Processes for the formation of feeling-based visual media—to be followed as discernibly as possible.

I understand that these are extremely confusing. One should follow them as they are understood, and not worry if they are "correct."

All image-based versions of these posters are based on their preceding text-based counterparts. It is not possible (or, very difficult) to create an image-based version without having created the text-based version first.

A.1. **ANXIETY—TEXT VERSION**

1. Create a document with the following measurements:
- 22 x 34, portrait orientation
- 0.75" margins

2. **For type size 1:**
- Lay out text, with the following specifications/measurements:
  - Ehrhardt MT Std (Regular), 78pt/88pt
  - Optical kerning, tracking at 5 points (tracking is variable, but should not exceed -10 to 10 points)
  - Set to Adobe World-Ready Single Line Composer
- Left align text horizontally, center-align text vertically.
- Create a 1pt border around this text, .25" margin.
- Type may be stretched vertically if negative space does not feel aesthetically correct.
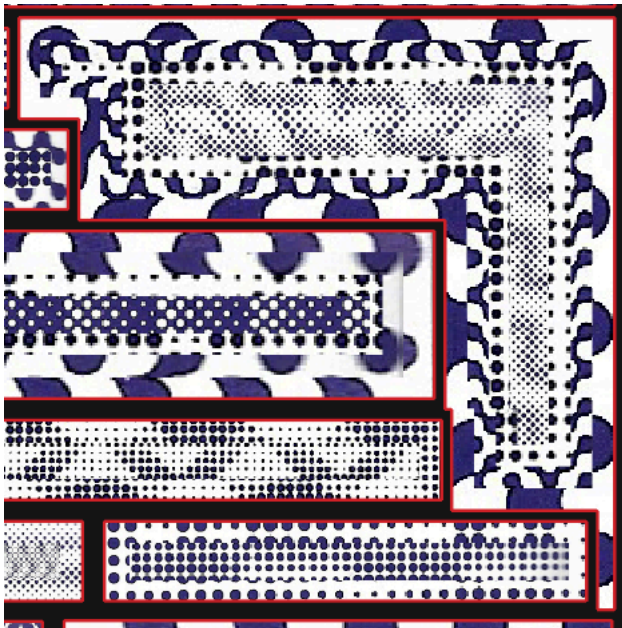
3. **For type size 2:**
- Set the text in the remaining space with the following specifications:
  - Ehrhardt MT Std (Regular), 48pt
  - Optical kerning, tracking at 5 points (tracking is variable, but should not exceed -10 to 10 points)
  - Set to Adobe World-Ready Single Line Composer
- Text may be repeated if negative space exists, but text may not exceed more than one line.
- Create a 1pt border around this text, 0.1875" margin.
- Type may be stretched vertically if negative space does not feel aesthetically correct.

4. **For type size 3:**
- Set the text in the remaining space with the following specifications:
  - Ehrhardt MT Std (Regular), 17pt
  - Optical kerning, tracking at 5 points (tracking is variable, but should not exceed -10 to 10 points)
  - Set to Adobe World-Ready Single Line Composer
- Text may be repeated if negative space exists, but text may not exceed more than one line.
- Create a 1pt border around this text, 0.125" margin.
- Type may be stretched vertically if negative space does not feel aesthetically correct, but this should not be an issue with text this small.

5. All remaining negative space shall be outlined, ending at the margins of the entire document. These margins shall be 0.0625" inches away from already existing border lines. Such negative space outlines may be inserted wherever there is negative space, but this may create an unpleasant visual effect. Use your own discretion. See image for clarification.

Her dead Body wears the smile of accomplishment,

...ne. She is used to this sort of thing. Her blacks crackle and drag. The woman is perfected.

...cessity Flows in the scrolls of her toga, Her bare Feet seem to be saying: We have come so far, it is over.

...erfected. The illusion of a Greek necessity

Each dead child coiled, a white serpent,

...n the scrolls of her toga, Her bare One at each little Pitcher of milk, now empty.

She has folded Them back into her body as petals

...smile of accomplishment,

...a Greek necessity Feet seem to be saying:

Of a rose close when the garden Stiffens and odors bleed

...rolls of her toga, From the sweet, deep throats of the night flower.

A.2. ANXIETY—IMAGE VERSION

1. Collect a series of images which you feel best represent the experience of anxiety, the more the better. They may be unrelated to each other visually, but a nicer effect may be achieved if they are congruent in some way.

2. Scan, color correct, or crop these images if necessary.

3. Open the completed text version of this poster.

4. Lock all the lines.

5. Unlock all the text and delete it. The spaces where the text once occupied will now be the site of your images. It is not necessary to remember the spaces where exactly type sizes 1, 2, 3, or the boxes which outlined the negative space existed, as all images will now be treated with the same specifications.

6. Beginning with an empty box, insert an image which as identical in size and proportion to the box in which it is being inserted—i.e., it should be at 'full bleed.' Images chosen for this box should have the same amount of sides that the box does. If images have less sides, anchor points may be added and manipulated to correspond with the box's number of sides.

7. Insert another image, and subtract 0.125" from all sides of the second image.

8. Vertically and horizontally center this image, so that it rests in the middle of the box.

9. Repeat steps 7–8 until the remaining available space inside the box, horizontally and/or vertically, is equal to or less than .25".

10. Repeat steps 6–9 for all boxes. See image for clarification.

11. For boxes with more than four sides, add anchor points in order to create an image with the same amount of sides as the box. Manipulate sides following steps 6–9. See image for clarification.

B.1. DEPRESSION—TEXT VERSION

    1. Create a document with the following measurements:
- 22 x 34, portrait orientation
- 0.75" margins

    2. Lay out text, with the following specifications/measurements:
- Ehrhardt MT Std (Regular), 28pt/39pt
- Optical kerning, tracking at 10 points
- Set to Adobe World-Ready Single Line Composer

    3. Left align text horizontally, center-align text vertically.

    4. Create an invisible margin around text of .0625". This will be used for future action.

    5. Create a linear gradient color swatch of two colors. Gradient should move from left to right.

    6. Set opacity of gradient at 5%.

    7. Introduce this gradient in all horizontal spaces that exceed 0.125" in height. Do not place gradient boxes in already created invisible margins around text.

    8. Gradient may not touch or overlay text at any point. Gradients may overlap each other at any point.

    9. Create a linear gradient color swatch of two colors. These colors may or may not be identical to your previously created gradient. Gradient should move from top to bottom.
    10. Set opacity of gradient at 5%.

    11. Introduce this gradient in all horizontal spaces that exceed 0.125" in width. Do not place gradient boxes in already created invisible margins around text.

    12. Gradient may not touch or overlay text at any point. Gradients may overlap each other (including horizontal gradients) at any point. See image for clarification.
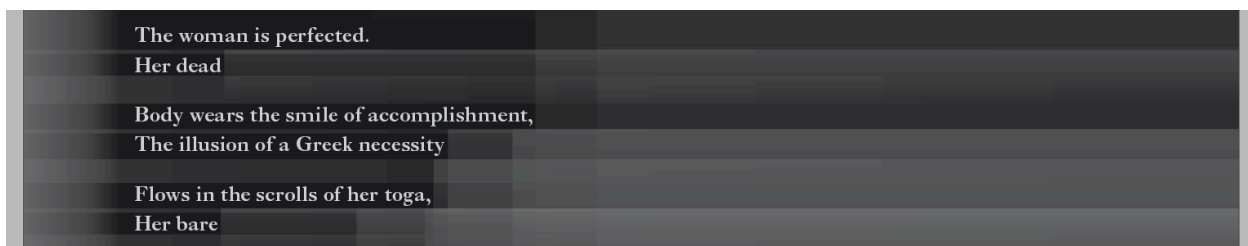
B.2. DEPRESSION—IMAGE VERSION

    1. Collect a series of images which you feel best represent the experience of depression, the more the better.

    2. Scan, color correct, or crop these images if necessary.

    3. Open the completed text version of this poster.

    4. Lock all the gradient spaces.

5. Unlock all the text and delete it.

6. **OPTIONAL**: Stretch the existing gradients over the spaces where the text once occupied, creating a document that has no parts uncovered by gradient.

7. Insert images into each gradient shape. Do not lift the gradient coloring from these spaces. You may also wish to increase opacity (no more than 90%, and change in opacity must be universal to all images) in order to create a more intense effect.

8. In order to create multiple versions of one already laid-out document, play with the layering of images to reveal multiple compositions. See images for clarification.

C.1. HALLUCINATIONS—TEXT VERSION

1. Print out all letters, numbers, and symbols in selected text, at any desired size. Repeated letters, numbers, or symbols do not need to be printed more than once.

2. Doctor the colors of these letters by hand in any desired way (although there should be a logic to how the set of letters are treated as a whole).

3. Scan the edited letters—while scanning, move the letters left to right, right to left, down-up, and up-down to warp letters. This may be done many times until desired letterforms are achieved.

4. Doctor the scanned letter forms in Photoshop or any other image-editing software to achieve desired color effects (e.g. brightness, contrast, etc.). ALL letterforms must be edited with the same tools/specifications.

5. Place the letterforms into a document with the following specifications:
> • 22 x 34, portrait orientation
> • 0.75" margins
> • Left-align text horizontally, center align text vertically.

6. Place scanned and edited images of letters in this document, with the following specifications:
> • X-height of capital letters and lowercase characters b, d, f, h, k, l, t should be .8968".
> • X-height of all other lowercase letters and the ":" symbol should be at .4979".
> • X-height of the "." and "," symbols should be at .1271".
> • The Width of each line may be shortened if it does not fit on the page. See image for clarification.


C.2. HALLUCINATIONS—IMAGE VERSION

1. Collect a series of images which you feel best represent the experience of hallucinating. Each letter, number, and symbol in the selected text should have one identifying and corresponding image,

2. Scan, color correct, or crop these images if necessary.

3. Open the completed text version of this poster.

4. Lock all the letter/symbol/number images, as laid out in C.1.

5. Create a new layer for your images, then begin to lay them out according to which letterforms appear where. For example, if line 1 has one 'e', lay out one image which corresponds with 'e', specified in placement below. If line 2 has two 'e's, lay out two of the same image which corresponds with 'e.'

6. The width of each image should correspond with the width of each letterform. For letterforms that begin a word, the image should be stretched over the space between words to the end of the preceding letterform.

7. The height of each image should span the following space:
>•The top should correspond to the baseline of the preceding line. If the image you are placing is in the top line, the top of the image should correspond to the top edge of the document.
>•The bottom line should correspond to the baseline of the line *below* the line at which you are working.
>•Creating guides at each baseline may be helpful. See image for clarification.
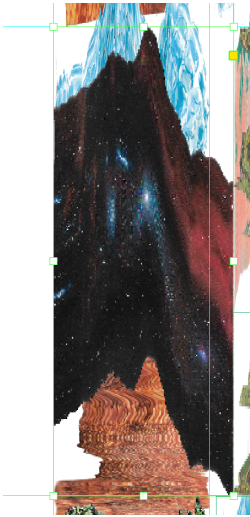

8. For lines with negative vertical space (i.e., from lines that do not stretch the horizontal span of the space), images should be stretched vertically to meet images from other lines in the center of such negative space. See image for clarification.

9. Delete the original layer with letterforms from the previous text version of this document.

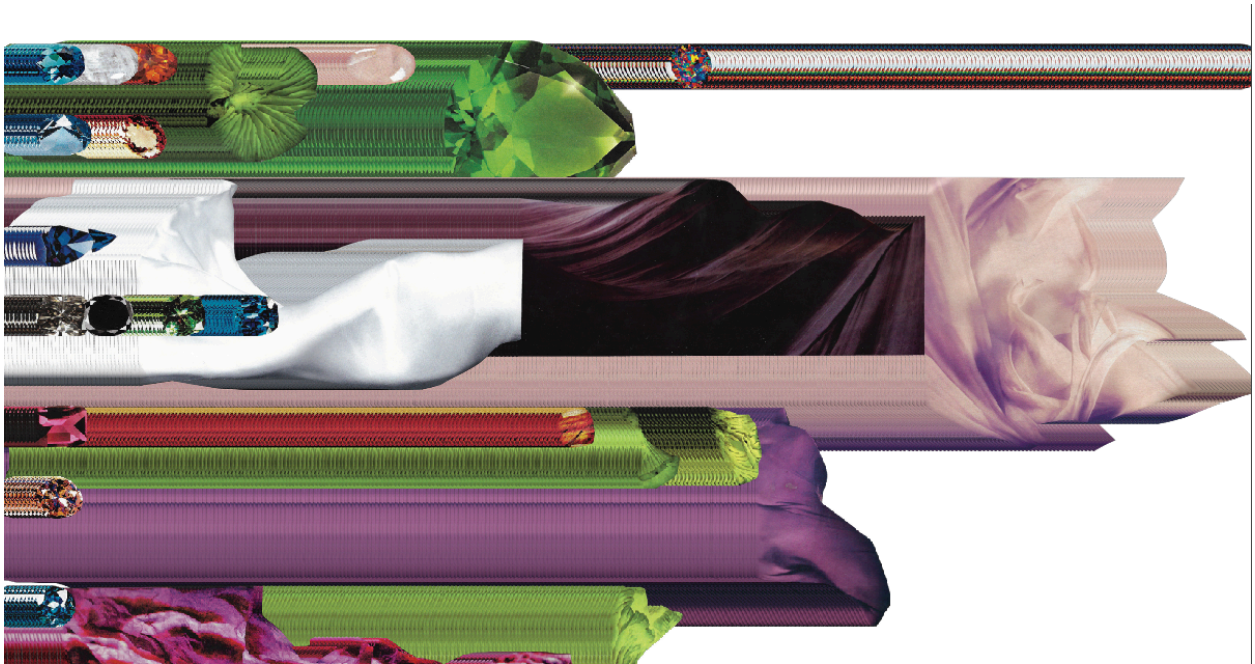### D.1. **MANIA—TEXT VERSION**

1. Create a document with the following measurements:
   - 22 x 34, portrait orientation
   - 0.75" margins

2. Lay out text, with the following specifications/measurements:
   - Ehrhardt MT Std (Regular), 76pt/90pt
   - Optical kerning, tracking at 10 points
   - Set to Adobe World-Ready Single Line Composer

3. Left align text horizontally, center-align text vertically.

4. Layer text under this text with the following specifications
   - A different fill color and outline color than overlaying text
   - A layer moving from the left edge of the page to the beginning of the line for each line
   - A layer moving from the right edge of the page to the end of the line for each line.
   - A layer moving from the vertical middle of the line before selected line to the vertical middle of the selected line for each line. In the case of the last line, this layer should begin at the bottom edge of the page.
   - For the top line, a layer moving from the top of the page to the vertical middle of the selected line.
   - Among these four underlying layers, layers should be ordered, from top layer to bottom layer, in the following order: top, left, bottom, right.
   - Each layered line should move five increments away from its preceding line of the same layer.

5. These instructions are extremely confusing—I really couldn't find a better way to explain them, so for this version interpret them as you wish. See image for clarification.
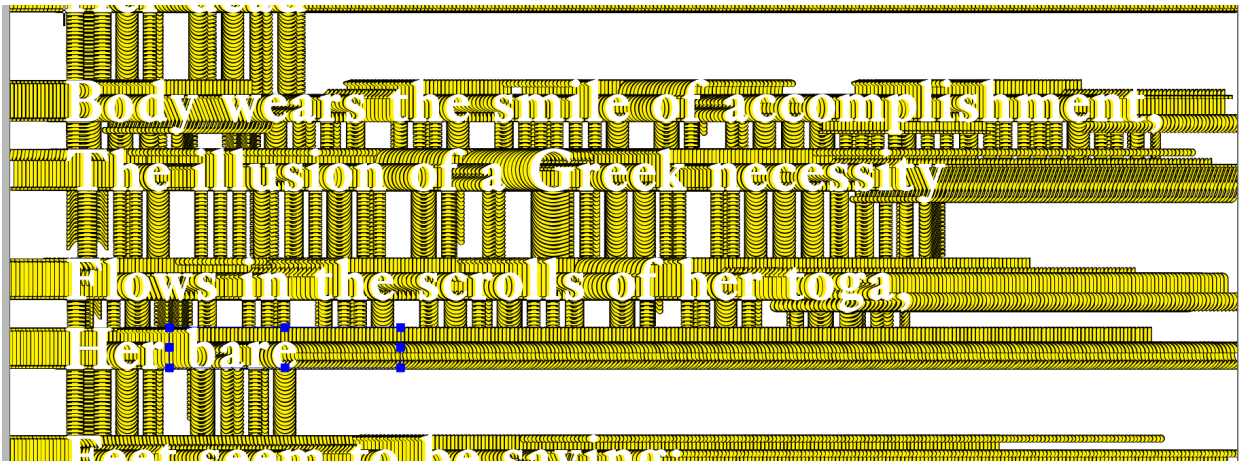
D.2. **MANIA—IMAGE VERSION**

1. Collect a series of images which you feel best represent the experience of mania.

2. Scan, color correct, or crop these images if necessary.

3. Open the completed text version of this poster.

4. Delete all text and its accompanying iterations, but note where each line's baseline is.

5. Insert images which adhere to this casual grid wherever you like. It creates a better design if you don't have too many images which are higher than the baseline grid cells.

6. Layer the images in a similar manner as the text version of this poster at 5 increments between layers. Layering between images on the same line should move from left (on top) to right. There shall be no up or down layering.

7. The rightmost image on each line shall have right-moving layering which extends to the right side of the document. See image for clarification.

E.1. **OBSESSIVE-COMPULSION—TEXT VERSION**

    1. Create a document with the following measurements:
- 22 x 34, portrait orientation
- 0.75" margins
- Two columns, centered in the middle of the document.

    2. Lay out text, with the following specifications/measurements:
- Ehrhardt MT Std (Regular), 38pt/74pt
- Optical kerning, tracking at 10 points
- Set to Adobe World-Ready Single Line Composer

    3. Left align text horizontally, center-align text vertically in the first column. Text may not bleed over into the second column.

    4. Each letter and symbol shall be counted and documented with the following specifications:
- Ehrhardt MT Std (Regular), 16pt, 5 increments below or above the main text

    4. The number of the regular script in counting shall match to the number of the letter in the alphabet, e.g. "e" is equated to the number 5. Symbols, such as "." shall be accounted in numbers exceeding the characters of the alphabet, e.g. "." is 27, according to where they first appear in the text. If "," appears before ".", it shall be given the marker of 27. If "." appears before ",", it shall be given the marker of 27.

    5. The specifications of the superscript will account for the case of the letter: "lc" stands for lowercase, and "uc" stands for uppercase. In the case of symbols, "sym" shall be included in the superscript.

    6. Wherever the letter or symbol appears first (even if this letter/number appears later in the text), the marker shall be specified in a different color. These colored markers should be attributed to where both uppercase and lowercase first appear, even if they are the same letter. See image for clarification.

The woman is perfected.

19^{lc} 16^{lc} 6^{lc} 20^{lc} 4^{lc}

20^{uc} 8^{lc} 5^{lc} 23^{lc} 15^{lc} 13^{lc} 1^{lc} 14^{lc} 9^{lc} 5^{lc} 18^{lc} 5^{lc} 3^{lc} 5^{lc} 27^{sym}

Her dead

8^{uc} 5^{lc} 18^{lc} 4^{lc} 5^{lc} 1^{lc} 4^{lc}

    7. If there is no room for a marker below the letter, it shall be marked above the letter in the line, although by default it should appear below the letter.

8. In the righthand column, every letter and symbol appearing in the text shall be "spelled out", following their marker code, with the following specifications:
- Ehrhardt MT Std (Regular), 38pt/42pt
- Optical kerning, tracking at 5 points
- Justified text
- Set to Adobe World-Ready Single Line Composer
- For example, if there are 5 "e"s in the text, then the presence of "e" shall be accounted for as such: eeeee. See image for clarification. Markers should be included even if their letter does not appear in the text.

1^{uc} 1^{lc} aaaaaaaaaaaaaaaaaaaaaaaaaaaaa 2^{uc} B 2^{lc} b bbbbbbbb 3^{uc} 3^{lc} ccccccccccccccc 4^{uc} 4^{lc} ddddddd ddddddddddddddd 5^{uc} E 5^{lc} eeeeeeeeeeeeeeeeee eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee ee 6^{uc} FFF 6^{lc} fffffffffffffff 7^{uc} G 7^{lc} ggggggg 8^{uc} HHH 8^{lc} hhhhhhhhhhhhhhhhhhhhhhhhhhhhh h 9^{uc} 9^{lc} iiiiiiiiiiiiiiiiiiiiiiiii 10^{uc} 10^{lc} 11^{uc} 11^{lc} kkkkk 12^{uc} 12^{lc} llllllllllllllllllll 13^{uc} 13^{lc} mmmmmmmmmmmm 14^{uc} 14^{lc} nnnnnnnnnnnnnnnnnnnnnn 15^{uc} OO 15^{lc} ooooooooooooooooooooooooooooooooooo oooo 16^{uc} P 16^{lc} pppppp 17^{uc} 17^{lc} 18^{uc} 18^{lc} rrrrrrrrr rrrrrrrrrrrrrrrrrr 19^{uc} SSSS 19^{lc} ssssssssssssssssss sssssssssssss 20^{uc} TTTT 20^{lc} ttttttttttttttttttttttttt ttttttttttt 21^{uc} 22^{lc} uuu 22^{uc} 22^{lc} vv 23^{uc} W 23^{lc} wwww wwww 24^{uc} 24^{lc} 25^{uc} 25^{lc} yyyyy 26^{uc} 26^{lc} 27^{sym} .... 28^{sym} ,,,,,,, 29^{sym} :

E.2. OBSESSIVE-COMPULSION—IMAGE VERSION

1. Collect a series of images which you feel best represent the experience of obsessive compulsion. They may be unrelated to each other visually, but a nicer effect may be achieved if they are visually or thematically congruent in some way. Each letter, number, and symbol in the selected text should have one identifying and corresponding image

2. Scan, color correct, or crop these images if necessary.

3. Open the completed text version of this poster.

4. Delete the numbered markers above and below the main text in the left column.

5. Delete the contents of the right column, but do not delete the column itself.

6. Replace each letter, number, and symbol with its corresponding image. The heights and widths of these images should correspond directly to the heights and widths of the symbols they are representing. See image for clarification.

7. In the righthand column, image appearing in the text shall be "spelled out," with one image group per line. The contents of this column should be vertically centered. See image for clarification.