

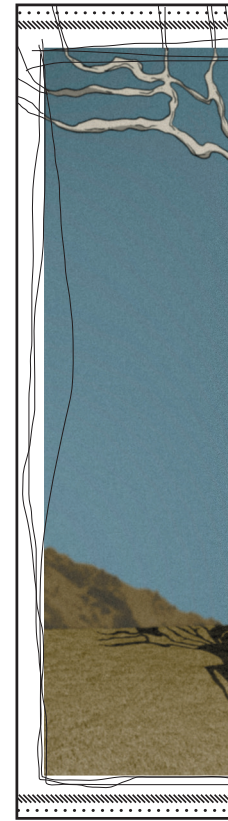
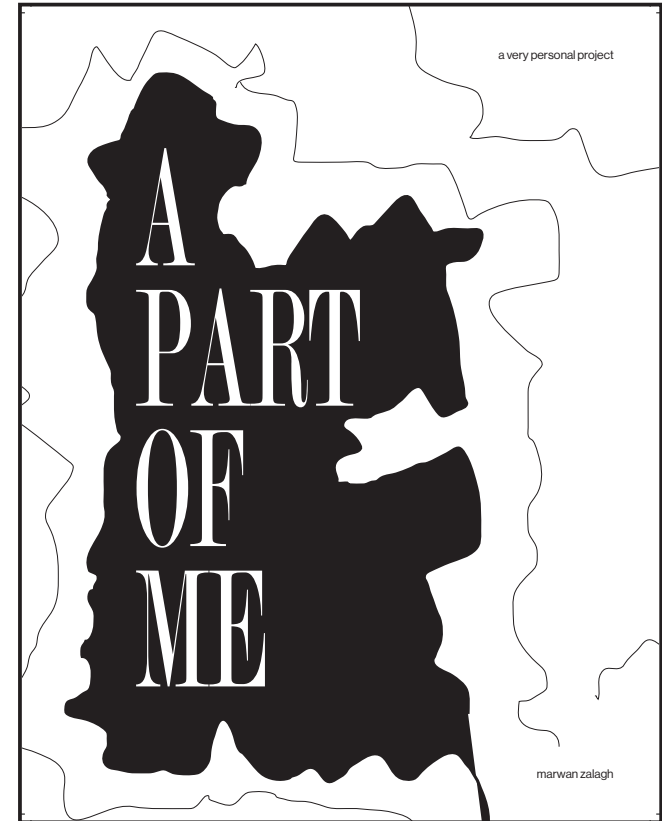
# A PART OF ME

## Case Study #1 : Personal Project

**Marwan Zalagh**

And embrace it.

2:11 AM



# PROJECT OVERVIEW

*This project is named «A PART OF ME».*

*It is a small booklet composed of six entries, each containing a poster and some text.*

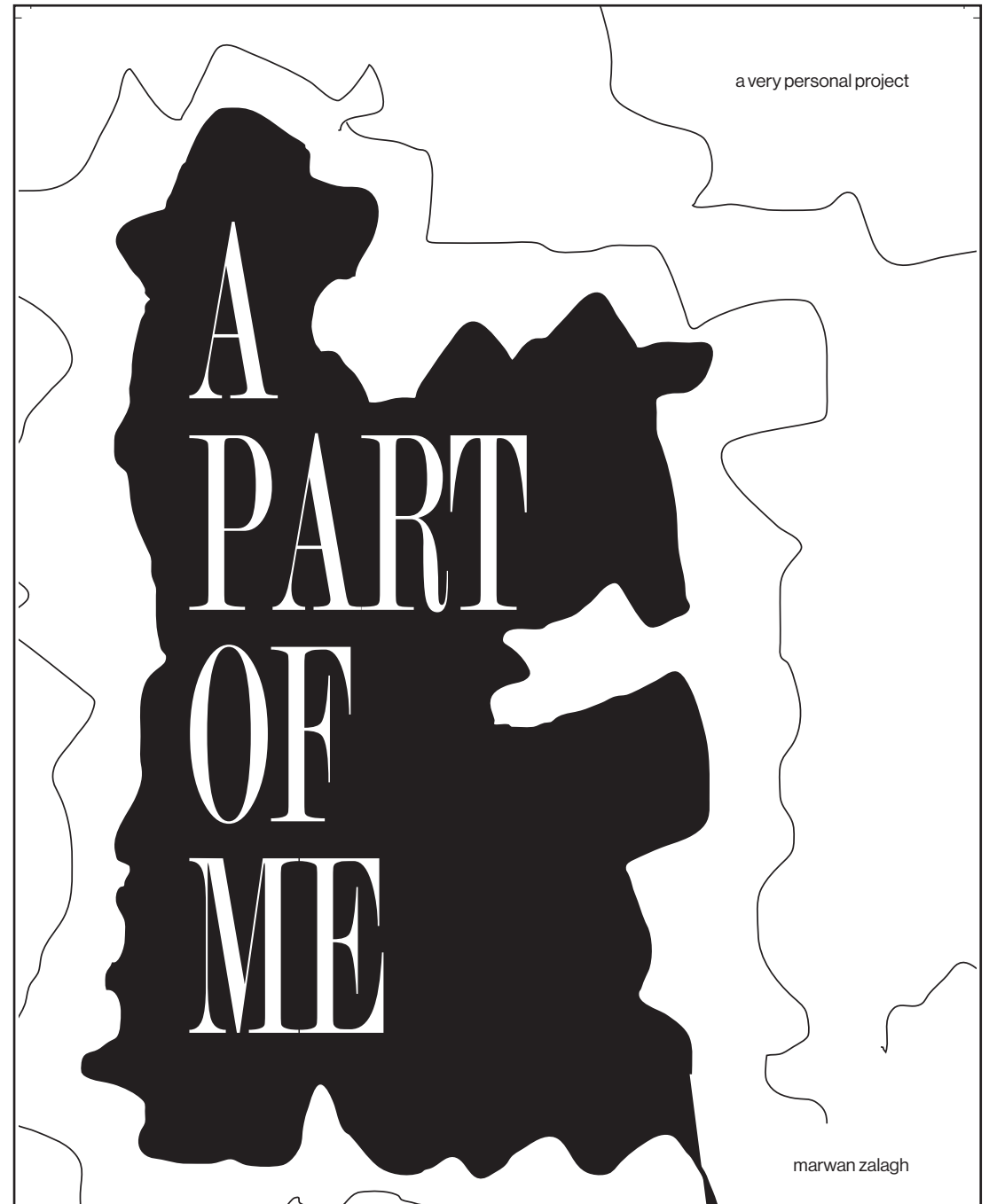
*This project was made as a personal project for school, meaning we were entirely free of choosing what form our project would take.*

My main goal was to express a part of myself (what a coincidence) through this project, with each entry representing a different aspect of who I am, my personality.

I had to find a way to turn quite abstract concepts into visuals, which wasn't without its challenges.

Since it was a solo project, I was entirely responsible for it. I illustrated and designed all the posters, and wrote all the texts.

The project started around early March, when I was in a research and experimentation phase. There was a long period where I was inactive during the mid-to-late March, and I picked it back up and finished it in early April, with the deadline being the 7th.



# PROBLEM STATEMENT

The first challenge was deciding what form my project would take. We had complete creative freedom, which threw me off a bit at the beginning.

Then, once I had settled on the format, the next question was: how do I visually represent the different themes I had chosen?

I really wanted to express myself through these posters and illustrations, so I had to figure things out on my own to create something truly original—something that could be called personal, and in a way, something that only I could have made.

**I needed to find my own style and make the most of it.**

Then, who was the project supposed to be for? I didn't really know—at least not when I started.

Since this booklet mainly focuses on the emotions I experience most often, I doubt that any specific audience would be particularly interested in the project as a whole.

Unless, perhaps, they would be drawn to the intrinsic quality of the posters and creations individually, as artistic pieces in their own right.

I would also say that people who like experimental stuff could be interested in the booklet, as I tried to make something different

# RESEARCH & INSPIRATION

At first, I wanted to draw inspiration from medieval bestiaries, because I liked the occult and bizarre vibe those works gave off.

When it came to color, I didn't really have any specific criteria, since I wanted each entry to have its own visual identity.

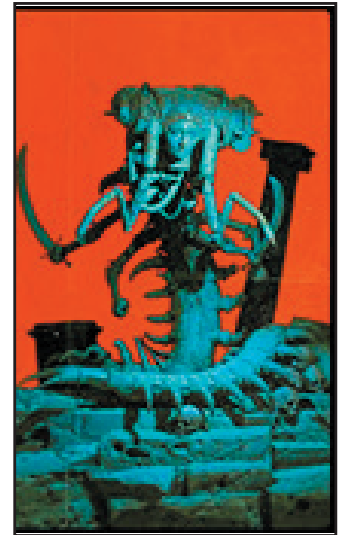
To find inspiration, I mostly use Pinterest. I think it's a really easy platform to explore and quickly find visuals that speak to me. I use it for almost all my projects during the research phase.

For the second-to-last piece, I drew from the aesthetic of analog horror by distorting the image deliberately. For the final piece, I went for a style heavily inspired by the artist Doctor Nowhere, who often draws large, distorted humanoid entities.

As you can see through my inspirations, I wanted some of my entries to have an ominous presence.



Doctor Nowhere





# INITIAL SKETCHES

**My sketches were really about finding interesting designs to represent each part of my personality.**

I'll show you the final result later in the PDF, but if you've already seen the booklet, you might have noticed that many of those early designs didn't make it into the final project.

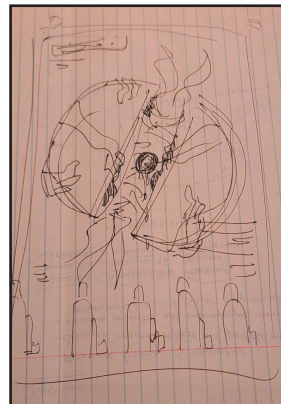
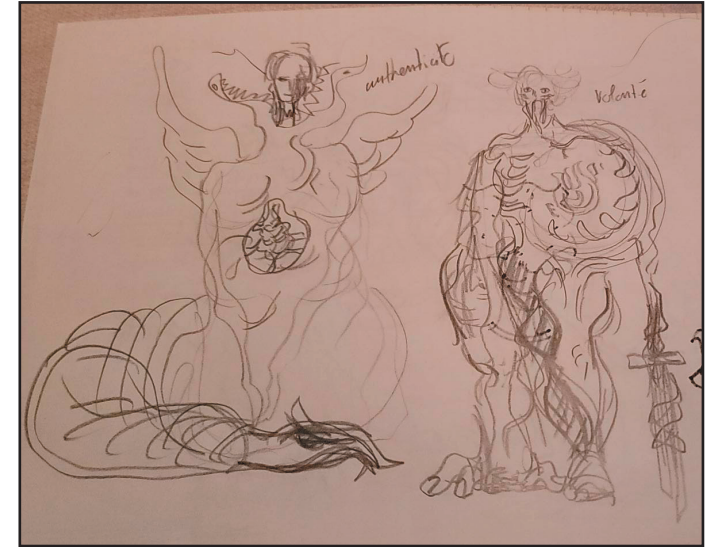
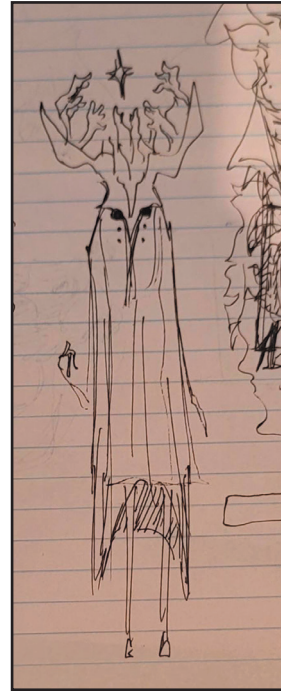
That's mostly due to a lack of organization—I ended up working on a large part of the project near the end.

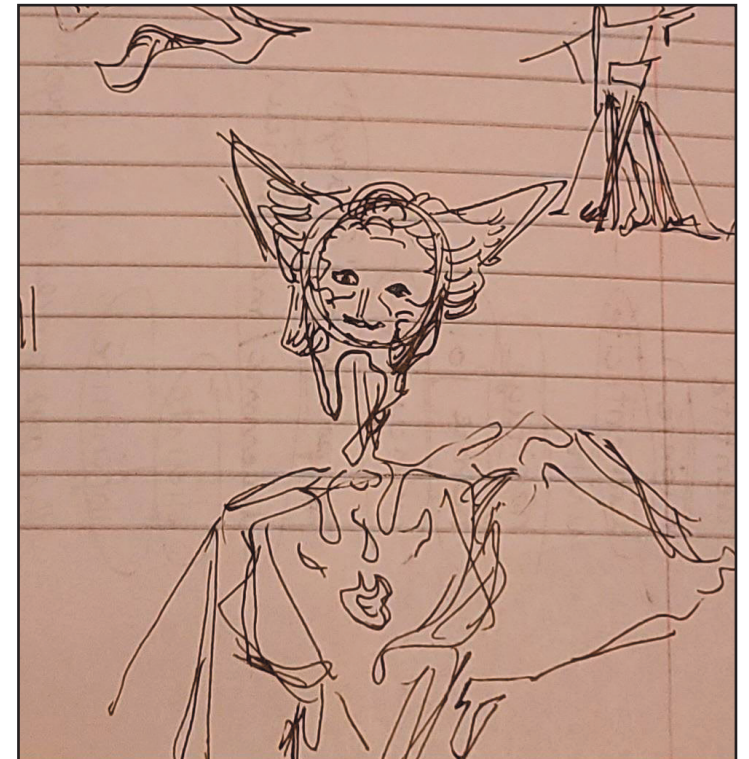
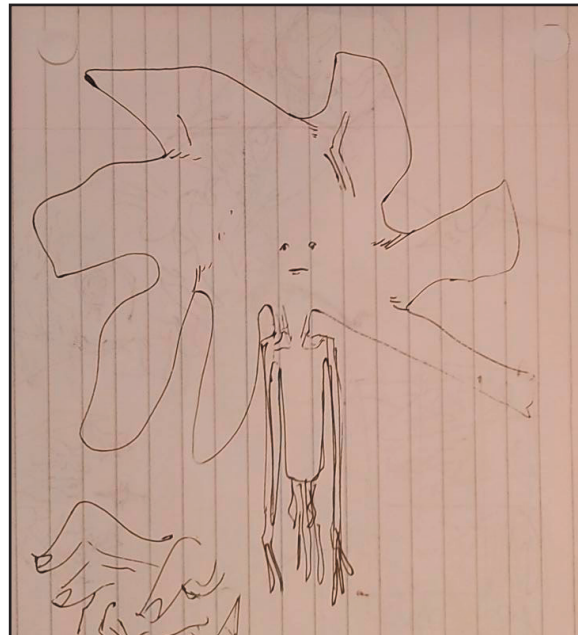
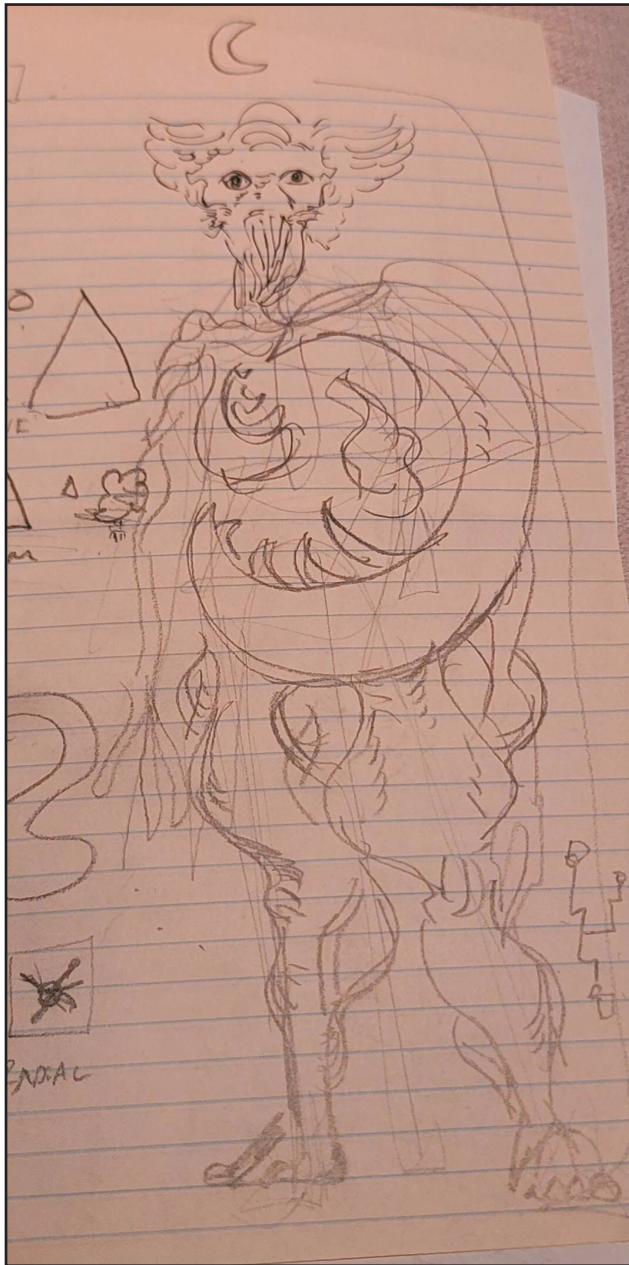
Still, I think I explored the theme of “beasts representing parts of myself” pretty thoroughly. Out of the six final pieces, four actually feature a beast design; the other two went in a slightly different direction.

I'll probably reuse some of those unused ideas in the near future, outside of this project though.

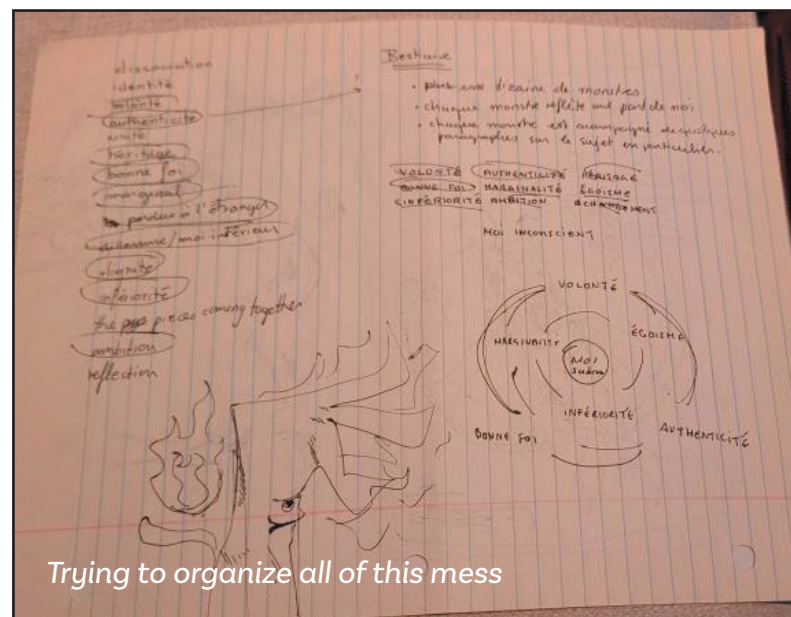
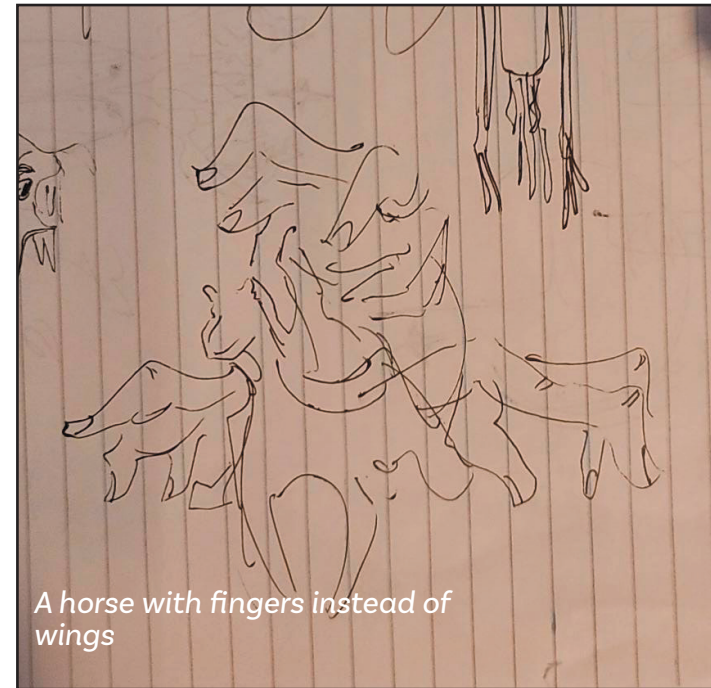
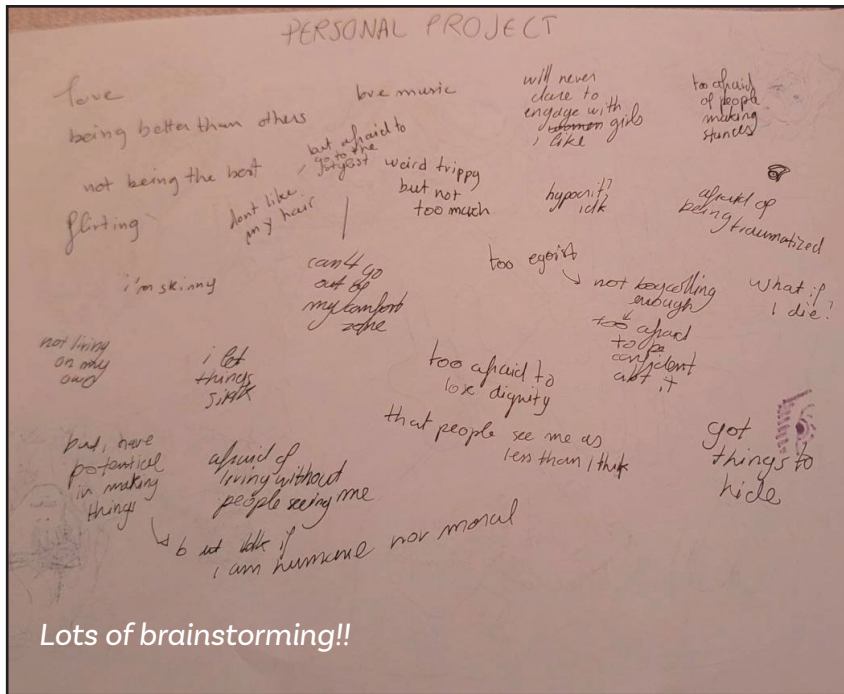
When I worked on my first draft, I really tried to break down my personality into several core pillars, which later became the themes for each entry. I did a lot of brainstorming and tried to structure the project in “circles”, each one representing a different level of my personality. Each circle included three specific themes.

In the end, I had to let go of that concept—again, due to time constraints and a lack of organization.









# REFINEMENT PROCESS

I then moved on to the production phase, mainly using **Clip Studio Paint**—a drawing-focused software—alongside **Photoshop** and **InDesign** for the layout.

I drew, applied filters, and experimented with mixing mediums and styles to create a varied project where each visual style matched the theme it was tied to.

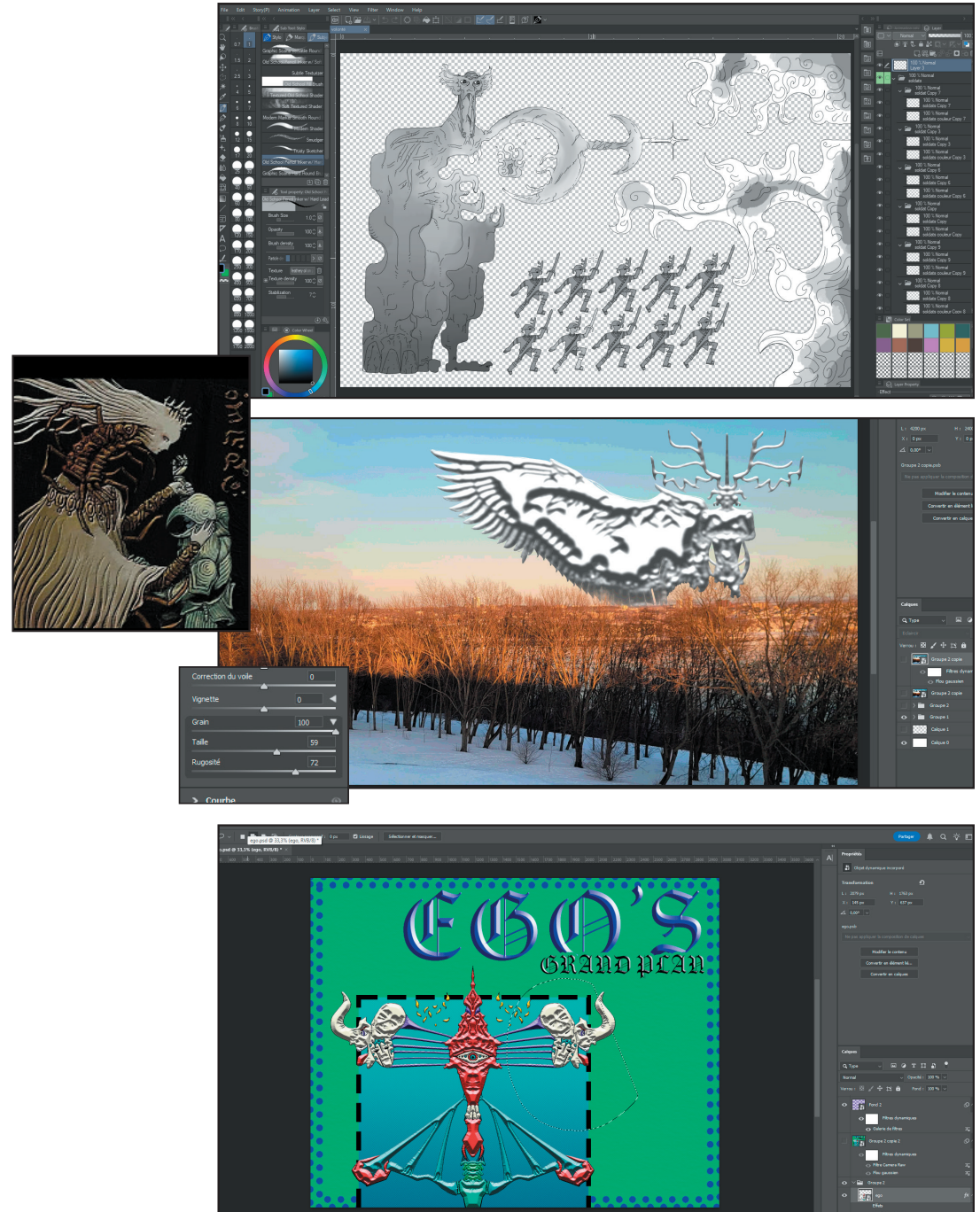
I mostly used Photoshop's Camera Raw filters to add grain effects and make the images feel “rougher,” more “authentic.”

I like making my projects feel imperfect and worn, so they seem like they've lived through something. That's something I really started to explore last semester.

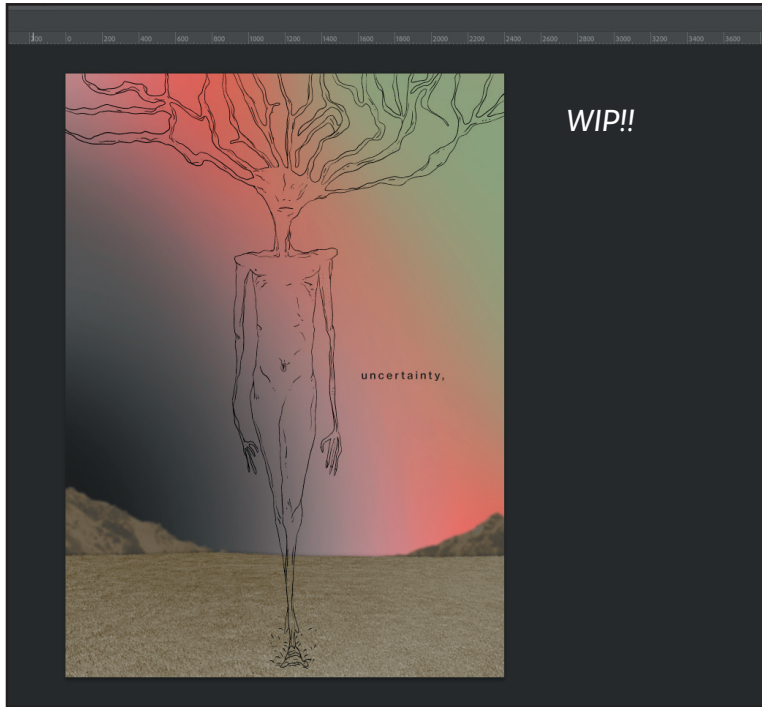
I also experimented with bevel filters to recreate an effect I liked from some images in my moodboard.

In the end, I decided to focus on six entries instead of ten: creativity, willpower, ego, sincerity, uncertainty, and laziness.

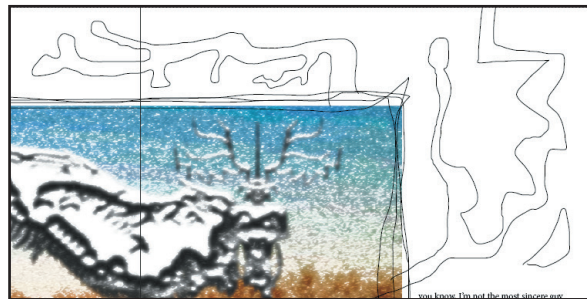
Fun fact: the photo I used in the central image for the “sincerity” entry was taken during a trip to Quebec last month.







I incorporated hand drawn doodles inside the document, since I love to doodle nonsense on my notebooks!



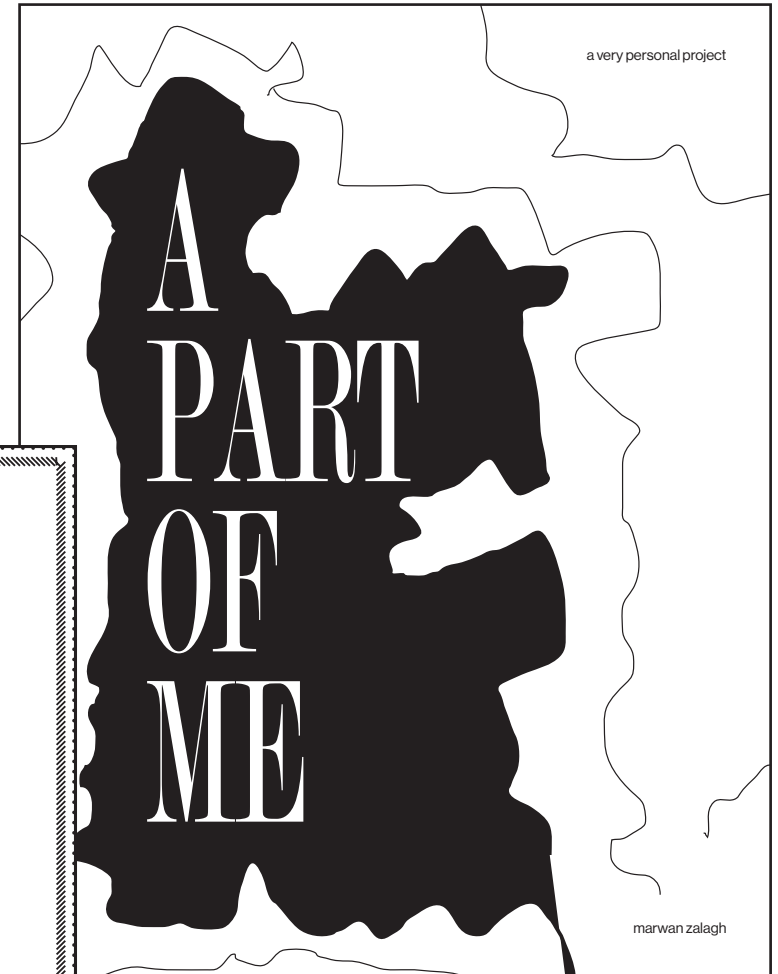
I did this one out of pure laziness and fatigue; but at least it is coherent with its theme.

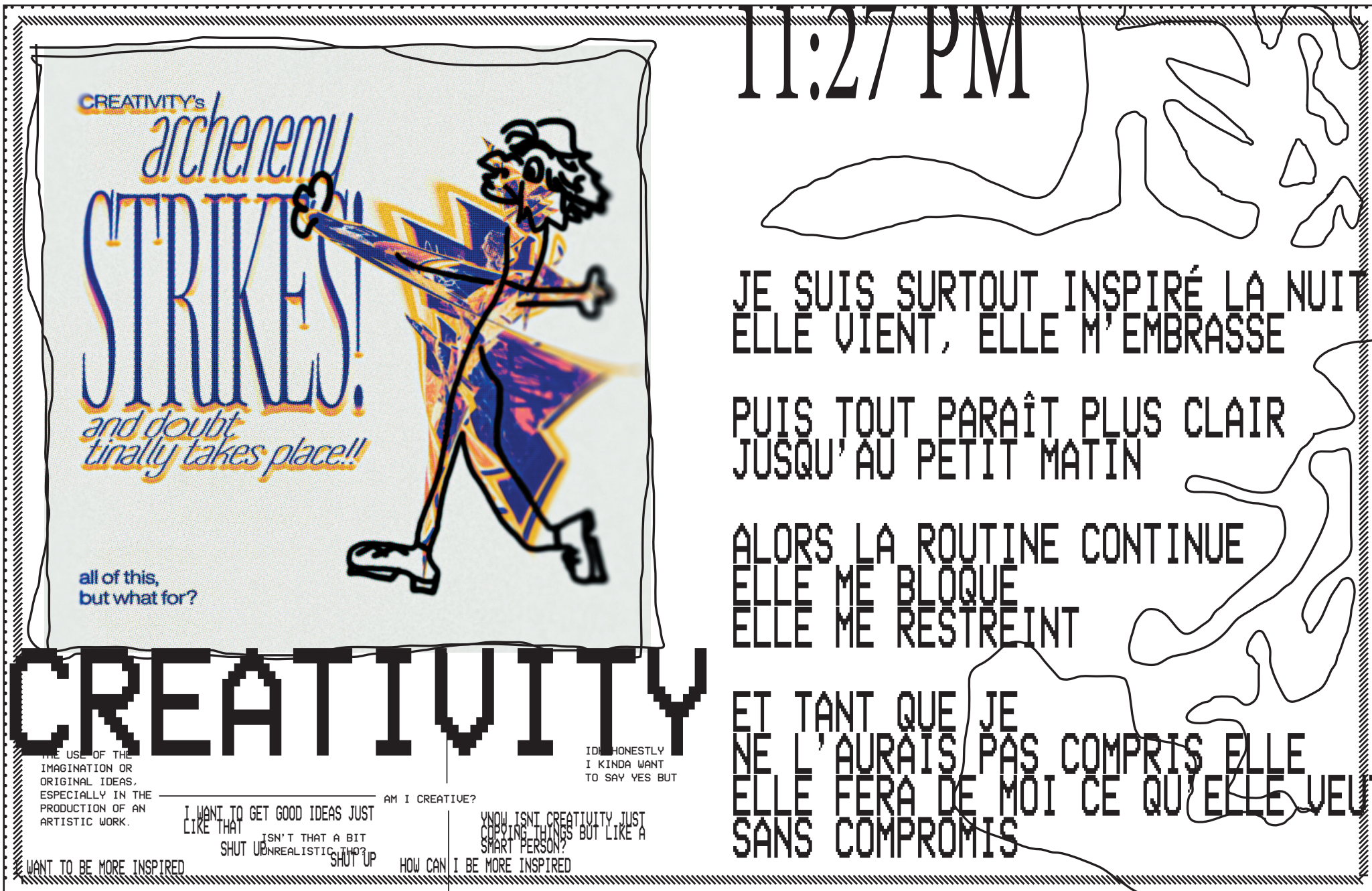


# FINAL RESULT

creativity  
willpower  
ego  
sloth  
sincerity  
uncertainty

these are 6 building bricks of  
my personality.  
together, they hold me up.  
take a look!







# WILLPOWER IS STRENGTH

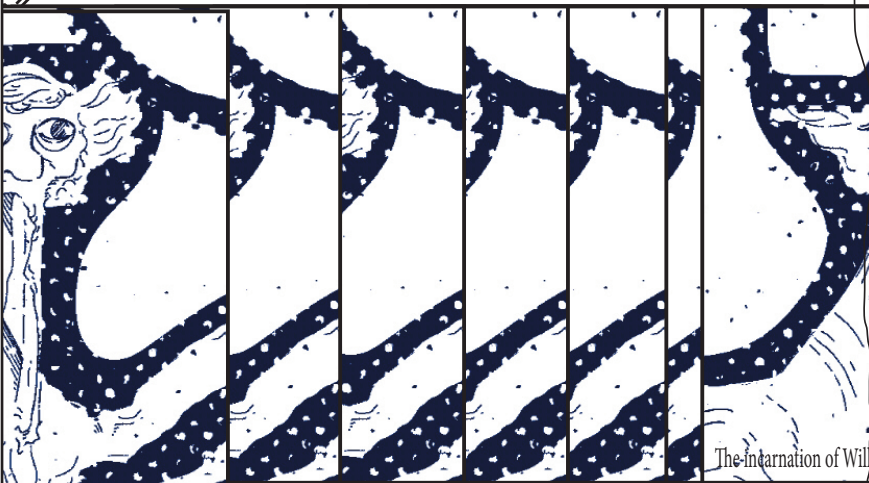
I crave willpower. I want strength to turn my dreams  
into reality — but between you and me, I hate getting to  
work.

I'd rather do nothing all day than  
endure the misery of working.

But even though, I still end up behind my computer,  
again and again, designing and creating things.  
I still find the strength to move forward.

I have an obsession for the result, yet  
I find myself loathing the journey.

And when I step back and look what I've created, a  
quiet sense of pride appears within me.  
And *that* fills me with determination.



The Internation of Will

2:56 PM





# EBM'S GRANDPLAN



My ego is fucking me up.

I like to convince myself that I'm exceptional, set apart from the rest – even as reality tells me otherwise.

Each day, I struggle not to feel miserable in the face of someone greater.

*And yet, it remains  
the one thing  
that drives me  
above all else.*



8:56 PM

EBM'S  
GRANDPLAN

EBM'S  
GRANDPLAN



9:17 PM

and honestly? that's all there is to say.

laziness is one of my core components. why do you think I always show up late during classes?

and if I could, I would stop right now what I'm doing and go do something else. maybe play hollow knight, or watch a web dev tutorial or something

but I still have something to say about me.

# gloth.

laziness' power is  
now flowing onto  
me

# SINCERITY

AUTHENTICITY  
MAY SEEM  
TERRIFYING

BUT TO WELCOME IT  
MEANS SALVATION

11:41 PM

you know, I'm not the most sincere guy  
ever, that's for sure

even though, I always try to make it part  
of my identity. there's so much to miss out  
when you're not sincere!!

to me, the best part about human  
connection is showing your true self to  
people. for them to know who you really  
are, and for you to know who they really  
are.

i think that breaking the established  
barriers of social etiquette, and to truly  
get to know someone is the best way to  
feel a little less alone in a world that feels  
more barren and grim than ever, despite  
its promise of connection through social  
media.



# uncertainty

every single page in this booklet has a different art style. why? well, i could say it's because each part of my personality deserved its own visual language — that it was all intentional, meaningful.

but the truth is, i just can't stick to one style.

i change my mind constantly; i can't commit to anything unless i'm sure it's the right thing — *the thing*. and because of that, i'm always unsure. in any situation, the moment someone brings up a half-decent argument, my whole belief system starts to crumble.

maybe that makes me more open-minded. but it also makes it harder to figure out who i really am, or what my style is supposed to look like.

how do people just... know? how are they so confident in their choices, their beliefs, their worldview? why can't i be like that too? is it because i'm still young? or just wired differently?

i don't really have an answer.  
so for now, i guess i'll just have to live with the uncertainty.

And embrace it.

2:11 AM





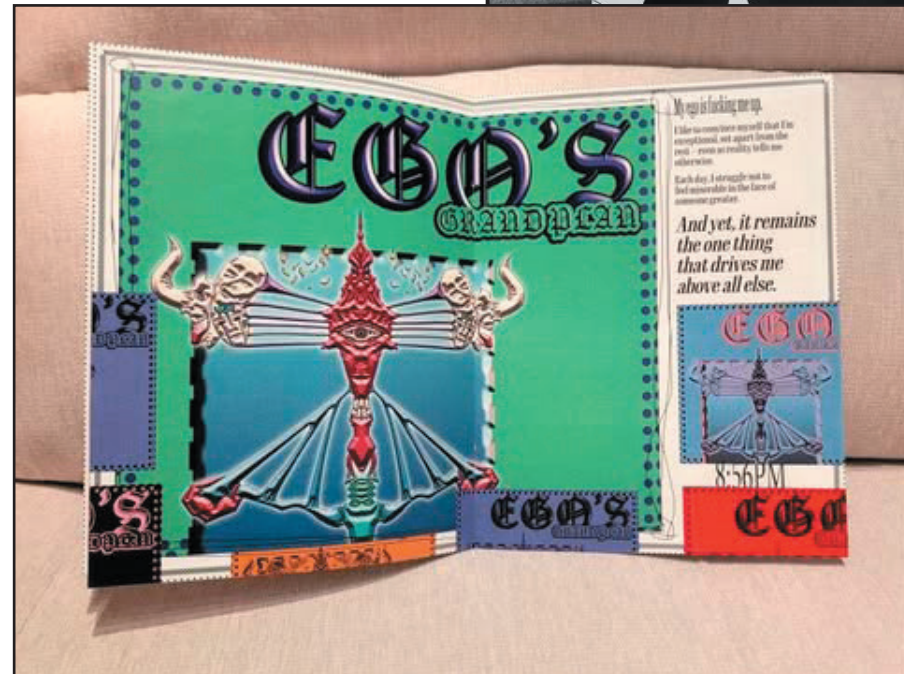
# RESULTS AND SOLUTIONS

Once the project was completed, I printed everything as a small booklet, which I exhibited during the Vanier Micromedia vernissage the 9th of April.

Throughout the project, I didn't have a 100% clear vision of the direction I was going in. So I struggled quite a bit the whole way through.

Digging deeper with each entry, constantly searching, pushing myself out of my comfort zone—that's probably what allowed me to keep reinventing things along the way, and why I never really felt "restricted," even though it was definitely challenging to come up with new ideas for each poster.

Each entry lives its own life, in its own way, while still keeping a few common threads: a creature as the central subject, a short tagline, and a theme that reflects a part of who I am.



# IMPACT AND CONCLUSION

I shared part of my work on my Instagram account, and I was genuinely surprised by how positive the feedback was on some of the pieces.

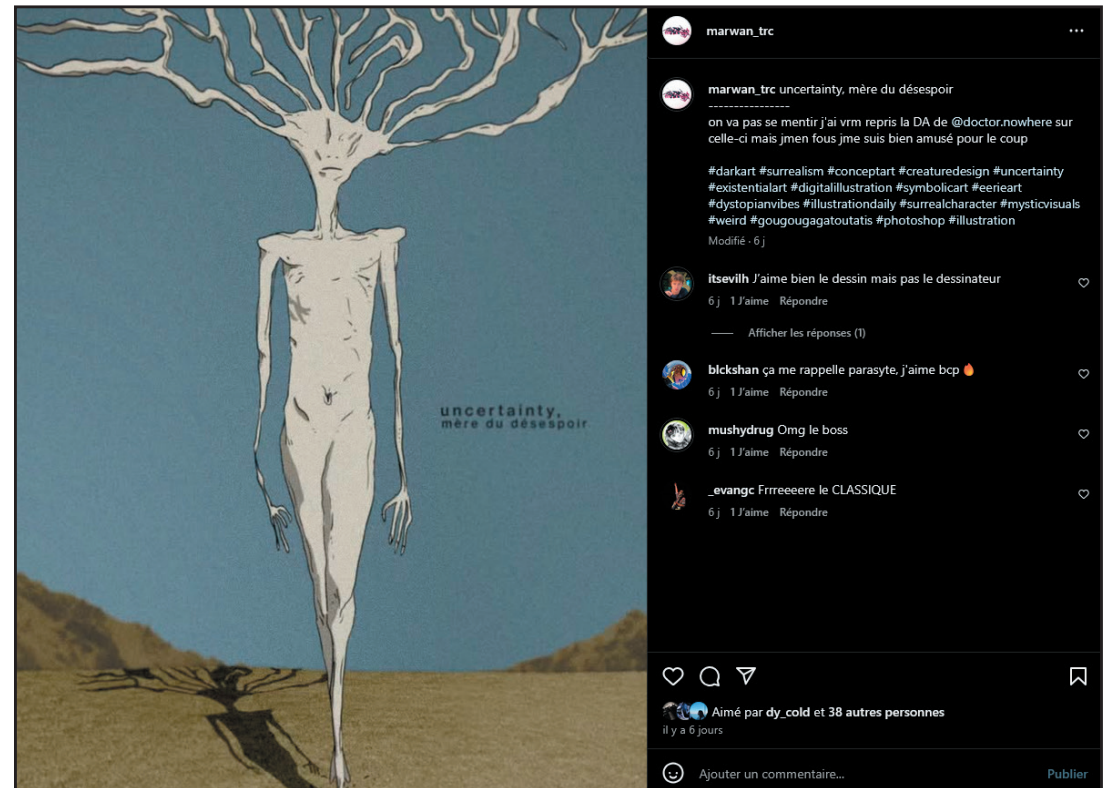
The post shown here actually became the most engaging post on my profile. I went from 80 to 88 followers in three days.

Beyond the online response, several people—including friends of classmates—came up to me during the showcase to show their appreciation of the project. The booklet was displayed on my stand all day.

**On a more personal note, I'm quite proud of this project, even if I know that with better organization and more time invested, I could've gone beyond ten entries and made something even more refined.**

That said, I'm still really happy I created a project with such varied styles. It shows the range of what I can do with editing software, and where the limits of my creativity stands currently.

I feel like it also constitutes a visual proof that I'm able to adapt to different aesthetics—while delivering a final product that can still be satisfying.



**THANKS FOR  
READING!**