

MY POSITION

Graphic communication design is the expression of language through visual and tangible forms.
My passion for multi-sensory design, has guided my exploration of the emotional qualities of sense in previous works. Through CSM coursework, I discovered a interest in the sensory experience unique to humans and highlight them all. I have focused on pushing the boundaries of traditional graphic methods, through multi-sensory design, creating storytelling and shared experiences that connect people across the world.

REFERENCE

Please Touch / The World Out Sight, Jiwon Park, 2011, Practice Reference

"Please Touch" is part of the series The World Out Sight, which explores themes of visual impairment. The project originated from the realization that, for some, even the most famous design may hold no meaning—much like how visual design can feel irrelevant to those who are visually impaired. This insight brought me to reconsider the meaning of design and the perspective we bring to it. Rather than simply presenting a visual interpretation of the world for the visually impaired, The World Out Sight aims to foster mutual understanding by sharing stories and experiences. Although the project is graphic design, it emphasises communication through various senses, not just vision. This work tell I wish to pursue in my own work.



STARTING POINT

This project started from a personal experience. During a period of living apart from my family and partner, love through digital technology would often grow distant and become blurred. Real-time messages, phone and video calls could never fully translate love, and this failure of translation gradually desensitised us. Beyond mere physical distance, this disconnection arises in the context of the 'absence of sensation.' Emotions are accompanied by sensory perception. However, much of digital communication is omitting or standardising the subtle layers of the sensation.

Within that, I was gradually entering a state in which love could no longer be felt.

BACKGROUND &
SOCIETAL CONTEXT

In the digital age, technology has become the primary medium of human relationships, and as a result, the form and content of human connections have been restructured. Digital platforms produce connections that transcend physical distance, but at the same time, *they are often desensualised and de-emotionalised*. This suggests that emotion is becoming increasingly separated from sensation.

THEME &
PROJECT STATEMENT

Love is not a simple emotion, but an existential experience in which sensation and emotion intersect. While we may articulate love through language, the ways in which we come to understand and recall it often depend on multi-sensory cues—such as gaze, sound, and temperature. *Is love possible without sensation?* Instant replies, algorithmic attention, and overly verbalised self-expression are stripping love of its physical and emotional presence. The depth of human love depends not on rapid transmission, but on slow settling. This project seeks to evoke the depth of love through the slowness of sensory experience. In doing so, **it aims to recover the emotional and sensory dimensions that have been marginalised by the dominant language of the digital.**

PROJECT DESCRIPTION

{ Love Letters for the Irreplaceable } borrows the traditional form of the love letter to construct a new framework of communication—one that minimises language and amplifies sensory expression. Participants exchange love through nonverbal elements. This becomes a way to reimagine and re-experience love in the digital age. The love letter transforms into a record of communication composed of fragments of sensation. These fragments of love are sensory traces that bridge absence and presence. Like letters once written in the hope of eventually being read, these love letters are archived—**waiting to reach someone, someday.**

REFERENCE

Take care of Yourself, Sophie Calle, 2007, Practice Reference

While Sophie Calle’s Take Care of Yourself begins from a personal experience of heartbreak and expands it through the analytical and interpretive responses of 107 women, my project starts from the universal and positive experience of love. Calle’s work primarily engages with language-based media — text, performance, and photography — and focuses on deconstructing and analyzing emotional experiences. In contrast, my project uses sensory media such as images, drawings, and sounds to create intuitive, nonverbal exchanges of love. Whereas Calle collects individual interpretations to create a multi-layered narrative, my project centers on the interactive exchange of sensory letters, allowing participants to share, feel, and comfort each other directly. Thus, mine seeks to foster emotional connection and healing through sensory communication.



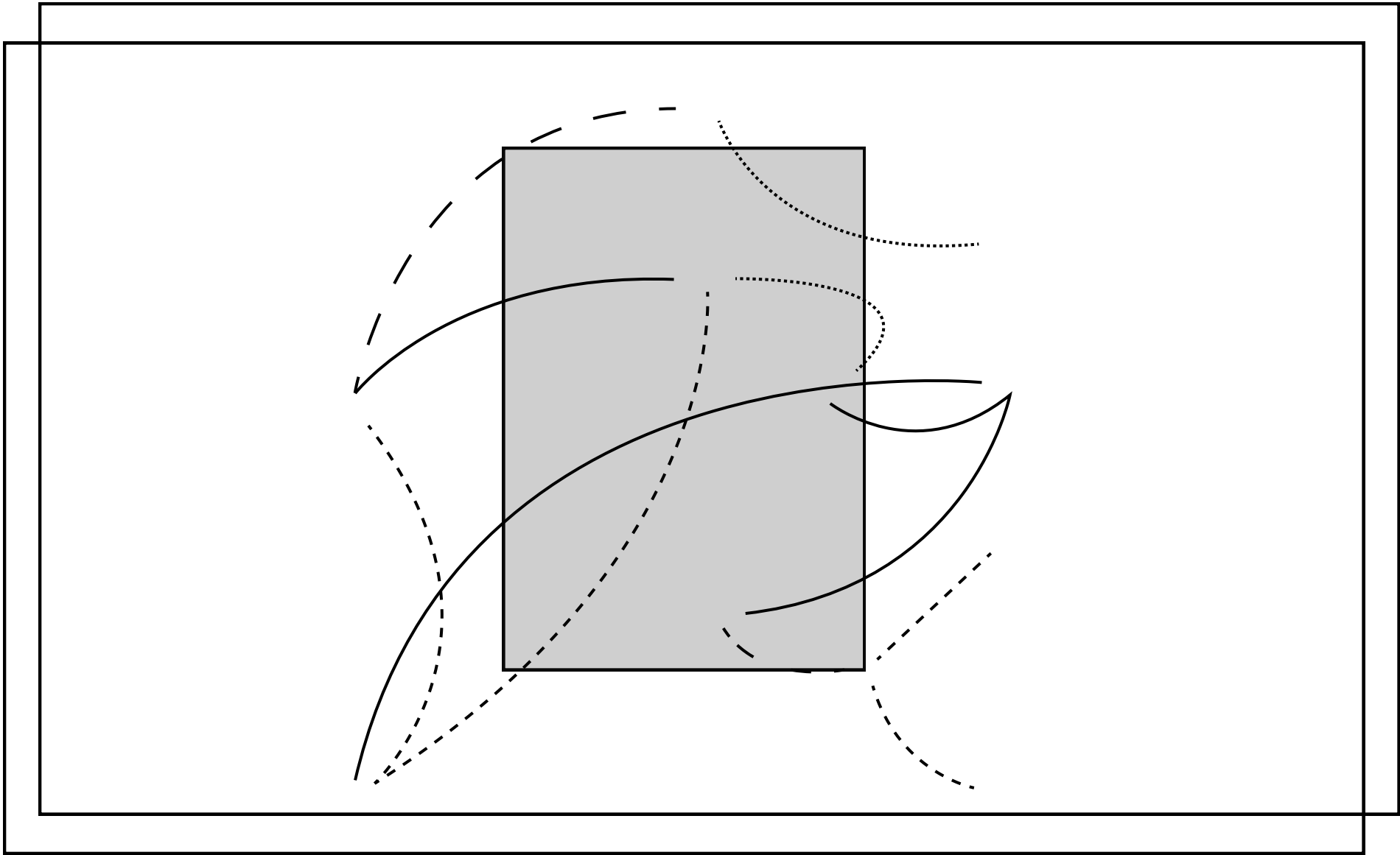
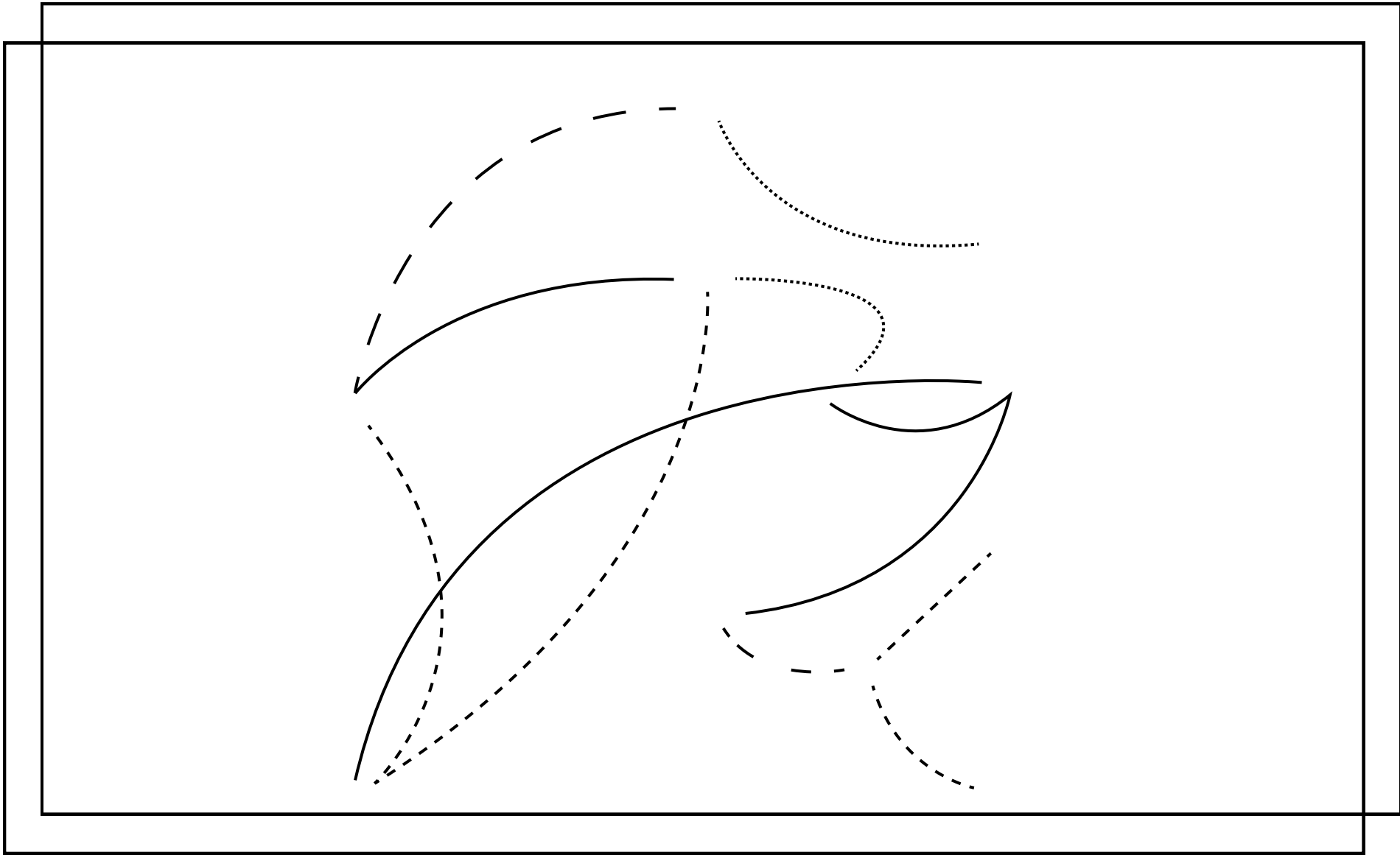
REFERENCE

Museum of broken relationship

REALISATION -
WEBSITE DEISGN

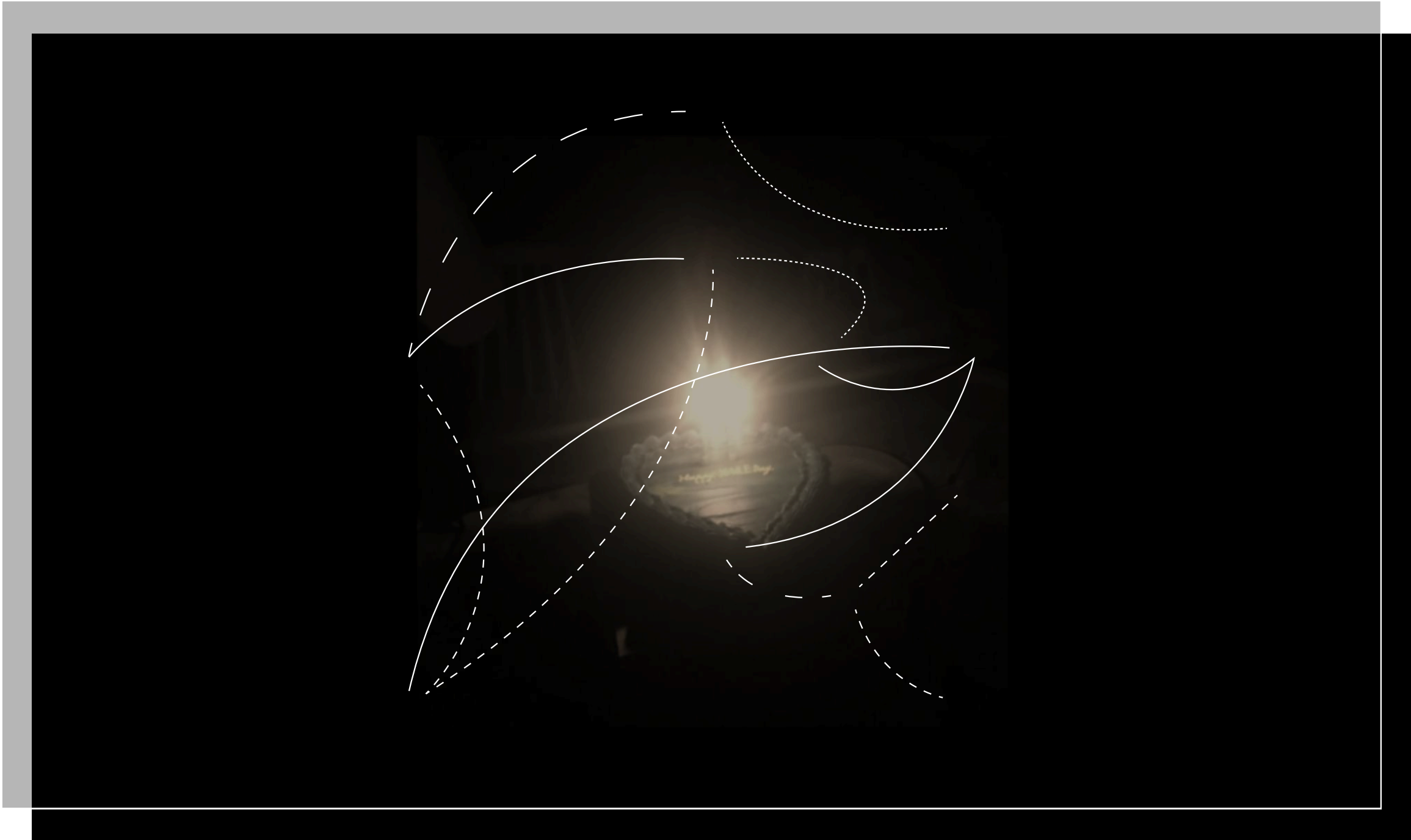
The acrylic cover placed at the top of the screen signifies connection and relationship.
Given that the aim of this project is to reconsider the connection, this element has been designed with particular emphasis. The cover is printed with a graphic that symbolises the project's central theme of connection. By looking through this acrylic layer to the screen beneath, the viewer experiences a tension between presence and absence—a space in which the physical and the virtual intersect.

Acrylic cover or panel



WEBSITE
DEISGN (1)

The background image of the website shifts gradually, representing the fluid and evolving nature of emotional connection. This subtle transformation refer to the rhythms of long-distance communication—never static, always in flux. As the viewer navigates the site, the changing images evokes the way emotions shift over time and space, suggesting that connection is not fixed, but continuously re-formed. The dynamic background thus functions as both a visual atmosphere and a metaphorical layer, reinforcing the project’s core question: how can love be sensed, not just seen, in the digital age?



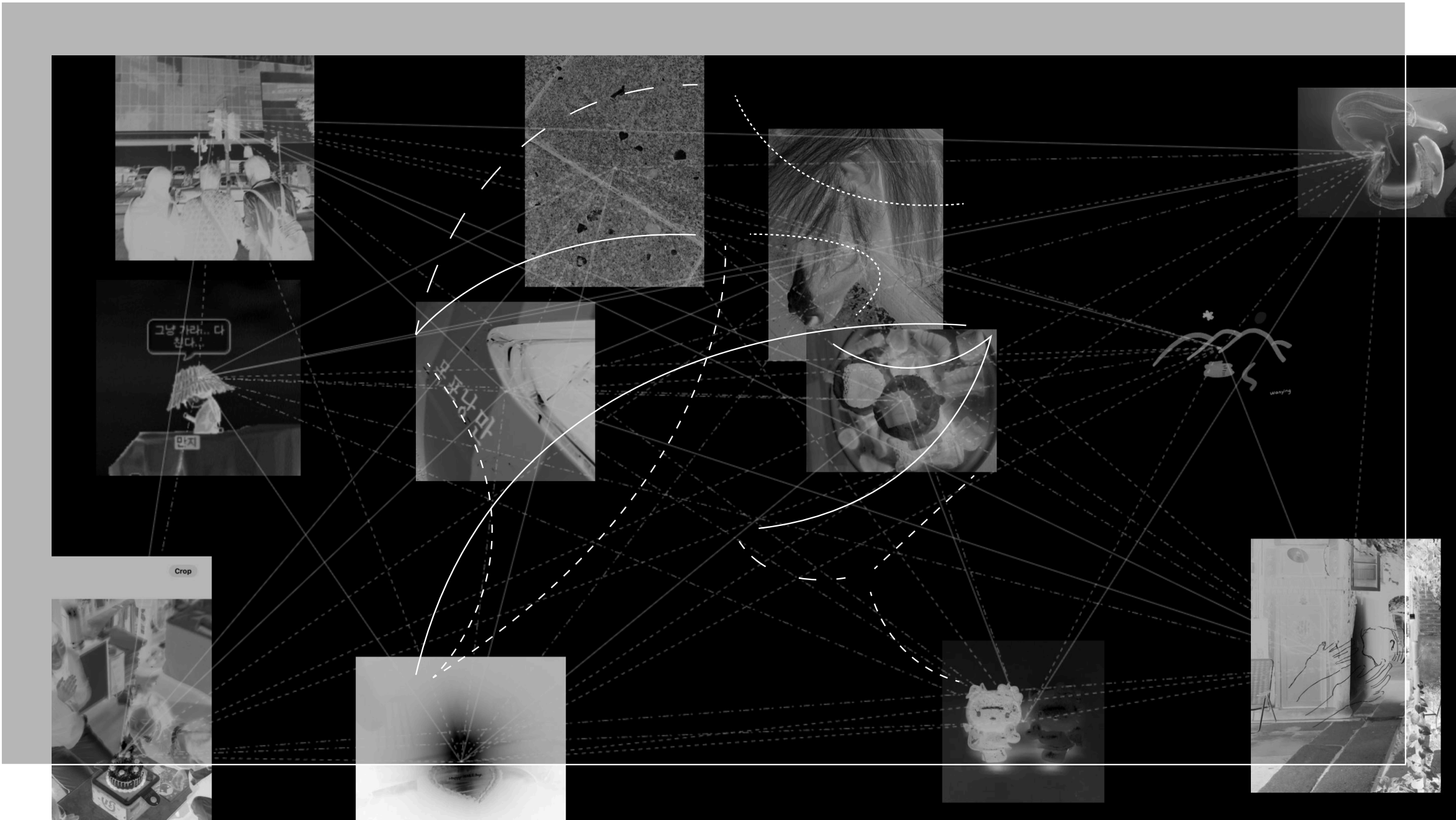
WEBSITE
DEISGN (2)

Sound-Responsive Visual Table

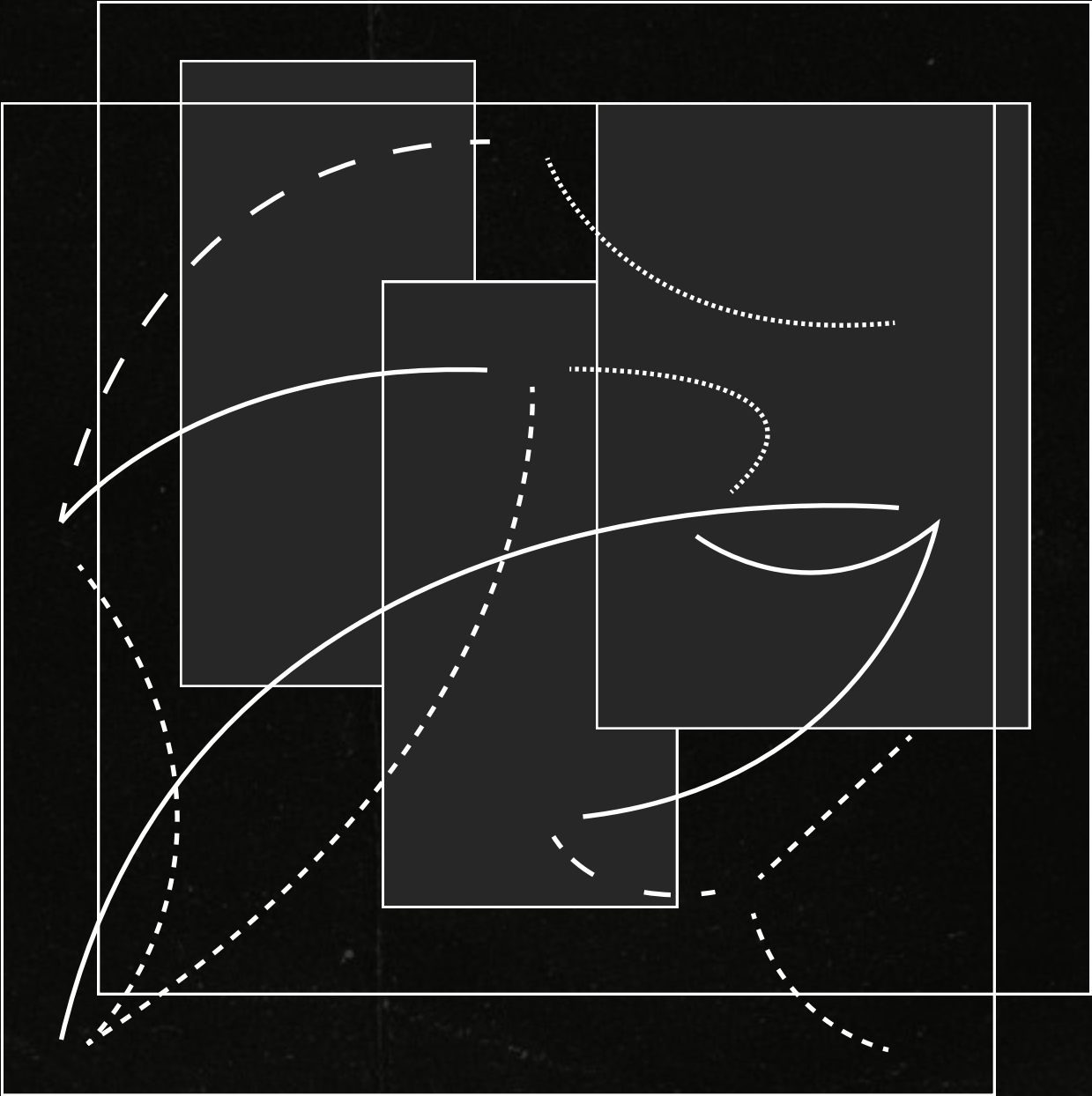
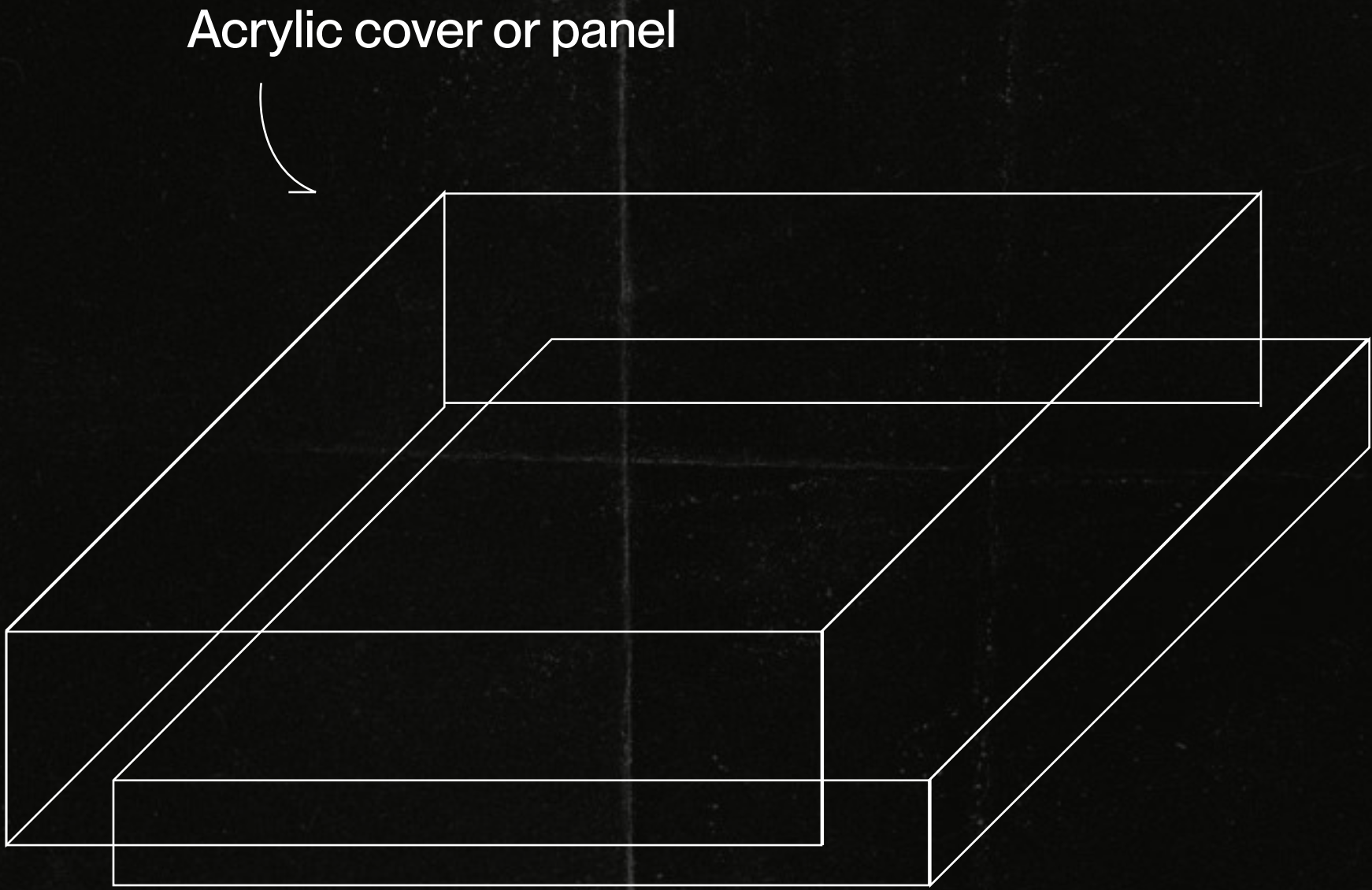
Input Type	Visual Effect	Example CSS Filter	Design
Base Layer	Greyscale	Greyscale	A constant grayscale tone is applied to all images to maintain visual consistence, and archival aesthetic
Sound Level	[avgBass]	[blur ()], [contrast]	Lower volume cause increased blur, creating visual metaphor for silence.
Rhythm	[delta]	[brightness], [sepia]	Visual brightness and warmth pulse according to rhytm, conveying emotional tone.
Beat	Beat	Image collection change (trigger)	Tempo shift trigger visual transitions. It symbolised a shift in emotional tone.

WEBSITE
DEISGN (2)

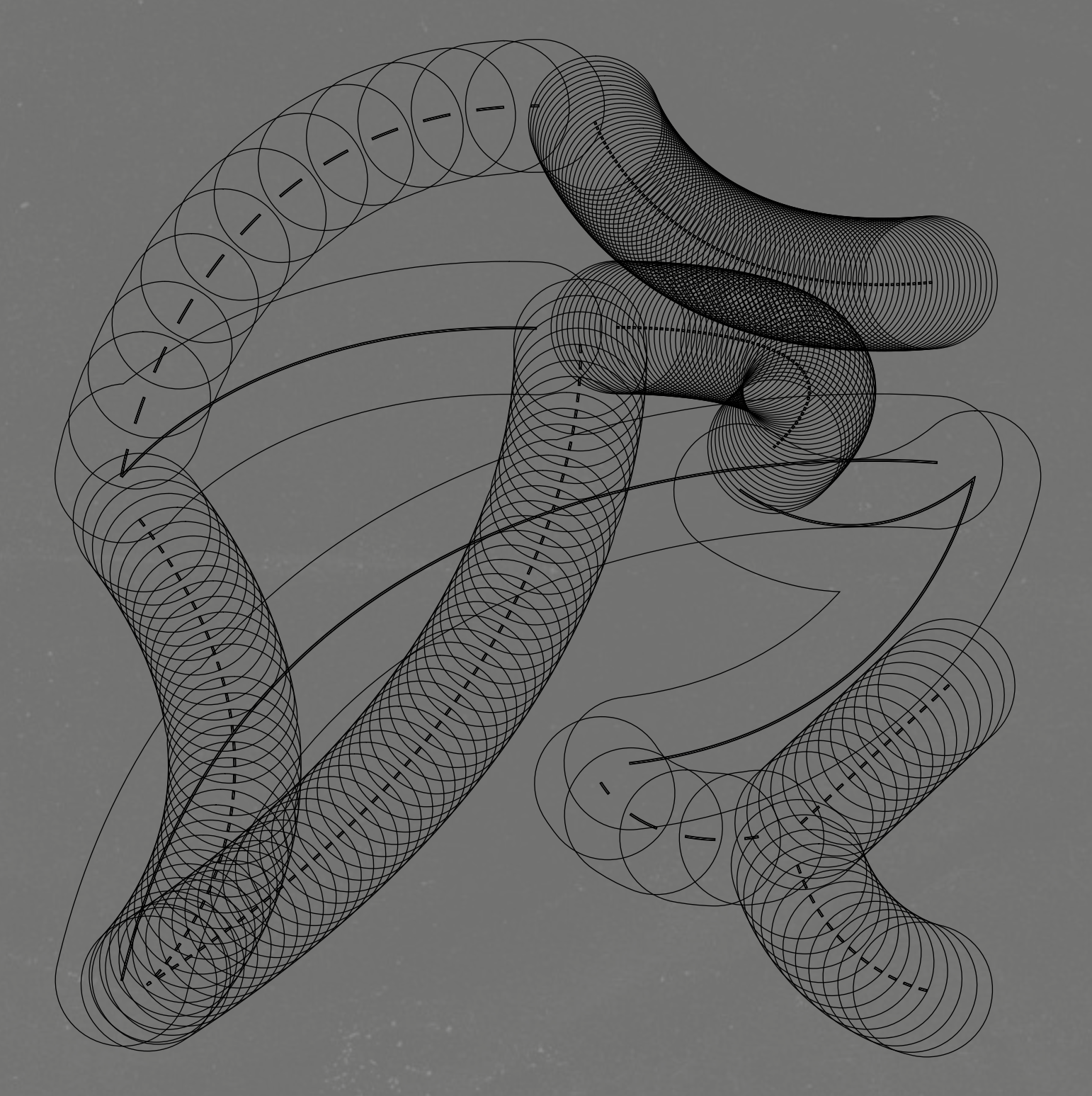
In the Node page, as the viewer scrolls through the website, the visual content shifts in sync with the narrative flow, creating a dynamic sense of progression. This interaction is further deepened by the presence of sound: as audio is triggered, graphic elements subtly change in response. These shifts are not ornamental but conceptual—they visualise the act of connection unfolding in real time. The image transitions and audio-graphic interplay emphasise how sensory inputs, when layered together, generate a feeling of emotional reciprocity. By mapping visual change to user movement and auditory cues, this mode of interaction reimagines digital connection as something felt, not merely accessed.



REALISATION -
COLLECTION DESIGN

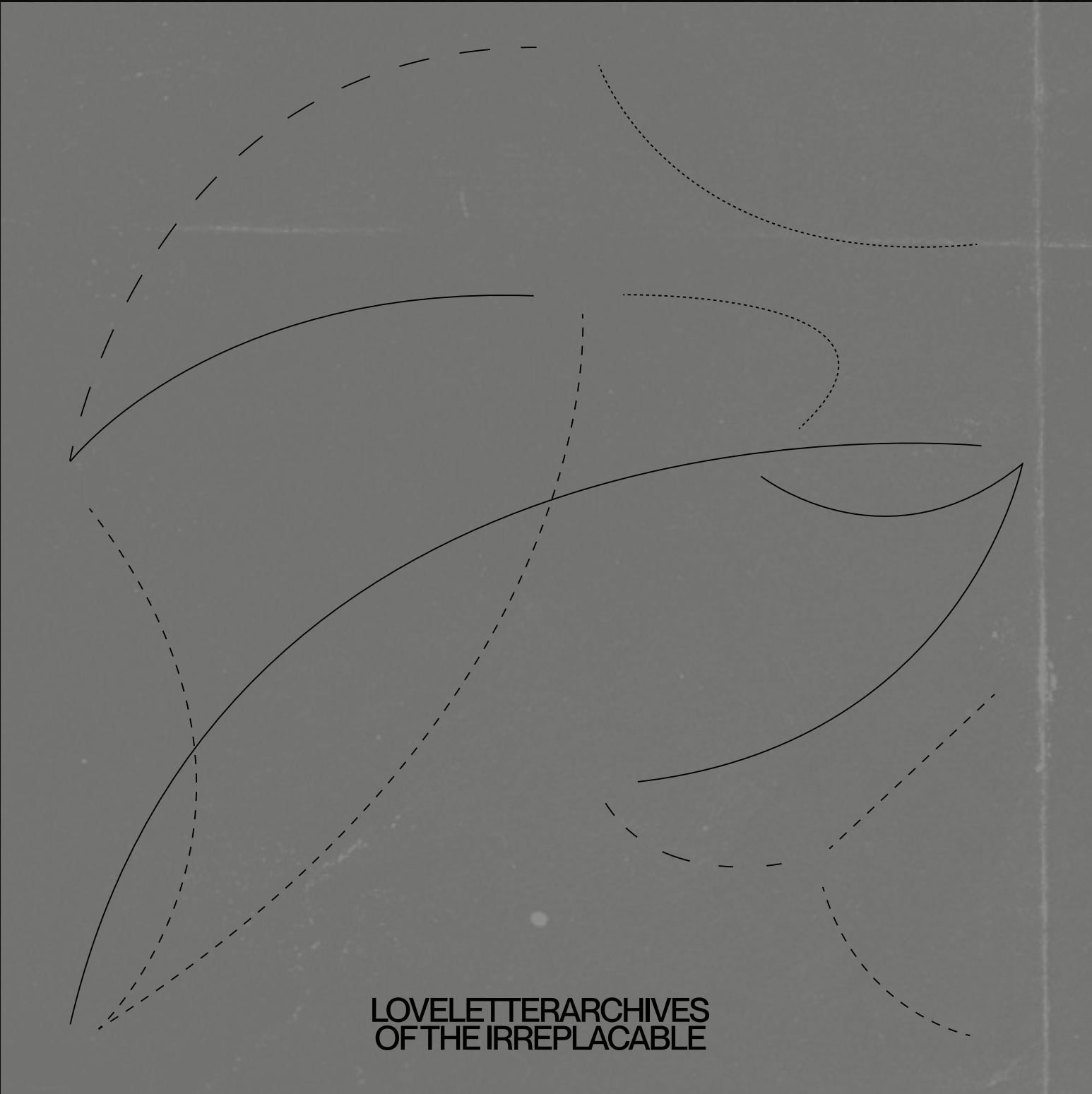


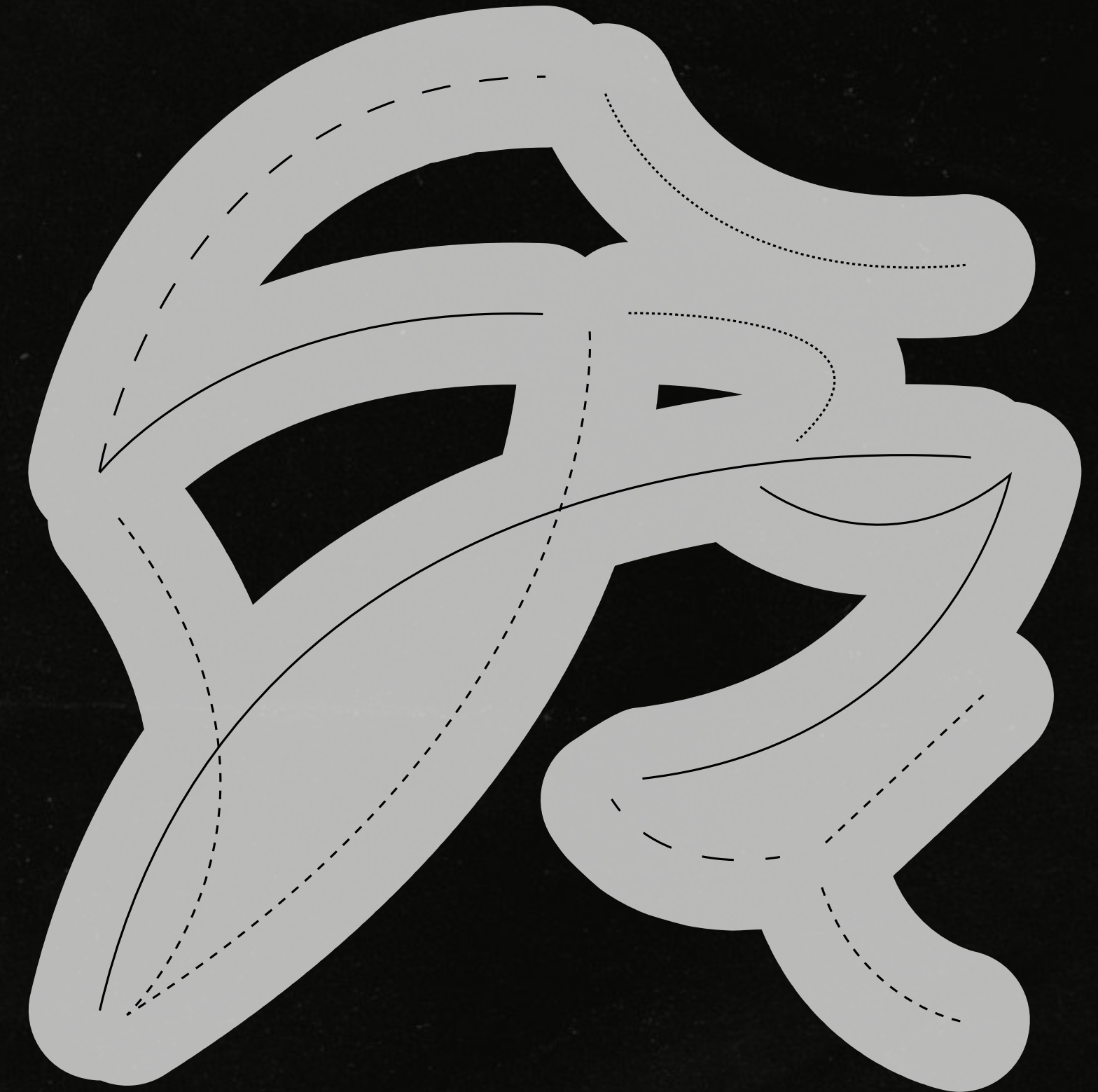
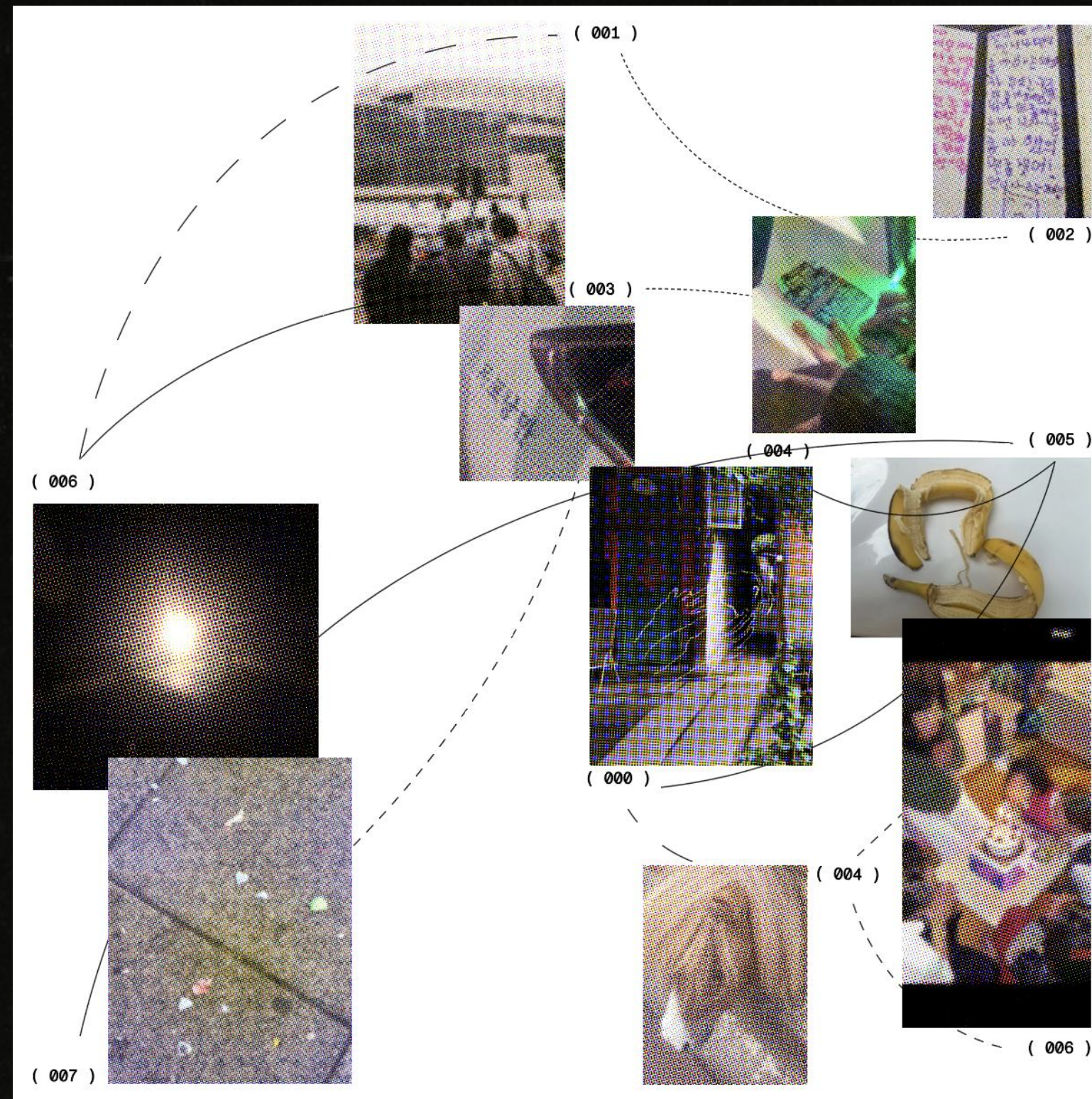
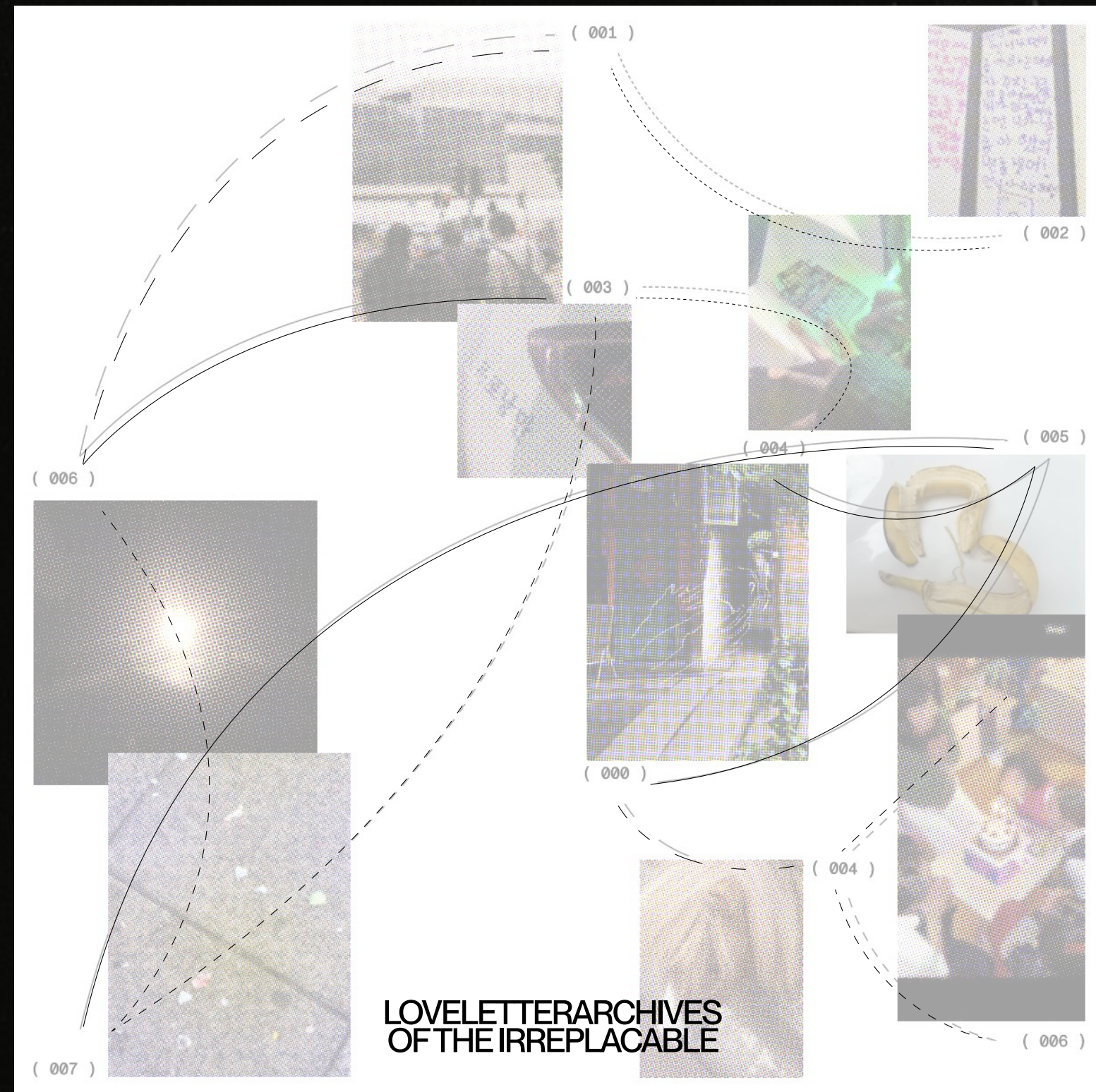
COLLECTION
DESIGN



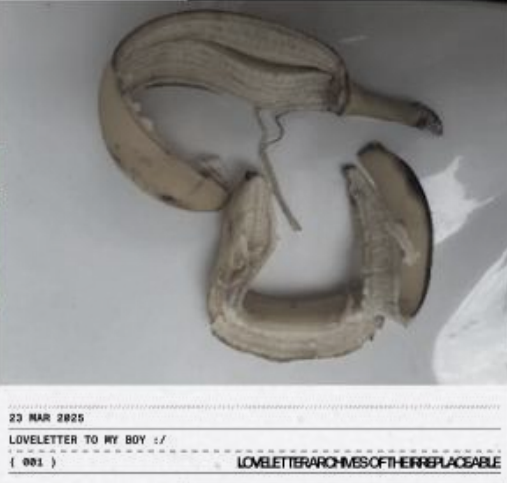
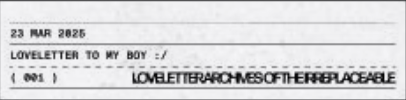
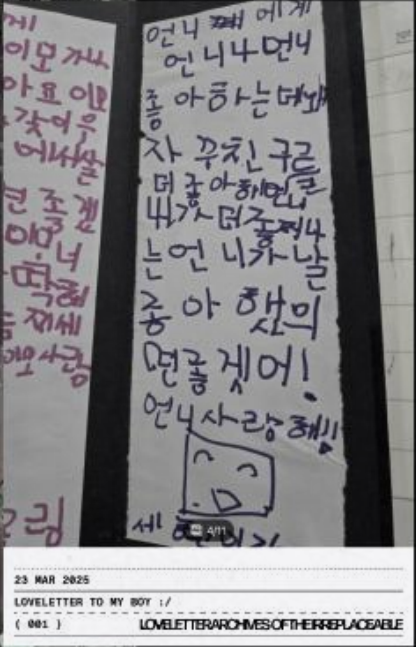
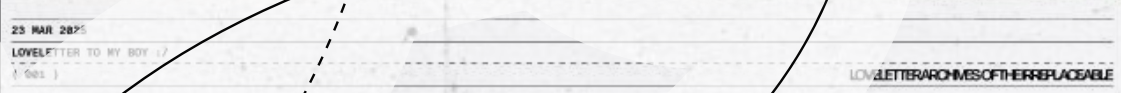
COLLECTION
DESIGN

The acrylic cover placed at the very top of the collection signifies the ideas of connection and relational presence. Given that the core aim of this project is to reconsider the notion of connection, this layer has been designed with particular focus. The transparent acrylic allows the viewer to look through to the first visual language of the project—a graphic composed of multiple typographic variations of the title, Love Letter Archives of the Irreplaceable. These variations reflect the conceptual diversity within the project and place the theme of love at its center. By layering visibility and text, the cover introduces the project’s intention: to archive the emotional and irreplaceable through fragments of sensory connection.





COLLECTION
CONTENTS



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ENQUIRY

This project leaves people with the following questions:

- What is it that makes us human?
- How can **love be manifested and communicated in a digital form?**