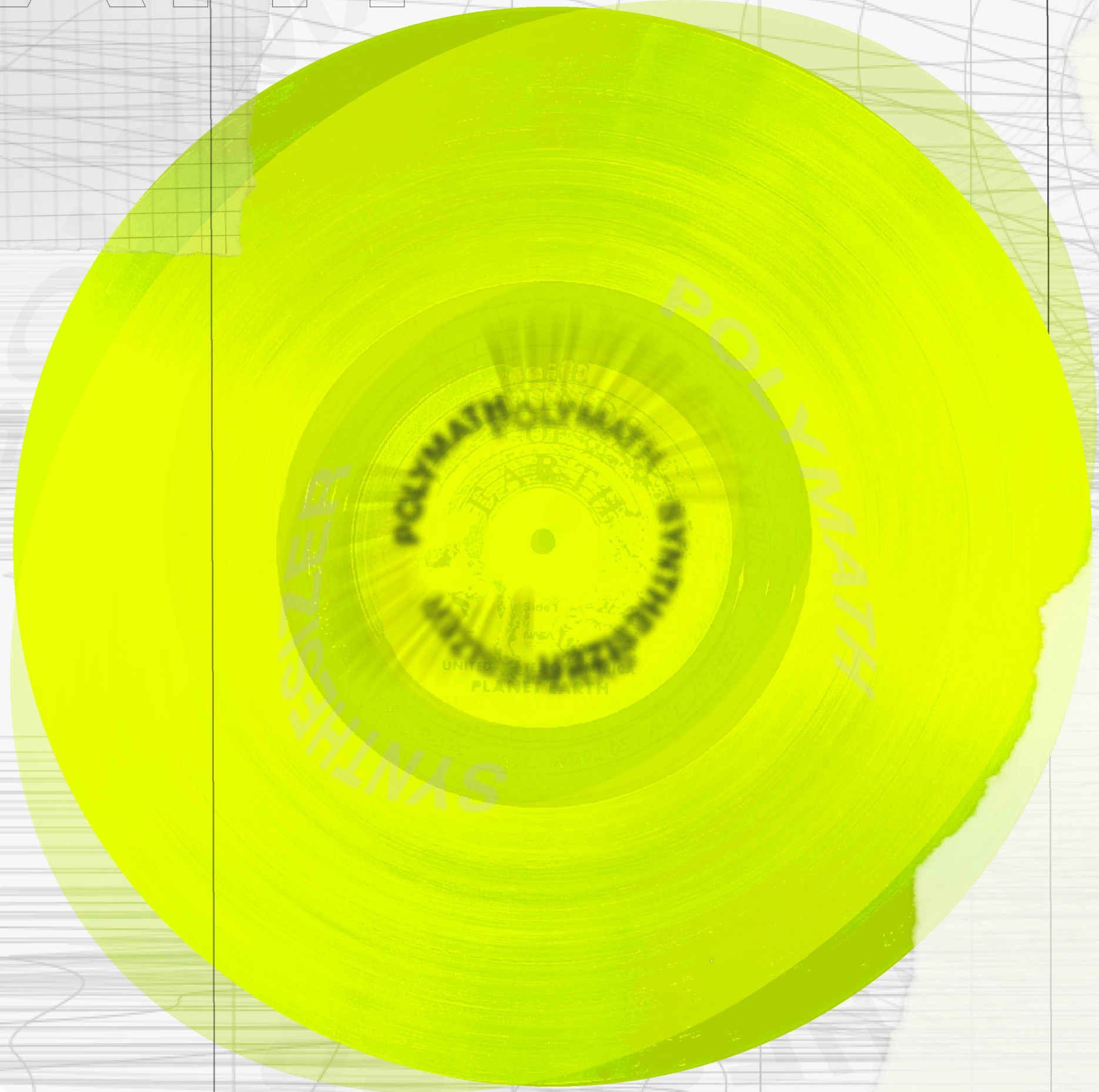


POLY  
MATH

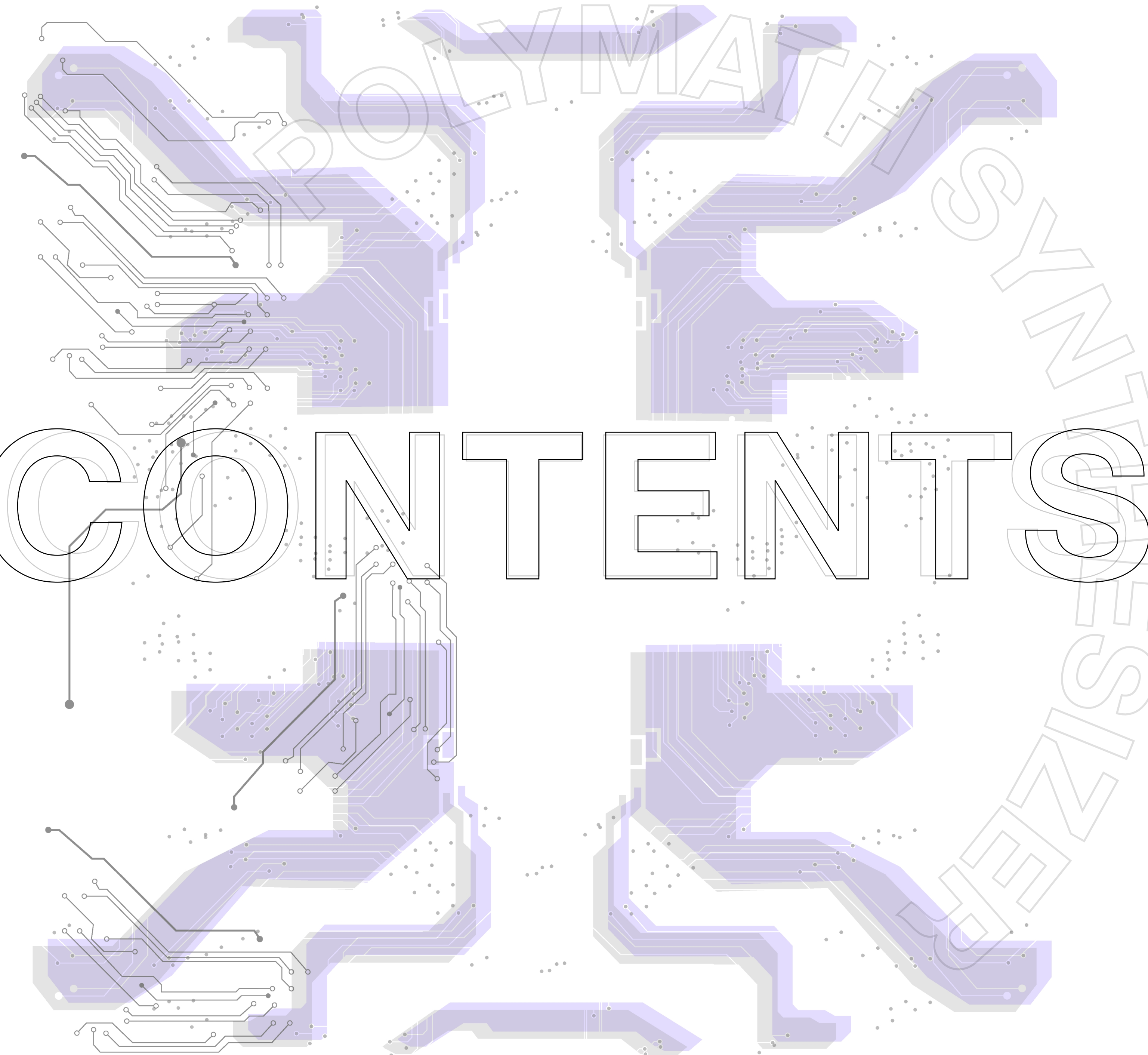


Gate 5 | Natasha Alksnis | INDS-4006-004 A. Manu + M.Robinson | April 12, 2022.

POLY  
MATH  
SYNTHESIS  
REACTOR

POLY  
MATH  
SYNTHESIS  
REACTOR





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INTRODUCTION  
INTRODUCTION  
INTRODUCTION  
INTRODUCTION  
INTRODUCTION



# Review, reform, revive.

A reform of the way in which design is practiced by encouraging deviation from traditional methodologies and by engaging the rich learning material experienced through engaging the arts, more specifically focusing on jazz music, representational abstract art, poetry and comedy.

My work will strive to galvanizing the spirit of creativity in design and foster interdisciplinary conversations.





# Born out of human history, in the future.

## Born out of a need to:

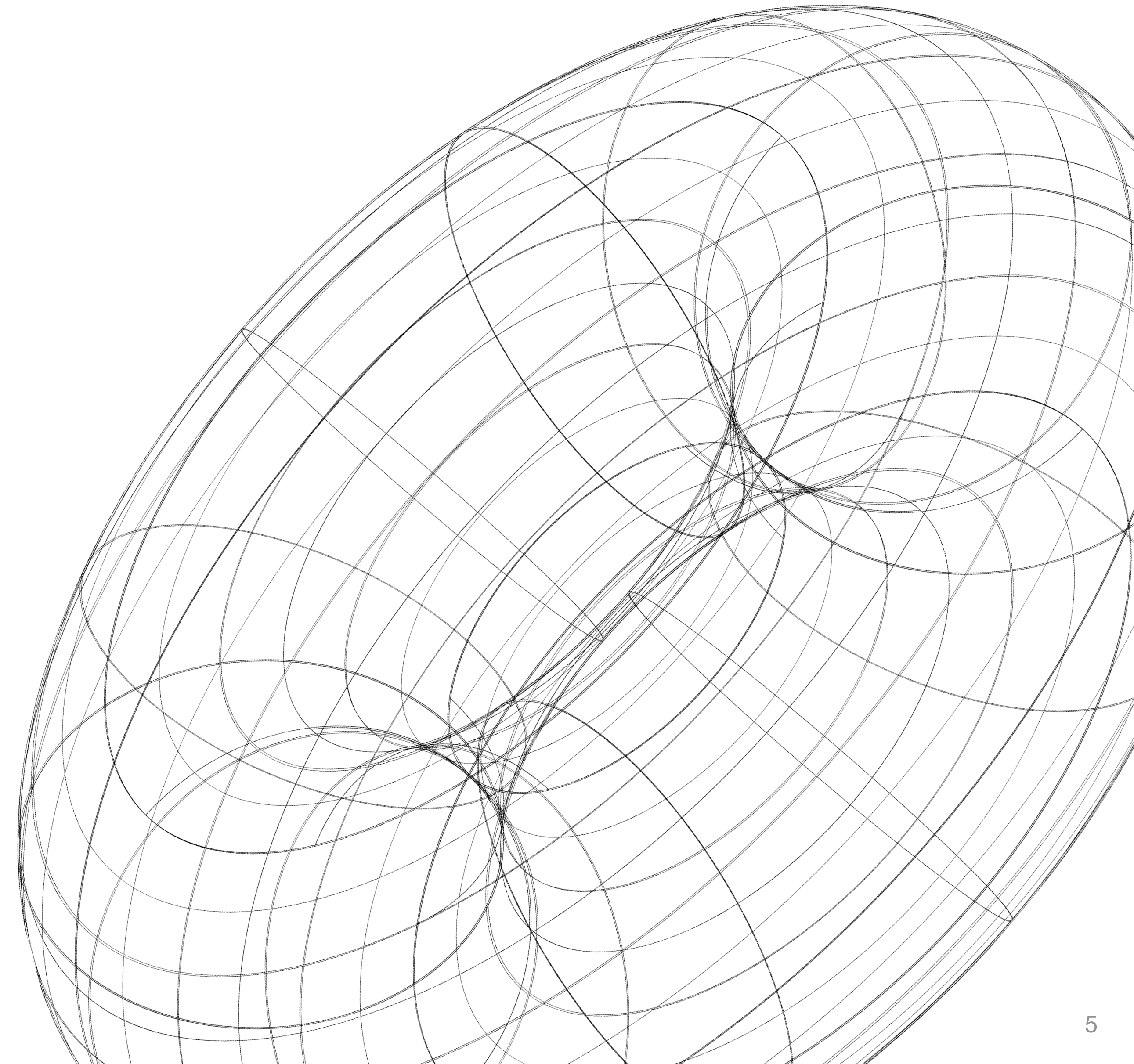
Learn through stories.

Deviate from structure.

Encourage interdisciplinary conversation.

Design for the future.

Become human again.





# Play, conversation, and conflict.

To date my research has included:

Interviews conducted as conversation with my peers, both in my thesis section and others. These interviews have been recorded and audio will be sampled as I am permitted.

An ongoing reading list inclusive of but not limited to authors like Anna Dahlstrom, Adam Grant, Byung Chul Han, Otegha Uwagba, Rinaldo Walcott.

Revisiting content I have collected and archived in my life from the ages of 25-30.





# It's time for a change, it's time for us.

Across all my conversations the message is clear, millennials to generation alpha want to see a change in the way we work, and the way in which discover ourselves through our work.

We long for inspiration.

We long for connection.

We long for meaning.

We long for freedom.

But what does that freedom look like?



# Agency, compassion, freedom.

My mission is to create material that encourages anyone and everyone to lean into their passion to discover how they can become designers and effectively change their world and that of others.

There is no reason why art and artistic practice should be so far removed from the design process. Design is not a pseudo-science to be employed for financial gain.

Design is an instinct.  
Design is how we answer our needs.  
Design is the cause for and result of human experience.

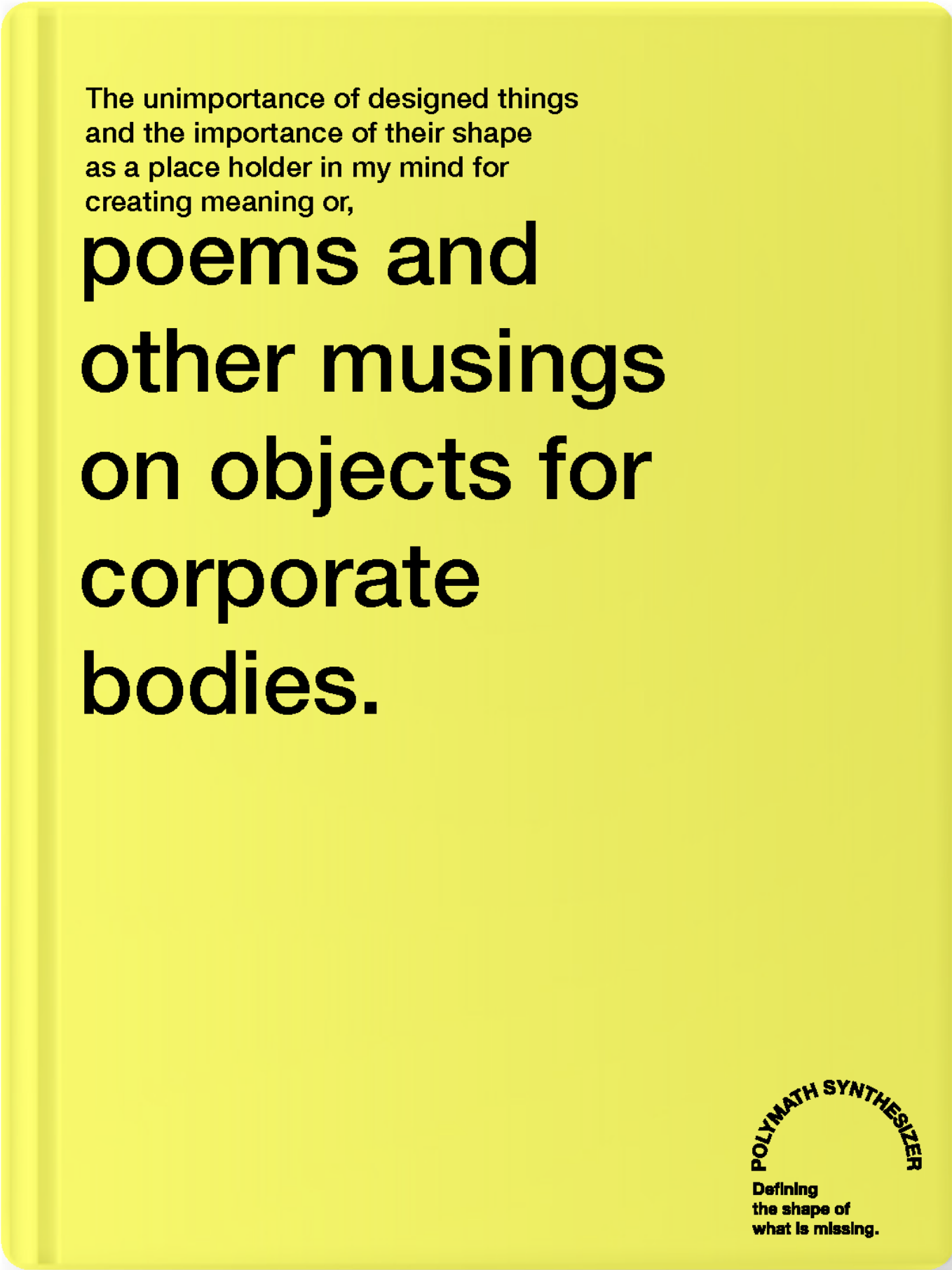
AGENCY  
COMPASSION  
FREEDOM



# Content machine.

Polymath Synthesizer is a content machine; collecting, indexing, combining and producing audio, visual and written material for educational use.

The purpose of the material will be to illuminate the sublime of even the most banal experience, to radiate beyond the most peripheral, and to help shape vision of the future through the wealth of information that takes shape when observing our reality in new light.





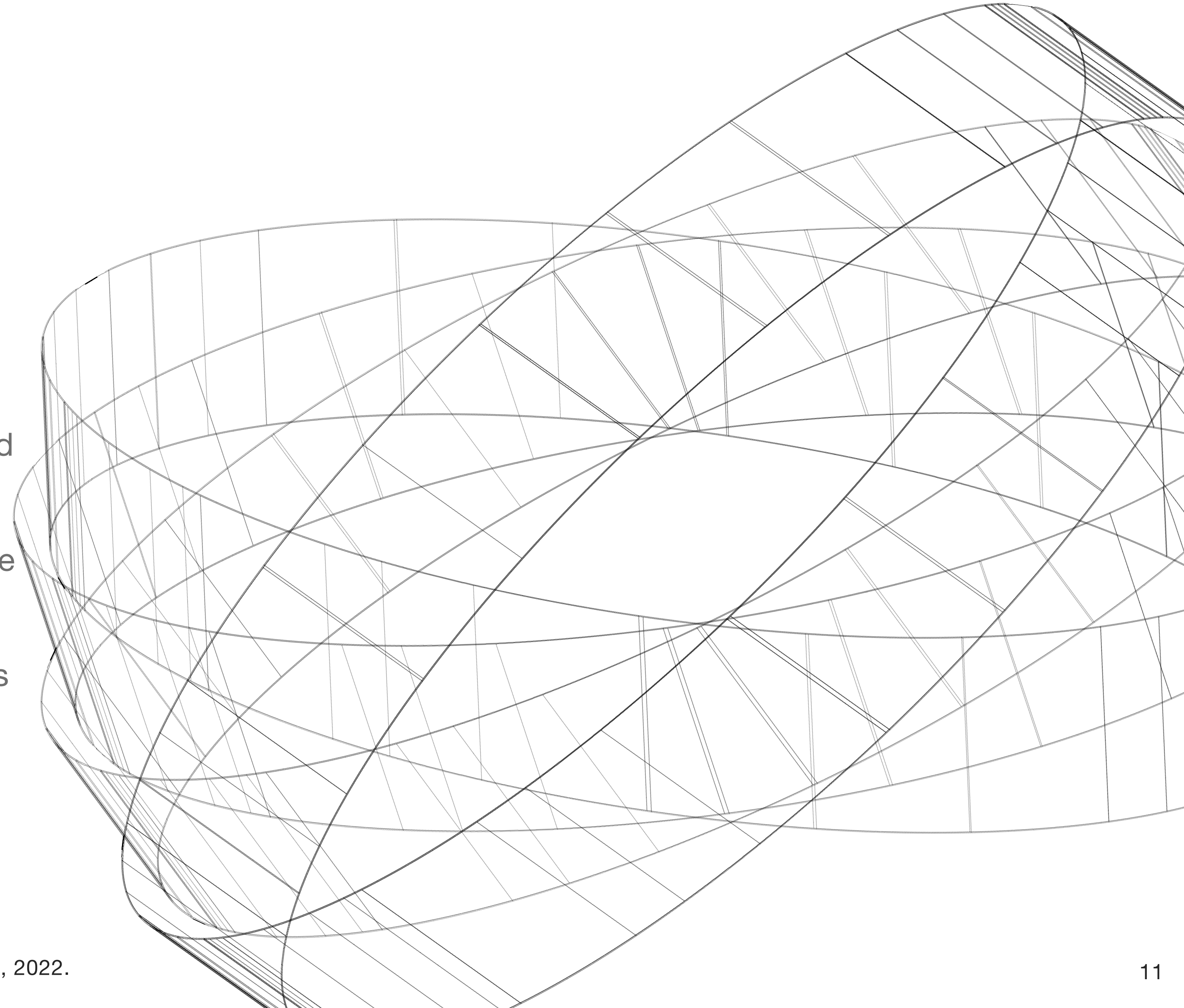
# It's crunch time.

In the weeks leading up to the final due date and Grad Ex, I will continue the editing and indexing of the content I have collected up to date, formatting the media type to the respective delivery methods.

For my final deliverable I will compile the various content I wish to produce continuously under the brand of Polymath Synthesizer as:

A small poetry book

An accompanying video compilation

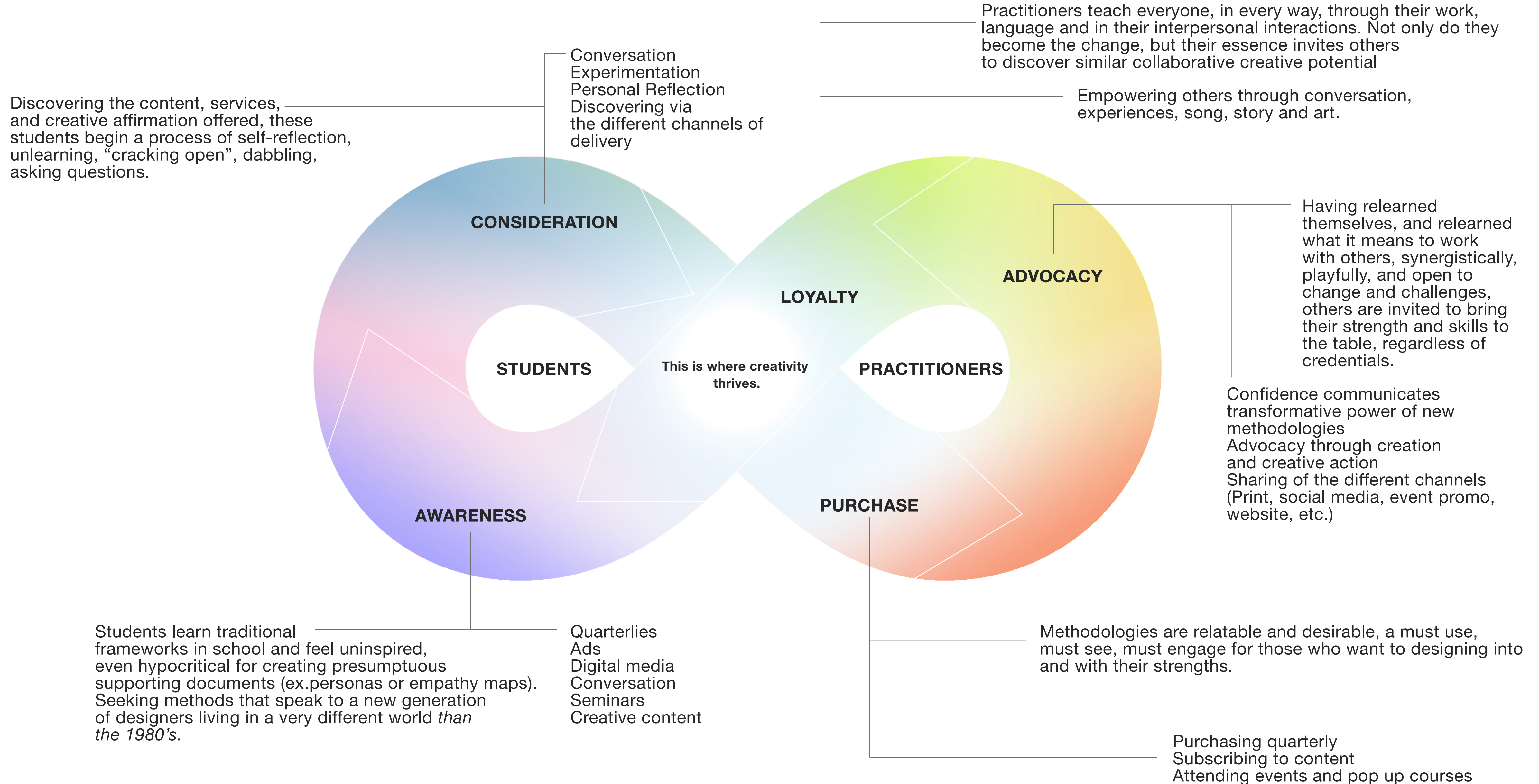








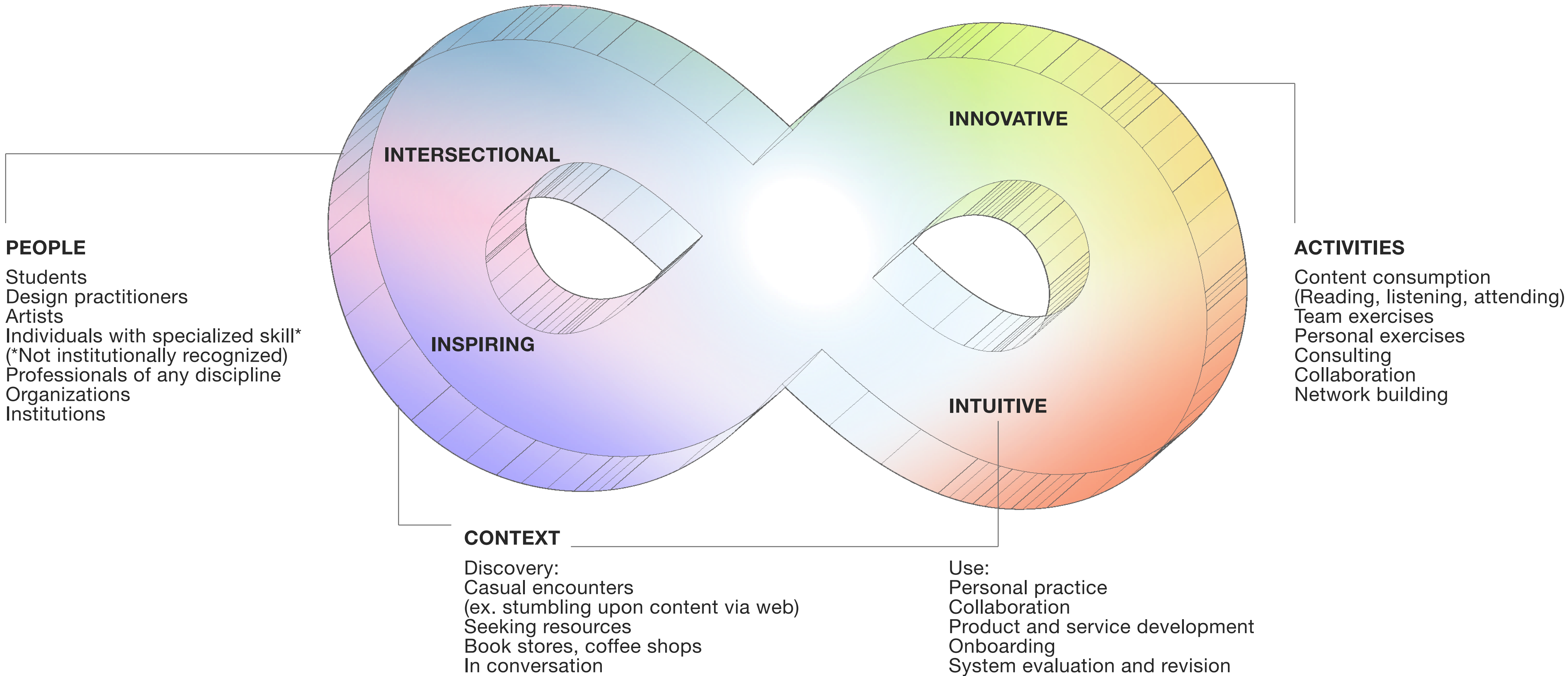
# JOURNEY - POLYMATH SYNTHESIZER





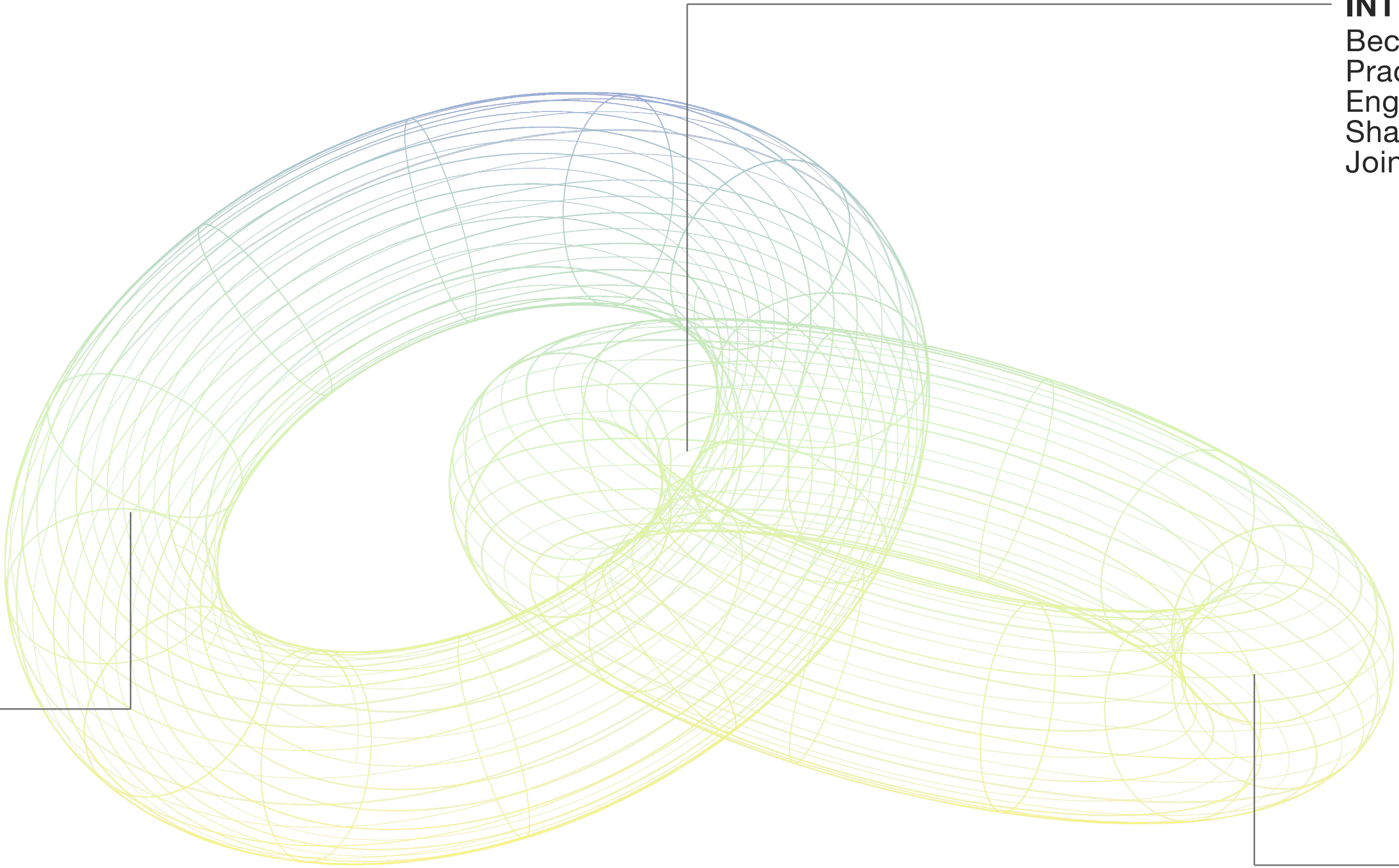
**THE SHAPE OF WHAT IS MISSING**

I am not designing a single product, I am advocating for a change in which design is taught. While traditional frameworks are helpful initial tools, I contest that they should be taught as scales are for music, and deviation should be encouraged in the name of innovation. Polymath Synthesizer will seek to exist as a consulting firm, and disseminate interdisciplinary research and content via different platforms and in a range of multi-media manifestations (web, print, art, podcast, workshops etc.).





INTERACTION



**PHYSICAL**

- Quarterly publication
- Installations
- Workshops
- Popup events

**INTER + INTRA**

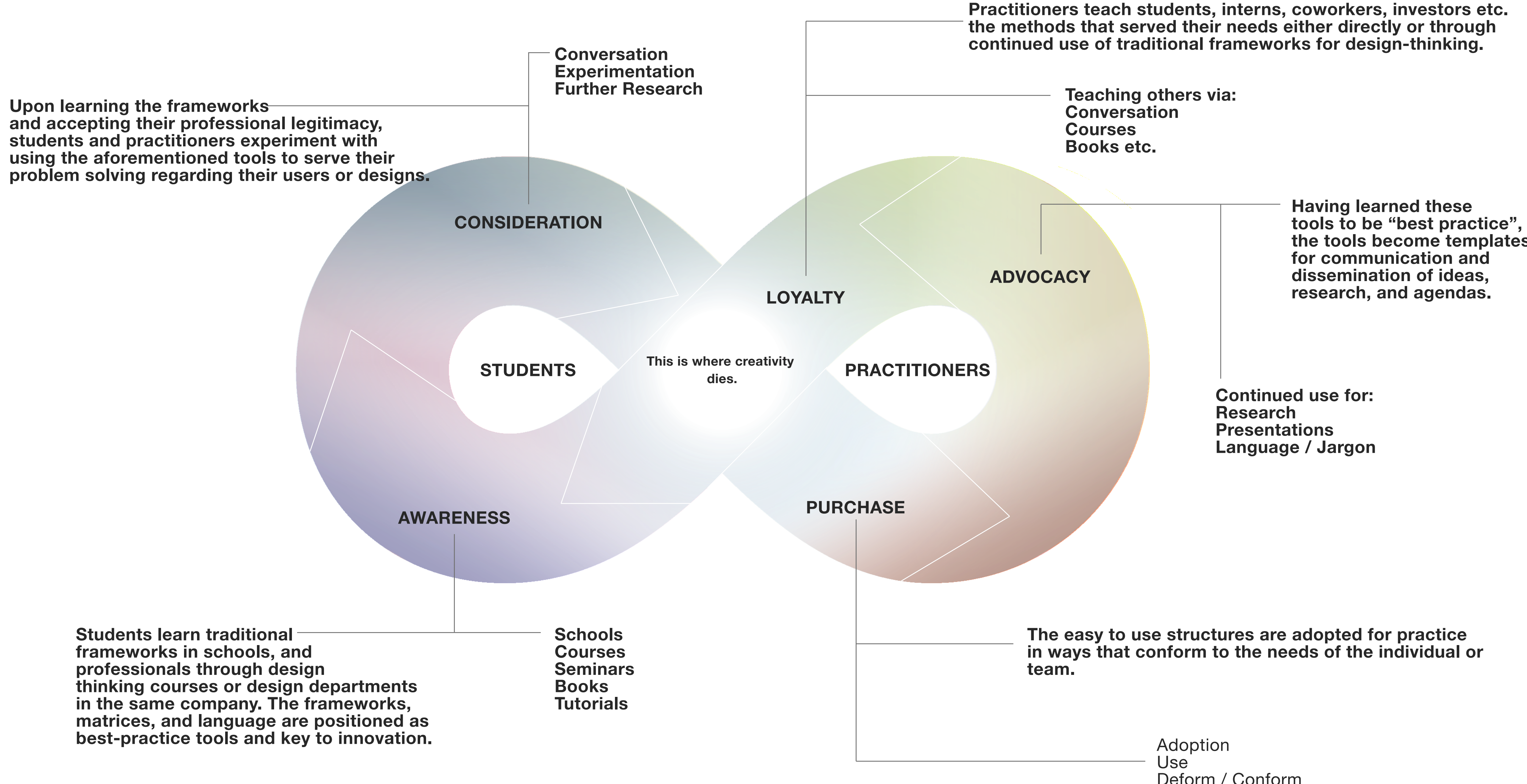
- Becoming the message
- Practice to practitioner
- Engaging with physical and digital
- Sharing content
- Joining the network

**DIGITAL**

- Podcasts
- Digital content via Web/Social Media



JOURNEY - CURRENT OFFERING







WALU

WALU

WALU

WALU

105 77



**VALUE  
MODEL**

**INTELLECTUAL CAPITAL**

**HUMAN CAPITAL / MANAGEMENT**



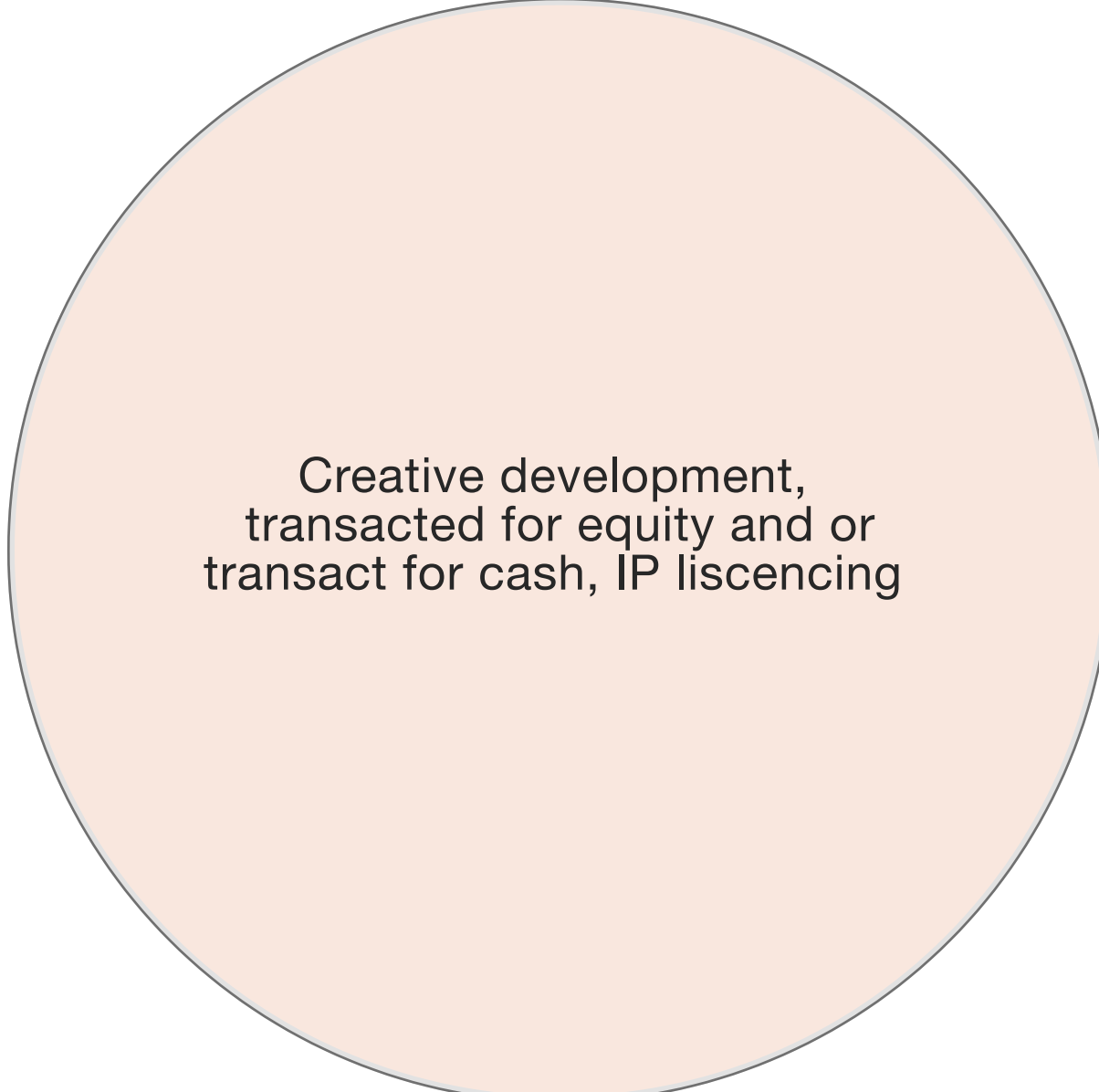
**SOCIAL CAPITAL**



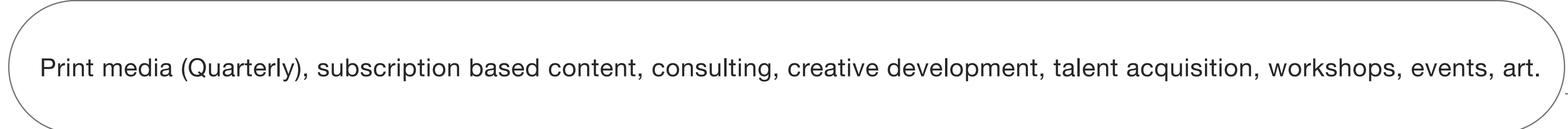
**CREATIVE VALUE**



**CREATIVE CAPITAL**

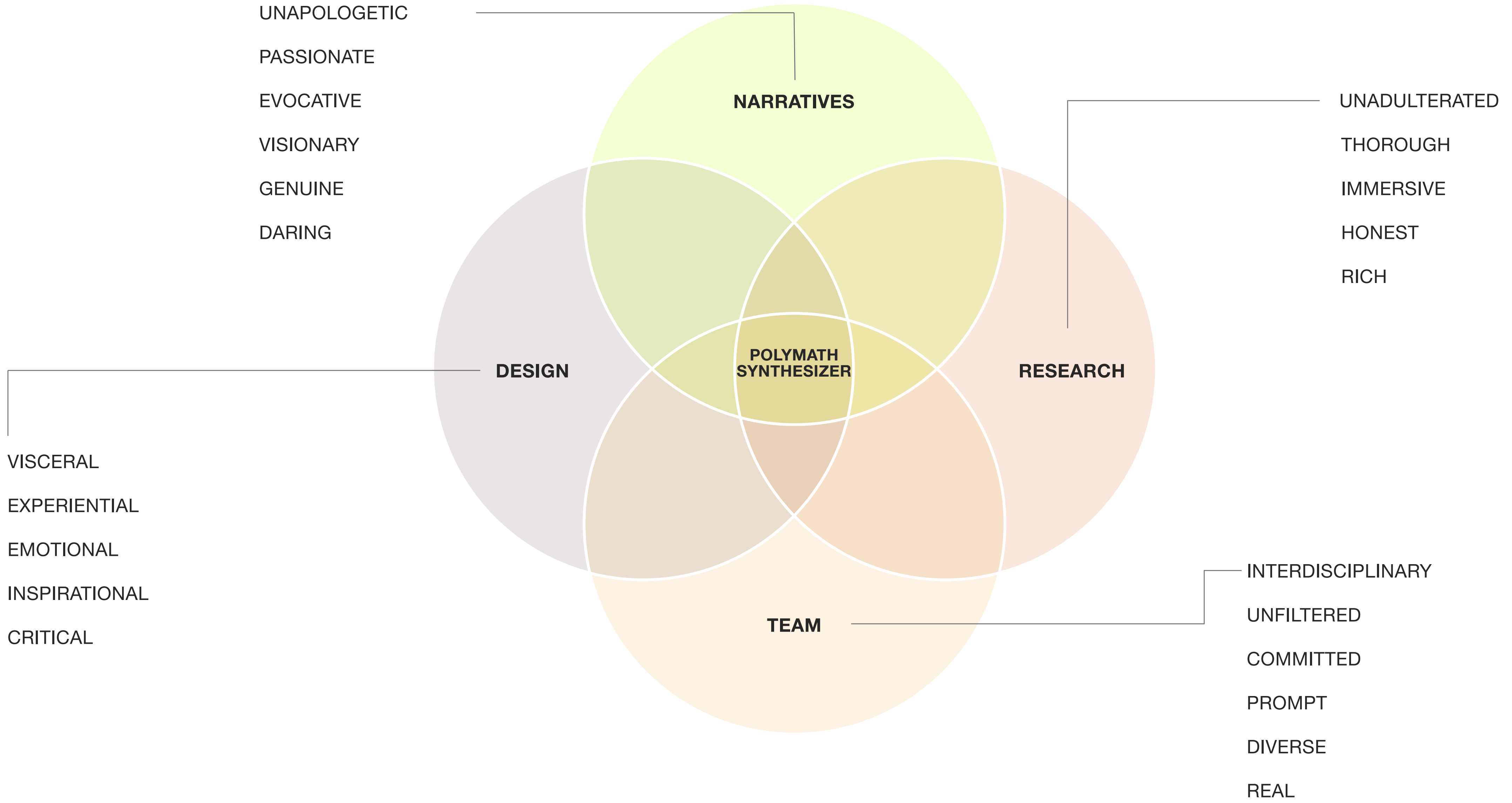


**REVENUE STREAMS:**

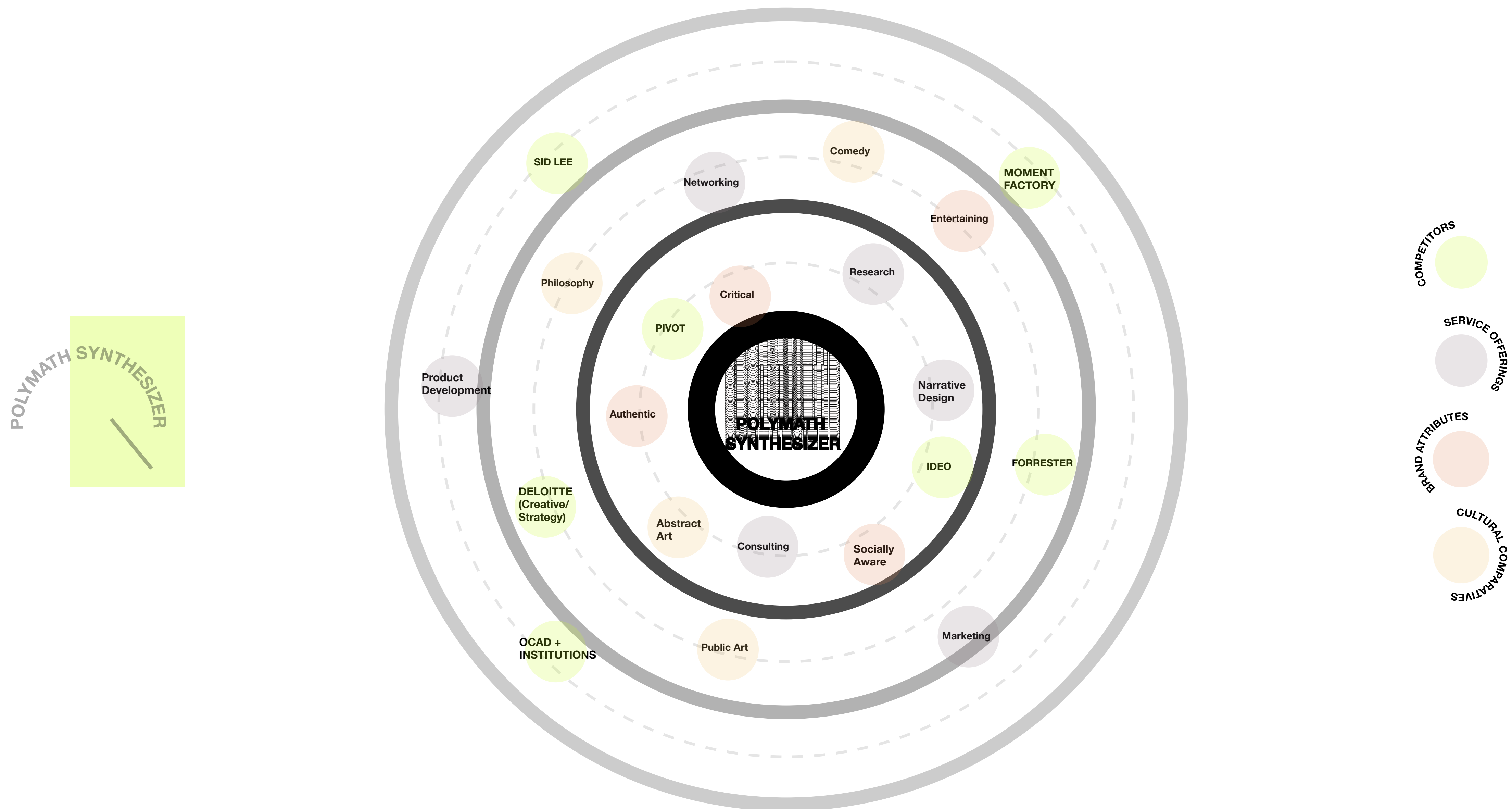




**VALUE**  
**ATTRIBUTES**



**VALUE  
PERCEPTUAL MAP**







# Freedom, designed.



POLY

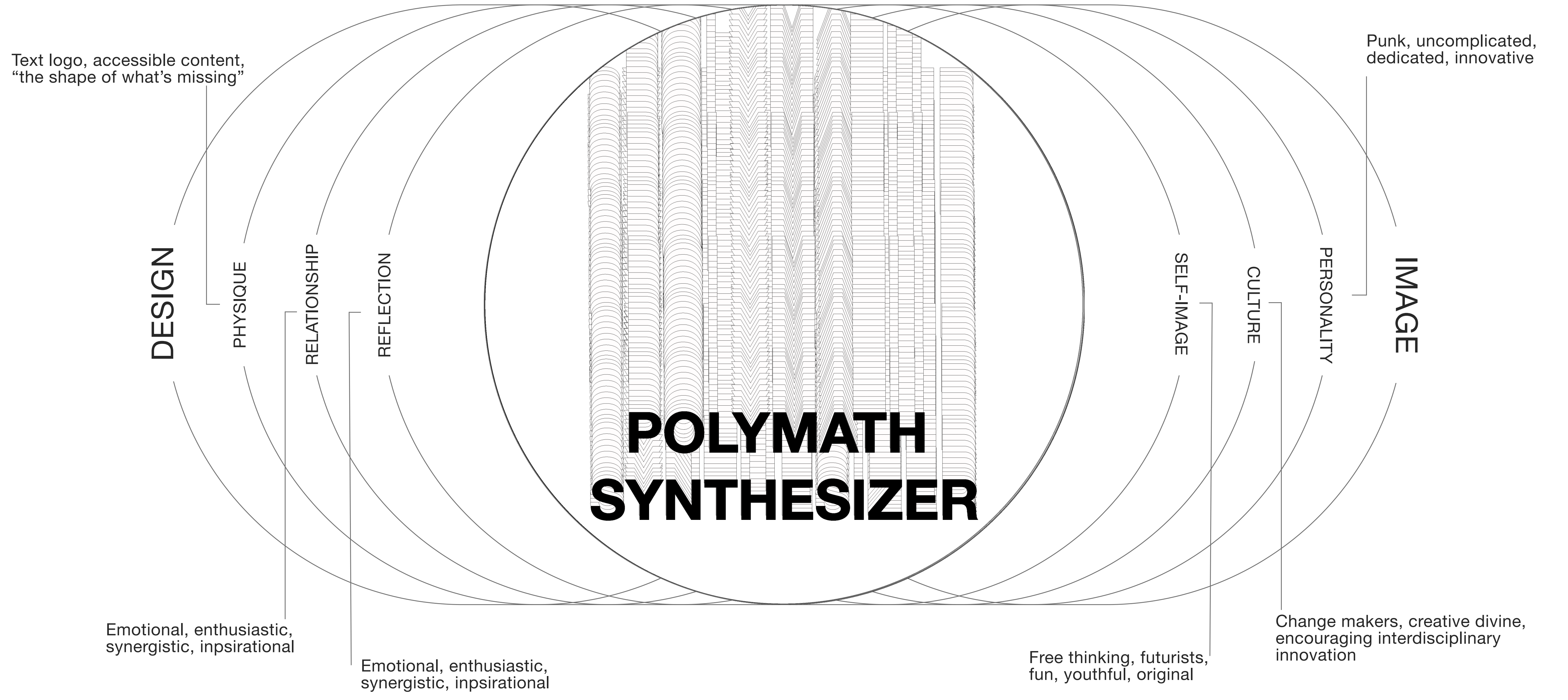
MATH

**AE STHETICS**

**STATA**



BRAND IDENTITY





BRAND IDENTITY

# IDENTITY GUIDE

NATASHA ALKSNIS MAJOR DESIGN PROJECT - A. MANU + M. ROBINSON

The following in the brand identity guide for my major design project. "POLYMATH SYNTHESIZER" is a re-research project that interrogates the tradition methods of teaching and learning about user journeys, personas and user experience by drawing from non-traditional and interdisciplinary sources. Because the goal of the project is to create new inspiration from outside sources, the visual language will remain bold, yet secondary to the rich content contributed.

## IDENTITY

# POLYMATH SYNTHESIZER

Titles in document 30 pt. maximum, bold.

## POLYMATH SYNTHESIZER

Header 18 pt., bold.

### POLYMATH SYNTHESIZER

Content 13 pt. minimum, regular.

## IDENTITY COLOUR PALETTE

#:F2F2F3 C4 M2 Y2 K0	#:8A8A8A C40 M40 Y40 K4	#:575757 C60 M55 Y55 K30
#:333333 C69 M63 Y62 K58	#:BDBDBD C48 M40 Y40 K4	#:000000 C0 M0 Y0 K100

Colour palette defined is for primary text only, accent colours and images will vary greatly and are subject to researched and or/ contributor content.

## MAIN LOGOS



Defining the shape of what is missing.



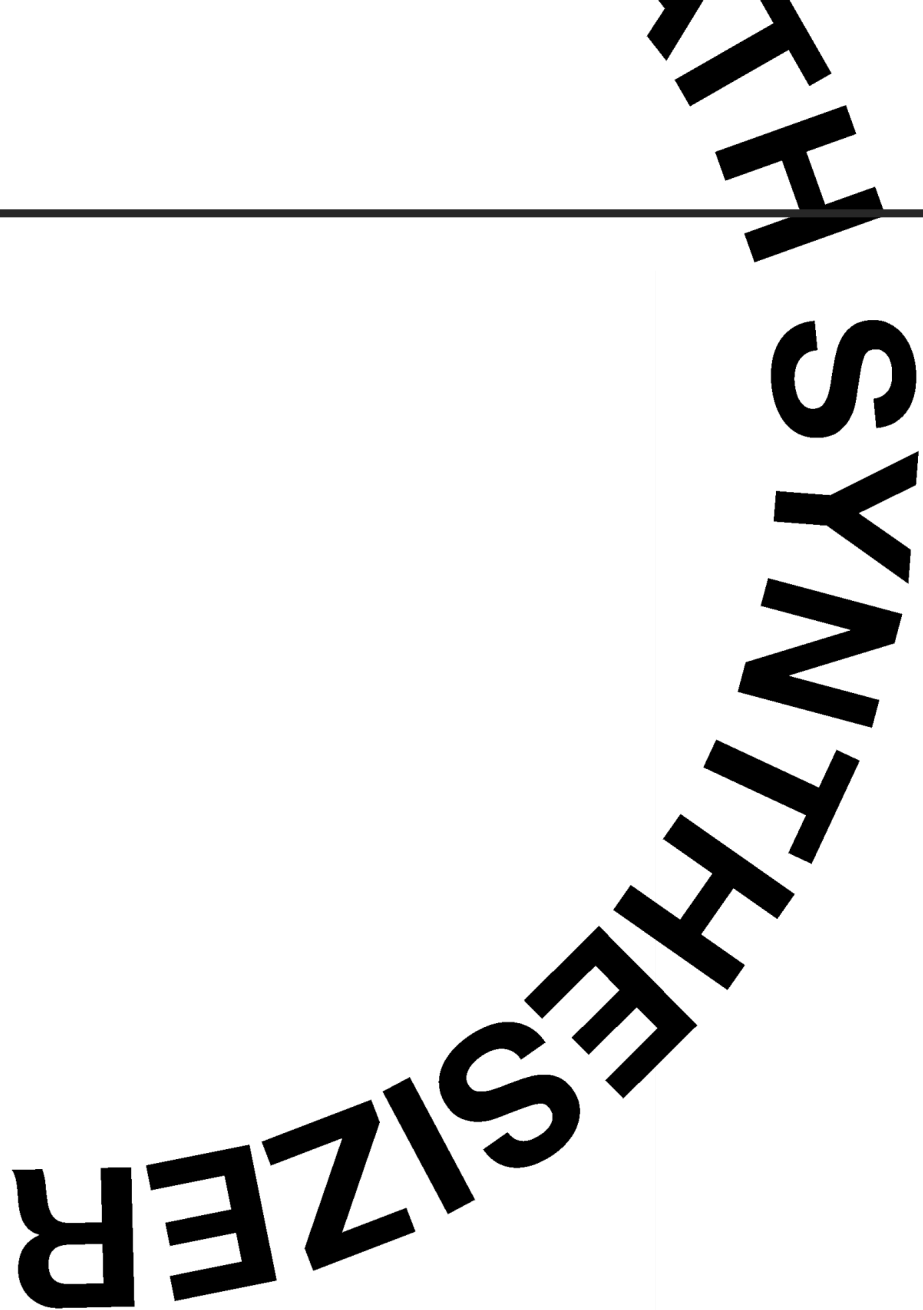
\*Interchangeable content fill

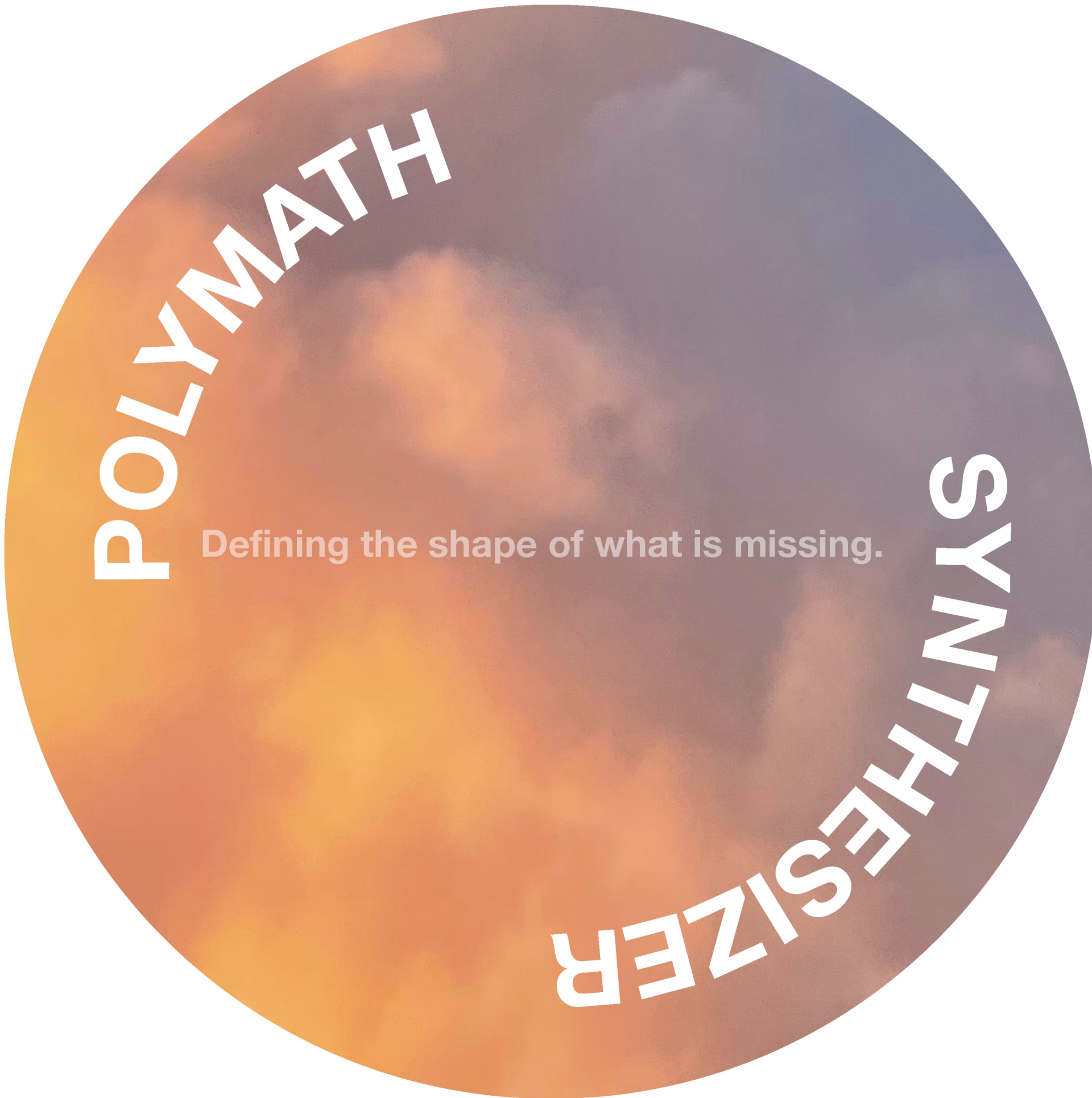
## HEADLINE TYPEFACES

<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	0123456789
<b>abcdefghijklmnopqrstuvwxyz</b>	! ( ) - + : ' " , . ?
<small>Helvetica Neue Medium</small>	
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	0123456789
<i>abcdefghijklmnopqrstuvwxyz</i>	! ( ) - + : ' " , . ?
<small>Helvetica Neue Medium Italic</small>	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
abcdefghijklmnopqrstuvwxyz	! () - + : ' " , . ?
<small>Helvetica Neue Regular</small>	

## SECONDARY TYPEFACES

<b>ABCDEFGHIJKLMNO P Q</b>	<b>0123456789</b>
<b>RSTUVWXYZ</b>	<b>! ( ) - + : ' " , . ?</b>
<small>Lulo Clean One Bold</small>	







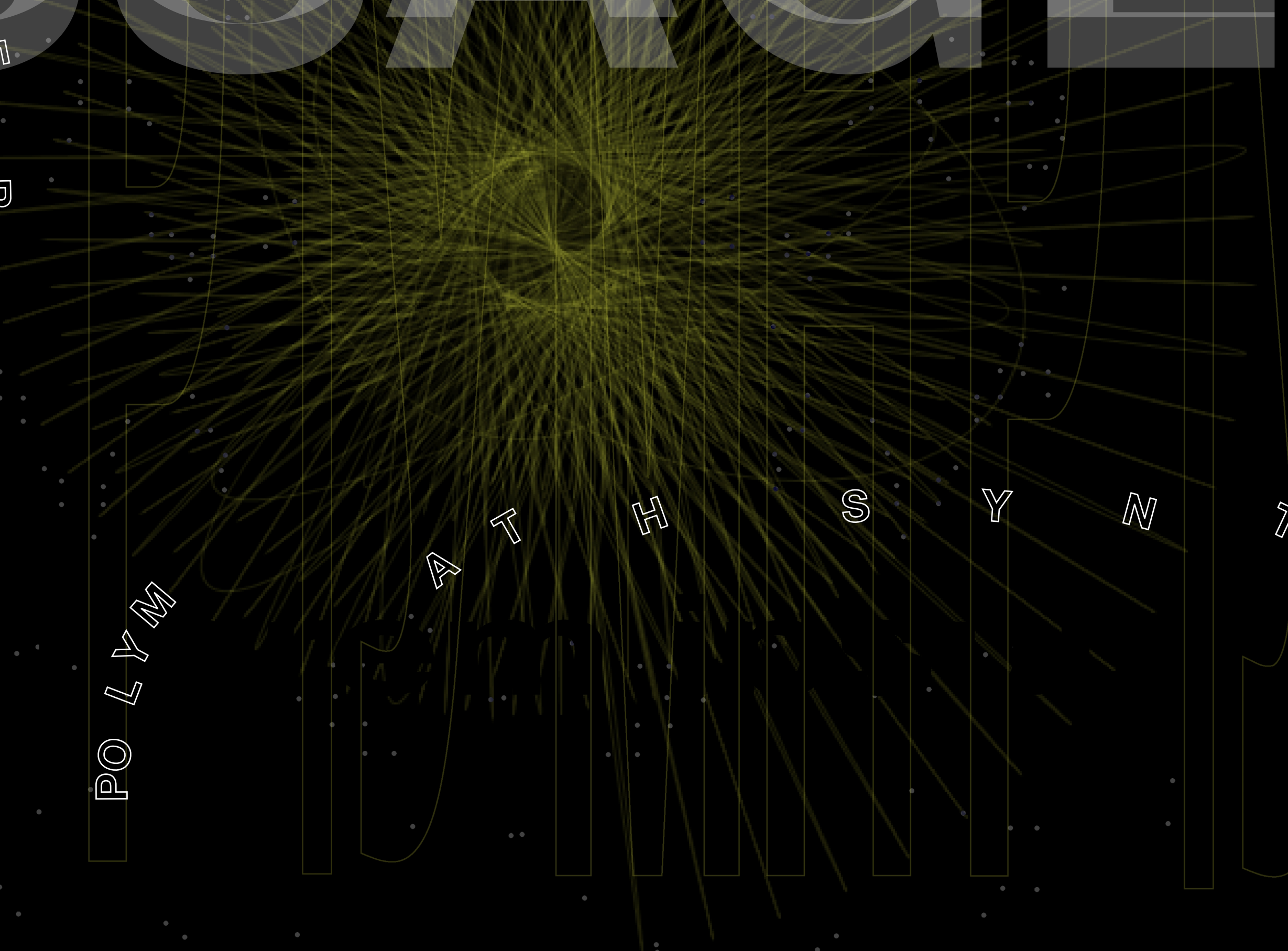
# MESSAGE SWAPPING

RESISTANCE

POLYMER

ATHLETIC SYNTHESIS

RESIZER



### END NOTE

Dear reader,

My strength is my compulsion to keep creating.

My skill is the ability to feel deeply, remove myself and engage with that vulnerability to immerse in the experience on a logical level, and then relate that to the wider human experience.

My belief is that everyone has the capacity for the latter, and in fostering that skill and rewarding vulnerability, the desire to create, and create meaning, will become a shared compulsion.

Through this, we can collectively expedite innovation through more dynamic interdisciplinary conversations. No longer are we teaching for repetition, but we are engaging in conversations that have yet to be had in silos of academy, intuition and offices alike.

Polymath Synthesizer is the collection of shapes, of meaning. It is here to help us find the way to create the shape that will let others see, understand, relate, challenge, how we feel, what we want, what we need.

Polymath Synthesizer moves stars closer together so you can see the picture in the constellation, and so you can witness the light of collision, creation, in your lifetime.

Regards,  
Natasha Alksnis  
Polymath Synthesizer