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Sleep Well, Dream Better

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SLEEP WELL, DREAM BETTER

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My name is Matthew Rodriguez and my project is about the concept of dreams, their importance, relation to memory, and how they affect the human psyche. During 2020's critical social state, I started to have vivid dreams about different aspects of my life, some abstract, and some more concrete. I began to jot down illustrations and notes about certain dreams and some thoughts on them. I did research, and found that these phenomena in dreams have been studied before, and it peaked my interest. For my project, I want to encompass the idea of dreams and their meanings, effects, and purpose in the way of an adult styled children's story book, fully illustrated by me alongside a custom typeface. I want to tackle this topic due to my own interest and experiences as well as others, and want to address some themes, fears, and benefits of dreams and memories. The reason why I chose a storybook for the project is because bedtime stories are a concept many can relate to, and wanted to invoke some of that nostalgia or childhood wonder factor when it comes to this topic. It will also be utilizing all of the graphic design techniques I have learned during the course of my time as a graphic art student here at NEIU.