

Twins "Same But Different"

Process Book

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SECTION 1.1

PROJECT OVERVIEW AND OBJECTIVES

The "Twins: Same but Different" project is a graphic design exploration that seeks to challenge and redefine the perception of twin identity through the metaphor of uniquely designed Rubik's Cubes. At its core, this project is a visual manifesto against the commonplace tendency to compare twins, advocating instead for the celebration of their individuality.

By leveraging the Rubik's Cube as a metaphorical and visual tool, we further aim to convey the critical message that twins, despite their shared beginnings, should not be compared to one another but rather celebrated as distinct individuals.

Through redesigning Rubik's Cubes, each twist and turn is symbolic of the personal growth and unique journey each twin embarks upon. By highlighting the distinctiveness of each cube's design, we encourage viewers to appreciate the nuances and subtleties that make every individual, twin or not, truly unique.

This project is not just an exploration of artistic creativity but also a campaign for individuality. It aims to inspire a broader conversation about how we perceive twins' identities as separate individuals and underscores the importance of recognizing and appreciating twins as individuals with separate identities.

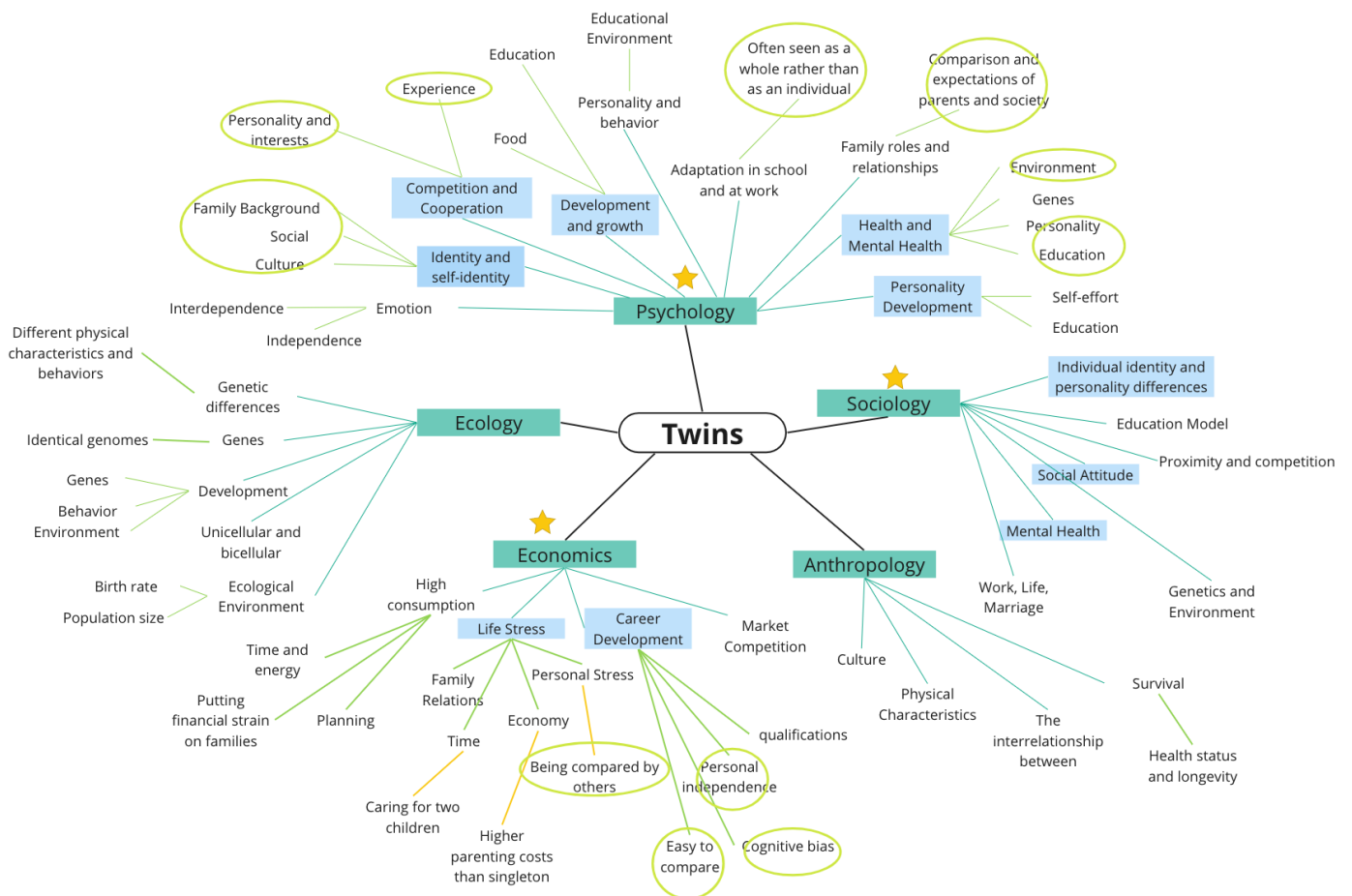
SECTION 2.1

ABOUT TWINS

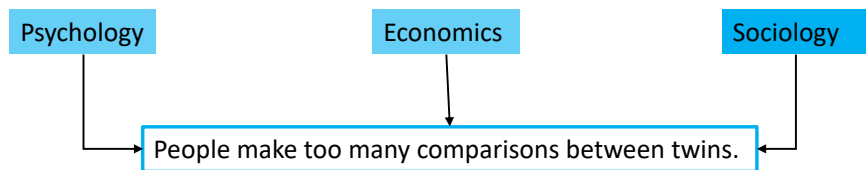
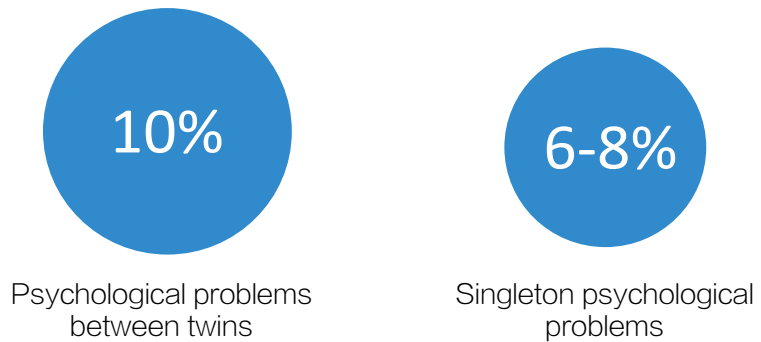
Twins share the same genetic sequence and genetic information so twins may have similar genes, appearance, language skills, and upbringing in common with each other. However, even twins may have some differences. For example, they may have different interests, personality traits, intelligence levels, and physical characteristics, and these differences may be influenced by various factors, including genetics and environment.

SECTION 2.2

MIND MAP



Some studies have shown a slightly higher incidence of psychological problems among twins than singletons. This may be because they are more likely to be compared while growing up, leading to psychological issues.



Because twins are more than 99.7% to 99.9% identical in DNA sequence, they are often treated as one and ignore their differences, which may have adverse developmental and psychological effects on them. Lead to a twin feeling neglected or unappreciated, affecting their self-esteem and self-confidence.

SECTION 2.4

PROBLEM

External comparison: Twins are often compared in society, which come from parents, teachers, classmates, relatives, and other people's comments and comparisons, such as who is more intelligent, prettier, more talented, etc.

Parents' expectations: Parents often want their children to do well in all aspects of life. This expectation may be even more vital for twins because they share the same genes and family environment, and parents are more likely to Compare them.

Relationships between twins: Relationships between twins may also lead to comparisons. If one twin is more popular or favored by parents and teachers than the other, this may lead to inequality and comparison between siblings.

Regardless of the reason for the comparison between twins, this comparison may have adverse effects on their development, such as lowering self-esteem, increasing stress and anxiety, etc. Therefore, parents of twins and those around them must avoid comparing them whenever possible and focus on each child's uniqueness and individual development.

SECTION 3.1

OUTCOME

Rubik's Cube

Use the Rubik's Cube as a design vehicle to reflect the fact that twins are two different individuals.

Why

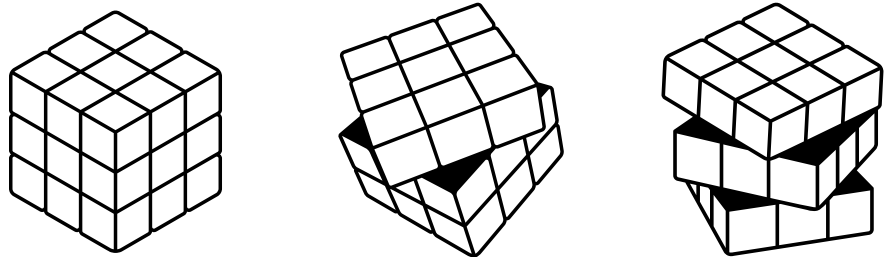
Just like every individual, Each side of the Rubik's Cube has a unique solution path. This complexity mirrors the intricate nature of human identity, especially in twins, where each has their own experiences, preferences, and life paths despite shared genetics. The Rubik's Cube, with its myriad of possible configurations, serves as a powerful metaphor for the individual journey each twin undertakes, emphasizing that no two paths are entirely alike.

A Rubik's Cube consists of multiple pieces that move independently but are still part of a whole. This can symbolize twins who, while connected by birth and perhaps shared experiences, move through life in their own distinct ways, making choices that reflect their personal identities.

By customizing cubes to represent different personalities or traits, the project visually and interactively convey the message of individuality within twins, making the concept accessible and relatable to a broader audience.

Solving a Rubik's Cube is often seen as a journey of discovery and problem-solving. Similarly, the journey of understanding and expressing one's identity, especially in the context of being a twin, involves navigating personal challenges and growth. Each twist and turn in solving the cube can represent the personal development milestones that twins achieve independently of each other.

The Rubik's Cube is a universally recognized puzzle that transcends cultural and linguistic barriers. Its use in this project ensures a wide appeal, allowing people from different backgrounds to connect with the theme of individuality among twins.

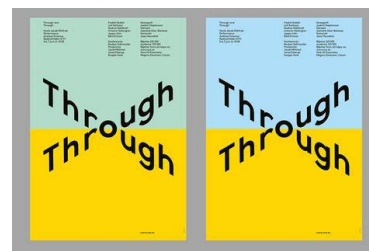
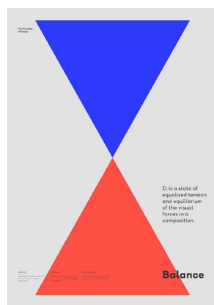


SECTION 3.2

LAYOUT IDEA

Symmetrical Layout

Double up two people (representing the twins) on different sides, create a visual narrative that captures the essence of their individuality and shared bond. This layout will creatively blend art and symbolism to reflect each twin's unique identity while showcasing their connection. The cube will be divided into six sides, with each side contributing to the story of the twins' relationship and individuality.



SECTION 3.3

INFORMATION

Three Stages of Growth

- Infancy: The Mirror Stage (We are all the same)

In the earliest years, twins often exhibit an intense bond, mirroring each other's behaviors and emotions closely. This stage is characterized by shared milestones, such as learning to speak, walk, and engage with the world around them.

- School Age: Branching Paths (We are starting to be different)

As twins enter the school age, their individual personalities become more pronounced. This stage introduces them to a broader world of social interactions, academic challenges, and extracurricular activities, offering myriad opportunities for their differences to flourish. One twin might excel in and enjoy sports. Their distinct friendships, hobbies, and academic preferences underscore the development of their unique identities.

- Young Adulthood: Divergent Journeys (We are different, but we love each other)

In young adulthood, twins often embark on markedly different paths that reflect their individual ambitions, values, and personalities. Their choices of study, career paths, and relationships are influenced by their personal experiences and aspirations. These decisions not only highlight their differences but also signify the maturity of their individual identities. Despite these divergences, the bond between twins often remains strong.

Name

The names of the two people in the twins help people get a clear picture of the two people.

Time of Birth

The time of birth helps people learn which of the twins was born first and represents being the oldest.

SECTION 3.4

PHOTOS



Use photos of twins at different times to reflect differences and changes.

SECTION 3.5

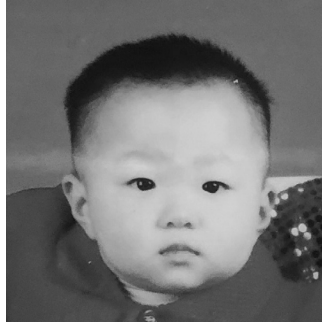
COLORS

Use different colors to easily distinguish between two of the twins.

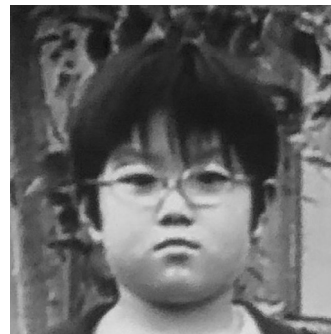
SECTION 4.1

PHOTO OPTIONS

Infancy: The Mirror Stage (We are all the same)



School Age: Branching Paths (We are starting to be different)

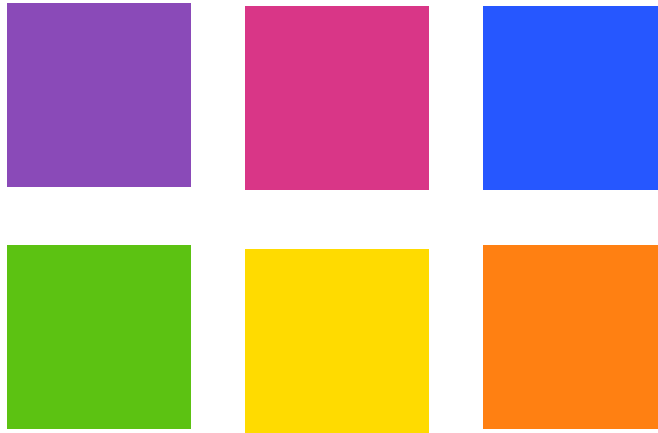


Young Adulthood: Divergent Journeys (We are different, but we love each other)



SECTION 4.2

COLORS SELECTION

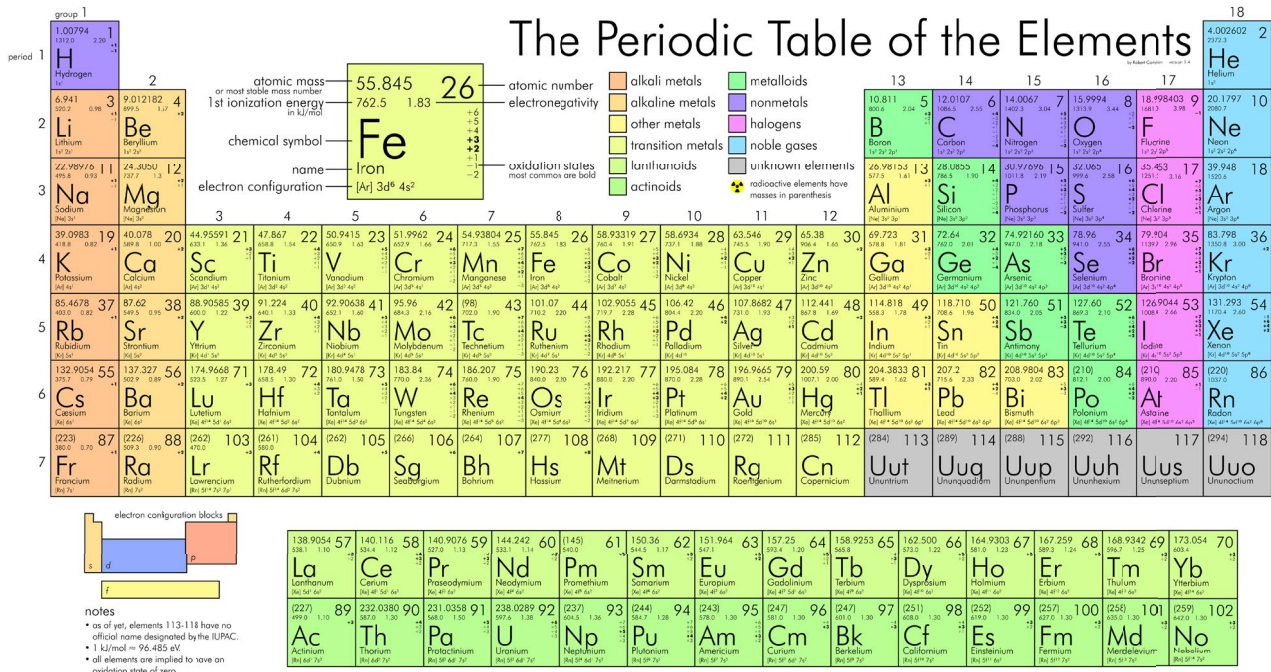


Two people choose the color to their liking.

SECTION 4.3

SOURCES of LAYOUT INSPIRATION

The periodic table



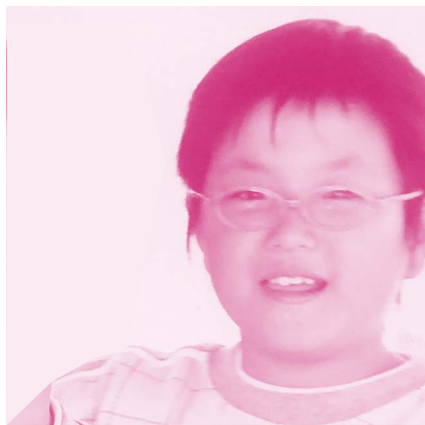
Incorporating the concept of the Periodic Table of Elements into a Rubik's Cube design offers a novel approach to visualizing and understanding complex information, especially in the context of demonstrating the unique characteristics and interconnectedness of twins.

- Just as each element in the Periodic Table has its unique properties, each side or section of the cube represent different traits, interests, or aspects of a twin's personality. This visually emphasizes their individuality.

- Rotating and twisting the cube to align certain elements can symbolize the interconnected nature of twins' lives and how their individual traits complement each other, reflecting the balance between shared genetics and personal experiences.

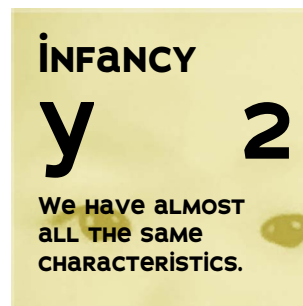
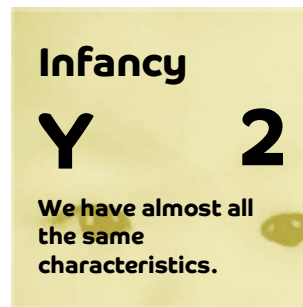
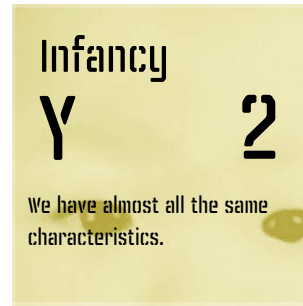
SECTION 5.1

PHOTOS & COLORS



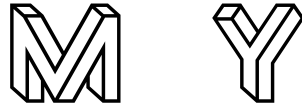
SECTION 5.2

TYPEFACE OPTIONS



SECTION 5.3

FINAL TYPEFACE



Name: Macula

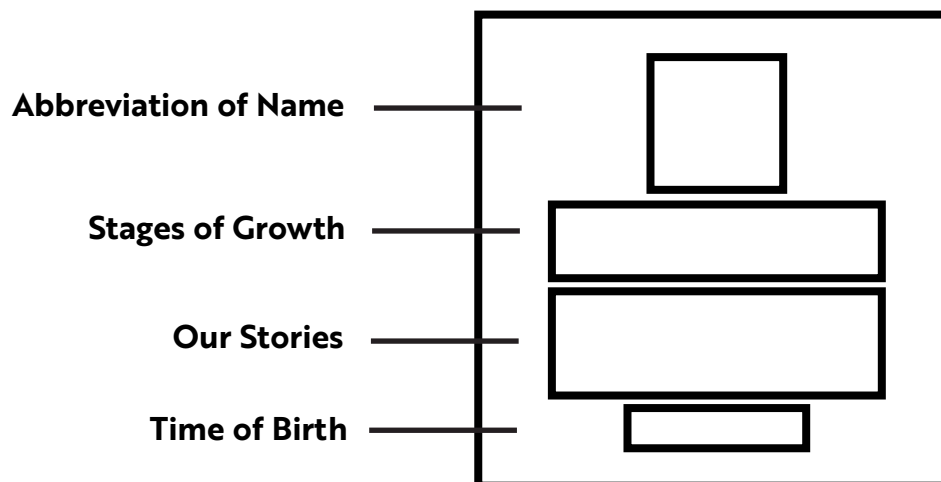
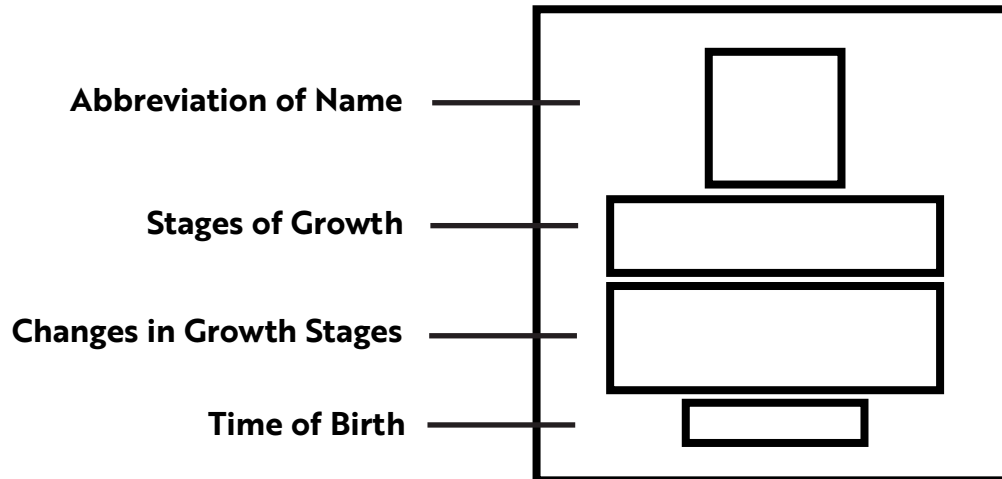
INFANCY

Name: Bungee

Stages of Growth

Name: Bungee

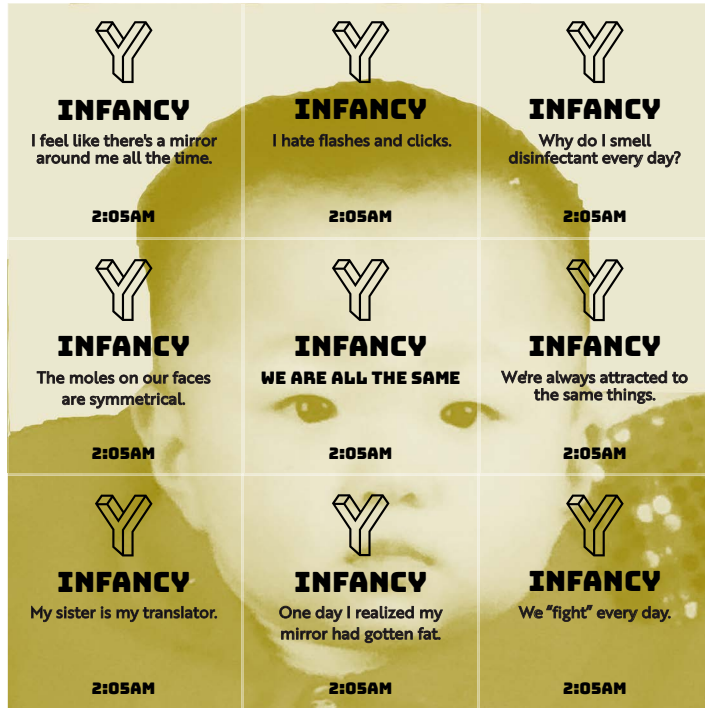
Rubik's Cube Keyword



SECTION 5.4

LAYOUT DESIGN(cont...)

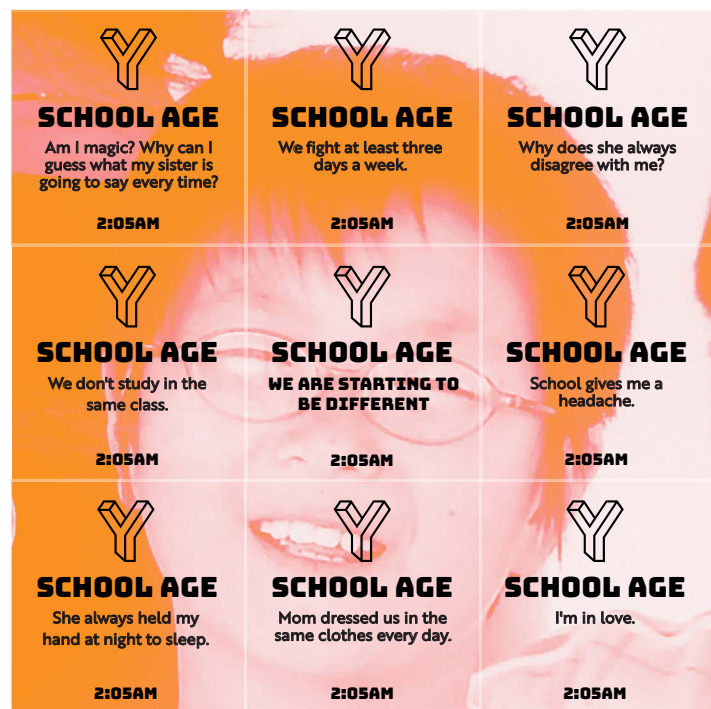
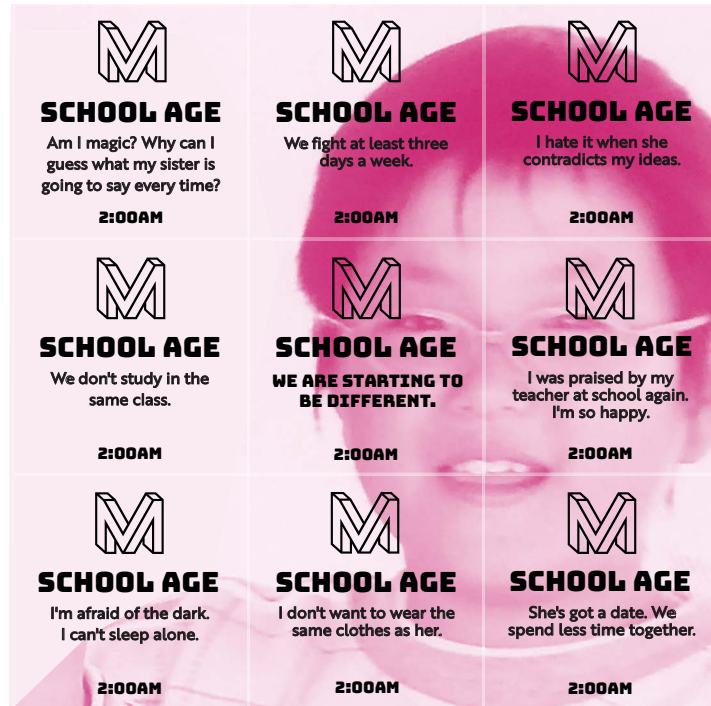
Rubik's Cube



SECTION 5.4

LAYOUT DESIGN(cont...)

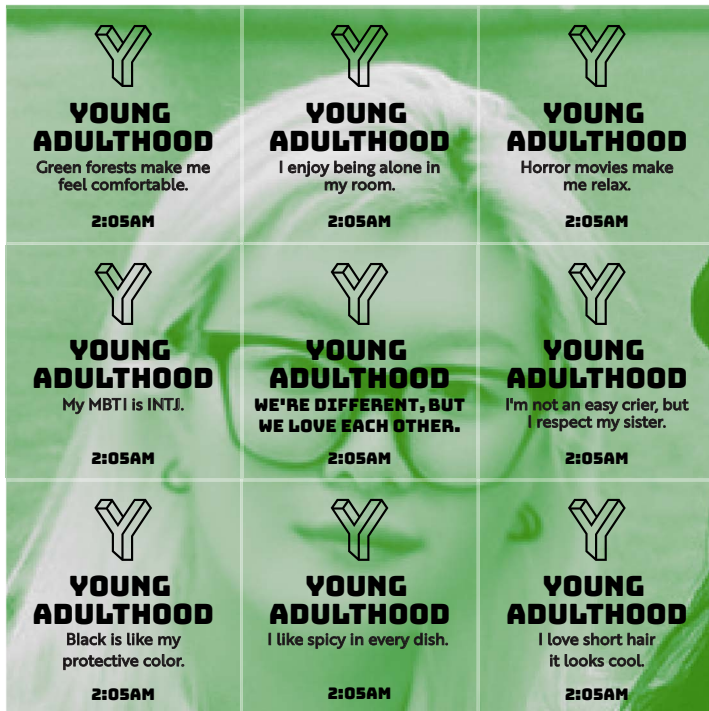
Rubik's Cube



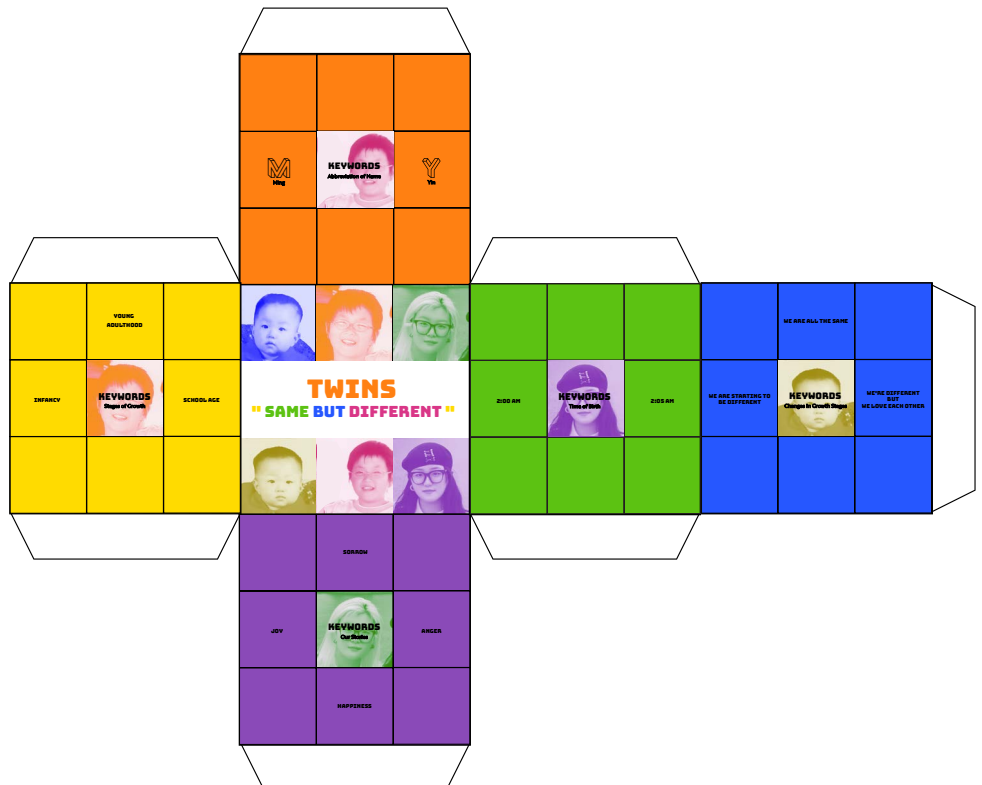
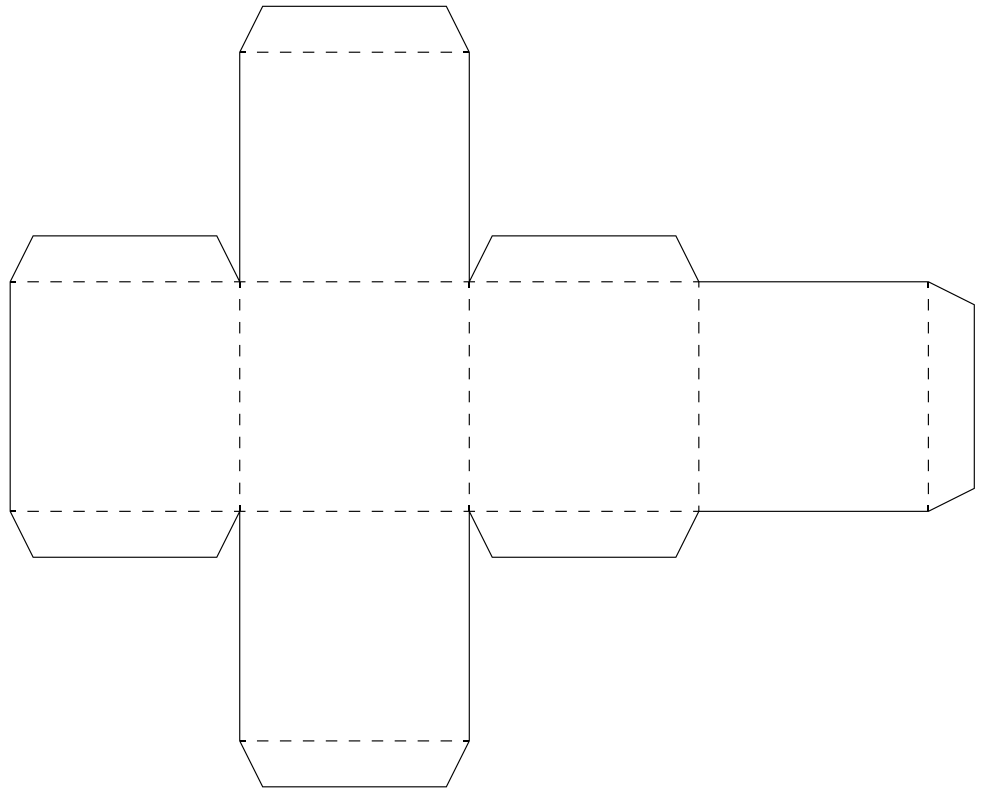
SECTION 5.4

LAYOUT DESIGN(cont...)

Rubik's Cube



Rubik's Cube Packaging



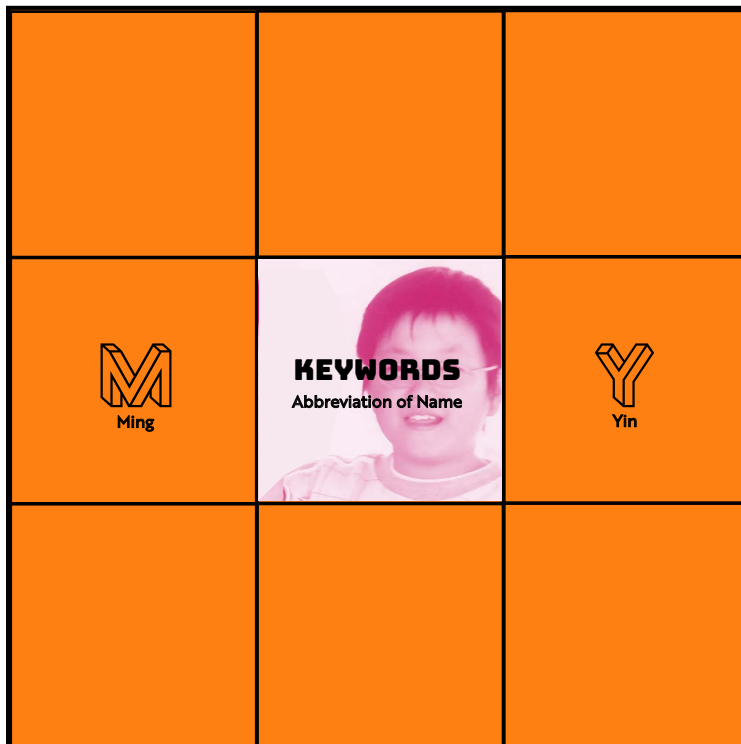
SECTION 5.5

LAYOUT DESIGN(cont...)

Rubik's Cube Packaging



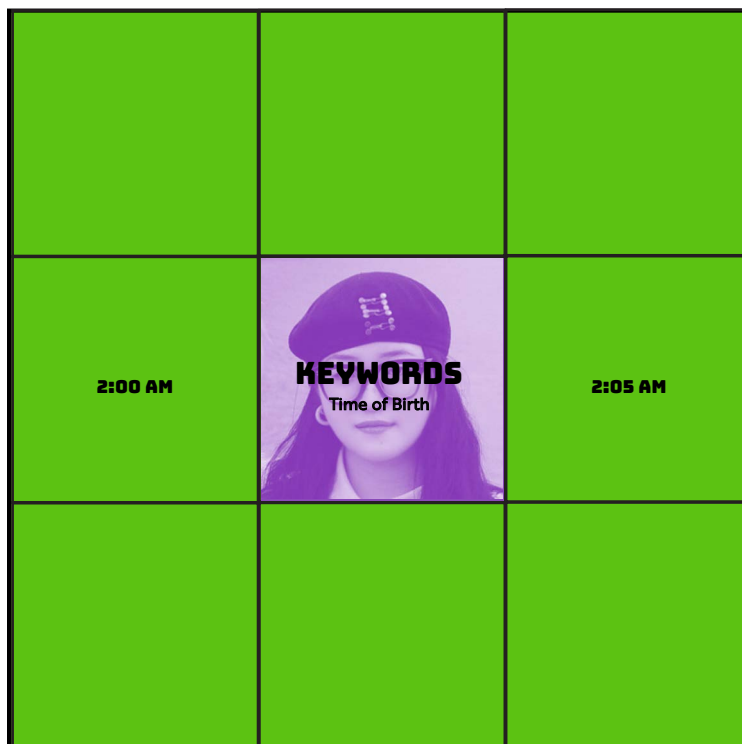
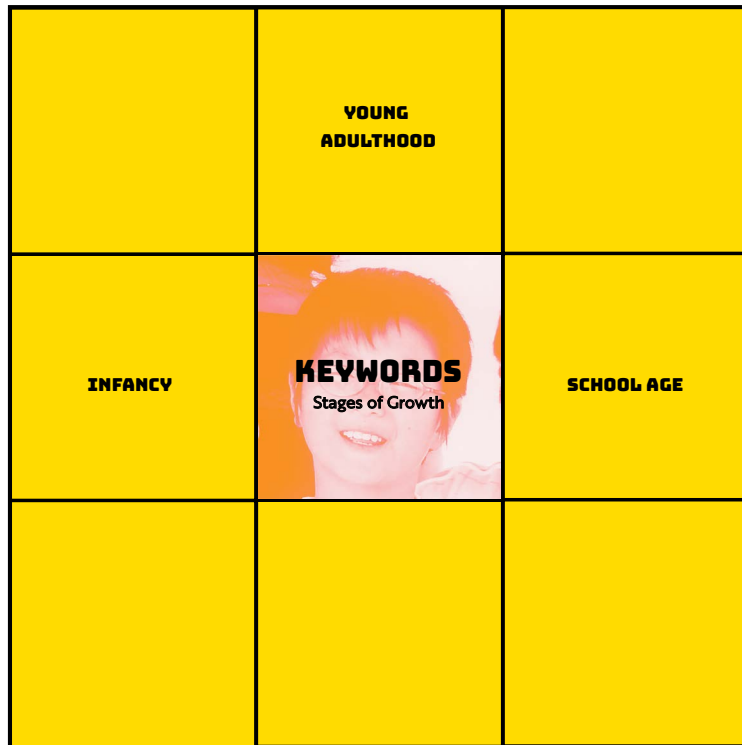
TWINS
" **SAME BUT DIFFERENT** "



SECTION 5.5

LAYOUT DESIGN(cont...)

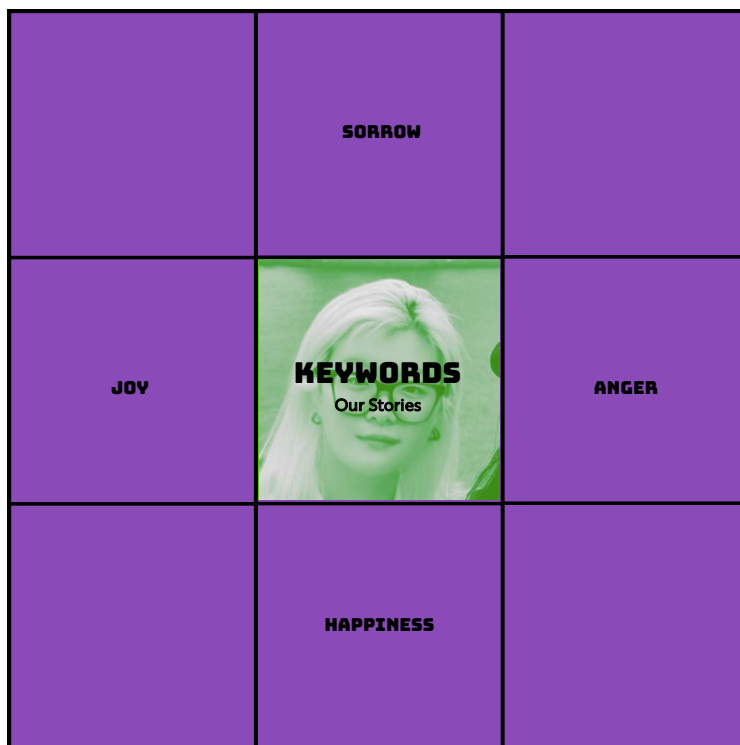
Rubik's Cube Packaging



SECTION 5.5

LAYOUT DESIGN(cont...)

Rubik's Cube Packaging



SECTION 6.1



SECTION 6.1



SECTION 6.1



SECTION 6.1



SECTION 6.1



SECTION 6.1



SECTION 6.2



SECTION 6.1

