

## SAME EXPERIENCE DIFFERENT FONT



LOOKING AT THE WORLD THROUGH DIFFERENT EYES

**CREATING CONNECTIONS**

A GROUP PROJECT ABOUT NEURODIVERSITY AND WELLBEING



Ideas Foundation nurtures creativity in and out of the classroom; co-creating, powerful award-winning educational programmes with schools, colleges and brands for young people who need it most.

## **NURTURING A NEW CREATIVE CLASS**

[ideasfoundation.org.uk](https://ideasfoundation.org.uk)

# Who are we?



Nia



Dani



Jamie



Lily



Abbigail



Me



Alyssa



Erica



Miroslava



Eilish

- A group of approximately 9 creative young people aged 11 to 19 with a range of views and experiences of the world so far (and their teacher Peter J Scott aka me).
- We worked together to develop a project around the word 'neurodiversity'.
- All of us have felt anxious, scared and in awe of the world at some time or another.
- Through discussion and sharing ideas we worked together developing ideas.
- So we decided to make work about how we see the world...



## Meet Iona Sorbie

- Iona is a professional graphic designer who achieved a first class honours degree in Graphics, she also holds a degree in Architecture.
- As well as working in-house for a larger corporation, Iona also freelances in graphic and copy design.
- Iona is a former pupil of mine.

# Meet Dave



■ Dave (Gilliver) has pioneered the use of little people and macro photography to create narratives and stories in an accessible and often humorous way for over 20 years.

■ Over that time he has collected and developed characters and situations through the use of various props to come up with his original and creative photography.

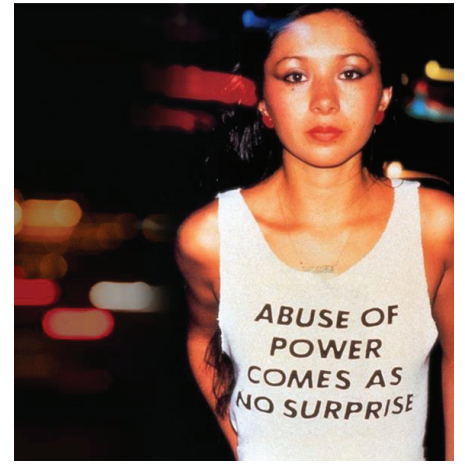
■ This was the perfect medium for the student's work as it allowed them to express their ideas through a playful process turning narrative and storyboard into a visual 3d process captured through macro photography.



■ Dave led the main aspect of shooting the students story telling 'scenes'.

■ The students collaborated and photo-documented each-others process.





- We looked at the work of Jenny Holzer and Lawrence Weiner.
- The main focus was on Jenny Holzer at this point as we were looking at her series 'Truisms'.
- We looked at how the expressions that Holzer had claimed as being 'truths' changed meaning when you placed them in different contexts (places).
- Lawrence Weiner's work can say 'exactly' what it means and that can change with context but the message is the same...



# Finding our own truths

■ Likes

■ Dislikes

■ Insecurities

■ Confident in

■ Enjoy

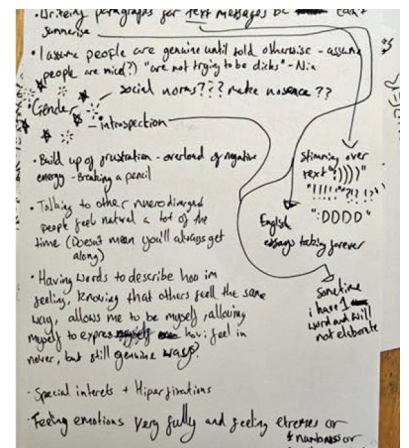
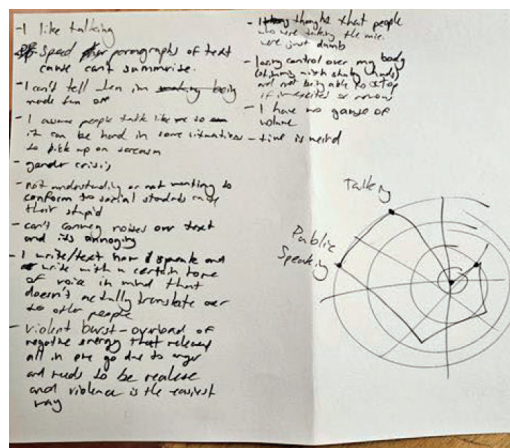
■ Don't enjoy

■ Political views

■ Social Awkwardness

■ Gender

The most profound experiences came from how the group felt they communicated with others:



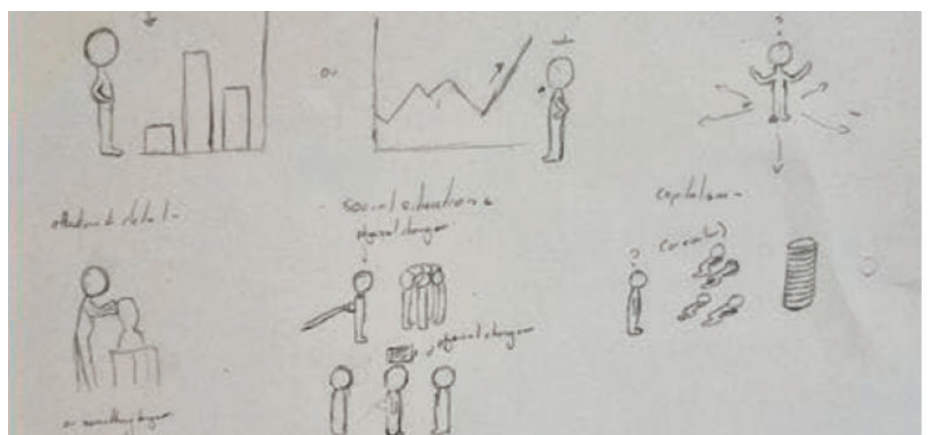
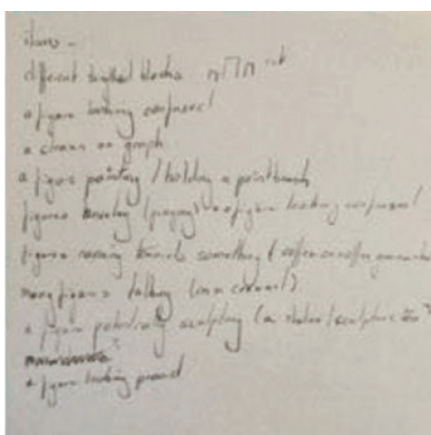
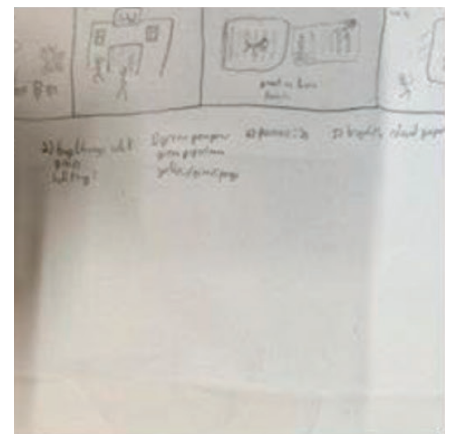
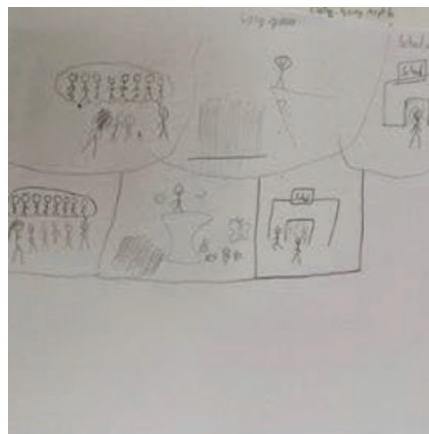
# Same experience different font



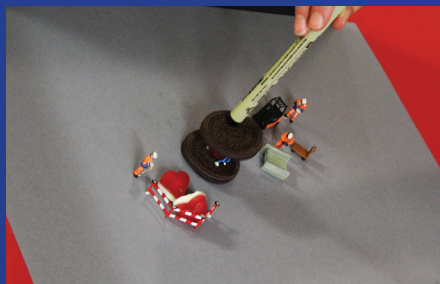
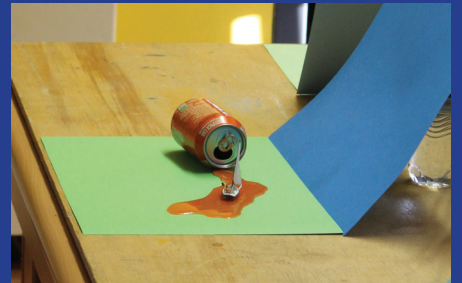
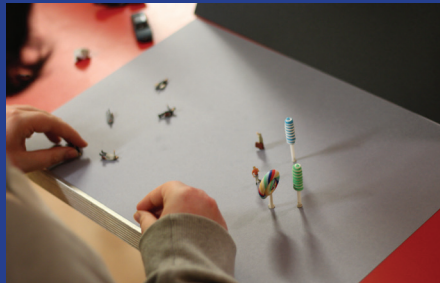
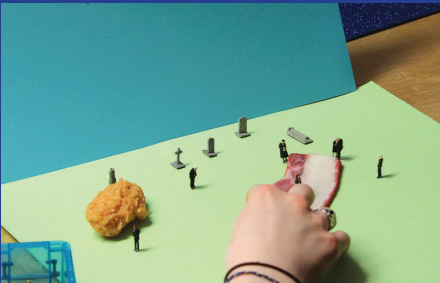
- Having looked at our artists and made our own 'truisms' we found common ground.
- The title of our forthcoming show and the overriding narrative behind the work was born through this conversation.
- 'Same experience different font'.
- It just seemed to encapsulate the entire experience of seeing the world in a 'different' way.
- Identifying all the little quirks that make people who they are would lead the way towards the next step, working with 'the little people'.



## Planning how to turn text into art: Storyboarding and wish lists.

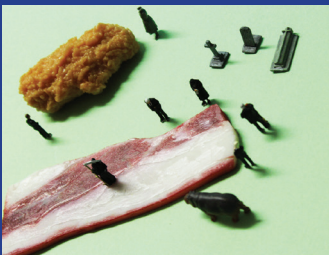
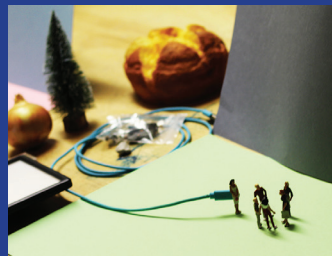


# The process of creating





# The process of creating



# The results



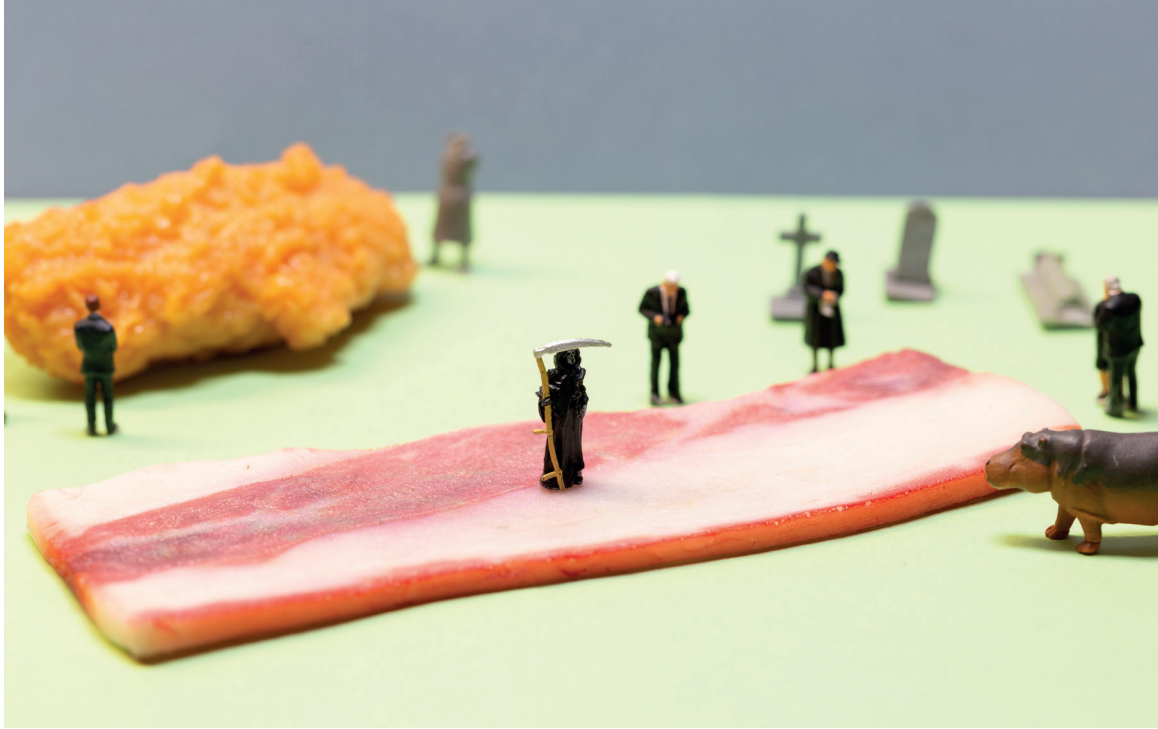
# The results



# The results



# The results



# The results



# The results



# The results

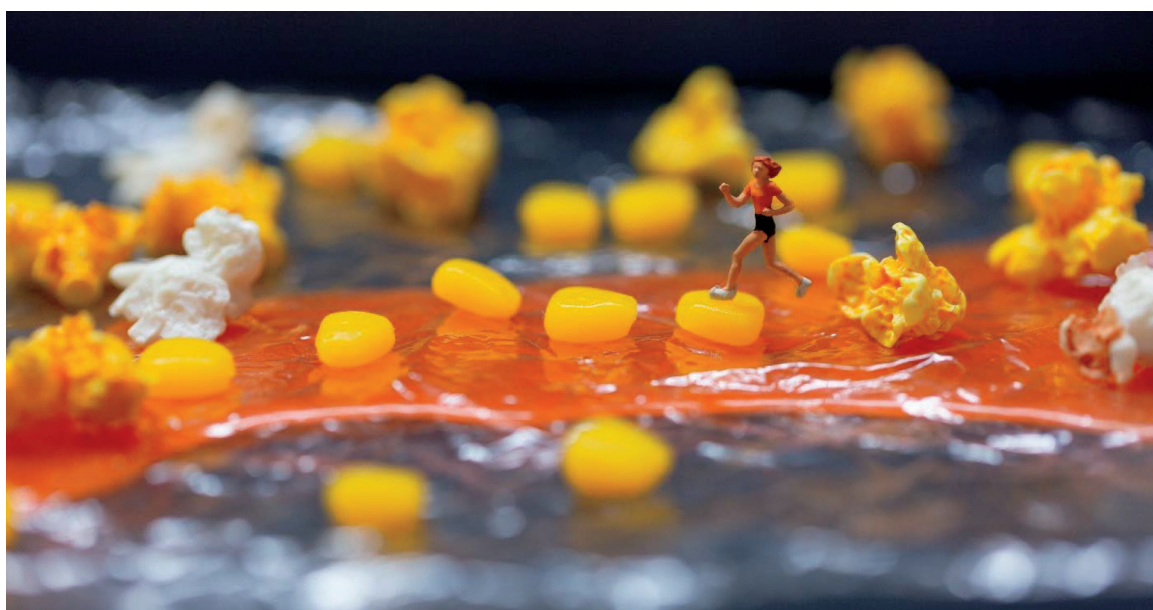




# The results



# The results



# The results



# The results



# Next step



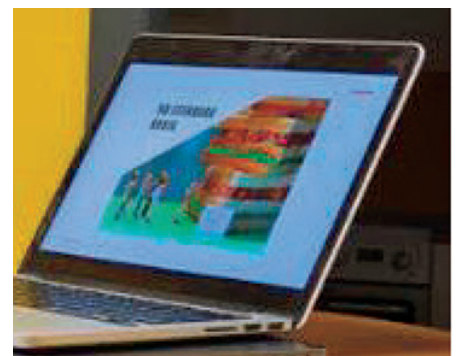
- The photoshoot was a big success and some of the images created really struck a chord with the theme relating to how we all see the world differently.
- Capturing the feelings of isolation insecurity and uncertainty as well as humour and what makes us happy.
- The next step in the process would be to look at building in words and learning how image and text can work together to empower our ideas and feelings.

## More about fonts

- Iona gave a presentation to the group about how fonts work and how we recognise them and read them and what jumps out.
- The students learned that: The most 'people friendly' font is sans serif (without the flicky bits) as it is easier to read.
- Text is best when its concise and...

**REDUCES COGNITIVE EFFORT**

**LETS THE CONTENT SHINE**



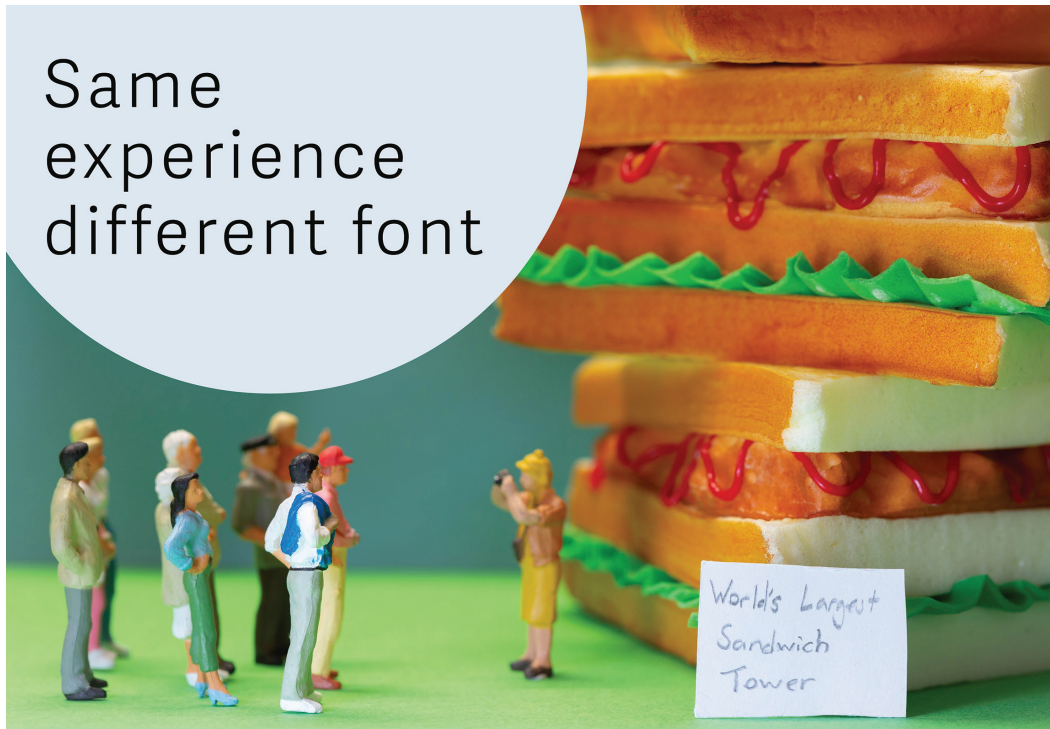
# The results





# The results

Same  
experience  
different font



# Charging...







# The results



We then looked at purely working with text.

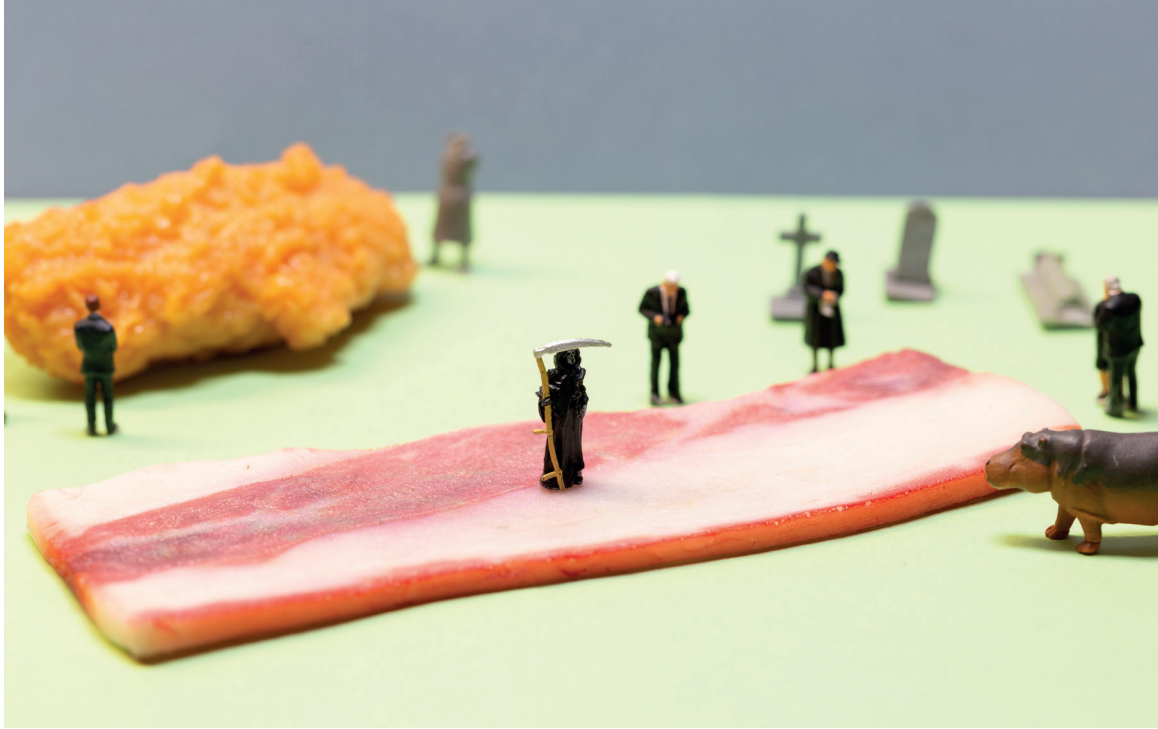


- The workshop has produced a rich and broad range of work.
- The images produced in the workshops with David Gilliver were works of art on their own.
- The image text project working with Iona Sorbie created a new range of work and more possibilities.
- Looking at text on its own provided another set of work.
- It was time to edit and move the ideas on.
- Through consultation and referring back to the initial idea of communicating how the world is seen through Neurodiverse eyes.

17 final pieces were selected for the exhibition.

# The final 17





# The final 17





# The final 17

Same  
experience  
different font



# Charging...







**DESCRIPTION**  
is more valuable  
than a metaphor



# The final 17



Not sure  
when to **Speak**

WHO  
YOU  
ARE

**WHERE**

YOU  
ARE

**WHY**  
do you  
ACT  
*Like*  
**THAT?**



# Feedback

## Commentaries on some of the work by a few of the group members:

### Lily

#### **Idea: Why do people still support capitalism?**

Thought process: Showing someone visibly confused at a show of faith admiration of capitalism, showing three figures racing towards gold coins and a figure observing cautiously from the back.

#### **Idea: Attention to detail**

Thought process: A figure working on a large item, they are smaller in comparison and the item looks finished even though they are still working on it.

#### **Idea: Charging**

Thought process: Getting tired at social events easily. A crowd of people and one standing to the side recharging. Not seeing socialising in a negative way but acknowledging the need to sometimes take a break and have a breather.

### Dani

#### **Idea: Pressure**

The idea came from the feeling I get when anxiety or large unexplained feelings build up, and feels like pressure is building up in my chest and/or around my heart. The feeling feels unexplainable, and therefore feels out of my control, which I tried to represent with the people in hard hats, controlling the pressure on the haribo heart and person in front of it.

## Nia

### Idea: The Onion

'It's scent will cling to your fingers, cling to your knife.' -  
Valentine by Carol Ann Duffy.

You see an onion, I see chemical warfare. You see flavour, I see weeks of torment.

I have to wear gloves when I cut onions. I have PPE to make dinner. It sounds funny but without it I can smell it on my hands for weeks after exposure. I have an overstimulation to the smell, no one else understands, they just can't smell it.

### Idea: The Sandwich Tower

As an autistic and ADHD person I observe other people's behaviour. I'm busy trying to figure out why they're staring at the sandwich tower rather than actually staring at the sandwich tower. By the time I've figured it out they'll have moved on and I'm back to square one. For a long time I thought I had to blend in. I would try to mask my behaviour to fit. But after a while I decided it wasn't worth it to spend all this time trying to understand why people act how they act and to just act how I want to act. I'll experience it my way, and that's ok.

### Idea: The 'Why Do You Act Like That?'

I love human behaviour. I find it fascinating to study our social structure. How do people all seem to have an unspoken agreement to act the same way? Why did I not get the message? Why do others question my differing behaviour? I turn this back around with asking why neurotypical people act the way they do. It truly amazes me how they don't get bored all the time small talking instead of having deep and challenging conversations with new people. I have special interests and hyper-fixations that keep my mind occupied that neurotypical people just simply don't have. It must drive you insane to have to act so 'normal' all the time, surely. Why do I have to stare into your eyes when we talk, why do I even have to look at you at all, my ears still work perfectly fine. So genuinely, why do you act like that?

# Thank you

## **WE WOULD LIKE TO THANK:**

**Creating connections** programme funding led by Ideas Foundation, supported by UCB - Community Health Fund, managed by the King Baudouin Foundation.

Thank you so much for this opportunity. The platform you have provided for these kids to have a voice through the support and trust you have shown towards the inception and delivery of this project has been amazing, my students have engaged with this project with such a great level of enthusiasm because it has allowed them to feel heard and seen. That doesn't happen that often in their lives so projects like this make a difference.

### **Ideas Foundation**

Heather MacRae, Helen Poole, Joe Thomson and Angela Conway.

### **Canon**

Adam Pensotti

(Head of Canon EMEA Young Peoples Programme Europe).

Jodie East (Canon EMEA).

Adam and Jodie provided our group with six digital SLR cameras which allowed the students and I to try out some of the techniques DaDavid Gilliver uses in his work.

All the BTS shots were made by the group, they also learned to take each others portraits. The students and I were so grateful to have access to such excellent equipment to learn with.

**David Gilliver** for sharing his IP and skill set with the Little people project.

**Iona Sorbie** for creating the resources and delivering the workshop on typeface, using font and teaching us how to use Illustrator.

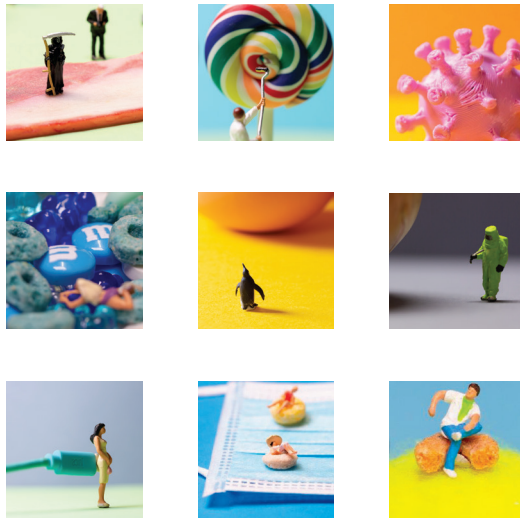
Equipment and skill delivery



**Canon**



Iona  
Sorbie  
Design



Creating Connections, Supported by UCB - Community Health Fund, managed by the King Baudouin Foundation