



**My thesis is a **list** of baby steps to **celebrate**.  
Through this process, I explore **connections**  
between different people and **seek** a way to be more  
motivated.**

SUMMARY



CONCEPT & SCOPE

**Long long time ago...**

**About,**

CONCEPT & SCOPE



**15 years ago, I learned humbleness is beauty.**

**10 years ago, I learned that there's always space to improve one's work.**

**5 years ago, I tried many ways to deal with procrastination.**

**1 year ago, my new attempt was to celebrate baby steps.**

**Now, I think I don't value my achievements enough, and therefore, I procrastinate.**

**In order to be a more motivated person. I want to build a positive feedback channel through valuing the tiniest achievements.**

**Through 2 semesters and 11 interviews, I made an 80 page book that encourages people to celebrate baby steps.**

CONCEPT & SCOPE



Brainstorm

Story

Art style

Book design

Side products

Production

Material

references

PROCESS



Brainstorm

Story

Art style

Book design

Side products

Production

Material

references

PROCESS



## Output

Their life goals checklist  
notes

“My Life Goals Checklist”  
book

Your life goals checklist  
stamps

Our Life goals checklist  
notebook design

Tianchen’s current  
checklist ins account

# PROCESS

Interviewer.

Relationship with people.



XXX CLUB  
meet people  
in same  
interest.

(poster design)



It's actually interesting to talk  
to kids and see what "boring"  
things they are about now.

could participate in this form  
as ~~supportive~~ exploration.



events



be curious.



Start with paying attention?



Met the person back.  
Talked about what  
they do. Didn't know  
this thing existed



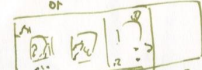
Do I sincerely curious  
what people are like?  
What do they do?  
What do they like?  
How well they be a  
different individual?



Follow



make it clear each  
event  
worth  
celebrating



all event together?

Being able to deal with kids?

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PROCESS



2 Interview.

Live a good life →



Hotdog, fresh food, on time.



Remember to shower.



Travel.



HISTORY



Some discussion:

Travel is different from person to person.



take some time to wear the cloth you like.  
Do try them on like seeing clothes you like

friends



"Don't really need friend.  
Need people for certain purpose."

Celebrate ≠ The End.

↓ encouraged

↑ more active repeat

she ask me who's the audience maybe forget their anxiety

Love is controlling the other one so no relationship expected



I don't agree I don't like this. I still like her way, but not her interpretation.

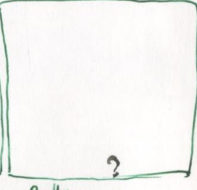
Change the world!



environment



education system



Bully.

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PROCESS

13

works get cognition.

Achievement?



Create

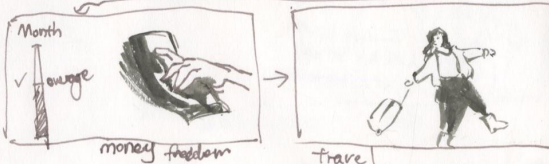


supportive friends  
Cleaning



14

Career stability.



Compare to 1

This is actually more about self to other people  
On the other hand, 13 is more about other people to self.

Her goal seems so clear.

follow the pattern and everything will work out.  
pick a goal? and head towards it.

Just aim to social standards.  
withought those confus! on other people has.

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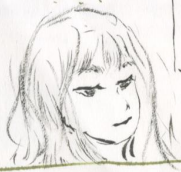
Body & mental Health.



Anything exercise  
picked exercise → advice →

18	5	20	10
5	↓	↓	8
20	40	10	10
10	40	30	50
4	4	4	4

Study → The more you know, the more you know you don't know.



From Resonate relationship.



Seek meaning of life sense feel life empowered by nature. pure



self abasement to an extreme performance & narcissism.

(travel) - nature. see things from outside.



focus more on outside instead of self



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6 This is my father.  
His wishes are to make me happy, family healthy, and earn money.  
But through these, I summarized what's important to him.

Health  
Sleep & eating schedule

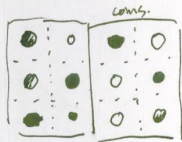
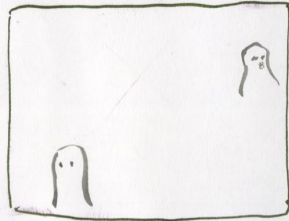
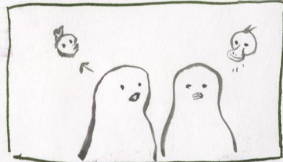
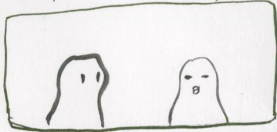


9am - Breakfast ✓  
12pm - Lunch ✓  
6pm - Dinner ✓

Record and create

Words  
from people  
he like about  
what he agree.

Proper social distance management.



experience  
→  
leave something world?  
is it changing the world?  
\* correct one self.

7 An impression of my work: Diary of creation.



Romantic in history, Reflection, 3 panel.

Own a personal space.



"I want a little house  
that will not be disturbed  
by relatives."  
Some people doesn't have  
the chance  
to close the door.  
But a little house  
need money.  
which need a job.

Material Independence & Spical are influencing each other.  
But a tiny space is a start to plan for bigger space.

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PROCESS

Own a pet.



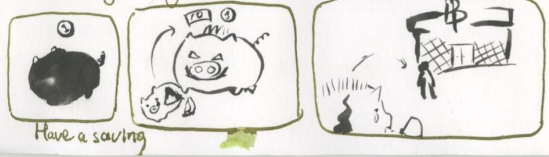
Just because never had one.  
A lot of reasons behind.  
But it really is just one wish checklist.  
After owing a space & money.

maybe think about it first?

know oneself through knowing kids.

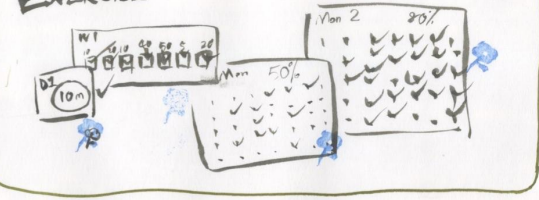


Another way of seeing this project.



Have a saving

### EXERCISE



Know Yourself



Different people picture different story.  
What is the shared experience?

↑  
this same? moments of relevance.

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# PROCESS



8

lifestyle you like.



This book is recording us playing life like a game.  
Each goal you get through, you get a positive "reward"

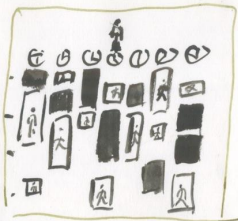


freedom. You push and gain your freedom.



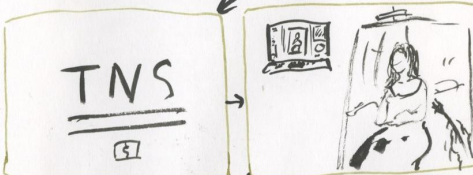
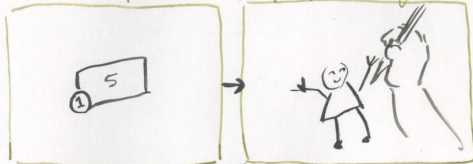
study

time management  
Time arrangement  
self management?  
discipline.



And there might be things  
that cannot be drawn

money does not come from saving  
but from investment of self and things, tools.



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PROCESS

9

A Day



spend time with oneself.



Exercise.

Specific time  
practice   
exercise.



Sleep.  
9pm

Sleep on time  
for the class  
next day.

See the sun rise  
while wake up.



50% ✓

70% ✓

80% ✓

live with a plan provide happiness of organized.

eat on time  
remind oneself.



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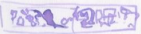
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PROCESS

I



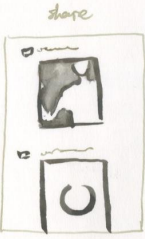
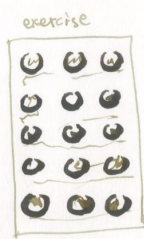
work → reward.



Experience life → finish work.



II



Game creates emotional connection



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PROCESS





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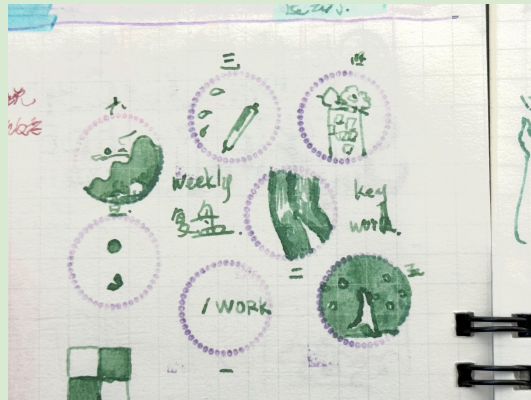
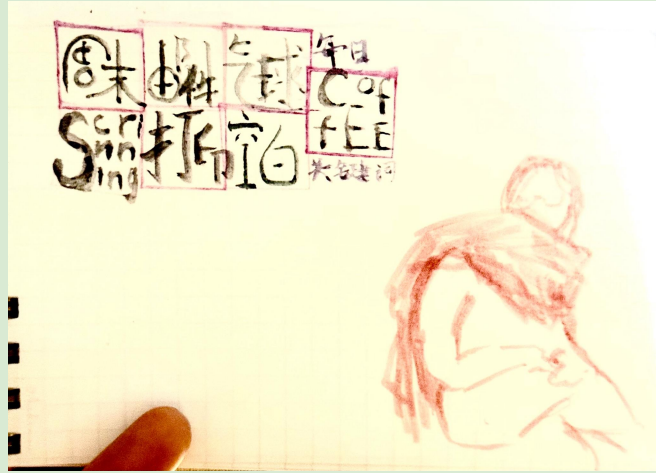
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PROCESS



## Output

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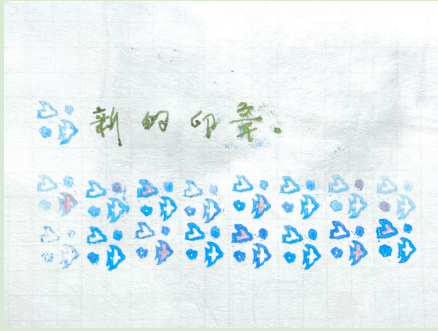
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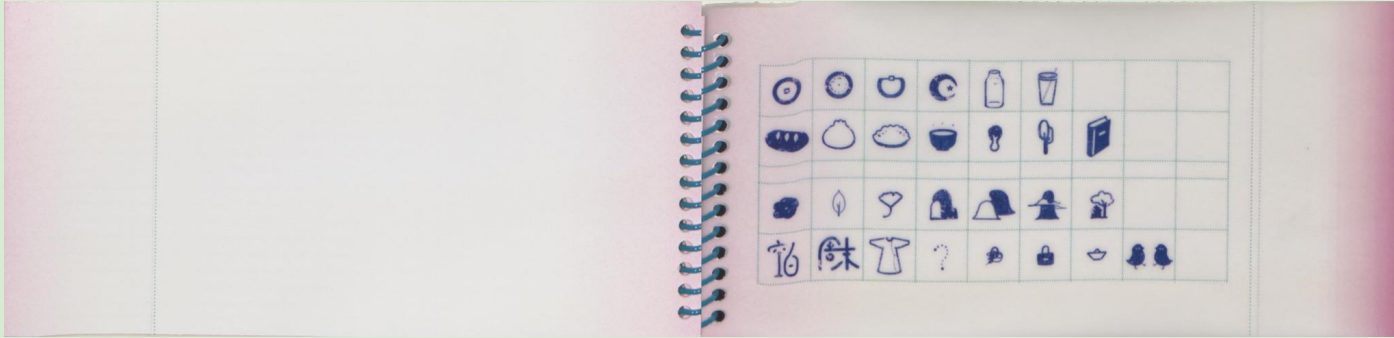
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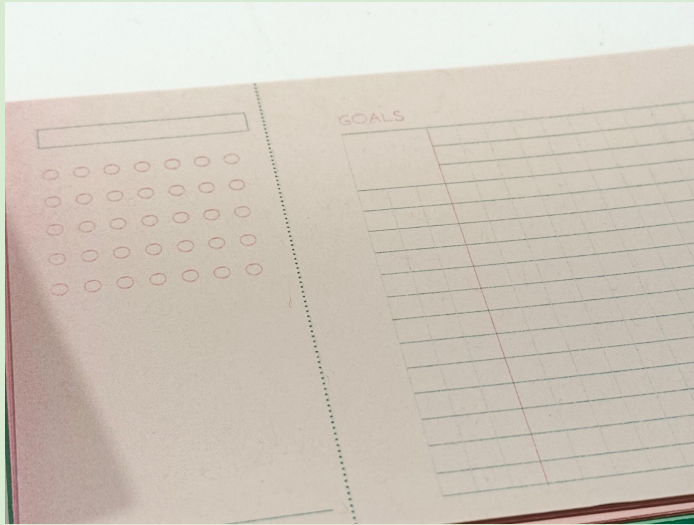
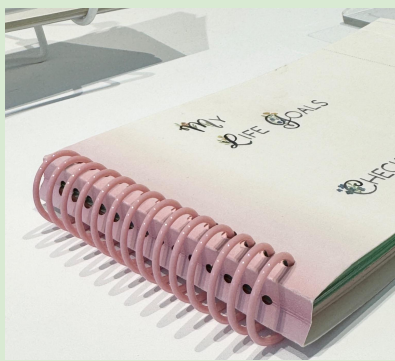
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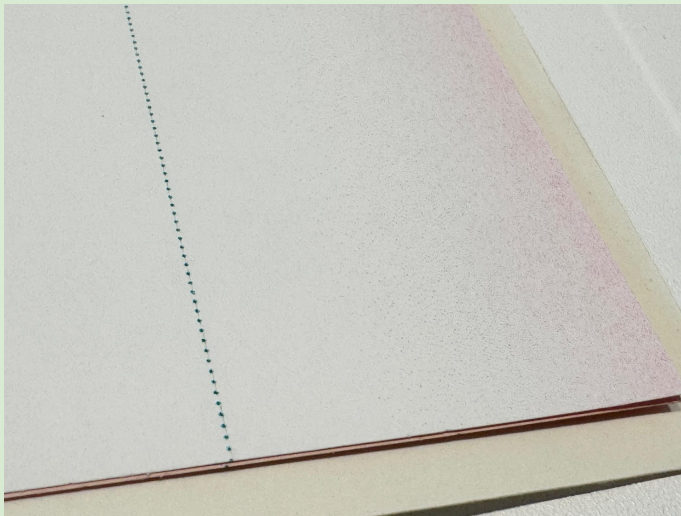
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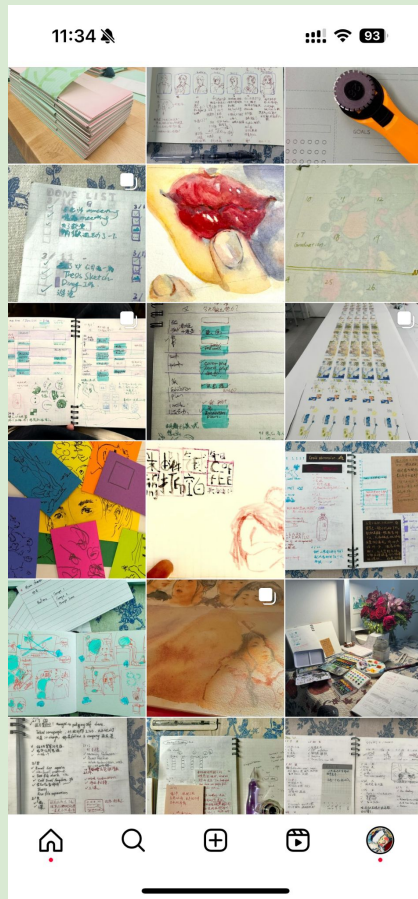
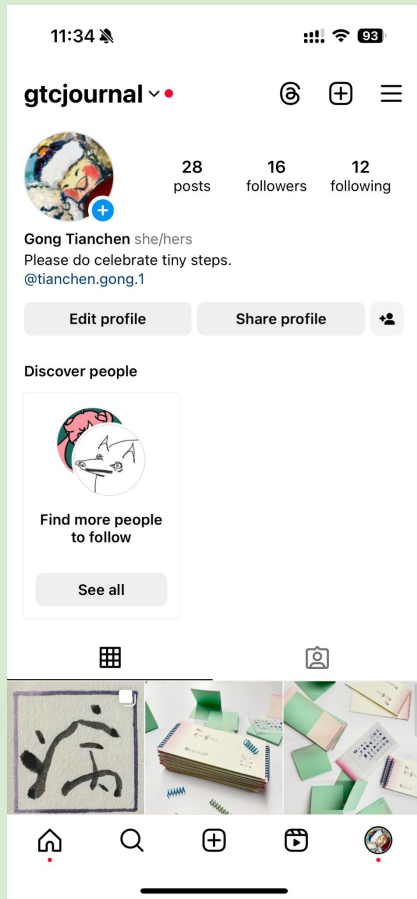
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# PROCESS

More research needed

Art Style

Story Simplification



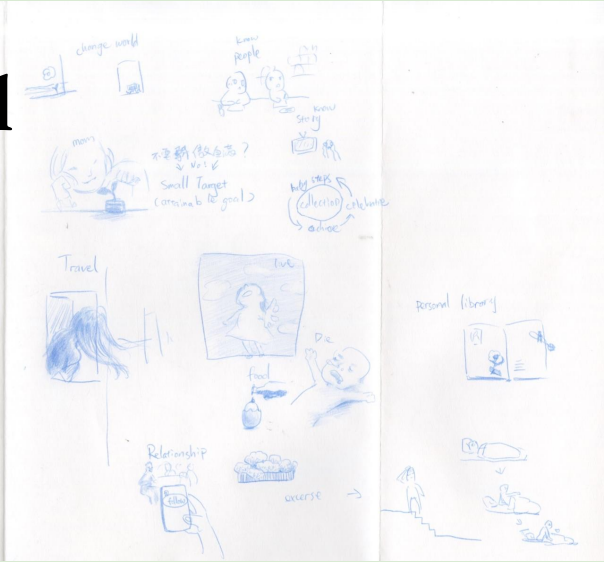
CHALLENGES



# Your Goal

vs.

# My Goal



More research needed

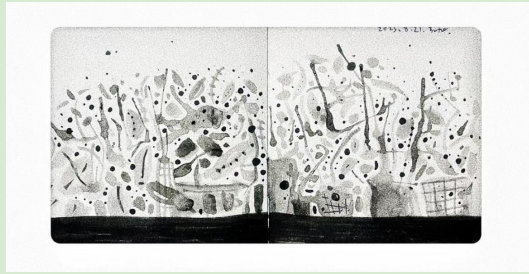
Art Style

Story Simplification



# CHALLENGES





More research needed

Art Style

Story Simplification



# CHALLENGES

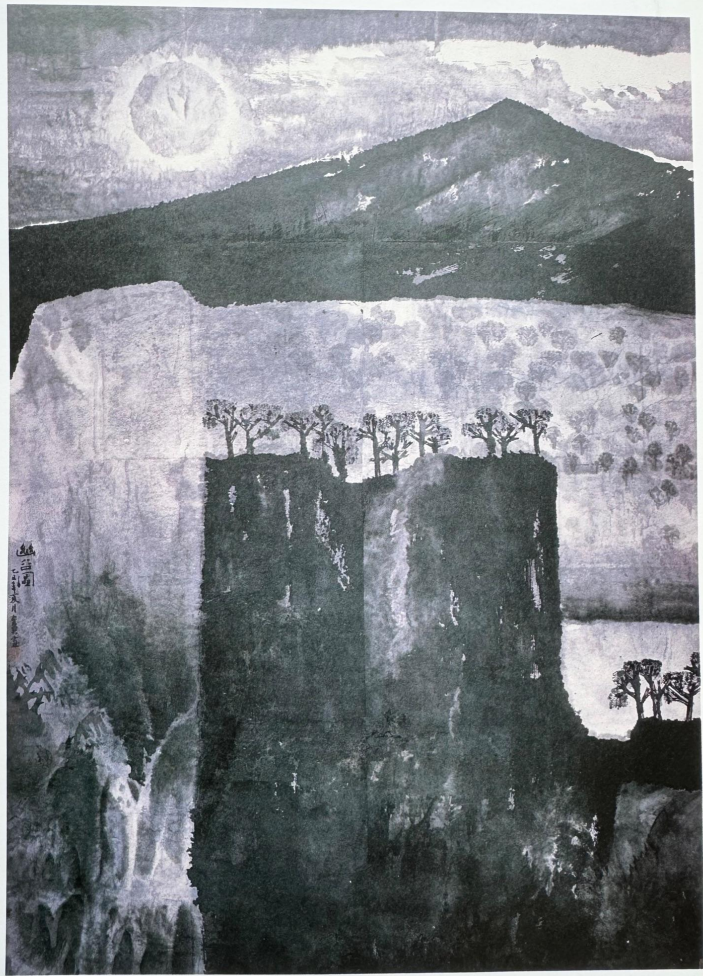
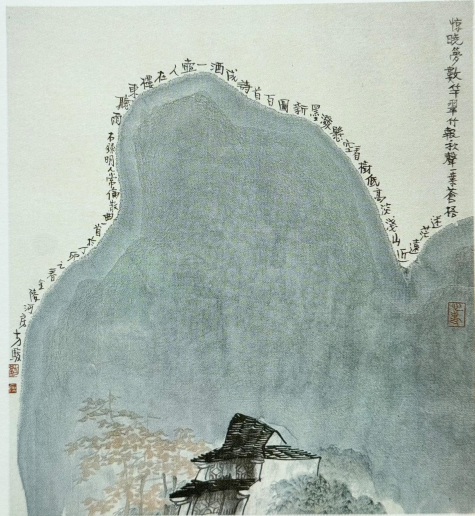


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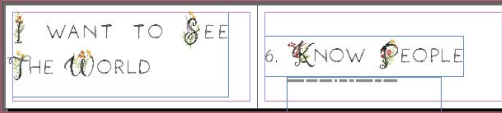
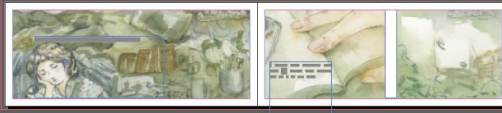
菱花镜 | 齐然

More research needed

**Art Style**

Story Simplification

CHALLENGES



More research needed

Art Style

**Story Simplification**

# CHALLENGES



Drawings

Submission

Expand the work



**NEXT STEPS**

**Maybe add more depth and college elements to the drawings.**

Drawings

Submission

Expand the work



**NEXT STEPS**

**Submit to printed matter.  
Get feedback from audience.**

Drawings

**Submission**

Expand the work

**More research on how human are related and different:**

**When I interview people, some people's goals are just to **get a job, earn money**, then travel.  
On the other hand, there are people who want to **exchange energy with nature** or make connections with **different people**.**

**NEXT STEPS**

**Look for more solutions for more reasons that cause procrastination, and make a journal that solves each and everyone of them.**

Drawings

Submission

Expand the work

**Make a system that people can classify what problems they have and get the journal format they need. At the end they can have their customized journal that targets their problems.**

**In an imaginary world, I want to have a stationary store. Located between SoHo and chinatown. There, we sell this journal and also exhibit other people's journals.**

CHALLENGES

**You are in charge**

**You are the problem solver**

**You are your own**

**Friend**

**Parent**

**Engineer**

**...**

**We believe everyone has a journal they haven't written yet.**

**THANK YOU**



1.

Hello

2.

My thesis is a list of baby steps to celebrate.

It's about me and other people and seeking a way to be more motivated.

3.

The story of my book start with

4.

Long long time ago, about

5.

15 years ago, I learned humbleness is beauty.

Growing up in that culture, I always think about the space to improve my work.

I tried so many ways to be a motivated person.

6.

Now, I think the problem is that I don't value my achievements enough.

As a result, achievements are not that tempting to me.

I want to make myself, make others to look forward to succeed

so, I made an 80 page book that encourages people to celebrate baby steps.

7.

### **Process**

8.

I collected my notes and made a process book.

Multiple zine folds stitched together at the end. You can still unfold and see sketches on the inside.

Starting with Brainstorm

I want A narrative so people can read

I want Art style: to be loose journal feeling. Slightly Chinese but modern.

I want Book design: portable. It's an Artist book but easy to produce and trade.

I want Side products: Want interaction from audiences

During Production

Did a lot of testing on Watercolor and Chinese ink, behave on watercolor paper, rice paper and other papers

I collect images online as references.

In fact, the idea came from people showing their life goals checklist. I feel like I want to do something that is important like that, but make it easy.

**9.**

**Output**

**I name them as these**

**10-18.**

Their life goals checklist notes

I want my story to apply to others as well.

Therefore, Interviewed 11 people

Asking them:

What are your life goals, how do you plan to do it, and what do you consider as the first baby step to celebrate?

Then, I visually translated some symbolic moments as you see here.

**19.**

“My Life Goals Checklist” book

The story illustrated according to my interviews.

The reading experience is hopefully:

You see the huge life goals on the first page. It feels broad and pressuring.

Then I show you the first baby step to work on this goal.

It feels simple and relieving.

Then, on the next page, I stamp and celebrate that tiny achievement.

And hopefully you feel encouraged.

The binding method took me a long time to figure out.

I Found a notebook that binds like that. It's One fold but its right angle on the side.

Asked a lot of people about how to make that. Machine pressed?

But I mimic that with my hand and a bone folder.

**20.**

Your life goals checklist stamp design

Stamps from the book.

Originated from my own journal's weekly summary.

**21.**

Used in notebook design and posts.

**22.**

Our Life goals checklist notebook design

After seeing the book, as audiences, what can we do?

We can think about what is our goal and start celebrating our own tiny achievements.

I took Symbols from the book and printed them on the last page. You can take them out individually and put them in the goals page and track progress.

**23.**

All pages are perforated so some todo list and monthly tracking could be stuck back in other pages.

Pull all of them off, it can be a smaller book.

**24.**

Riso Printed for the gradient texture, and oil based ink.

So it repels water based ink you use to write

**25.**

2 accounts that track the working process and daily events.

A demonstration of how I celebrate baby steps working on the project.

**26.**

Here's a view of my work in exhibition

### **Challenges**

I realized that I need More research on people

For example, While drawing it, I realized due to cultural differences, my way of expressing "comfort" might be different, or even scary to others.

**29-30.**

What I reference and influence by, changes through time.

**31.**

I made a demo because

When I read my script to others I found it too complicated. So I pulled out 3 segments from my 15 goals to make a short book first, to see if it makes sense to people.

**33.**

### **Next steps**

Practice for drawings.

**34.**

submit to places.

Show it to people.

More research.

When I interview people, I find that humans are related but different. It showed me some different pursuits and attitudes towards life, and made me know my friends better. I think it would be more interesting with a bigger database.

**35.**

There are multiple causes for procrastination, and we need to solve all of them to be a motivated person.

I want to expand my research and refine a system that helps people find out their problems, and provide different journal templates accordingly.

In an imaginary world, I want to have a stationary store. Located between SoHo and chinatown. There, we sell this customized journal and also exhibit other people's journals as inspiration.

You are in charge

You are the problem solver

You are your own

Friend

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