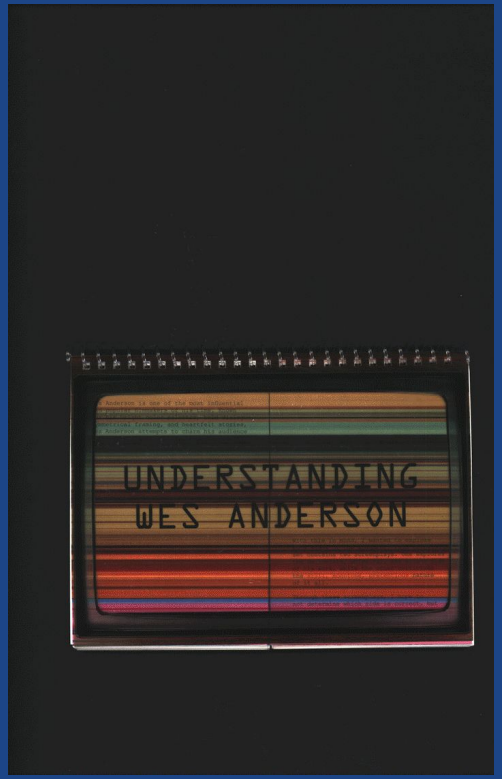
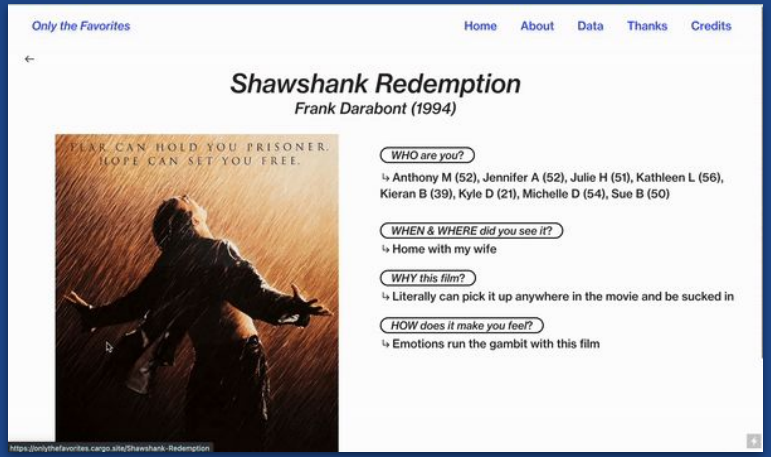
Press Play

Background


UNDERSTANDING
WES ANDERSON


Only the Favorites
Home
About
Data
Thanks
Credits
Shawshank Redemption
Frank Darabont (1994)
FEAR CAN HOLD YOU PRISONER.
HOPE CAN SET YOU FREE.
WHO are you?
↳ Anthony M (52), Jennifer A (52), Julie H (51), Kathleen L (56), Kieran B (39), Kyle D (21), Michelle D (54), Sue B (50)
WHEN & WHERE did you see it?
↳ Home with my wife
WHY this film?
↳ Literally can pick it up anywhere in the movie and be sucked in
HOW does it make you feel?
↳ Emotions run the gambit with this film

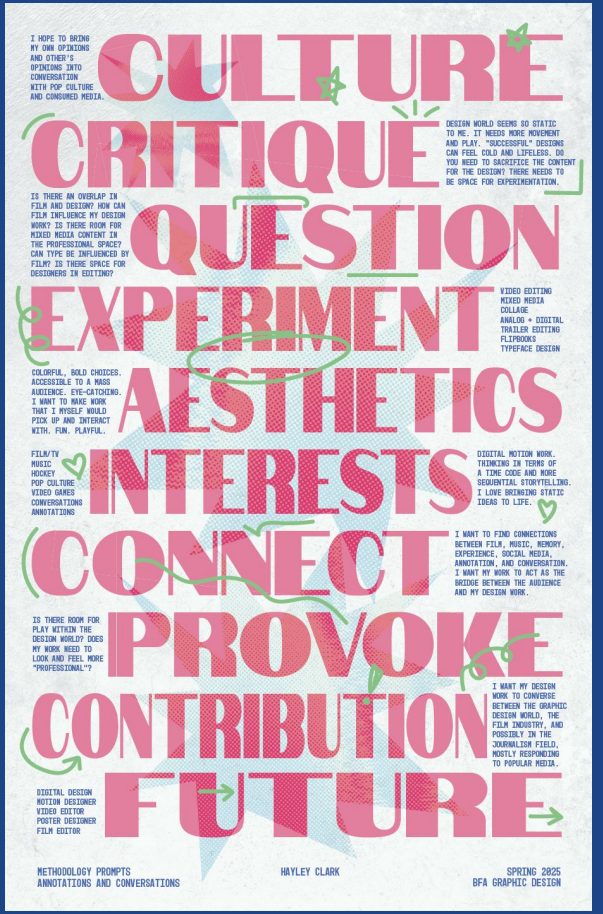
1. WONDER

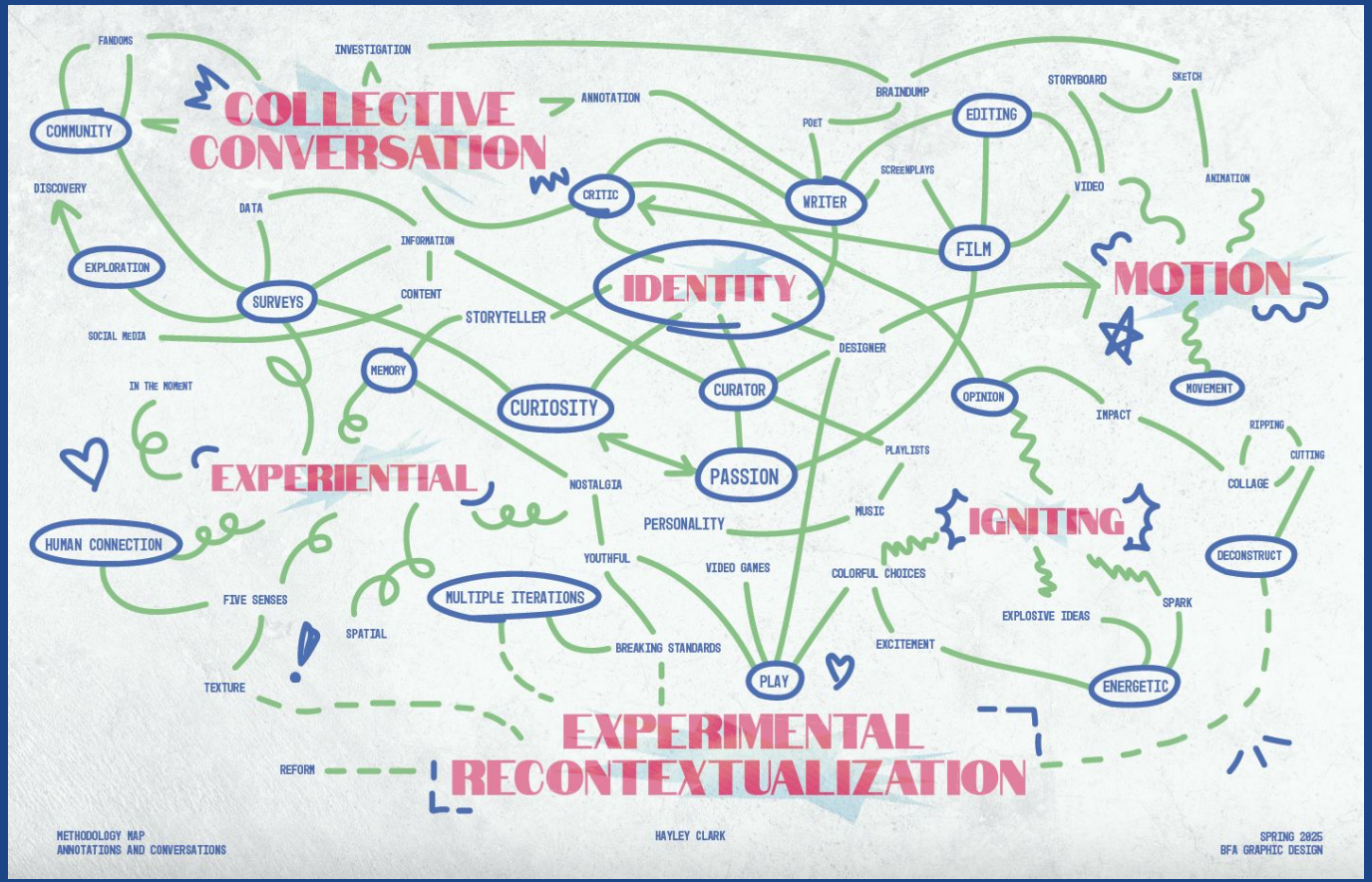
2. EXPLORATION

hue
remembers

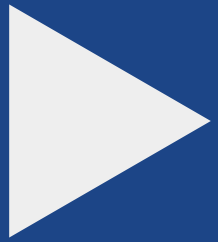
3. BELONGING

“I want my design work to converge between the graphic design world, the film industry, and possibly in the journalism field…”




FANDOMS
INVESTIGATION
COLLECTIVE CONVERSATION
ANNOTATION
BRAINDUMP
STORYBOARD
SKETCH
COMMUNITY
POET
EDITING
DISCOVERY
DATA
CRITIC
WRITER
SCREENPLAYS
VIDEO
ANIMATION
INFORMATION
FILM
EXPLORATION
IDENTITY
MOTION
SURVEYS
CONTENT
STORYTELLER
SOCIAL MEDIA
DESIGNER
MEMORY
IN THE MOMENT
CURATOR
OPINION
MOVEMENT
CURIOSITY
IMPACT
RIPPING
CUTTING
PLAYLISTS
EXPERIENTIAL
NOSTALGIA
PASSION
COLLAGE
MUSIC
IGNITING
HUMAN CONNECTION
PERSONALITY
DECONSTRUCT
YOUTHFUL
VIDEO GAMES
COLORFUL CHOICES
FIVE SENSES
MULTIPLE ITERATIONS
SPARK
EXPLOSIVE IDEAS
SPATIAL
BREAKING STANDARDS
EXCITEMENT
TEXTURE
PLAY
ENERGETIC
EXPERIMENTAL
RECONTEXTUALIZATION
REFORM
METHODOLOGY MAP
ANNOTATIONS AND CONVERSATIONS
HAYLEY CLARK
SPRING 2025
BFA GRAPHIC DESIGN

Experiential
Motion
Igniting
Identity
Collective conversation
Experimental recontextualization



Press Play

Press Play

Press

Journalism

Interview

Conversations

Play

Press

Journalism

Interview

Conversations

Play

Interpret

Recontextualize

Design

Graphic Design

Graphic Design + Film

Graphic Design + Film + Journalism

Thesis Statement

From a young age, I've always been captivated by visual storytelling. Film, television, and online videos became the lens through which I interpreted the world. Stories offer me the unique opportunity to experience perspectives beyond my own and I constantly seek out others who shared that same sense of connection. I find that my fascination with these stories ultimately define my identity not only as an individual, but as a designer. In *Press Play*, I investigate how design can be used to create spaces for sharing passions and foster human connection through collective storytelling.

Press Play explores how design, particularly through motion and video, can serve as a tool to cultivate conversation. “Press” is representative of the journalistic coverage I collect and “play” refers to my reinterpretations and recontextualization of the content. By creating time-based narratives, motion allows me to reinterpret for the screen in engaging ways. Through interviewing and collecting stories from others, I weave personal accounts into my work to develop collaborative narratives. I examine how design can be curated to create spaces where individuals can indirectly converse with others through shared passions. In a digital age that often prioritizes individuality, I aim to encourage curiosity and the discovery of new perspectives, ultimately unifying an audience through narrative movement.

Research Questions

How can design create spaces for collective conversation?

How much overlap is there between film and design? Can there be a balance of both?

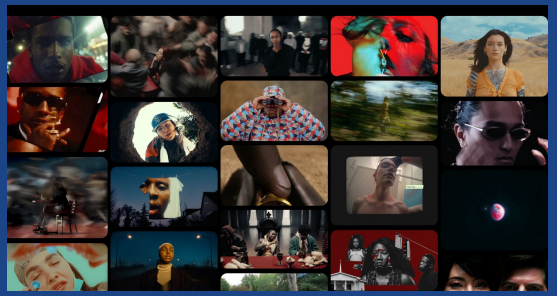
How can media be recontextualized in different spaces for different audiences?

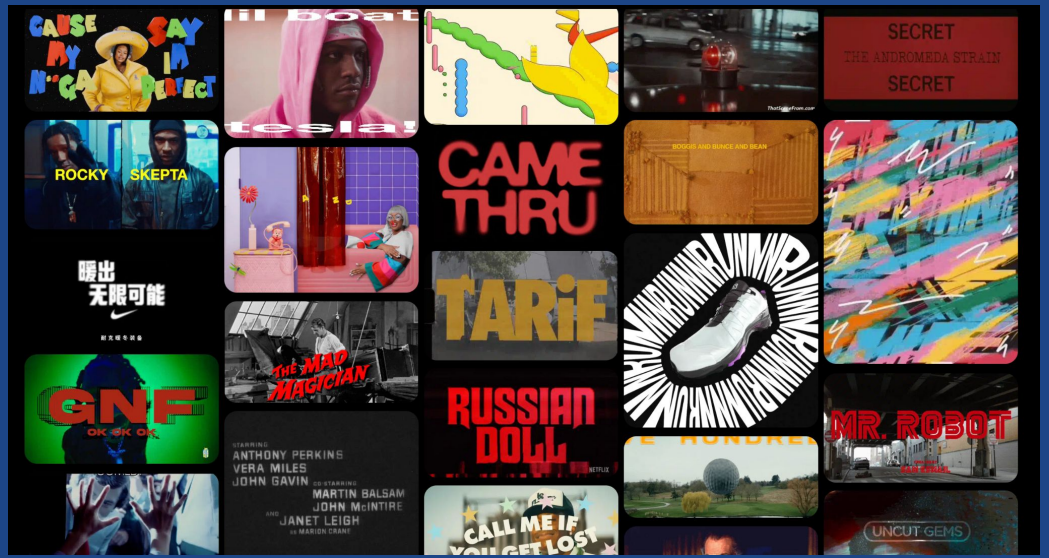
What does it mean to design as curator?

Research

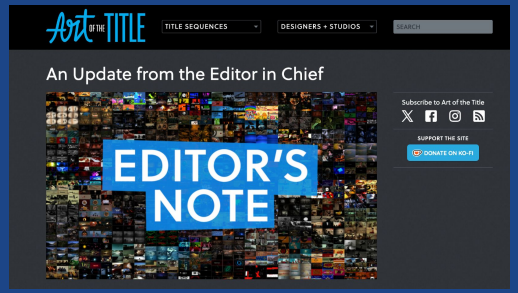
Eyecandy

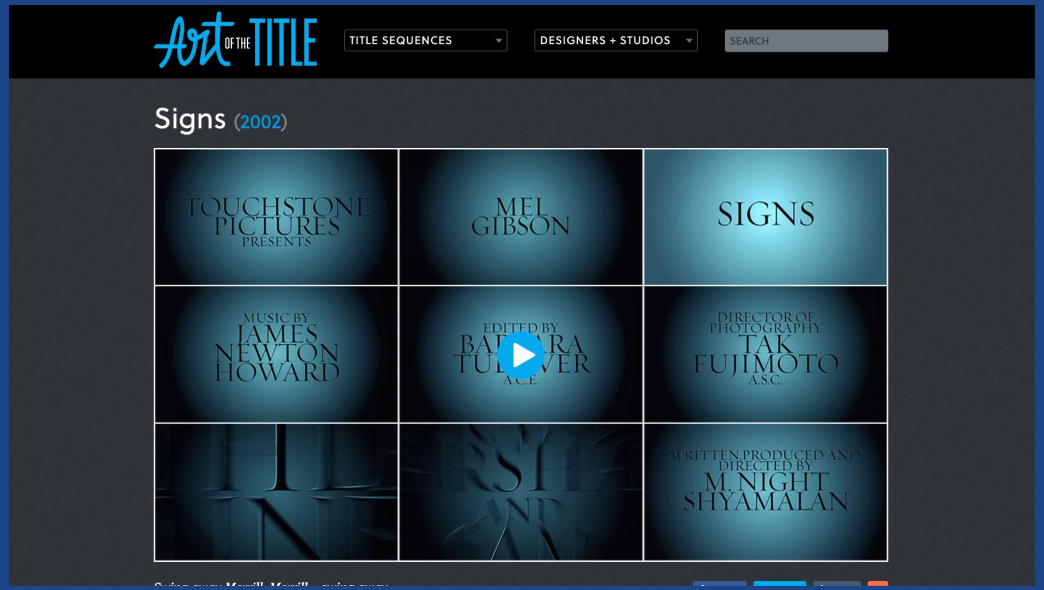
EYECANDY
AERIAL ALTERED STATE ANIMATION ANTHROPO ARC ARCHITEXTURE BOLT CAM BOOMERANG BREAKDOWN
BULLET TIME CAMERA ROLL CENTRAL FRAMING CHOREO CINEMAGRAPH CLOSE-UP COLLAGE COLOR SHIFT
CONVEYOR CRASH CUT CUT-INS DATAMOSH DIORAMA DISTORTIONS DOLLY DOLLY ZOOM DOUBLE DOLLY
DOUBLE EXPOSURE DREAMCORE DUPLICATION DUTCH ANGLE DYSTOPIAN ECHO PRINT EPIPHANY FALLING
FAST MOTION FEEDBACK FIRST-PERSON FISHEYE FIXED CAM FLASH CUT FLOATING UI FOCAL SHIFT FOURTH WALL
FPV DRONE FREEZE FRAME GENERATIVE GESTURE GROUND LEVEL HALATION HANDHELD HARD LIGHT HAZE
HIGH ANGLE INFINITE LOOP INTERVIEW JUMP CUT KALEIDOSCOPE LAZY SUSAN LEVITATION LIGHT FLASH LOCKED-ON
LOW ANGLE MAGICAL REALISM MAGNIFICATION MASKING MATCH CUT MATCH MOTION MATCH SPLIT MAXIMALISM
MIXED MEDIA MORPHING MOTION BLUR NIGHT VISION OBJECT PORTAL OBJECT POV OMNIDIRECTIONAL OVERHEAD
OVER THE SHOULDER PAN PARALLAX PASS THROUGH PEDESTAL PHOTOGRAMMETRY PHOTOGRAPHY PIXEL ART
PROBE PRODUCT PROFILE PROJECTIONS QUICK CUTS RATIO SWITCH REFLECTIONS SCALE SHIFT SCREEN IN SCREEN
SET TRANSITION SHADOW BOX SHALLOW FOCUS SILHOUETTE SLIT-SCAN SLOW MOTION SNORRICAM SPEED RAMP
SPLIT DIOPTER SPLIT SCREEN SPOTLIGHT STEP-PRINT STOP MOTION STYLISTIC SUCK TABLEAU THERMAL TILT
TILT SHIFT TRACKING TRANSFORMATION TRANSITIONS TRUCKING TWO SHOT TYPOGRAPHY ULTRA WIDE UNDERWATER
VIDEO GAME VIDEO PORTRAITS VIGNETTE VINTAGE VOID VOYEUR WANDERING WEIRDCORE WHIP PAN WIDE SHOT
WIGGLEGRAM WORMS-EYE X-RAY ZOETROPE ZOOM



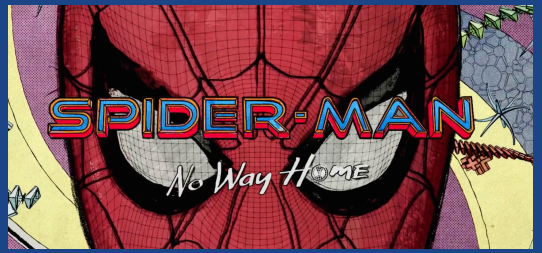

ROCKY SKEPTA
CAME THRU
TARiF
RUSSIAN DOLL
GNF
THE MAD MAGICIAN
ANTHONY PERKINS
VERA MILES
JOHN GAVIN
MARTIN BALSAM
JOHN McINTIRE
JANET LEIGH
MR. ROBOT
UNCUT GEMS
SECRET
THE ANDROMEDA STRAIN
SECRET

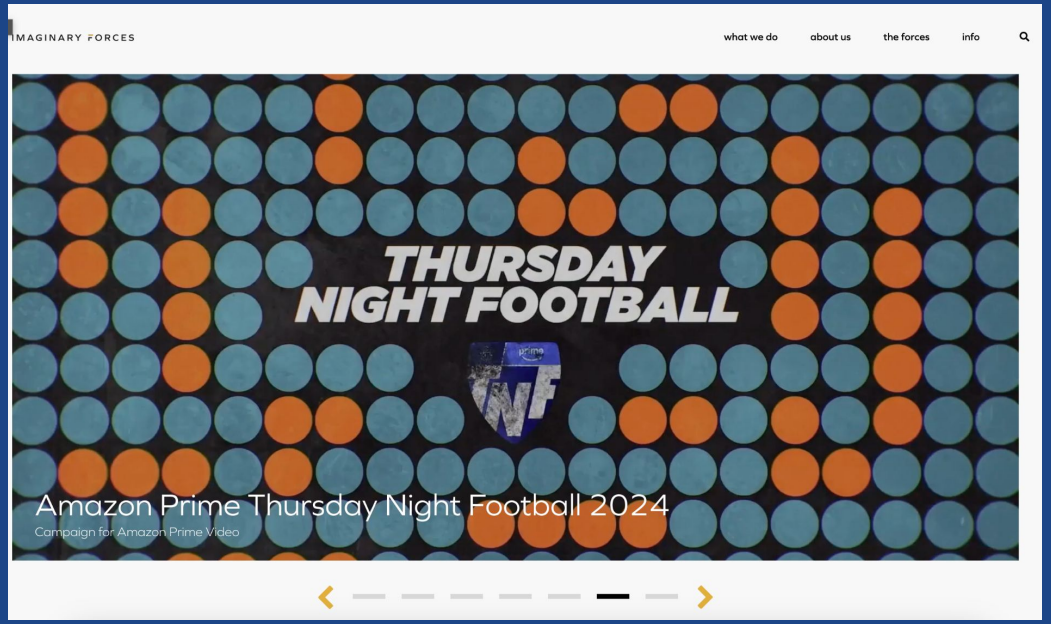
Art of the Title





Imaginary Forces



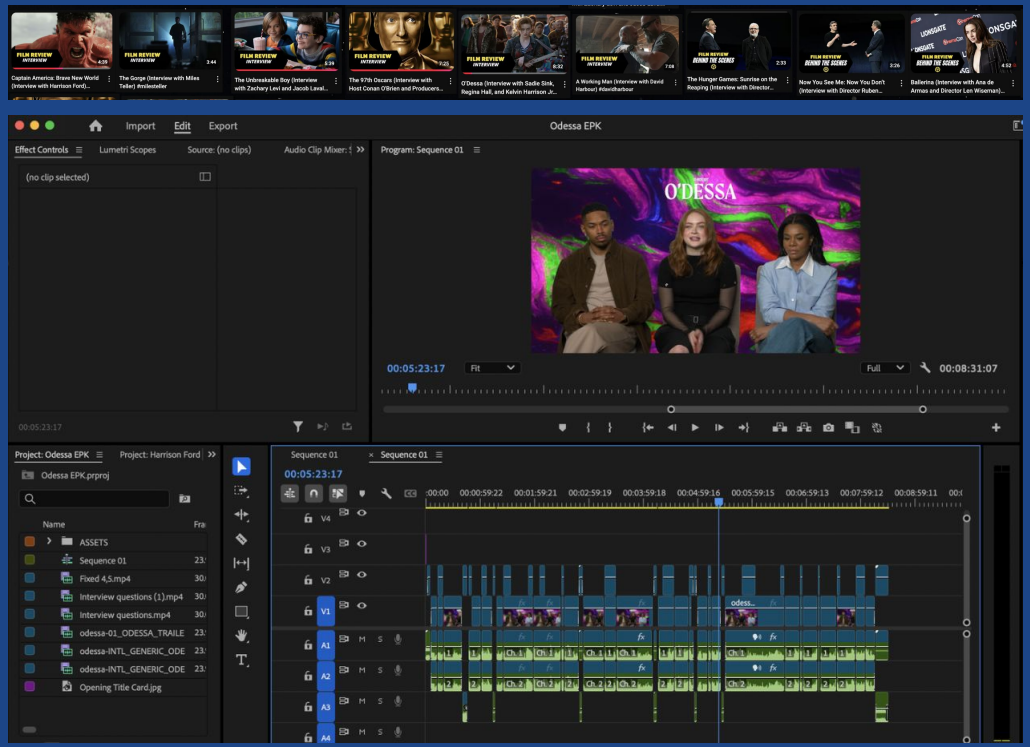


Thomas Maloney

Thomas Maloney
Hayley Clark

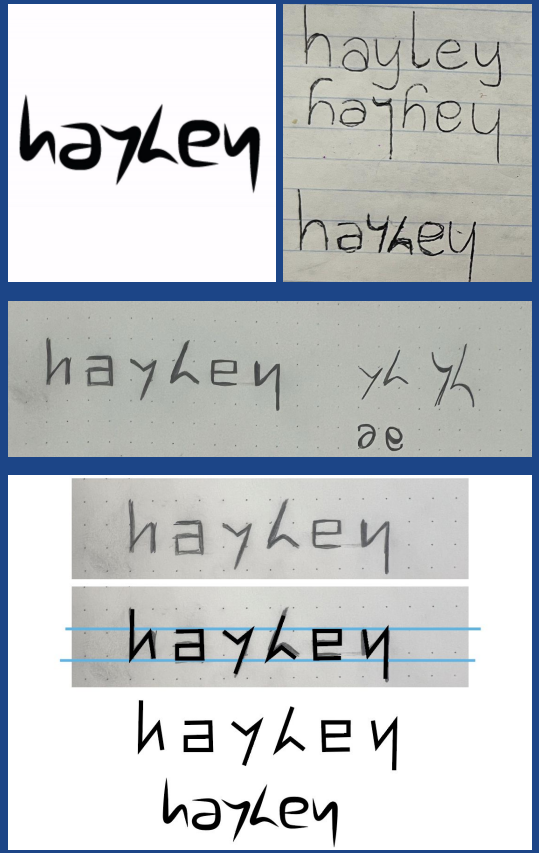
FILM REVIEW

Film Review Internship



Experiments

Ambigrams


hayley
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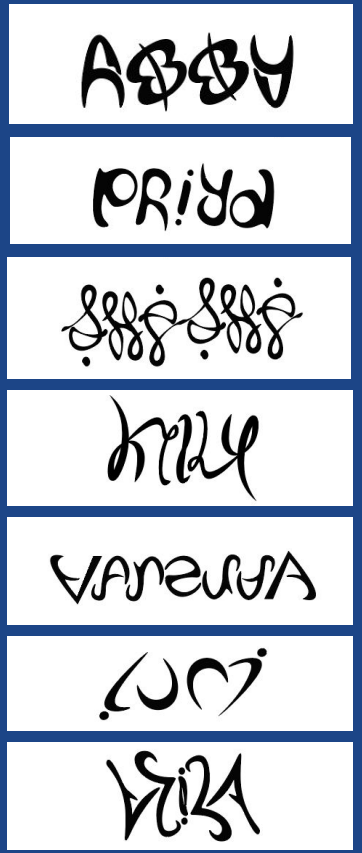
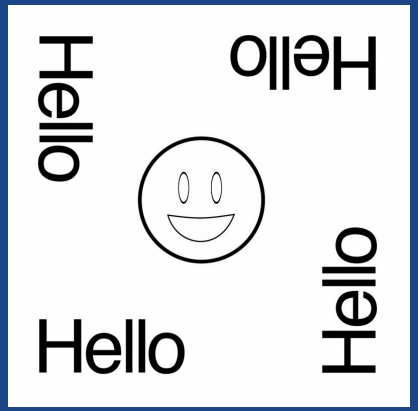
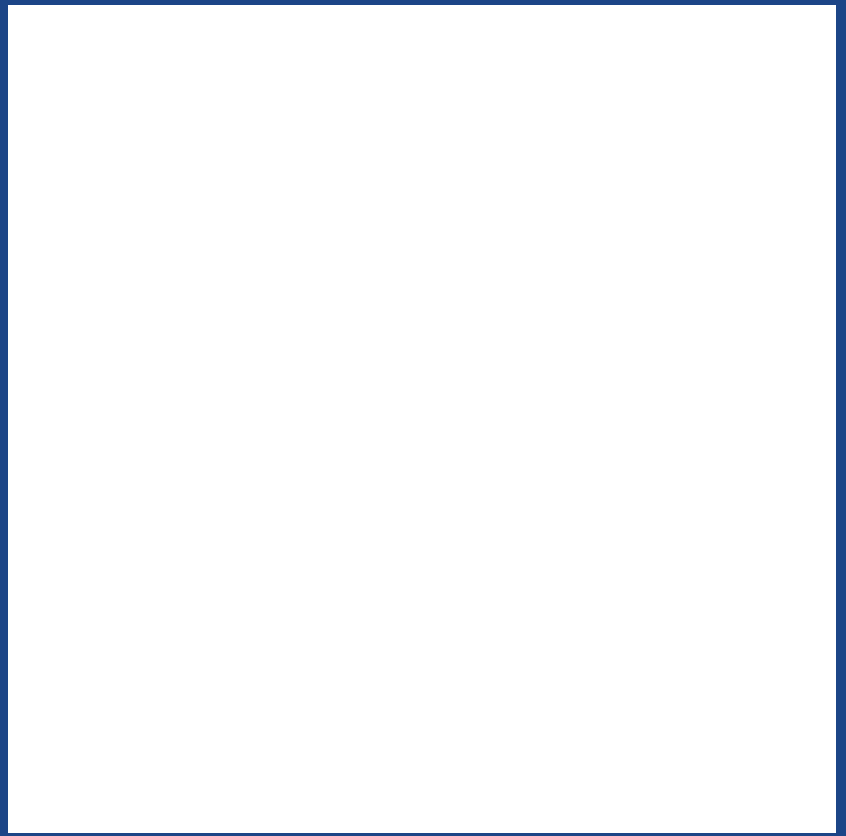


Kinetic Type



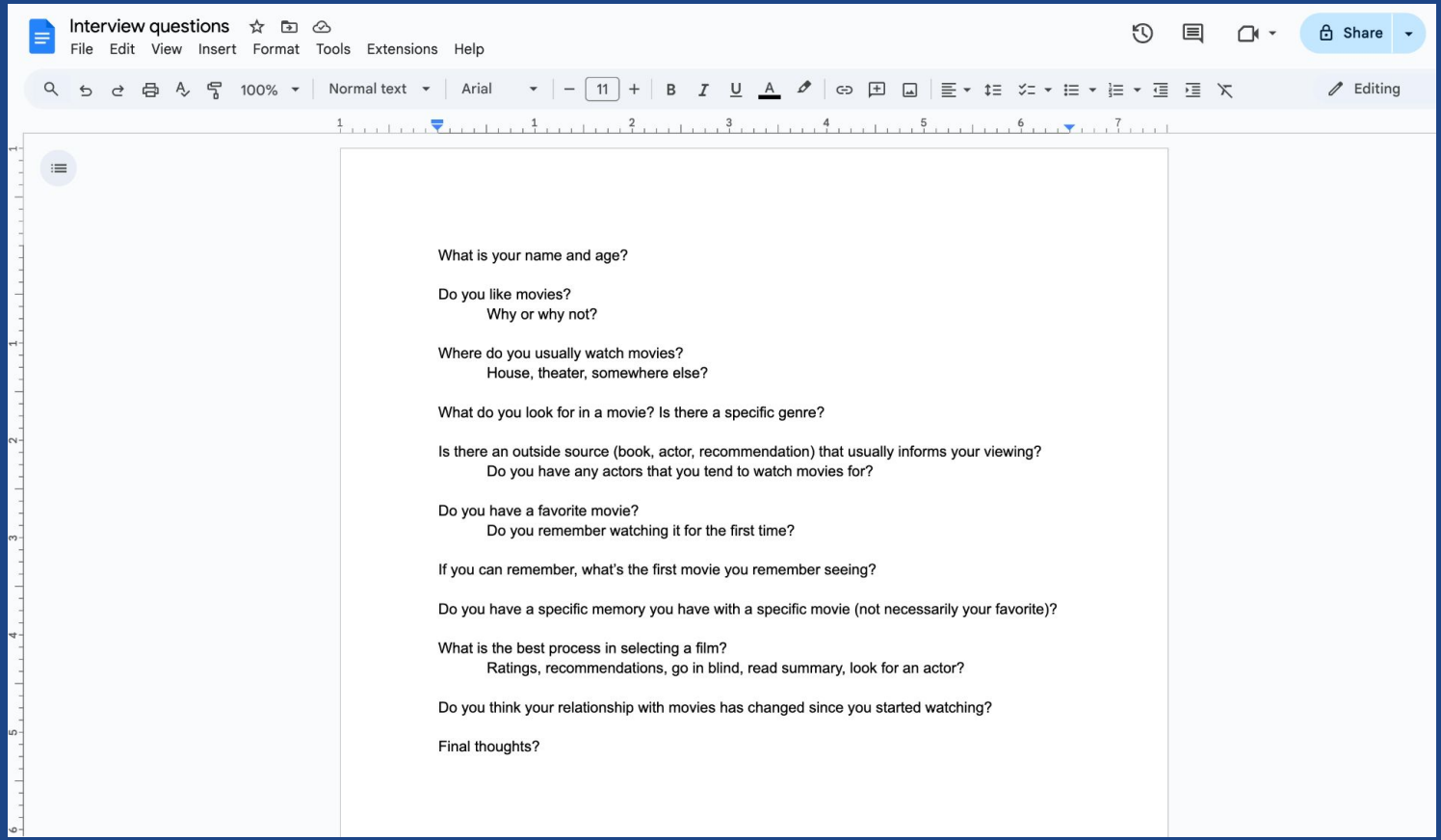
Mini Interview



Press Play

Press_Play.mov

Creating questions



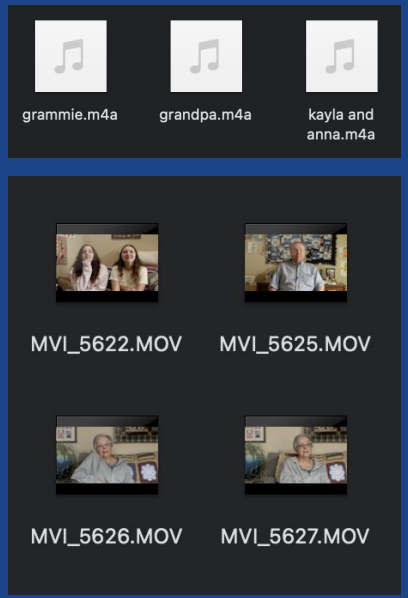
Conducting interviews

Elizabeth, 78

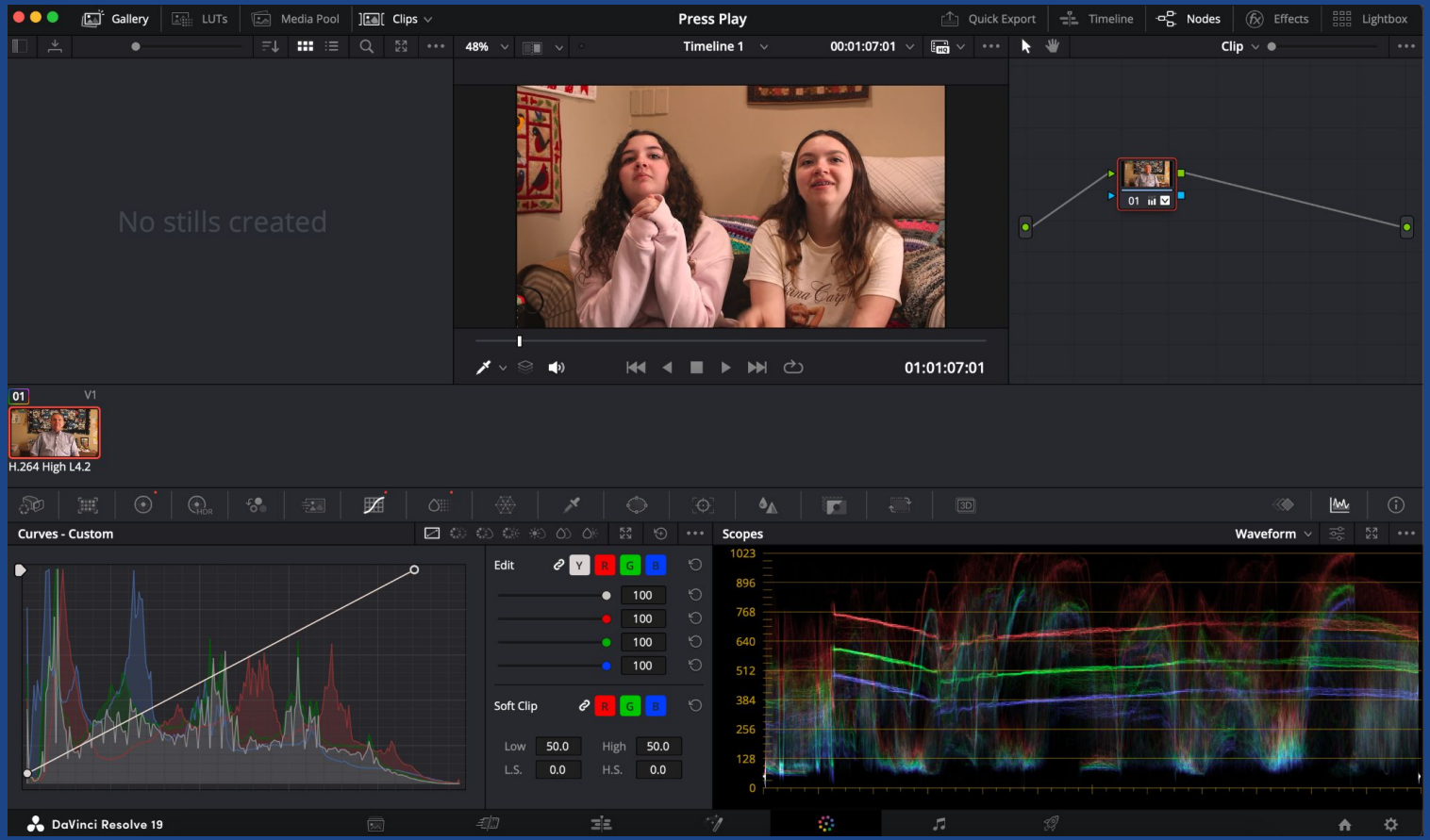
Kayla, 11 + Anna, 13

Peter, 82

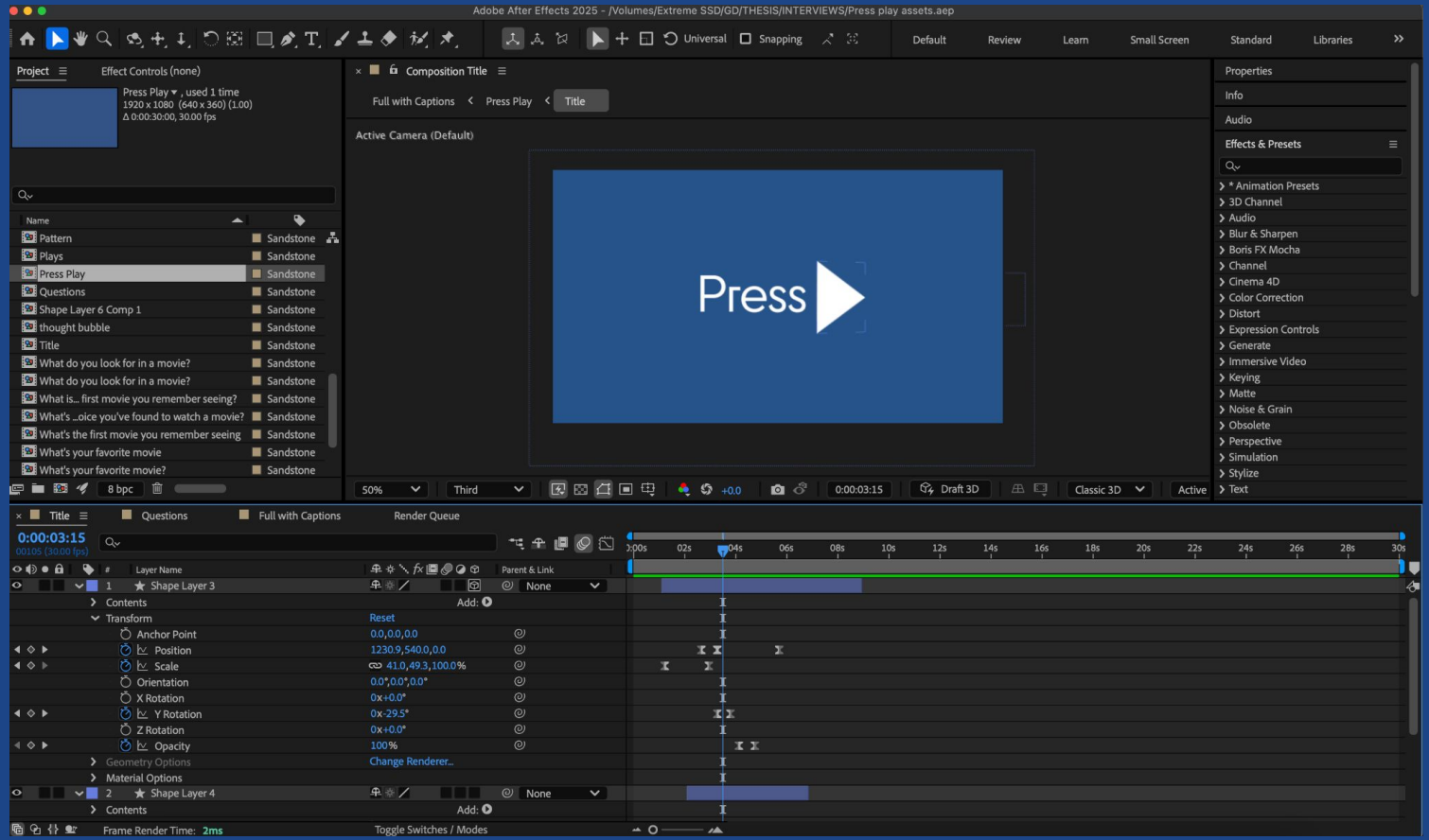
Editing in Premiere

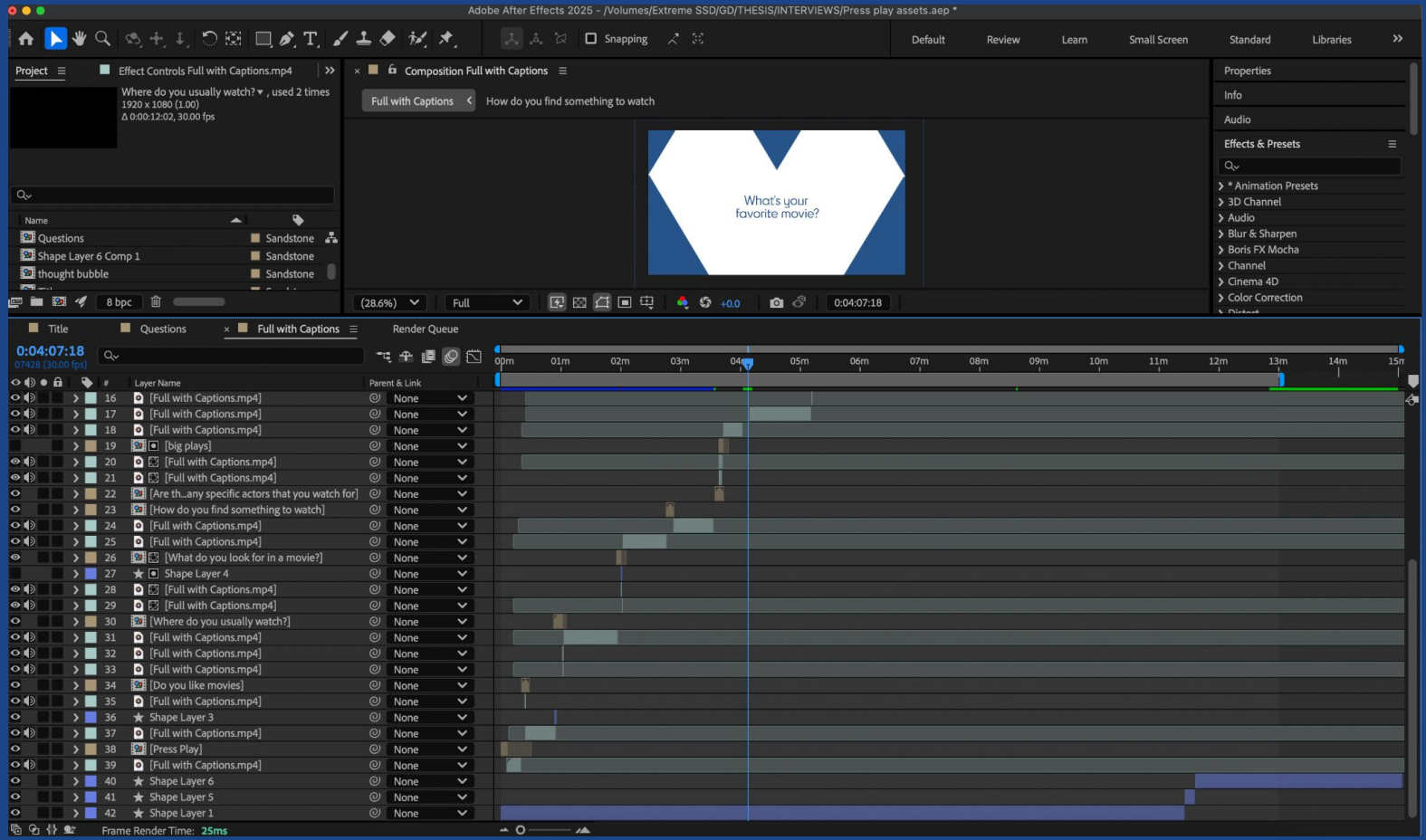


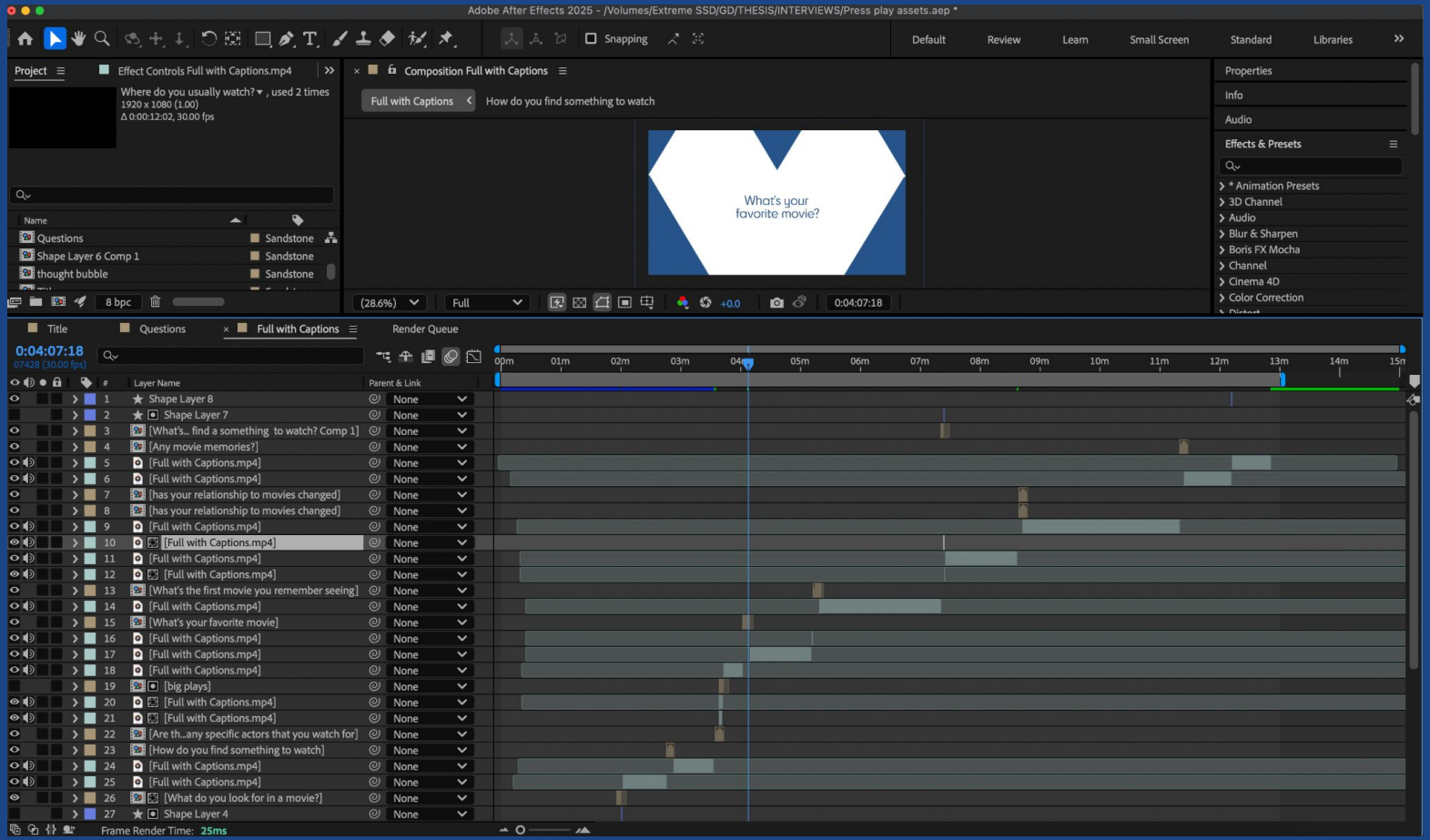
Recoloring in DaVinci Resolve



Designing in After Effects




Adobe After Effects 2025 - /Volumes/Extreme SSD/GD/THESIS/INTERVIEWS/Press play assets.aep *
Snapping
Default
Review
Learn
Small Screen
Standard
Libraries
Project
Effect Controls Full with Captions.mp4
Where do you usually watch? ▾ , used 2 times
1920 x 1080 (1.00)
Δ 0:00:12:02, 30.00 fps
Name
Questions
Sandstone
Shape Layer 6 Comp 1
Sandstone
thought bubble
Sandstone
8 bpc
Composition Full with Captions
Full with Captions
How do you find something to watch
What's your favorite movie?
(28.6%)
Full
+0.0
0:04:07:18
Properties
Info
Audio
Effects & Presets
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Title
Questions
Full with Captions
Render Queue
0:04:07:18
07428 (30.00 fps)
Layer Name
Parent & Link
16 [Full with Captions.mp4] None
17 [Full with Captions.mp4] None
18 [Full with Captions.mp4] None
19 [big plays] None
20 [Full with Captions.mp4] None
21 [Full with Captions.mp4] None
22 [Are th...any specific actors that you watch for] None
23 [How do you find something to watch] None
24 [Full with Captions.mp4] None
25 [Full with Captions.mp4] None
26 [What do you look for in a movie?] None
27 Shape Layer 4 None
28 [Full with Captions.mp4] None
29 [Full with Captions.mp4] None
30 [Where do you usually watch?] None
31 [Full with Captions.mp4] None
32 [Full with Captions.mp4] None
33 [Full with Captions.mp4] None
34 [Do you like movies] None
35 [Full with Captions.mp4] None
36 Shape Layer 3 None
37 [Full with Captions.mp4] None
38 [Press Play] None
39 [Full with Captions.mp4] None
40 Shape Layer 6 None
41 Shape Layer 5 None
42 Shape Layer 1 None
Frame Render Time: 25ms


Adobe After Effects 2025 - /Volumes/Extreme SSD/GD/THESIS/INTERVIEWS/Press play assets.aep *
Snapping
Default
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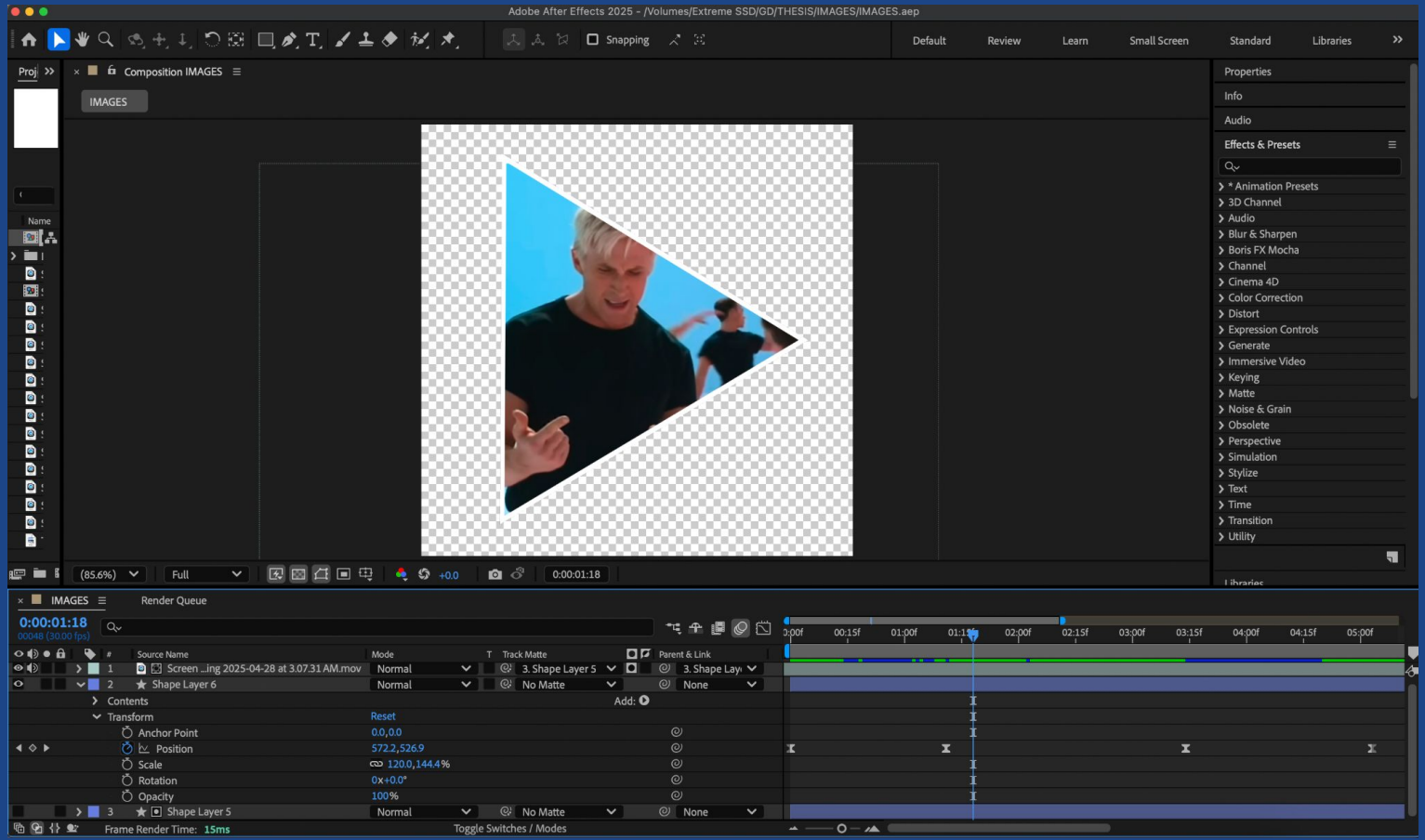
Standard
Libraries
Project
Effect Controls Full with Captions.mp4
Where do you usually watch? , used 2 times
1920 x 1080 (1.00)
Δ 0:00:12:02, 30.00 fps
Name
Questions
Sandstone
Shape Layer 6 Comp 1
Sandstone
thought bubble
Sandstone
8 bpc
Composition Full with Captions
Full with Captions
How do you find something to watch
What's your favorite movie?
(28.6%)
Full
+0.0
0:04:07:18
Properties
Info
Audio
Effects & Presets
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Title
Questions
Full with Captions
Render Queue
0:04:07:18
07428 (30.00 fps)
Layer Name
Parent & Link
1 Shape Layer 8
2 Shape Layer 7
3 [What's... find a something to watch? Comp 1]
4 [Any movie memories?]
5 [Full with Captions.mp4]
6 [Full with Captions.mp4]
7 [has your relationship to movies changed]
8 [has your relationship to movies changed]
9 [Full with Captions.mp4]
10 [Full with Captions.mp4]
11 [Full with Captions.mp4]
12 [Full with Captions.mp4]
13 [What's the first movie you remember seeing]
14 [Full with Captions.mp4]
15 [What's your favorite movie]
16 [Full with Captions.mp4]
17 [Full with Captions.mp4]
18 [Full with Captions.mp4]
19 [big plays]
20 [Full with Captions.mp4]
21 [Full with Captions.mp4]
22 [Are th...any specific actors that you watch for]
23 [How do you find something to watch]
24 [Full with Captions.mp4]
25 [Full with Captions.mp4]
26 [What do you look for in a movie?]
27 Shape Layer 4
None
Frame Render Time: 25ms


Adobe After Effects 2025 - /Volumes/Extreme SSD/GD/THESIS/IMAGES/IMAGES.aep
Snapping
Default
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Small Screen
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Composition IMAGES
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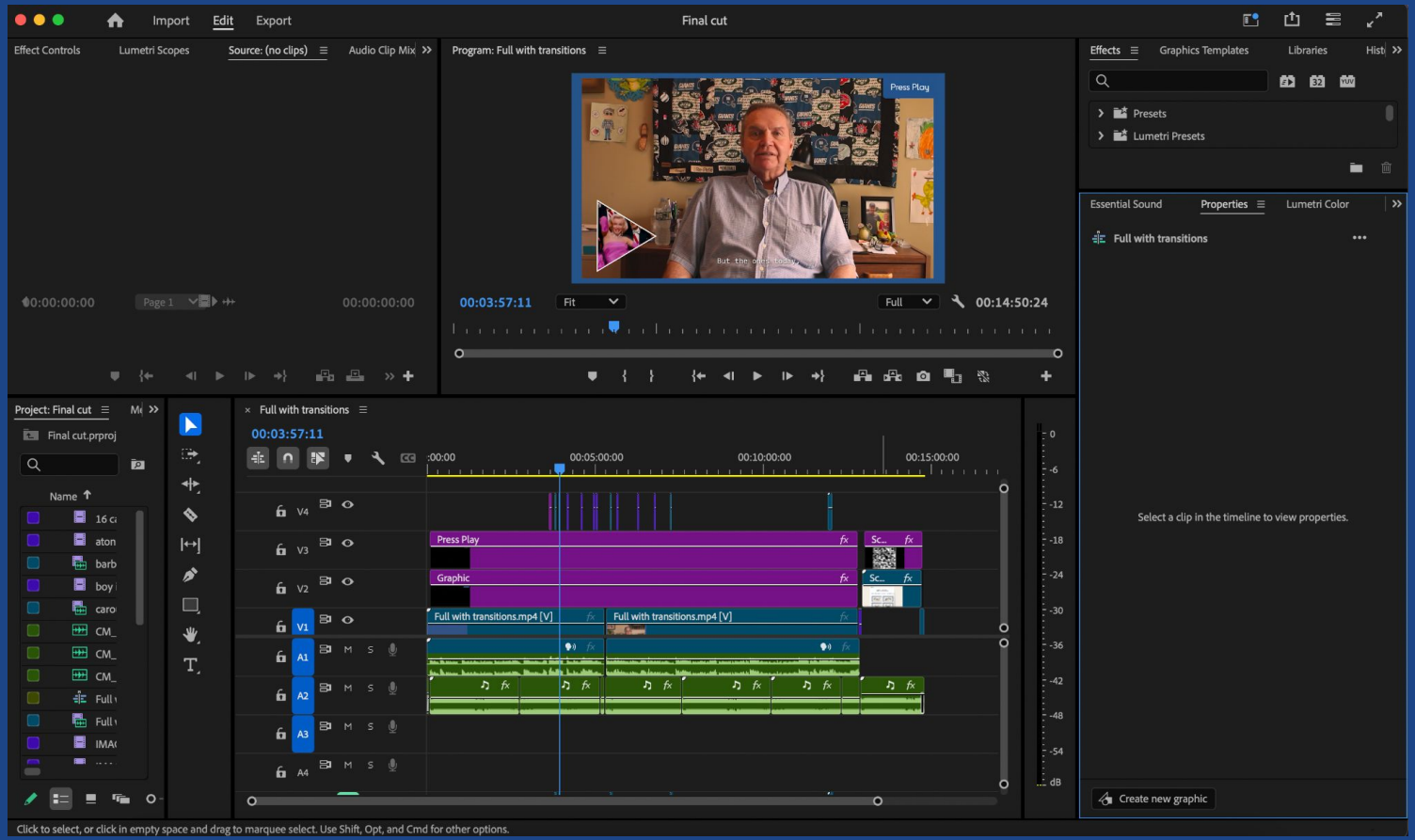
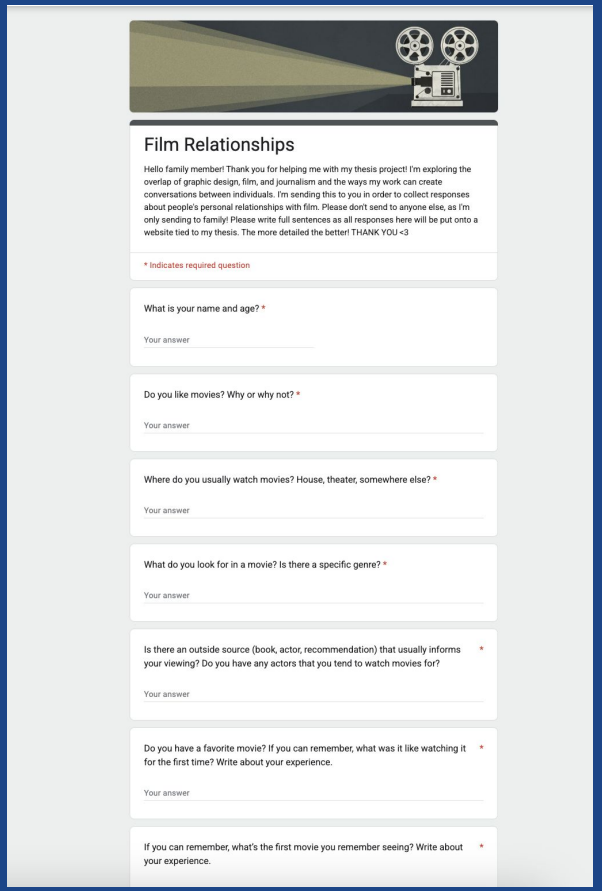
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Distort
Expression Controls
Generate
Immersive Video
Keying
Matte
Noise & Grain
Obsolete
Perspective
Simulation
Stylize
Text
Time
Transition
Utility
(85.6%)
Full
0:00:01:18
IMAGES
Render Queue
0:00:01:18
00048 (30.00 fps)
Source Name
Mode
Track Matte
Parent & Link
1 Screen ...ing 2025-04-28 at 3.07.31 AM.mov
Normal
3. Shape Layer 5
3. Shape Lay
2 Shape Layer 6
Normal
No Matte
None
Contents
Add:
Transform
Reset
Anchor Point
0.0,0.0
Position
572.2,526.9
Scale
120.0,144.4%
Rotation
0x+0.0°
Opacity
100%
3 Shape Layer 5
Normal
No Matte
None
Frame Render Time: 15ms
Toggle Switches / Modes

Combining everything



Within a Single Frame

Google Form



Film Relationships

Hello family member! Thank you for helping me with my thesis project! I'm exploring the overlap of graphic design, film, and journalism and the ways my work can create conversations between individuals. I'm sending this to you in order to collect responses about people's personal relationships with film. Please don't send to anyone else, as I'm only sending to family! Please write full sentences as all responses here will be put onto a website tied to my thesis. The more detailed the better! THANK YOU <3

* Indicates required question

What is your name and age? *

Your answer

Do you like movies? Why or why not? *

Your answer

Where do you usually watch movies? House, theater, somewhere else? *

Your answer

What do you look for in a movie? Is there a specific genre? *

Your answer

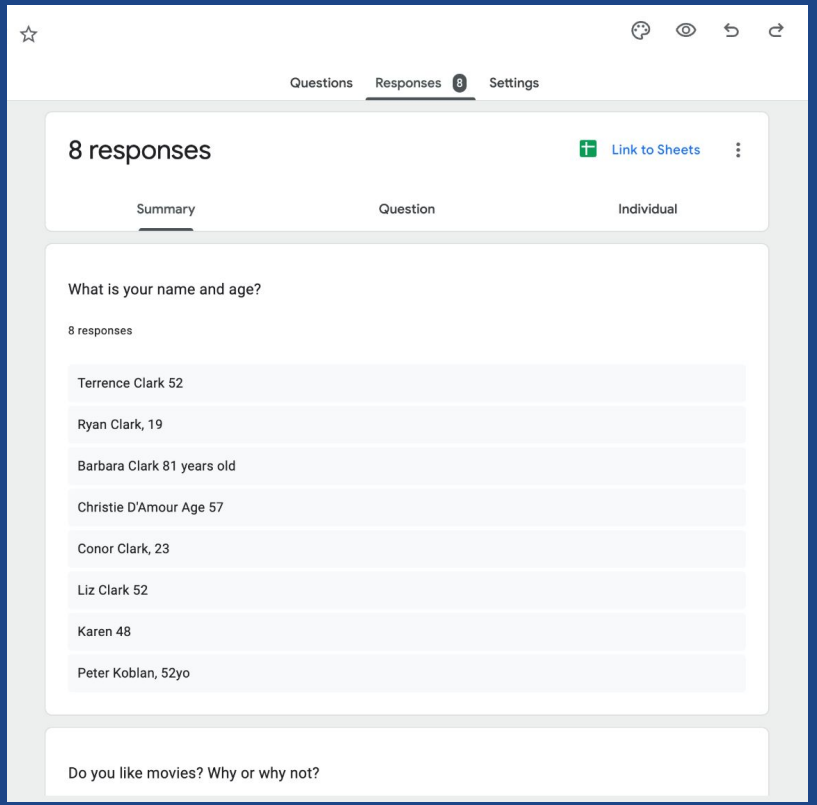
Is there an outside source (book, actor, recommendation) that usually informs your viewing? Do you have any actors that you tend to watch movies for? *

Your answer

Do you have a favorite movie? If you can remember, what was it like watching it for the first time? Write about your experience. *

Your answer

If you can remember, what's the first movie you remember seeing? Write about your experience. *



Questions Responses 8 Settings

8 responses

Link to Sheets

Summary Question Individual

What is your name and age?

8 responses

Terrence Clark 52

Ryan Clark, 19

Barbara Clark 81 years old

Christie D'Amour Age 57

Conor Clark, 23

Liz Clark 52

Karen 48

Peter Koblan, 52yo

Do you like movies? Why or why not?

First Drafts

Within a Single Frame

What does the relationship to film look like within a family? This exploration of individual experiences and personal narratives is revealed through a series of individual interviews.

Movies are not only a fun pastime, but way to bond with people you love.

I'm more open to watching different types of movies than I was earlier in my life.

Movies are fantastic and "Interstellar" is the GOAT.

Movies are the greatest thing man has ever done.

While I'm pretty

Movies are a way

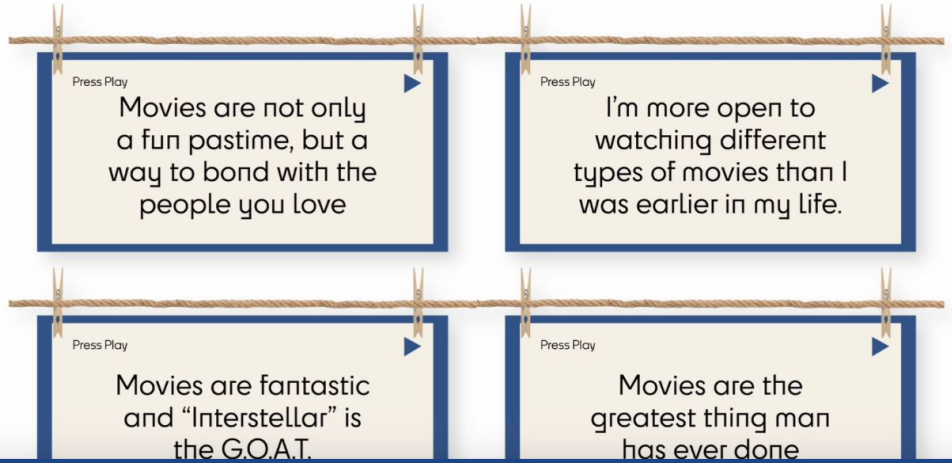
→ *Press Play*

→ hayclark.cargo.site

Within a Single Frame

What does the relationship to film look like within a family?

This exploration of experiences and personal narratives is revealed through a series of individual interviews, each one dissecting their relationship with film.



Nine Days (2020)

Is there an outside source (book, actor, recommendation) that usually informs your viewing? Do you have any actors that you tend to watch movies for?

Most films I discover via word of mouth, a friend or coworker watched it and it seems interesting, stuff like that. I do look on Letterboxd, see what's trending and what has good reviews. I have a few actors and filmmakers I like to follow. I think Adam Driver is one of the best actors working today and I'll definitely give anything he's in a try. I follow Noah Baumbach's career really closely, he's a writer/director whose voice really resonates with me. There are a few other actors that'll influence me to watch something, I think Seth Rogen has a fascinating career, Ethan Hawke is excellent, Kyle MacLachlan, Tom Cruise is the coolest person alive.

Is there an outside source (book, actor, recommendation) that usually informs your viewing? Do you have any actors that you tend to watch movies for?

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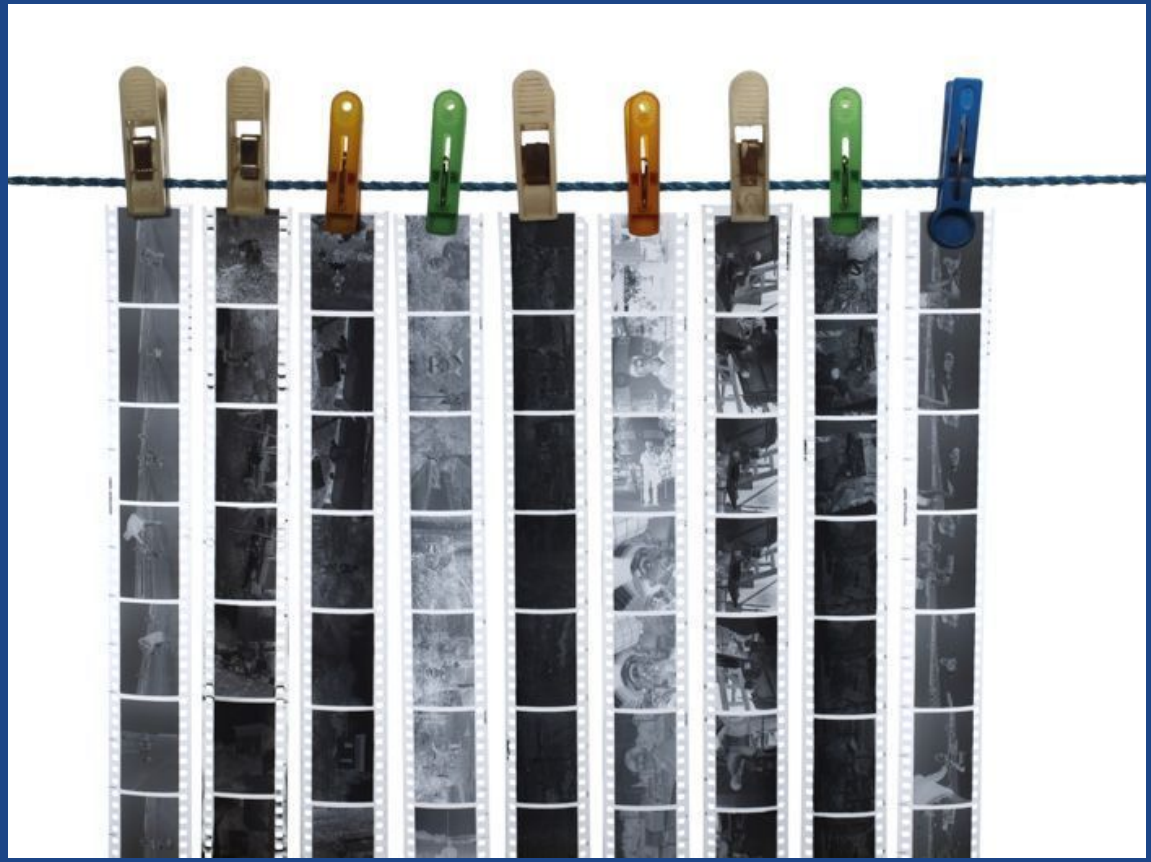
Do you have a favorite movie? If you can remember, what was it like watching it for the first time?

I bounce back and forth between a few, these days I say *Twelve Angry Men* (1957) or *Nine Days* (2020). I first saw *Twelve Angry Men* as a play at a local theater when I was 12 and I was blown away by the story, it was so simple yet so complex. When I learned there was a film I of course had to see it, unbeknownst to me it's widely regarded as one of the best films of all time. I distinctly remember watching it with a friend at his house for a sleepover. Two 12 year old boys absolutely entranced by this black and white 1957 legal drama.

Nine Days is a different story. I knew almost nothing about the film going into it, watching it on my laptop in bed through a screening link I bought from the Hamptons International Film Festival. I had decided on it because the general description sounded interesting and I liked the stars Winston Duke, Zazie Beetz, and Benedict Wong. I was woefully unprepared for how the film would impact me. It was a confusing time in my life, and this beautiful story about how precious life is and what we have to do with the time we get shook me to my core. It would be months before I'd get to watch the film again, and luckily I loved it just the same. I told everyone I knew about it, hoping others could see the beauty in it that I did. It never really took off and didn't leave a cultural impact but it's something I think about on a daily basis and I think that's pretty priceless.

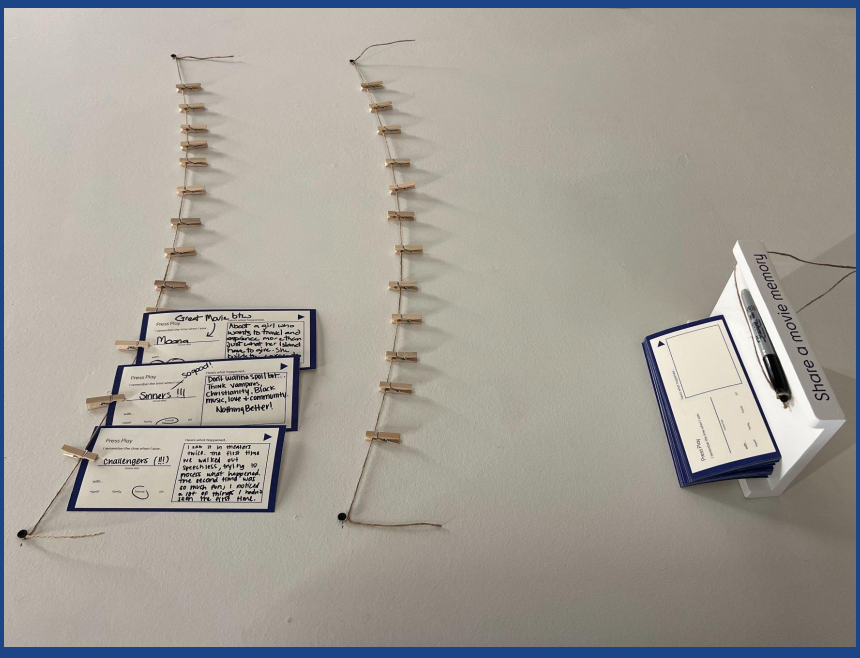
Press Play (Extended)

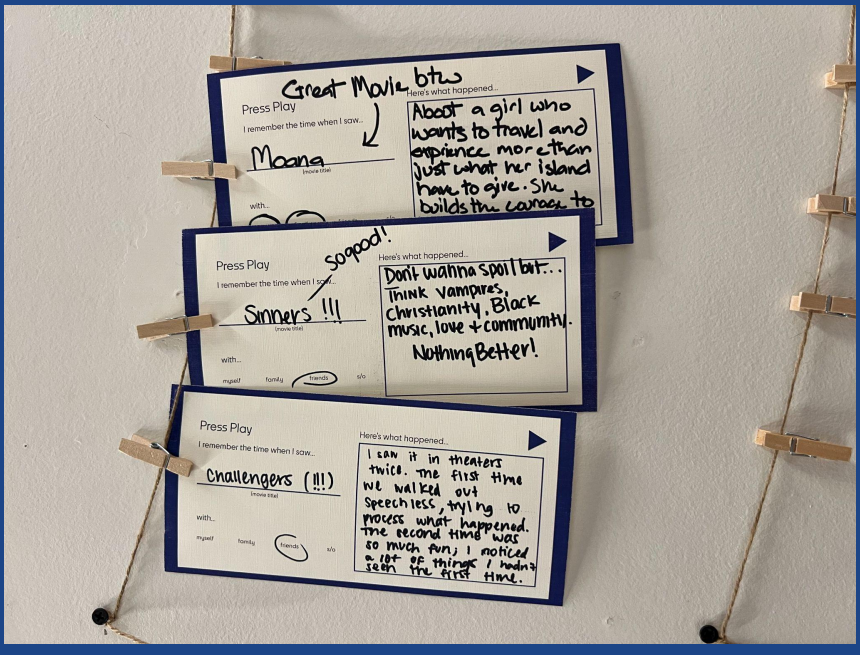


Boston University

Press Play

Hayley Clark





Press Play

I remember the time when I saw...

(movie title)

with...

myself family friends s/o

Here's what happened...

Thesis Book

Overall

“I want my design work to converge between the graphic design world, the film industry, and possibly in the journalism field…”

Experiential
Motion
Igniting
Identity
Collective conversation
Experimental recontextualization

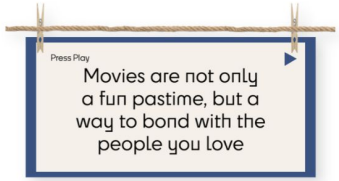
→ *Press Play*

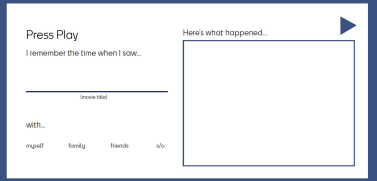
→ hayclark.cargo.site

Within a Single Frame

What does the relationship to film look like within a family?

This exploration of experiences and personal narratives is revealed through a series of individual interviews, each one dissecting their relationship with film.





Thank You