



Татьяна В. Иудеан

# Now

# Сейчас

Process Book

Tatyana V. iudean

In this process book I would like to use three separate streams of consciousness:

thoughts about our class events and life that I was reflecting in my weekly journal

1

photos from my phone that are meaningful for my process from the time period of August-November 2020

2

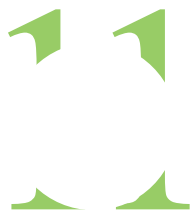
thoughts directly related to my project

3

The combination of these three vectors will allow me to form a more informed, 3D reality of my work on this project.

7

the Stories  
of Others



Researching  
the ideas

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25 august 2020, Tuesday

Well, today is a bit challenging day, as my older son twisted his leg while playing soccer last night, so we were looking for the Doc today, and will have to go there tomorrow, plus I found some Mathematical gaps in the education of my 9 year old son which I tried to correct on the fly, but of course, that required deep looking into each issue: rounding to 10, 100, perimeter, fractions, just to name a few. I feel very guilty I paid so little attention to his Math last spring, and feel dreadful that the school starts soon and he is not quite prepared. But I do hope we will catch up during these following couple of days. Somehow. )))

I'm thinking non-stop about our Manifestos assignments. I love graduate school because it challenges me a lot, and I usually love thinking about certain issues that we have to think about. Like these Manifestos.

At first, yesterday, I just read them, and felt that they were so fake and empty, and I wrote everything that I thought about them. But then I started checking those designers and around-design figures who have signed these worthless (as they seemed to me) Manifestos, and I saw that indeed most of them are leading pretty revolutionary design-wise lives, working only in the non-commercial areas and living the thoughts they are expressing in Manifestos. Well, good for them. Bad for me. As I feel social change issues are just not for me. It's funny, as when I went to Graduate school, I was all up to doing social design. Just two years ago. But now I see that my vision of social change is completely different from the popular and safe vision of social change, the one that dominates in the Universities of the USA. I see that common themes are used, and the themes that are 'popular' currently and on which you could catch the 'hype' in the society are always not at all attractive for me. Au contraire. I always want to reflect and work on themes opposite to what is 'popular' right now. So, basically my social changes will not be welcomed by anybody, and will be potentially dangerous to work on for me. I don't even want to go there too much. It's sad as there are certain rules that you have to play by, in any time, in any society. You can go against, but then you won't succeed in certain ways, as for me success is not fighting for something, but rather trying to understand and express life and myself. As our drawing teacher used to say many years ago in Moscow, 'everybody always draws himself/herself, no matter what you draw'. So, I guess, I want to stay away from anything social.

# the Stories of Others

## Других Истории

1

Can an Artist be from the right wing? I feel that there are too many 'lefty' things in society right now, and I'm scared to reflect on them. As all universities are very much on the left side, and are committed to bringing up young people in these 'left' moods, too. Somehow, when something is 'prohibited' I'm always on that side, of what is prohibited and making fun of or even punished. In Communist Russia, my Dad and me, we were always on the left side which was against Communism. And here, now, I feel there are so many pro-Communist moods, that I'm scared and feel I can't accept it. Am I old-fashioned? I feel very strong against pro-choice movement, against feminism movement, against anti-Trump movement, and against anti-Putin movement, and against protests that are going around now. And I feel that I should not be against these for my own safety and sanity. So, I think I just don't want to go there. If I have to, I'll select a random social theme to reflect upon, and it should be alright. I think it's a way too easy now, these days, to be pro-choice, anti-Trump, pro-protests, anti-religion, pro-LGBTQ+++ , pro-feminism, etc, way tooooooo easy to the point that I feel disgust reacting upon these movements in any positive way. I would love to stay anti-social. I would love to do beautiful advertising for any products that can be used with some ethical purpose, such as education, or organic food, or wood floors, or anything useful and real, and this will be my position. I'm against revolutions. I know how horrible it is when most of the great people are shot at the end. My Great-grandfather's brother was shot by Communists for being a Priest. We had enough of that in my family, Stalin took quite a few people. My Mom made abortion and couldn't have kids for a while, I'm a miracle child in some way. Some of my girl-friends could not have kids after abortions and birth-control. I can not embrace pro-choice due to this, knowing their sufferings, I can't absolutely accept at least certain stages of pro-choice, like abortions on the late stage, etc. Putin and Trump seem to me to be the only ones to prevent the countries from chaos and ultra-left ideas to come to life. I don't like ultra-left!

are so different, but it is a bit scary as if everybody is so different, even in the same field and in the same level of studies, how different and polar people might be in society and around the world.

26 August 2020, Wednesday

I'm reading three posted responses to Manifestos (including mine), and it's amazing how different reactions to them are in three different people. It is like we are reacting to completely different themes! It's wonderful that people

And I feel that being a graduate student I need to embrace these ultra-left ideas and ideals. But I have trouble with that. I can reflect on them, but not like them. Maybe this is also an interesting design approach, just to reflect how I feel about something going on right now in society. I don't know.

The Stories of Others at first was a bit challenging for me, as I didn't see the point of addressing 'others' as I would like to express myself first and understand myself first.

But I'm thankful (again) to my graduate school to actually 'making' me to look into stories of others, and to move away from myself.



Suddenly, researching in that direction, I realized, what I have probaly had to understand much much earlier:  
it's a multitude of opinions  
out there about any given topic



And also, as I was collecting data from many people at once, and could not argue with each person and had to just accept their often polar opinions a realization came to me that:  
every opinion can be just looked at and accepted, as a different from my own opinion, but still a valid opinion, in a controversial to the previous-me way, but a new 'reformed' way for me-current.



31 August 2020, Monday

Lots of things have happened, kids had a little bit bumpy but interesting start of school today, I think I'm sick with coronavirus and I'm scared..., and other things that are minor in comparison to these two things.

Today I enjoyed our presentations in class. It's always a 'sign' to me to see something Russia-related (as I'm very very VERY homesick) and it was a joy to see a work of Sheila Levrant de Bretteville that uses Cyrillic alphabet, in a work of Katie. Plus, that work off Sheila was done in the city off Ekaterinburg (ex. Sverdlovsk) where I've been with my relatives long long long time ago, and where my Grandad's and Grandma's relatives were living at a time. Interesting!

Here are my first thoughts about our final project:

RESEARCH IN ARCHIVES

1. a clear and articulate project statement (to come up with):  
Reading through my 12+ diaries: In search of ideal love: how my first love transformed and reflects on my entire life  
OR  
Growing through my first love: how it transforms the person  
Or  
The ways our memory works: why people forget (might never find the answer))))  
Product: art books, and possibly poster and website  
Difficulties: maybe this theme is not interesting for anybody but me ))))

2. a clear and articulate project statement (to come up with):  
Revolution of 1917 in Russia and today's appraisals, are there similarities?



# Researching the ideas

Исследования идей



Archives Research:

- Love Story
- Revolution 1917 in Russia = Uprisals 2020 in the USA
- War archives: how to survive
- How language reflects national spirit



Interviews:

- Do we need guns?
- Do we need robot-policemen?
- Times of total control



Product: art book and  
Difficulties: archives a  
are no or very little sim  
fueled by anti-protest  
appraisals )))  
a clear and articulate



WW2: What have hel  
super hard war times  
similar hardshi  
Product: art book and  
Difficulties: archives a  
to analyze all of them  
fine with me, but I'm  
not).

4. Distortion of meaning  
phrases mean in differ



## INTERVIEWS

1. Do we need guns? I t  
police violence  
(I could interview up  
russia, taiwan, japan,  
whom I know from m  
other then that we w  
Product: art book and  
Difficulties: maybe this  
could trigger negativene  
don't like any risky sit

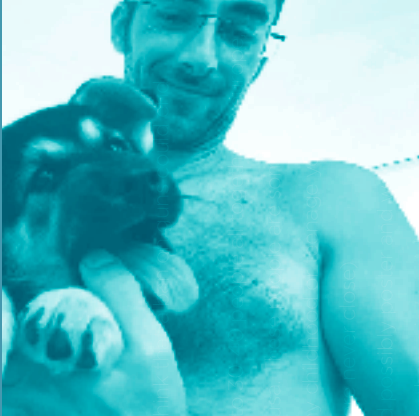
2. In case if guns can not be banned, should we create  
a robot-police that will be free of emotions and take  
criminals into custody without violence?  
(I could interview up to 30-40 people all together in  
europe, russia, taiwan, japan, usa. These people are  
someones whom I know from my childhood or teenage  
years, but other then that we were never close)

Product: art book and  
Difficulties: maybe th

3. Are we living in the  
under total supervis  
(I could interview up  
europe, russia, taiwa  
someones whom I k  
years, but other the  
Product: art book a  
Difficulties: none



forms the nation. For example, in  
much more little and pettying words for  
in English we can say 'dog', 'doggie'  
in Russian we can define the same  
as: собака, собачка, собачонка,  
ёнушка, собачулька, собачушка  
little words having slightly different  
be able to analyze a significant  
as there are lots of them. Maybe such  
before, lots of times.



Difficulties: maybe this theme is too risky to take now, as it  
could trigger negativeneess from pro-guns people. I really  
don't like any risky situations at this time in my life ))))

2. In case if guns can not be banned, should we create  
a robot-police that will be free of emotions and take  
criminals into custody without violence?  
(I could interview up to 30-40 people all together in  
europe, russia, taiwan, japan, usa. These people are  
someones whom I know from my childhood or teenage  
years, but other then that we were never close)

Product: art book and  
Difficulties: maybe th



# ideas

8 September 2020, Tuesday

Thank you, Professor Camila, for your email about my proposed topics! I'm so sorry I was so wordy and unclear, possibly.. I see that none of these approaches or themes suggested by me is good enough. With this I'm at such a loss, as I don't know what can be good enough for the final project... Besides, I know myself that I'm very very far from being willing to do any activism. Not because I'm disapproving of it, but just by the mere reason that if the theme bothers me a LOT, it might put a shadow over my work, meaning I'd be too emotional to discuss it or to react to it. And also, it's too personal. Not clear if it is ethical (in case of the conflict with my Mom, is it ethical to bring it up?....). And if the topic is detached, far from me, not interesting to me, be it a hundred percent case worth of socially reacting, I just do not feel like reacting or researching, at all. I can force myself, but it will be not me, not my true or sincere self.

Deciding on Mother-related interview project...

...coming up with a project statement, starting on the website, and dicussing the project in a class...

So, let's see what brings up my 'passion' now. I'm in a conflict with my Mom. It's a long one, goes throughout my life. I think I could make many interviews, just asking people "What is your best memory about your mom?" "What is the worst?" "What is your favorite word that your mom was addressing to you?" "What is the worst word?" etc., and based on these opinions, I could 'develop a visual narrative' (here I also feel a hit of panic, as I have no idea how it could look.... But shouldn't it be about a Social Cause?....

It's a real brainstorming for me. I was so desperate to find something around socially responsible design, that maybe this could work.. Many people are suffering from sad/bad/toxic relationships with their mothers, so maybe my project could be about it? But how will it be about activism? I do envision a wall with short memories of people about their Moms. Maybe that could help current Moms to see how children remember, what they remember, and how their actions and words are remembered? Does it sound as a social project? How many interviews should I conduct?

Well, I think maybe my Mom-oriented idea could work. Could it? My kids are screaming in the background, I need to go...

September 10th, Thursday

I'm very glad that we might go for the 'mom' idea for my project. I was wishing to go for that, as it's really interesting to me to learn about other people's experiences with their moms.

I think I'll do a website with the form for the questions, as many people might not share their memories with me personally, as it is a touchy theme for many people as far as I know.

I was thinking maybe doing a poster about this project and placing it somewhere to FAU (maybe at psychological faculty? It is allowed?), Maybe I should say that I'll randomly select the entry for some prize (maybe a copy of an artist book with all the entries, or Starbucks card? ))) I'm not sure).

I will also post this information to my instagram and facebook. I don't have a lot of 'friends' (as I don't feel comfortable to have a lot of 'friends' on Facebook) and I don't have a lot of followers either.

- Maybe I'll pay for a cheap google ad campaign in order to get entries?
- I'll ask fellow-graduate students.
- I'll ask my friends to ask their parents, too.

...only to discover it is too emotional for me to work in that direction.











# Project Statement

Описание проекта

A rapid social change suddenly occurred with the virus arrival.

All familiar things became different, for everybody on the planet.

What are people thinking about the enormous change in our society? How will this unusual shared human experience reflect on our future and current lives? Will it be forever different for humans? Will touch and hug become taboo with strangers? How will the 'common enemy' scenario affect the world? What can be observed from this experience?

In my project, I would like to obtain the shared experience of different people, living through a pandemic. How did their lives change? How was their life before the pandemic and after the pandemic? How did it feel to suddenly be not able to go out? What are the hopes for the future? What could be considered positive about this sudden change in society?

For this project, I will be interviewing multiple people. When I was thinking about the logistics of how to choose people for my interviews, I thought that it would be a good idea to interview people whom I used to meet on a day-to-day basis before the pandemic: my friends, shop assistants, delivery people, a colleague, professor, mother of a child at school, teacher of kids in a class, soccer trainer, etc. To my mind it will reflect the reality and logistic of how the virus is spread, too. I will be doing face-to-face interviews via Zoom and interview via email-social media. Then, I will use the collected material to edit and extract some common themes or elements of connected experience from one person to another, if such themes could be found; or reflect the variety of opinions and hopes associated with the change that has occurred with all of us.

Project



idea: to create a book  
uniting different experiences  
of various people



September 14th 2020, Monday

Today's class showed me that I'm very much haunted with my own-relevant problems, even more than I thought. I'm sorry I was so nervous and jumpy towards my own Mother for me it's a big issue especially as I consider it to be a sin to a certain degree. I see now that I should not do a project about Mother's Church relationship as it is still very personal to me. I wish it would not be like that!..

I had an idea of collecting virus stories at the very beginning of the virus. I see as four people with human figures that would be connected. The idea is kind of new that we are all so surprisingly connected on the planet, as I was very stunned at how fast the virus got the whole Earth.

Maybe I could interview people about the effects of the virus on their lives and react on these opinions, too? As far as I know, most of my friends and acquaintances are affected by the virus, especially emotionally, if not physically (often, the emotional worries about the virus affect the physical body, and some people develop anxiety or panic attacks). The purpose of the project would be to show the interconnectedness of everything on our planet, and the closeness of all of us as human beings. Or, vice versa, to show how the virus brought people apart, as there were debates about the 'fake' nature of the virus, and I know people who are very aggressively against the concept of the virus present and against the measures to slow it down.

September 21st, Monday

I enjoyed today's class a lot, as I got a very clear impression of what's needed to be done, and when, as well as got very constructive feedback for my interview questions. Katherine even suggested where I could listen to recorded COVID stories, and I started listening to the records, and might need some elements from that archive of recordings of different stories about pandemic.

...collecting the responses into two Google forms in Russian and in English...

Tomorrow I can't wait to start interviewing people with whom I used to communicate in person on a daily basis. I also hope to add 'international flare' to my project, asking people to duplicate the opinion in short about pandemic in their native language.

I'm still unclear if I should go on campus for the mock-ups of my book, or just do it on the computer for now, but I hope to clarify it during next class.

I'll start on sketching for this project as well.

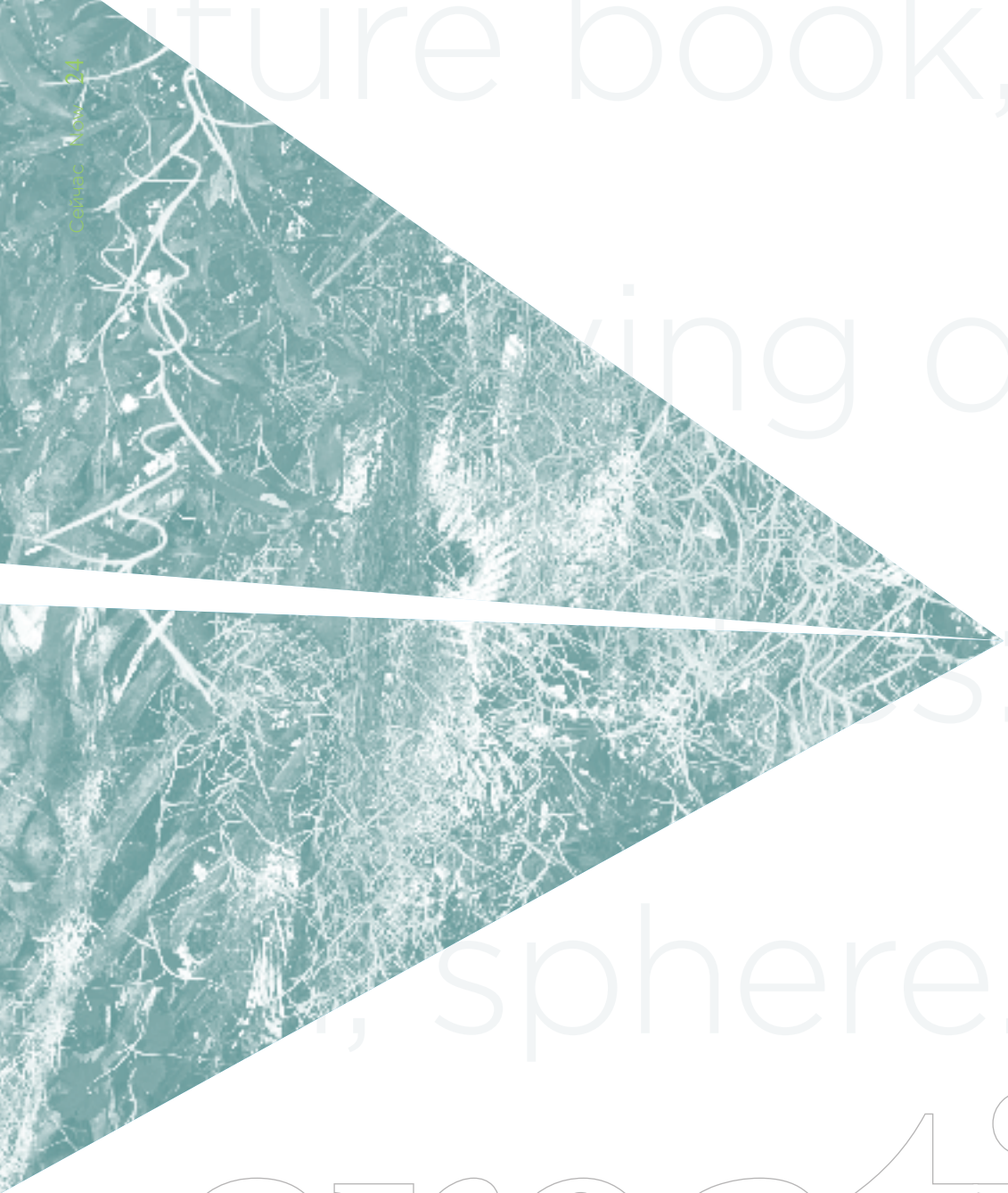
September 25th 2020, Friday

I'm very excited as I've got 12 responses to my Google Form so far! People do will to fill the Google forms versus interviews in person, and I can't blame them, everybody has very little time on their hands.

The answers are somewhat unexpected, somewhat very expected. It's very interesting to read through them, and many people explicitly expressed the desire to hear or see other people's opinions, saying that they would LOVE to know them. It makes me happy as maybe it's a social issue that is interesting to some amount of people.

...organizing the responses by the question, and thinking about the logistics of the book.





# Creative Process

## Творческий Процесс

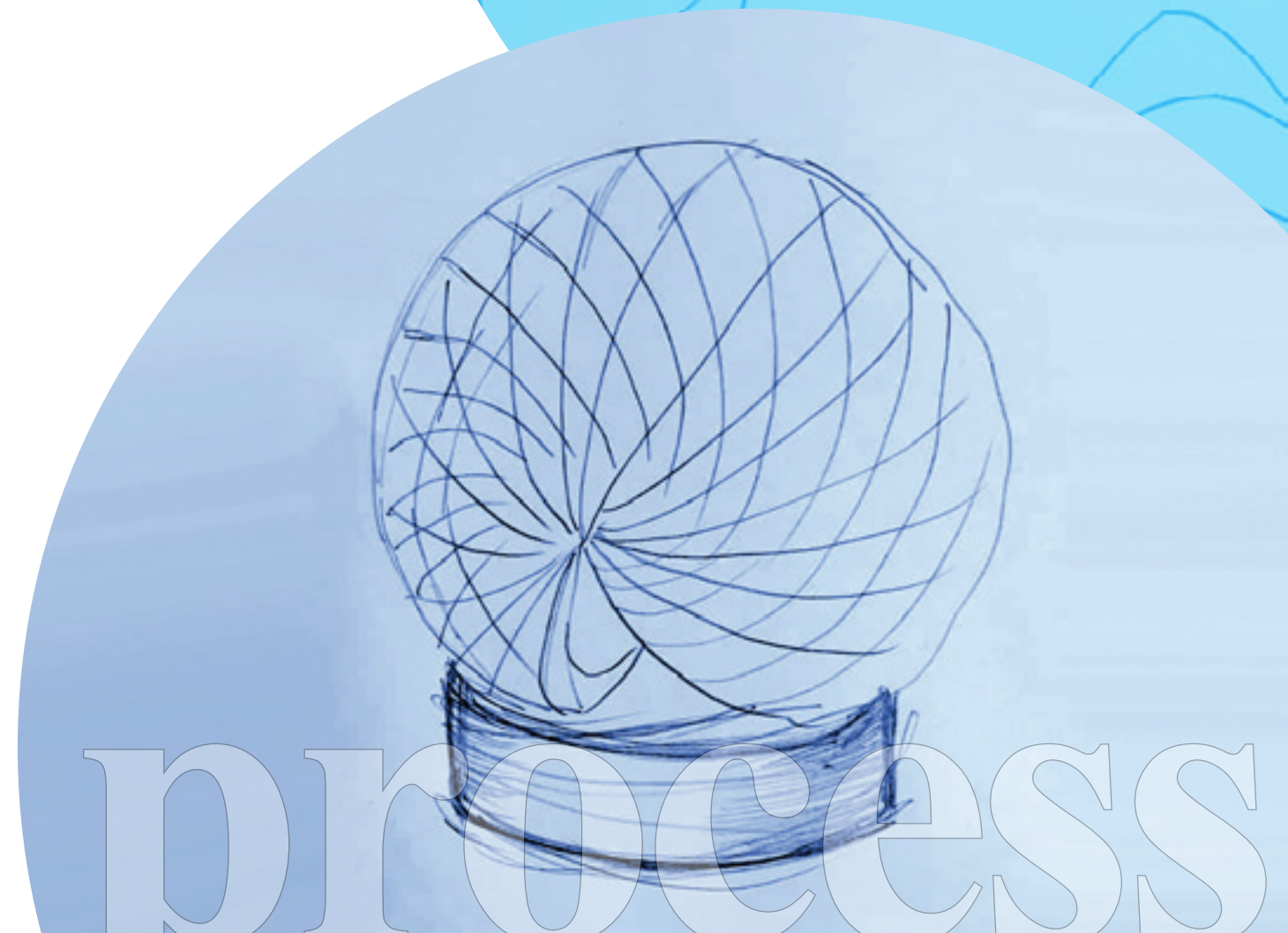
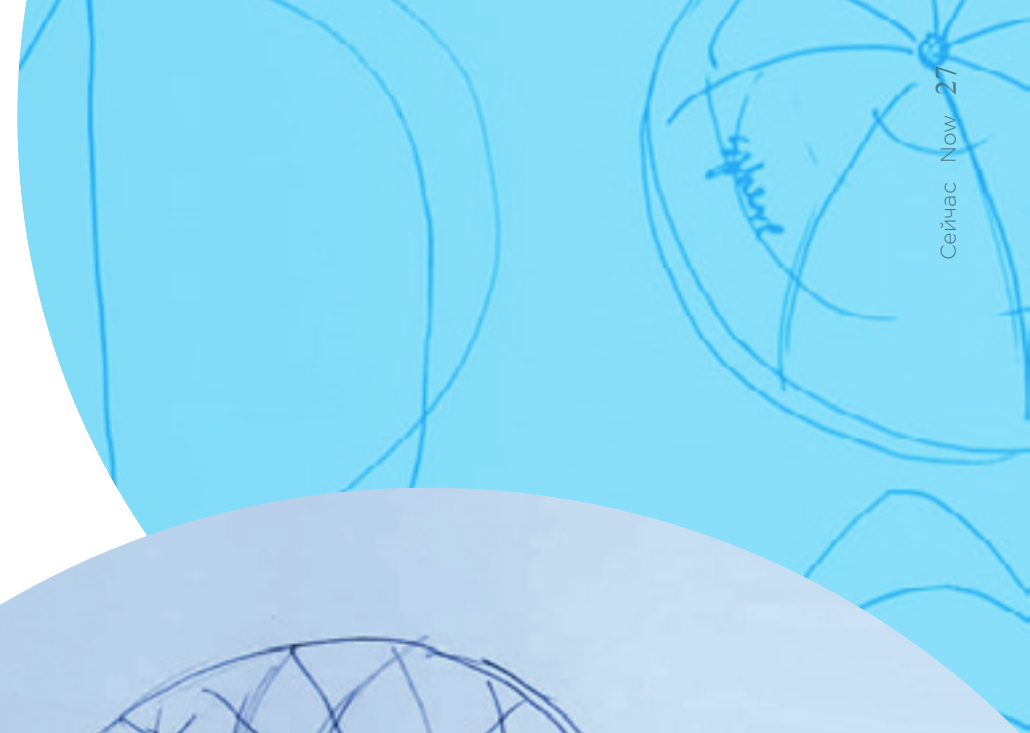
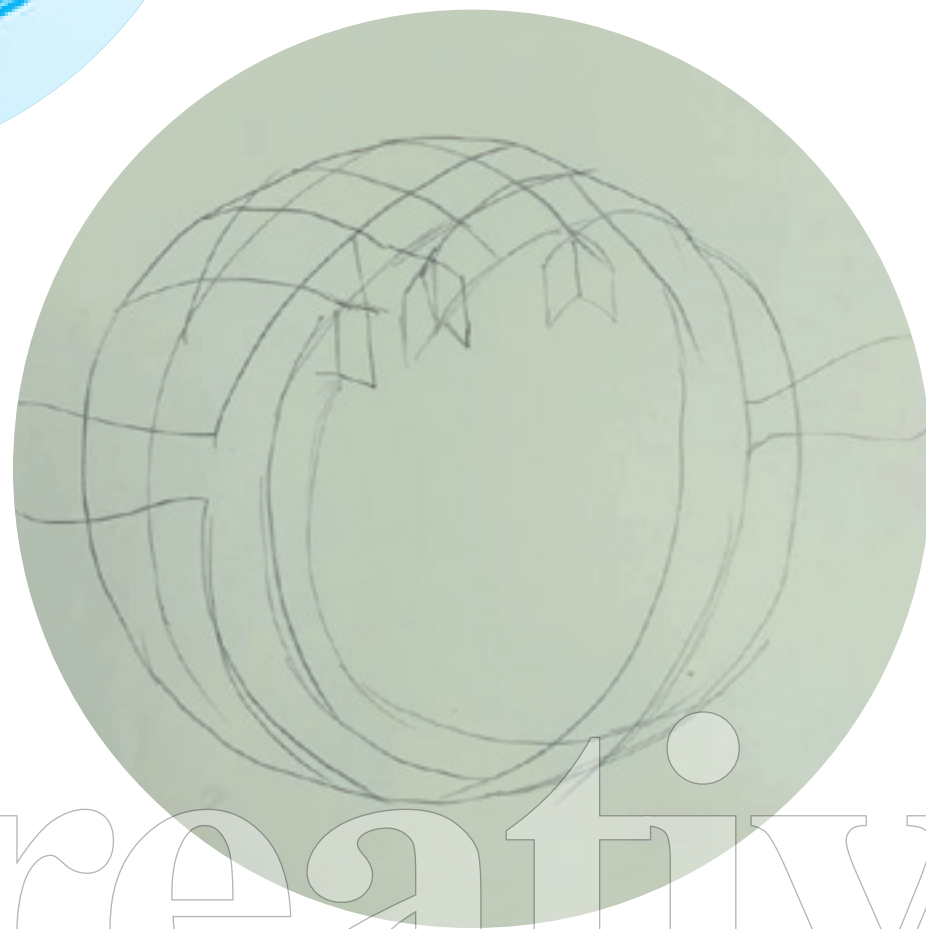
Trying to visualize  
future book, sketching  
and trying different  
approaches: pop-up,  
grid, sphere.



I started with the sketching by hand, without relying on my computer. This allows me to think and meditate without any thoughts with a pencil and a sheet of paper.



Sketching allows me to instantly visualize all of my thoughts about the final version of the book.



# creative process



This time I had two winning solutions for this book, and I was hoping to use at least one of these ideas for my final book.



a book resembling the molecular of the virus with virus spikes mixed with the silhouettes of the people

1



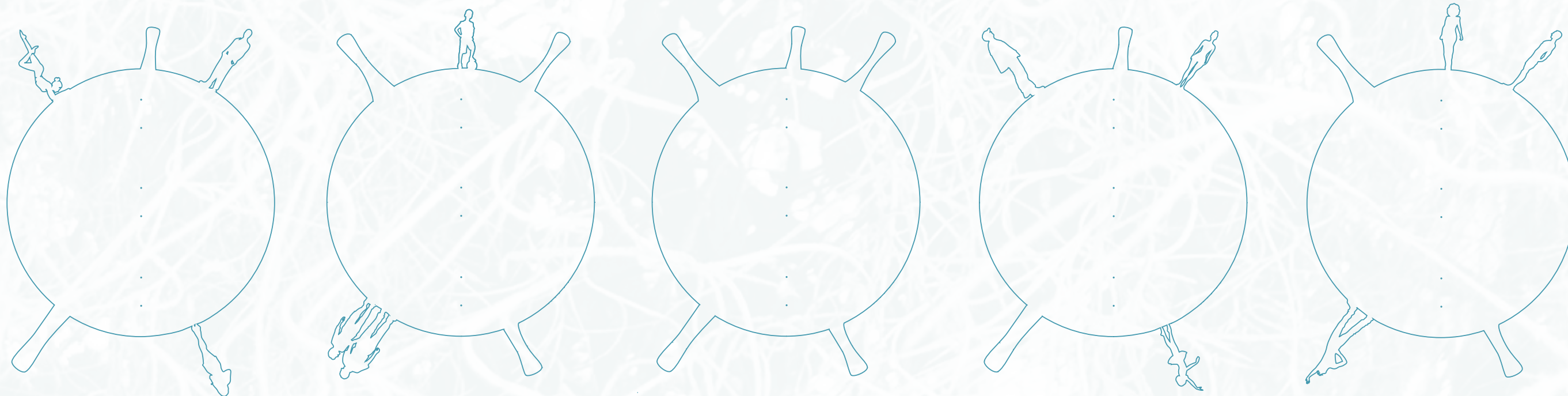
2



a book resembling Earth in all its unevenness and not-perfectedness

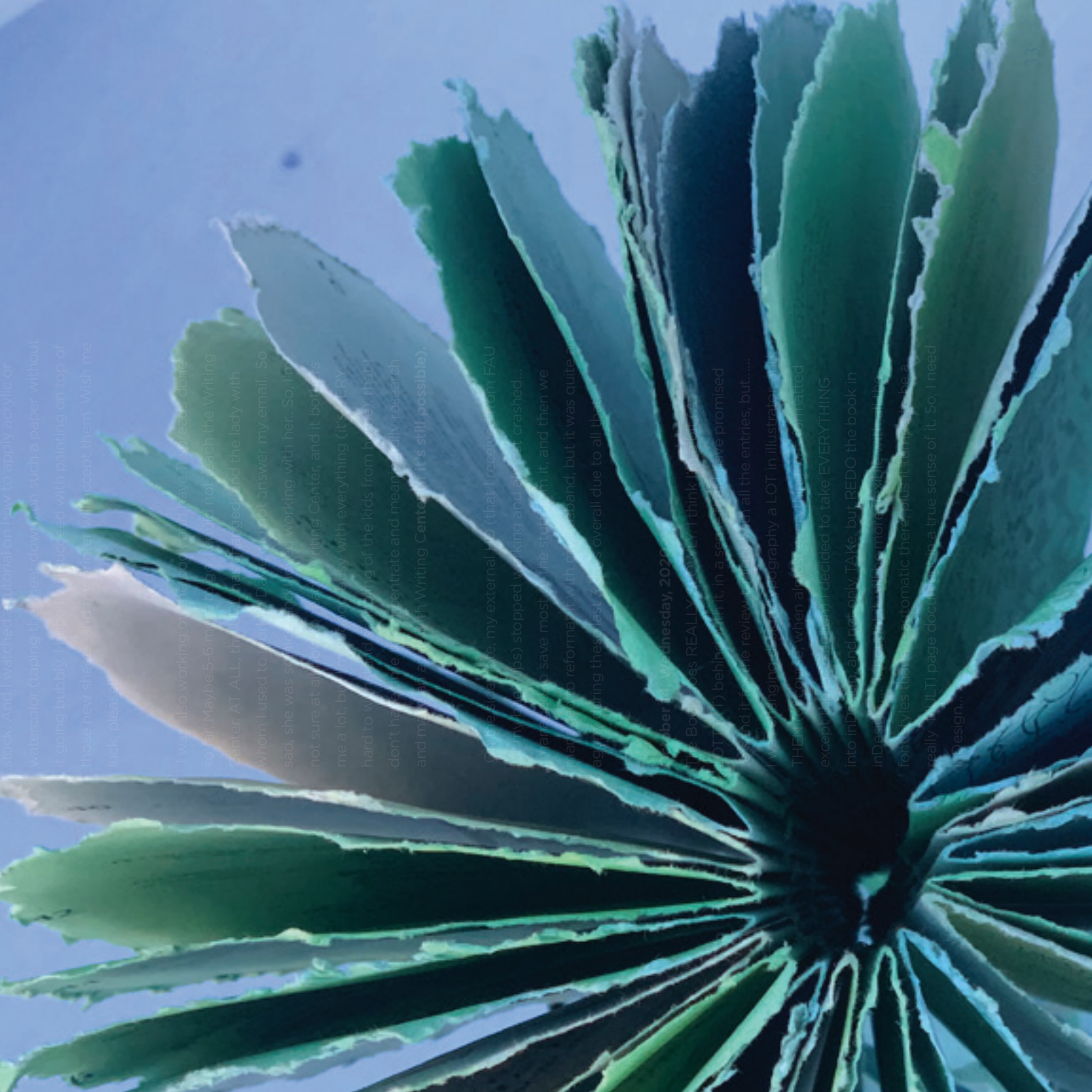
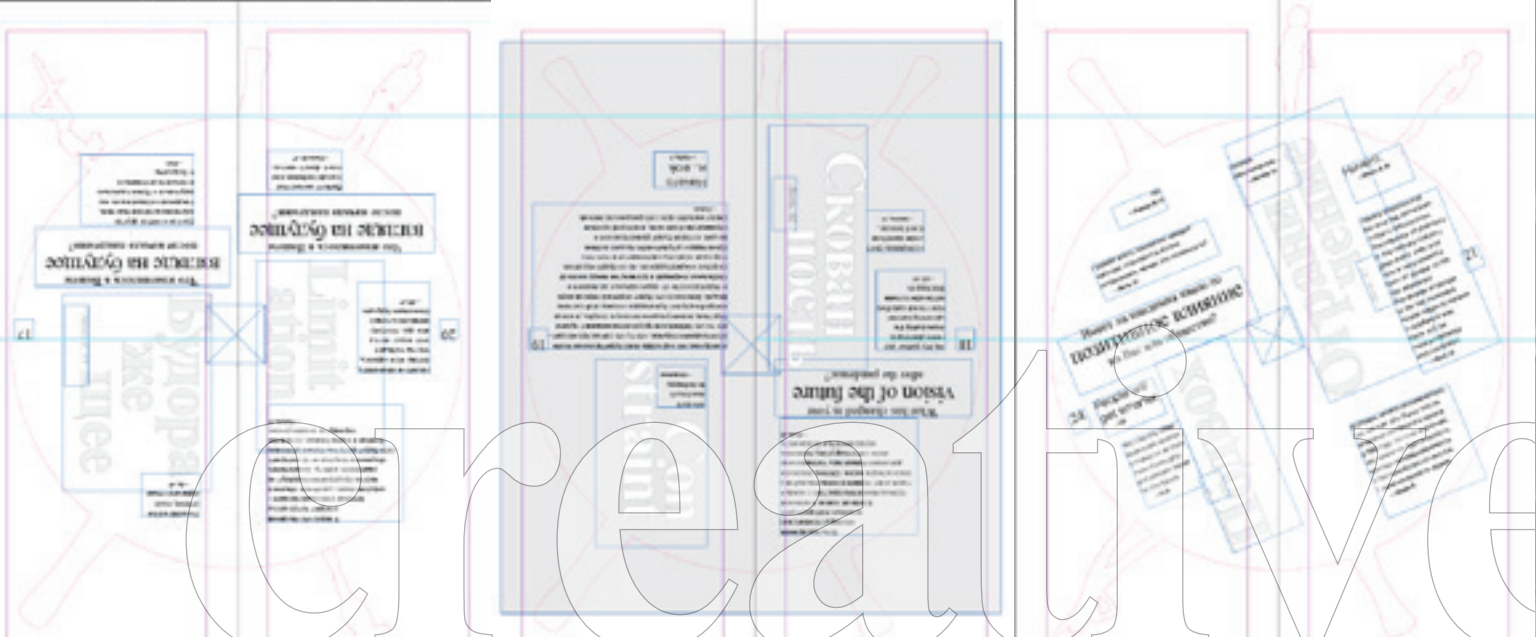
# creative process



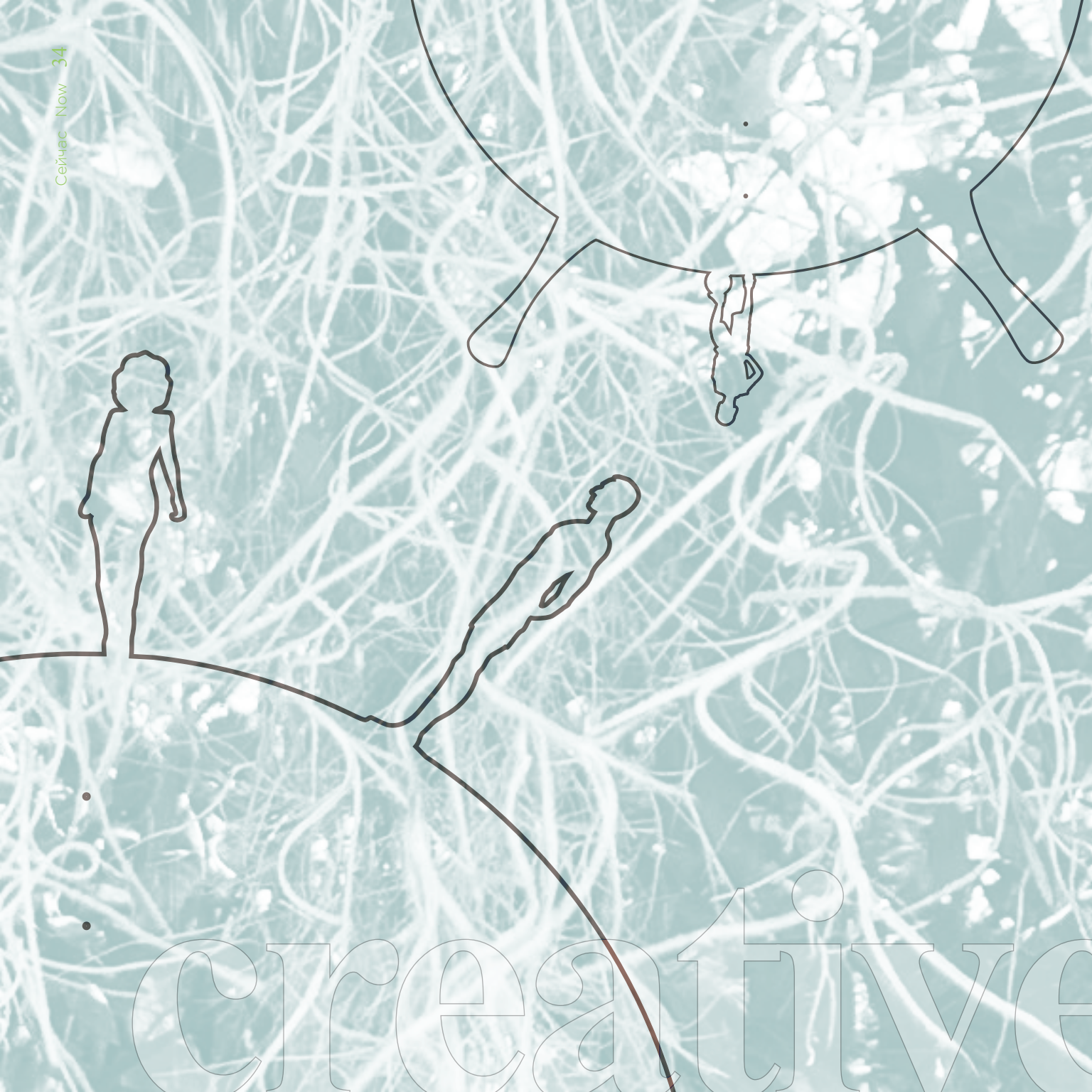


creative process

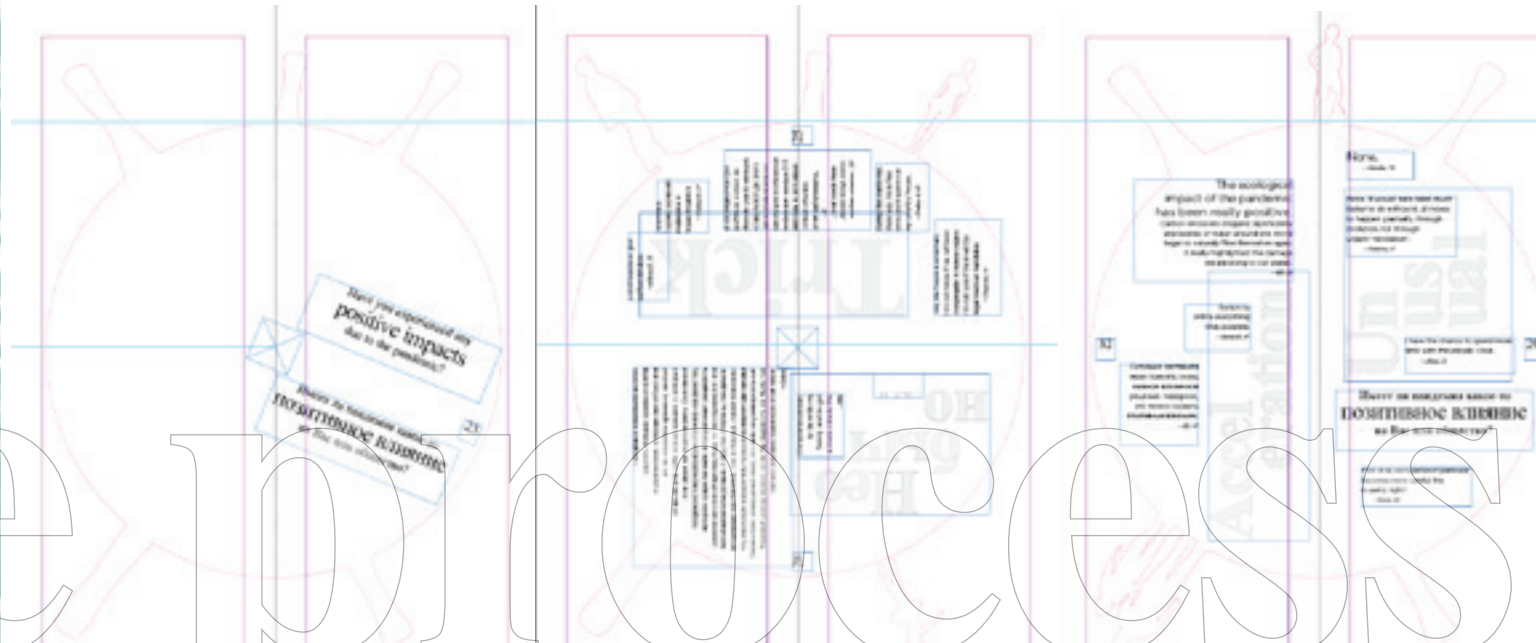








Computer layouts and endless possibilities to play with them, are a big part of my creative process, being a valuable addition to the hand-drawings and sketches.



creative process





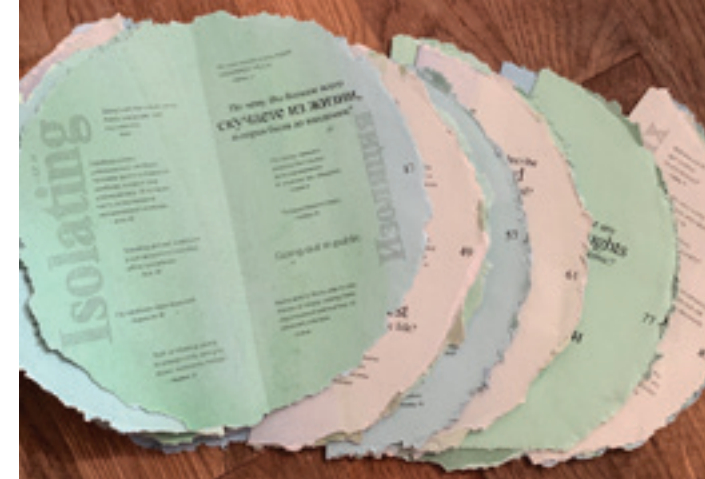
This is how I was working on the first book, which come out very fuzzy, due to the velum three-colored paper, that was impossibly resisting to the hand-tearing and wetting.

.....

...And I also decided to make the book in 2 languages, Russian and English... Why do I so often try to do more than I can?....

Oh my God!!! I was working for 12+ hours now on my book, and did only 40 pages, maybe 10 more to go. But I will send what I have so far to my Professor. I'm very tired, the blue boxes of the text have not blue but black borders for my tired eyes now, which scares me. I have to go for a walk with the kids, I was not spending any time with them at all today.

Still I enjoy this book a lot, as it is as imperfect as our usual life. And it's beautiful with all its imperfections.

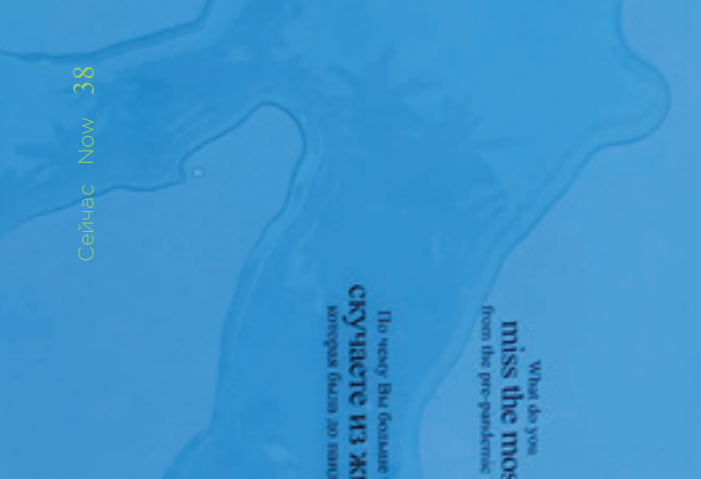


You can clearly see how fuzzy and uneven the pages are. Sometimes the page numbers, that were too close to the side, were getting torn off. Oh, well, just like some days that we forget due to the uneventfulness.

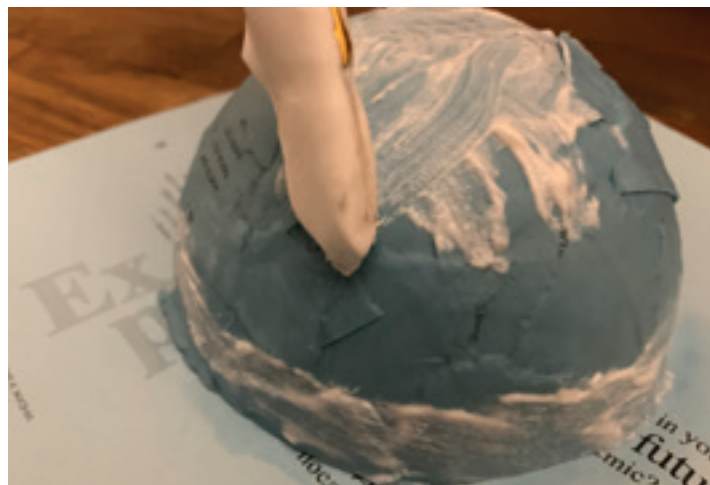
The paper also turned our to be very not-suitable for water colors, nor for acrylics, as from one side the printed out text was getting blurry, basically dissapearing. Oh, well, it was adding to the beauty of the book at that point ))

Finally, the binding turned out to be not too tight, as I decided to start with the unprofessional thread, which also ended unexpectedly. The book was living on itself, beautiful in its flaws.





I did a second book, which turned out to be much more perfect than the first one. But which one I like most? I wouldn't be able to tell. I guess, the books are like your children, which one you love—the most perfect one or the one with imperfections—would a parent be able to make such a choice?



This new paper that I bought, Springhill Index Digital 110 lb, blue, was allowing me to tear it good by hand after being submerged into water for at least 3 hours.

I also used a papier-mâché technique for the first time in my life, and tremendously enjoyed it, we were working on the book's base together with my daughter, it was so much fun!!



creative process



**October 15, 2020, Thursday**

How come the book became 88 pages out of 36? I don't know what to do with myself anymore. Just kidding, I like it a lot, and I'm almost all set up for print. I've split all the pages for double-size print, sent pdfs to my friends for additional proof, will proof the simple print-outs tonight myself, and will hope to finish this project soon and good.

**October 19, 2020, Monday**

I was also thinking about a glass base for the book, which is filled with scraps of the pages, honoring those who died from the virus. Also, the glass container with scraps in it might symbolize for many people the artificial, lab created essence of this 'world war III' for our planet.

And also, the construction together for me means the ode to the courage, humanity and support of all the people around the globe to each other also. Many volunteers have appeared in every country, helping other people to survive and be well despite the presence of the virus.

I wanted to share these thoughts during our conversation but then I forgot and we moved to something else.

**October 26, 2020, Monday**

I'm so happy to hear that there is a free pace on Google for FAU students!!! I've never heard about that before, somehow, despite me working for FAU for the last 6+ years, and studying part-time in my third year!! Very happy to learn that (even though I feel strange about not knowing that before)...

So, I placed everything for the project there for now.

# creative

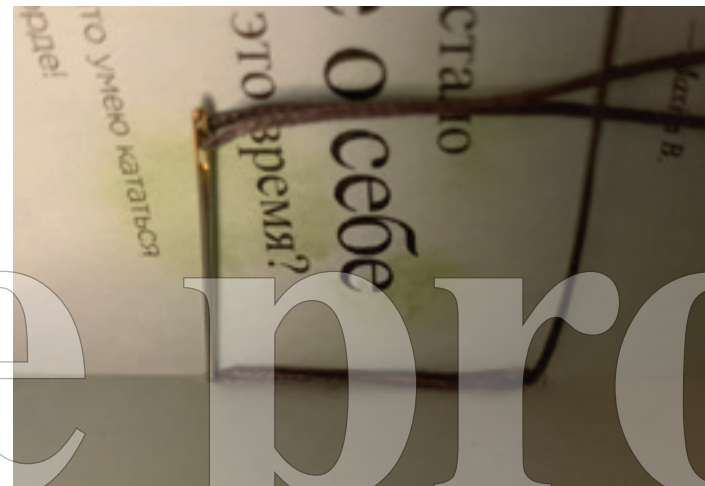
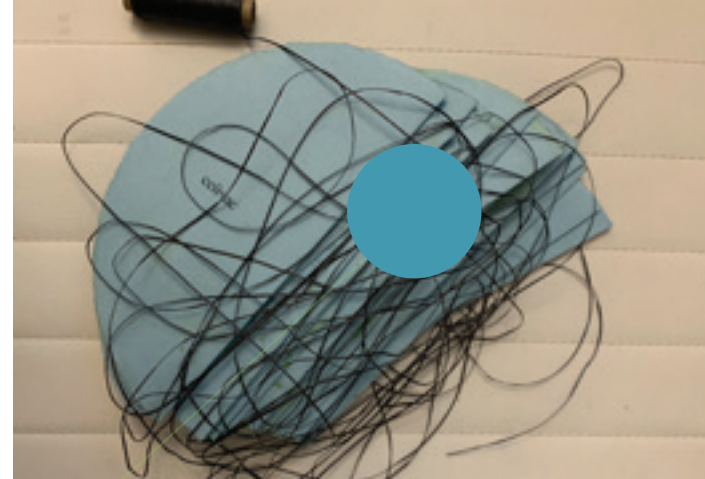
# process

Now,  
just a little bit more of  
that creative process,  
and I promise, I will  
share with you the result!!





Luckily, everything is clear here, I was painting the pages, drying them and painting a bit more, and drying them again ))



Time to sew when the family is sleeping. The needle is sharp enough to keep me awake. I enjoyed sewing this one.

creative process

# 4

# Reflections & Thoughts

Размышления

What do you  
miss the most  
from the pre-pandemic life?

По чему Вы больше всего  
скучаете из жизни  
которая была до пандемии?



# Challenges

Creating a round book, resembling the earth, is challenging, as even with laser-cutting of the pages, the folded book will have the uneven pages, as I experienced in one of my projects.



the logo of BitBook.

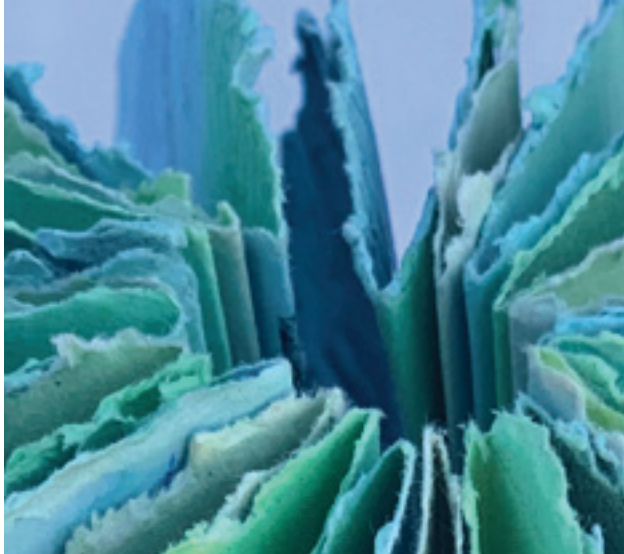
As it is a time-of-isolation book, especially because I started thinking about it during the isolation period when we had to stay at home most of the time, I wanted to create a book without leaving my house.



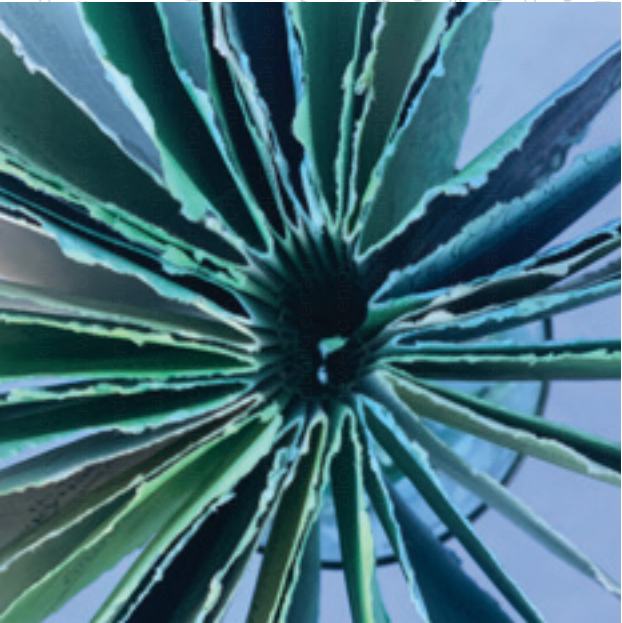
These seem like interesting concepts. I was also thinking a couple of years of the book where I could use the sensitive battery that would have an electric circuit to vibrate the opening of the book, glowing up the background images, especially the pages, activating the points inside the emission contains a red ink that points inside the book (like warmth when the ink is dry or a pulsing heart will allow the battery to be longer (as it will be a charging battery) plus a small instant 'miracle' effect on the opening of the book.

At the same time, I'm not sure how/if this is compatible with the archival quality and book arts in general. It is and not somehow.

Hand-painting each sheet was a challenge as well, as the paper was not taking watercolors too good (my initial intention), so I was working with acrylics.



Finding the right paper 1: first I used watercolor paper that was not holding the laser printer inks at all, not mentioning that it jammed my printer and almost



India; snow-smell; and in general there would be so many uses of the 'smell-box'. I'm sure, possibly somebody already doing it/ or done it somewhere on the Earth, it will appear soon.

It reminds me of that Boris Vian 'L'écume de jours' amazing book, where he had a piano that was making different sounds depending on a piece that was played on a piano--each sound was connected to a certain sound, or surop, or drink, or the end of the pianist who was playing was getting his/ cocktail based on the music he/she was playing. "My cocktail" by Glenn Miller was created around the same time, coinciding with that idea from Boris Vian's book.

No complains in this square )))  
  
Even though I could come up with a lot of them )))

Finding the right paper 2: first I used Neenah velum, and it turned out it does not hold the laser printer ink on one side of the sheet, which

killed it, even though I bought a specific laser-printer friendly watercolor paper; and I had to abandon the idea of using the water colors for this project.



Figuring out how the book is going to stand and what should I use for it's base.



The biggest challenge was hand-tearing each page, as I wanted to create a custom, hand-made look for this project, also exploring the idea of 'imperfection' (which is so not typical for me as I'm a perfectionist) as I wanted to stress that now it is a time of Change, a time to revisit our assumptions and values.

the book. It's a rugging it out, to for a f my fav n today's igation ects. I'll be



This was a  
project where  
I allowed  
myself not to

control  
everything, as I  
usually do, and  
to some extent  
take a control  
over my

decisions, as I  
felt that what  
is dictated by  
today's time,

and I enjoyed  
the whole  
process  
and the final  
result

a lot

creative process

different,  
almost polar  
opinions

Everything with this  
project—my decision  
not to alter or omit  
any of the submitted  
opinions, limitation  
in printing techniques,  
in cutting out  
techniques—imposes  
the unique, not quite  
mine, but  
—*at the same time*—  
*mine*  
final project  
result on me.

limitations on  
printing/  
cutting

the project as  
though has  
the life of  
its own

change

perfect  
imperfections  
that I fall for



# Final form

53



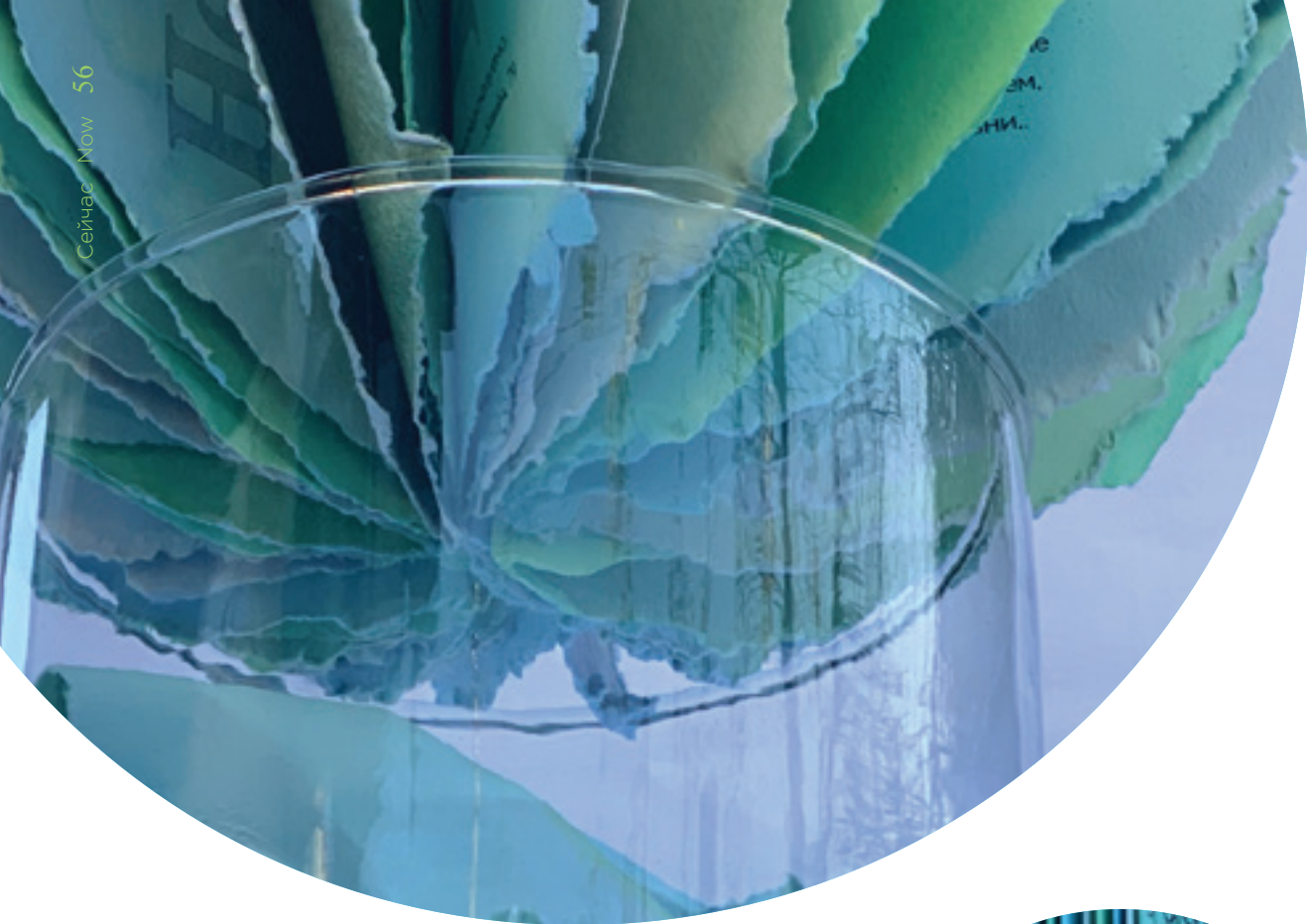
ta-damm!!



The book 'Now Сейчас' designed and created by: Tatyana V. iudean  
Fonts used: Gotham Pro и Times New Roman. The pages were printed on Brother laser printer.

Paper: Springhill Index Digital 110 lb, blue, with watercolor-acrylic accents © 2020





The book 'Now Сейчас' designed and created by: Tatyana V. iudean  
 Fonts used: Gotham Pro и Times New Roman. The pages were printed on Brother laser printer.

Paper: Neehnah velum multicolor, accents in acrylics © 2020



ta-dada-damm!!





September 21st, Monday

I enjoyed today's class a lot, as I got a very clear impression of what's needed to be done, and when, as well as got very constructive feedback for my interview questions. Katherine even suggested where I could listen to recorded COVID stories, and I started listening to the records, and might need some elements from that archive of recordings of different stories about pandemic.



Entries' form for future materials



Russian language version

September 25th 2020, Friday

I'm very excited, as I've got 12 responses to my Google Form so far! People do will to fill the Google forms versus in v



Full process description and video



Jumping to any chapter



# Thank you!!

Спасибо!!



the end.