

Paola De La Cruz
Creative Brief Thesis
02/18/2020

I. Project Vision

“Greñua” is a coming-of-age story told through a collection of poetry and short stories. From feelings of brokenness, to identity struggles, to falling in love, this book will take the audience on a journey that is heavily influenced by personal experiences as a Black Latina growing up in the US. The stories are personal, as I am drawing from my own experiences, though it is not intended to be autobiographical. The mood of this book will reflect the juxtaposed experience of growing up through the contrast of gentleness and crudeness echoing within both the text and the imagery. Every page of the book is created through analog methods to create a sense of intimacy and physicality which will then be photographed and overlaid in a digital file for print.

II. Audience

I was brought up speaking both Spanish and English simultaneously. Some writing will be completely in Spanish, some in English, but most will be a blend of the two. This Spanglish blend will not only stay true to how I naturally write, think, and talk, but it will also immediately draw in my target audience. My audience for this book will be second generation immigrants, Black Latinx readers, and young adults with an emphasis on young women.

III. Methods & Materials

This project is the closest to performative or ritualistic art I have ever explored. Whether I am sculpting clay, or spending eight hours chewing gum, my body is in constant communication with the process of making. The materials I’m using include:

- Bubblegum
- String
- Bark
- Cut Paper
- Clay
- Sanitary pad
- Live plants
- Ink
- Hair



My color palette is heavily driven by material use. Though I am using post production editing to unify the flow of the book, I am allowing the overall course book to feel as collaged as the way it was created. I have created a font using my own handwriting to keep the type language fairly unified.

My color palette is (describe color palette)

(Describe typography choices/your typeface and why it looks that way)

(Describe book: trim size, materials, cover texture, etc., how you're getting it produced, otherwise you'll spend time answering a lot of questions)

(Maybe add a sentence about timeline and your process of making: physically designing x number of spreads per week, and photographing as you go, and which pieces you're saving for last.)

IV. Comparative Media

This book is directly inspired and a response to a recent publication by Amanda Alcantara and her book *Chula*, which follows Amanda's experience as a Dominican Woman moving to New York. I fell in love with this book, but still, felt a disconnect as the book felt like it was written by someone who never left the Dominican Republic. My book in contrast, will incorporate a subtle timeline of progression in age as well as the disassociation that happens when you leave the island at a young age to move to the US.

V. Marketplace Application

I have been toying with the idea of self-publishing as to avoid censorship from a big publishing corporation. I would apply for a grant and work with marketing companies to get this book into the hands of my audience. I prefer that this book would live in print rather than a digital book in order to keep the tactile mood of the pieces.