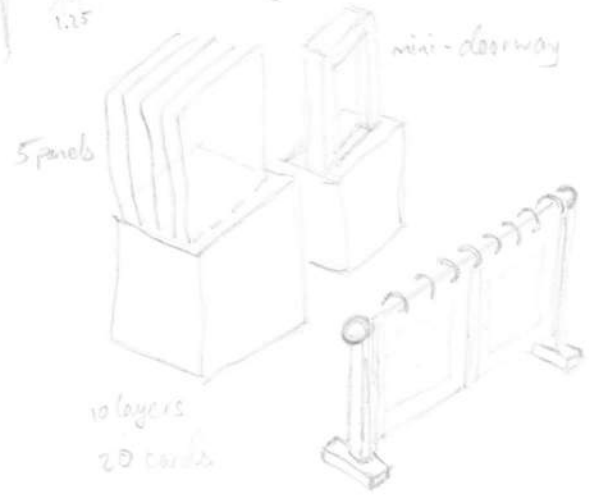
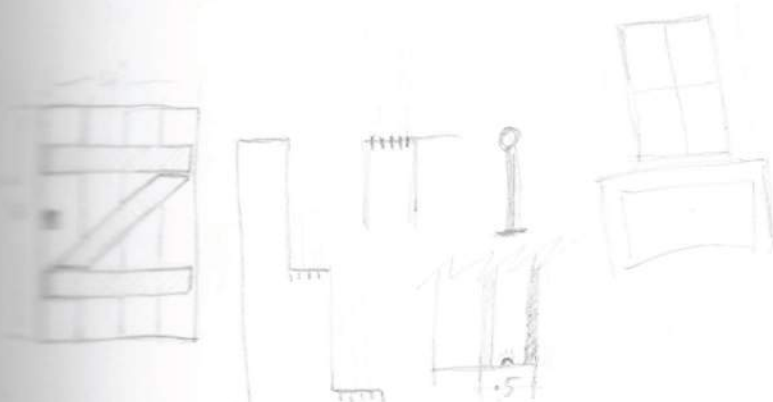
Figure 5.2 - Concept Sketches

APPENDIX 2

standing plexi glass / photo essay / hallway



setting up a tabletop scene



- 1x1" maple wood ; 3 pcs
- small hinges ; 2 pcs
- small door knob ; 1 pc
- 2x2" oak wood ; 1 pc
- 1x1/4" maple panel ; 8 pcs +
- thin LED strip 1/4" ; 1 pc
- clear acrylic sheets
- mirror tint ; 1-way & 2-way
- photo resistor
- battery pack w/switch

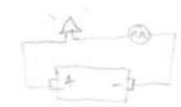
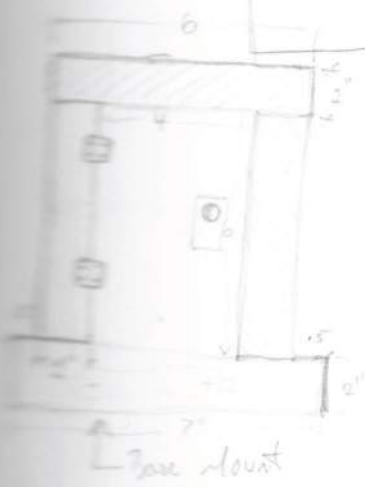


Figure 5.1 - Concept Sketches

APPENDIX 1

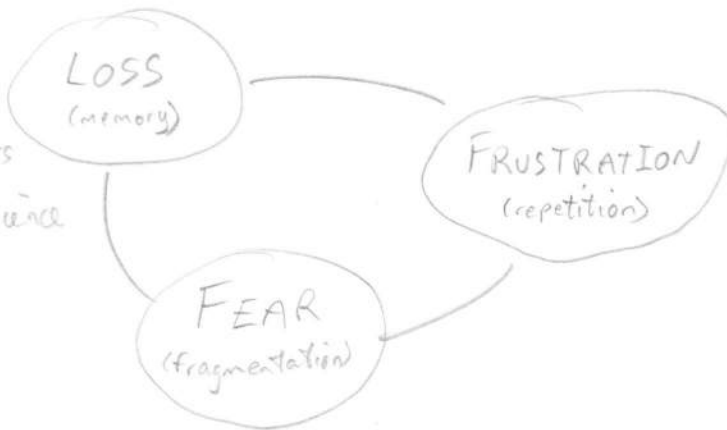
• ~~Persons~~ What's your message?

To promote empathy and solidarity { Type of support }, Educate.

- Alzheimers; Educate / ^{Evoke} Empathy

- MAPPING: CONCEPTS

↓
Show steps
of how users
would experience
the piece.



Slats, Plexi
of { Hannibal
lector }

- MATERIALS


- Chicken wire 
- Cutlass wire
- Wood
- LED Light
- 2 way Mirror
- Plexi

Figure 5.0 - Themes and Concepts to be Constructed

MILESTONES

GOAL - to create an installation that depicts the main themes of alzheimers, determined through practice-based research.

DELIVERABLES - installation will consist of three main components;

- 1) Fragmented Portrait
- 2) Flipbook Photo Essay
- 3) Mini-Mirror Corridor

RESOURCES - the installation will be constructed from scratch, using a variety of materials deemed necessary by means of practice-based research.

Having experience in carpentry, electronics and photography, all components will be constructed by myself.

to create a visual representation of dealing with one's experience with alzheimers disease, as well as to educate the viewer in some way of the feelings experienced.

TASKS - the three main components will be constructed to reflect an underlying message; "Fading into darkness the mind becomes a corridor, ad infinitum."



Figure 4.0 - Primary Design Sketch

CONCEPT

This project was titled and inspired in part by the Latin phrase, “Ad infinitum”, which means, “without end”.

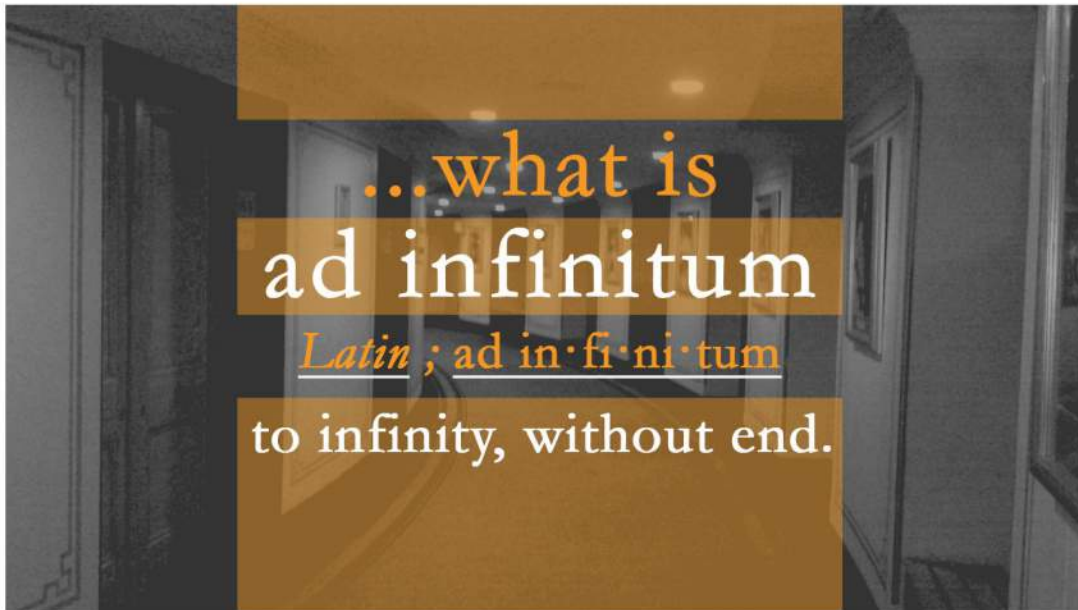


Figure 3.0 - Ad Infinitum Meaning



Figure 3.1 - Core text of project

APPENDIX 4

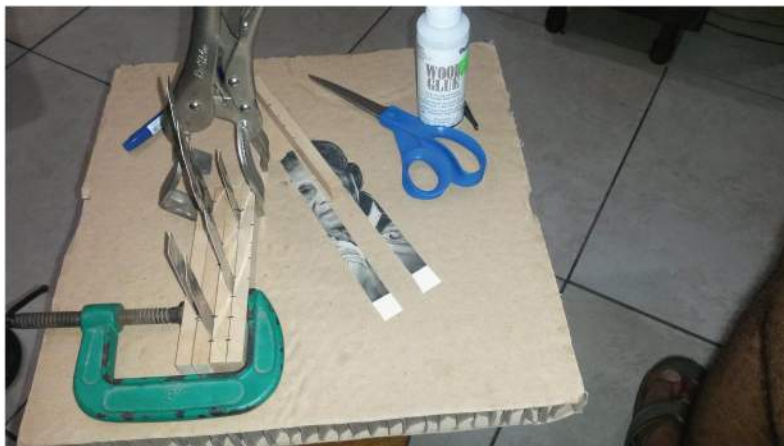


Figure 6.0 - Project in Practice

APPENDIX 5

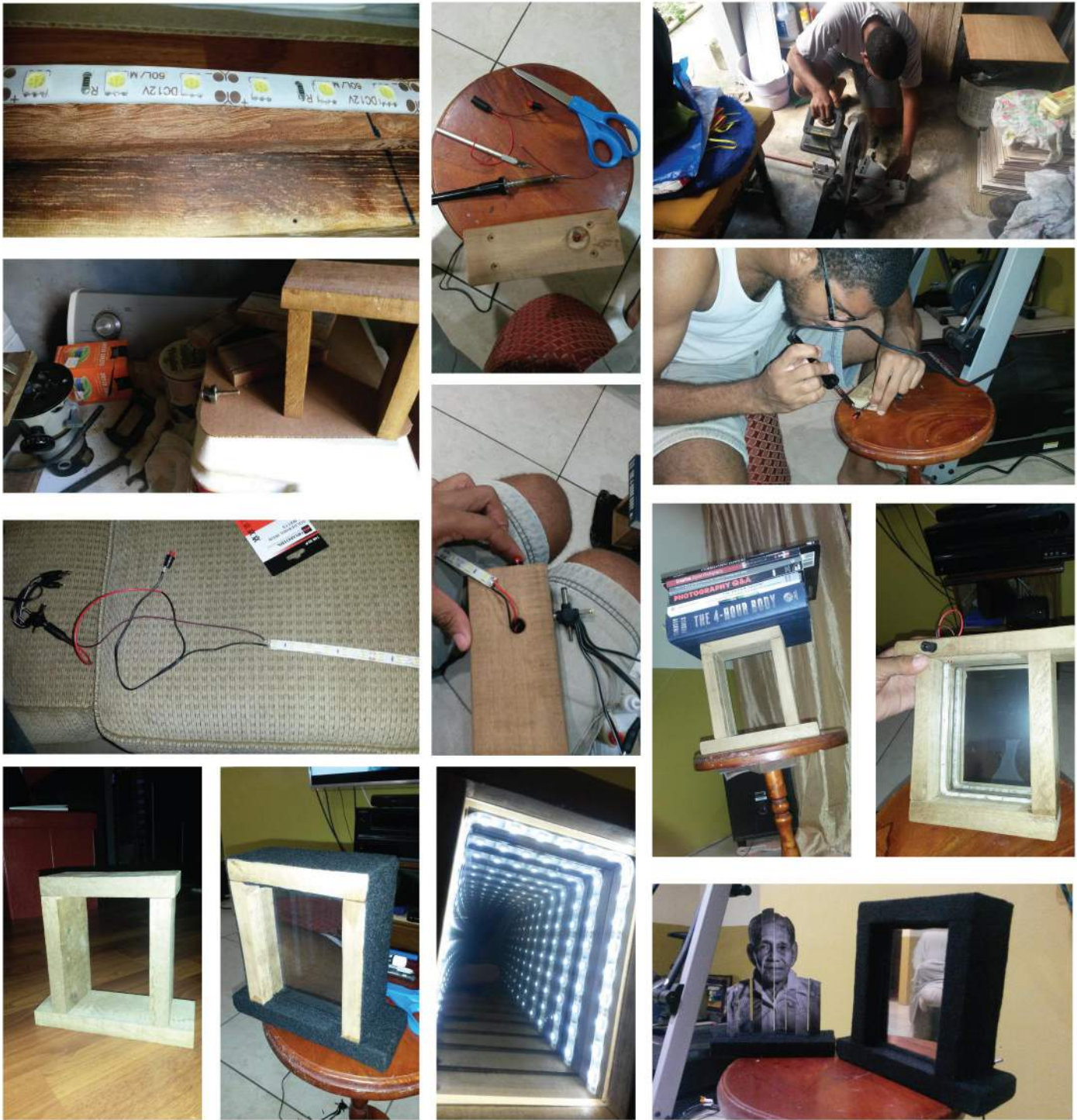


Figure 6.1 - Project in Practice

APPENDIX 6

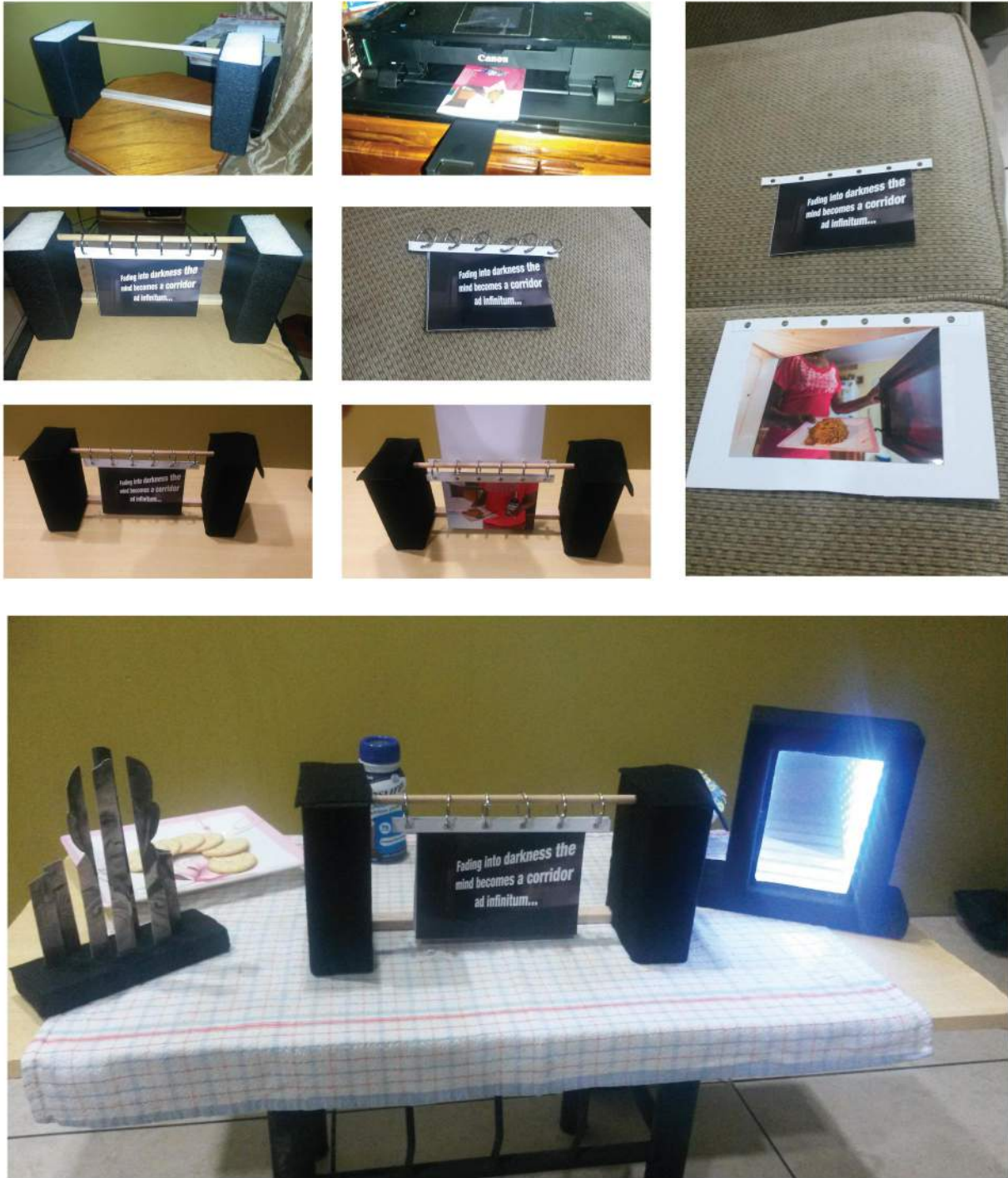


Figure 6.2 - Project in Practice

APPENDIX 7

Fading into darkness the
mind becomes a corridor
ad infinitum...



Figure 6.3 - Photo Essay

APPENDIX 8



Figure 7.0 - Final Components