



**Jamaica** // process



## *table of contents*

ideation // 3

imagery // 4

sketches // 5

research // 7

storyboard // 9

photo editing // 10

typography // 11

before and after // 12



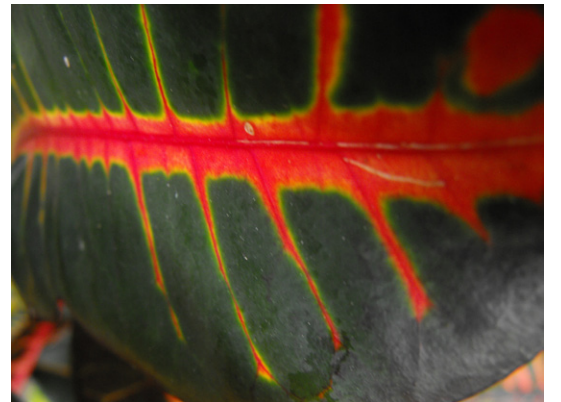
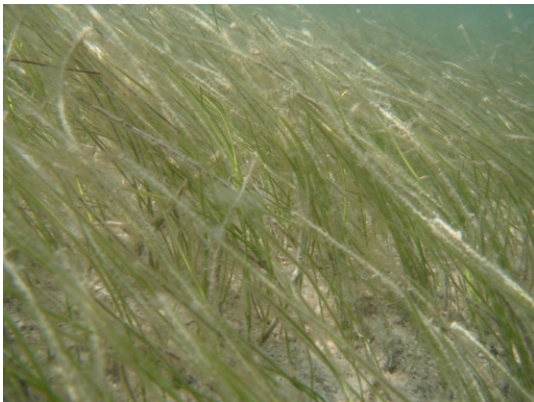
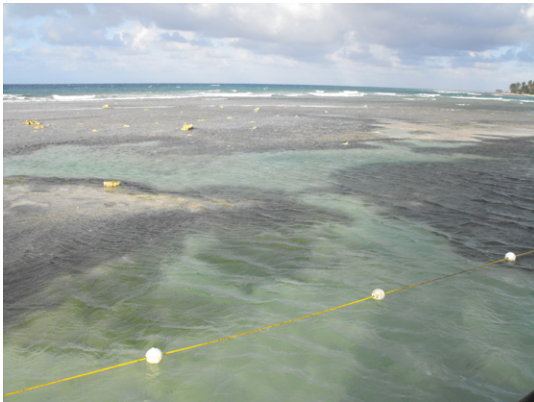
→ Jamaica!!

ern - capture student lead  
f person who commits to  
ent interactions

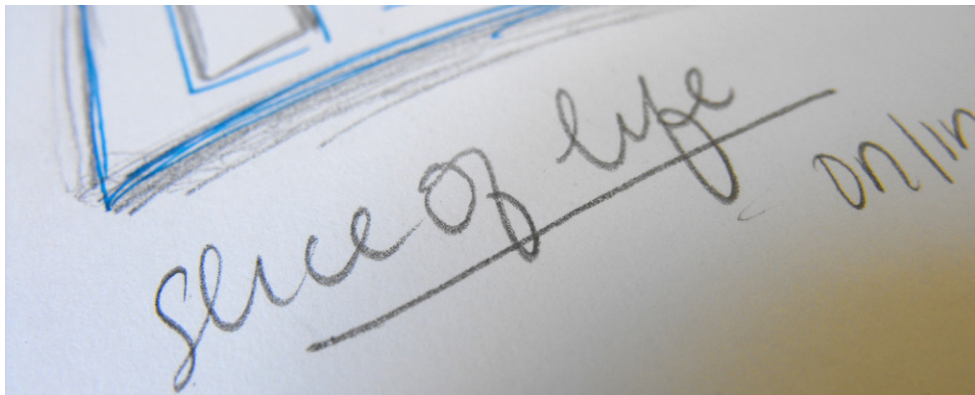
- don't really know det  
ave to be something  
want it to turn into  
s though...

? won't have to worry ab  
q, learn how to present a





raw images



---

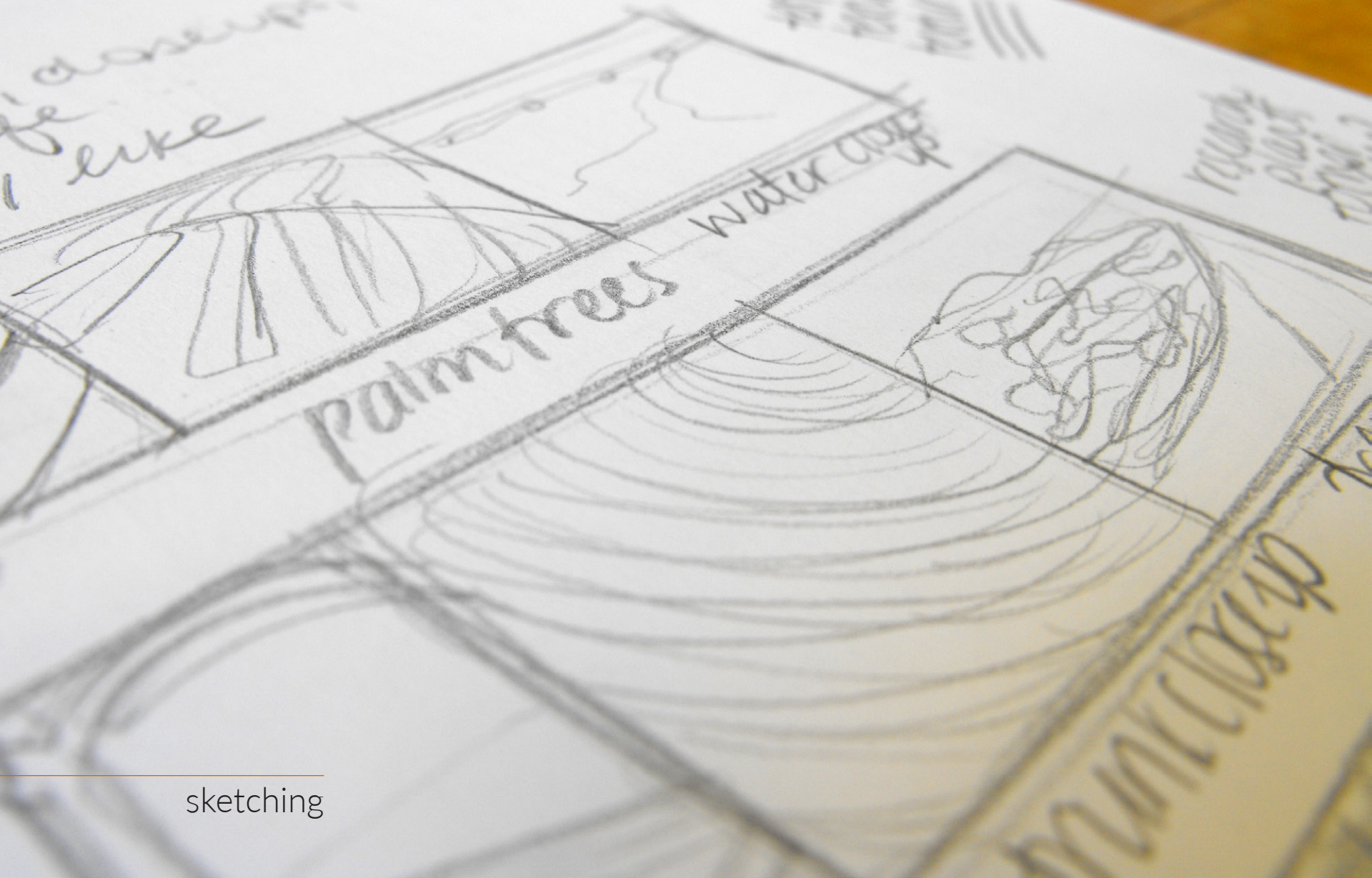
decision time



the closer, look  
like

|||||

rough  
plant  
form



sketching

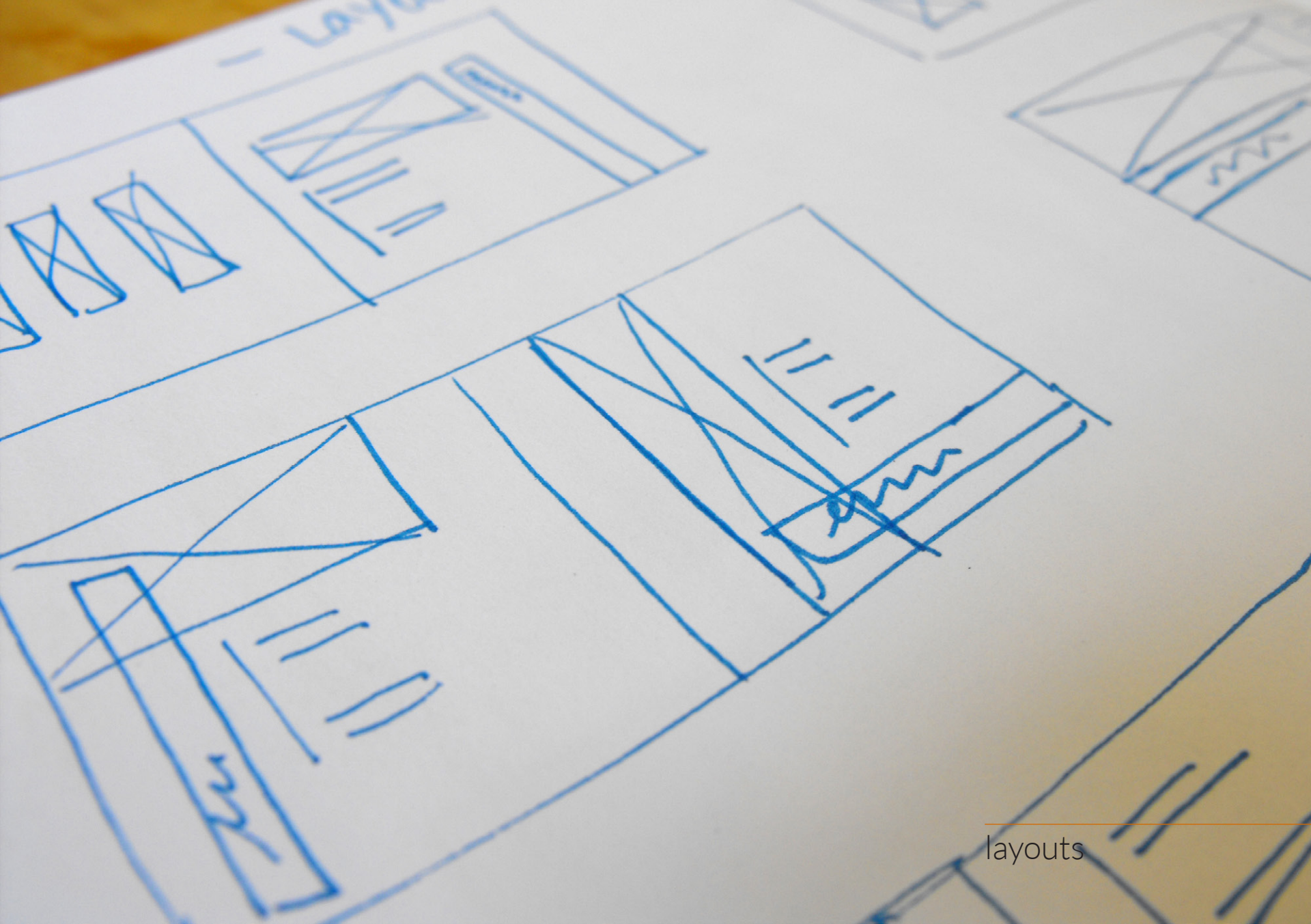
The official language of Jamaica is English. Jamaicans primarily speak an **English-African Creole** language known as Jamaican **Patois**, which has become known widely through the spread of Reggae music. Jamaican Patois was formed from a base of mainly English words with elements of re-formed grammar, together with a little vocabulary from **African** languages and **Native American** words. Some archaic features are reminiscent of **Irish English**.

*courtesy of everythingjamaican.com*





- Layout Ideas -



layouts



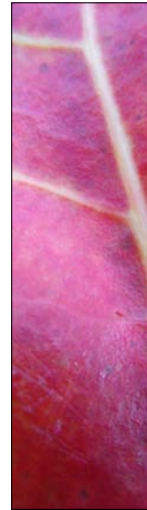
## JAMAICAN SLANG

to be juxtaposed against visual textures as examples of audio texture you hear while on the island

Ackee- African fruit introduced in Jamaica in 1778; is Jamaica's national fruit and is the second main ingredient of Jamaica's national dish combination, ackee and saltfish.  
 Ah sey one (ah seh seh won)- Expression to say that something is really cool and great.  
 All di while-All the time; sometimes; the time during. All the while dem depon di bashment. (They are partying all the time.)  
 Baan- Born. A weh ya baan? (Where were you born?)  
 Babylon (bah-bee-lon)- A Rasta word for the police and the corrupt system.  
 Backside (bok-side)- Refers to someone else's self, expressed towards another person. A rude way to refer to someone. Move yu backside. (Move your self.)  
 Badda (bad-da)- Bother. Naa Badda mi. (Don't bother me.)  
 Bad like yaz- Expression for saying something is really cool.  
 Bandulu (ban-doo-loo)- criminal; crooked activity; also means a fake passport/visa.  
 Bare (beer)- Only. Is bare pickney yahso. (There's only children here.)  
 Bash, Bashi- This is a popular slang term that means cool, awesome, nice stuff, ECT.  
 Bashment- A great event or happening; dancehall, party. Also the same as bashy above. Dem bashment gyal. (They are girls who like to party.) Wi gwaan hab a bashment time. (We are going to have a great time.)  
 Bloodclot- Strong curse word.  
 Bloodfire (blud-fiah)- Hell.  
 Bokki Hush- Sorry. [Person 1] Ouch! Yu hut mi! [Person 2] Hush. {1} You hurt me! {2} Sorry.  
 Although, someone saying 'hush' to you may make you more angry, just remember that in Jamaica Patois 'hush' means to be sorry; an apology.  
 e (bok-el)- Bottle.  
 Boots- Condoms; also shoes.  
 Bud- Bird.  
 Buddy- Male genital.  
 Bulla- Cake.  
 Bumboclot- King of curse words.  
 Bwoy (b-why)- Boy. This is a common term for anybody—male or female.  
 Chaka-chaka- Messy and untidy.  
 Cha/cho- Expression of surprise. Chal (What!)  
 Chuck- Full-size truck.  
 Coo- Look. Coo yah! (Look here!)  
 Cris- Slang for cool and instyle. Dat cris. (That is cool.)  
 Crosses- Problems and misfortunes. Mi always inna crosses. (I always have bad luck.)  
 Darkers (dah-kahs)- Sunglasses, shades.  
 Dear- Expensive. Dat cost dear. (That is very expensive.)  
 Disya- This right here.  
 Doondoos (dune-deuce)- Referring to an albino.  
 Everything cook and curry- Everything is just fine.  
 Flex- To chill and hang out having a time; to plan an activity.  
 Fuckery (fuk-ree)- A maljustice, something wrong and unfair; this is not considered a bad word. A fuckery dat. (That was a messed up thing).  
 Galang- Go along.  
 Ganja- Marijuana.  
 Ganshey- T-shirt.  
 Gates- Home. Many homes in JA have gates. One's "gates" is one's home.  
 Ginnal- Trickster; con-person. 'Im so ginnal. (He is a tricky person.)  
 Ginnyog- An influential person—derogative.  
 Gorgon- Outstanding person and very well respected. 'Im a don gorgon. (He is a master of situations).  
 Haffi- Have to.  
 I-ney- A classic Rasta greeting.  
 Inna di lights- Expression to say tomorrow. See you inna di lights. (See you tomorrow.)  
 Irie (I-ree)- Means everything is alright. Expression of feeling great and cool.  
 Ja, Jamdown, Jamdung- Words for Jamaica.  
 Jake, Johnny, Joe- Terms Jamaicans use to yell and call out when they see white Americans. Hey Jake!  
 Key- Slang for good friend. Similar to "My main man." Wa'ppun mi key? (What's up man?) This word also means the normal key we are used to for opening doors.  
 Kya (Key-a) Care. Mi nuh kya. (I don't care.)  
 Maga- Skinny and slender.  
 Mash it up- Expression of doing well; like, "Break a leg"; be a big success.  
 Nanny- A Jamaican \$500 bill worth about 11 U.S. dollars.  
 Pickney- Child, children, kids.  
 Wrap up- Slang for kidding or joking. Mi naa wrap up. (I am not joking.)  
 Work (wuk)- Slang for sex.  
 Yeyewata- To shed tears, cry.  
 Zed- The letter Z. Fram A to Zed. (From A to Z).  
 Yeah, mon  
 No Problem

# JAMAICA: VISUAL AND AUDIBLE TEXTURES

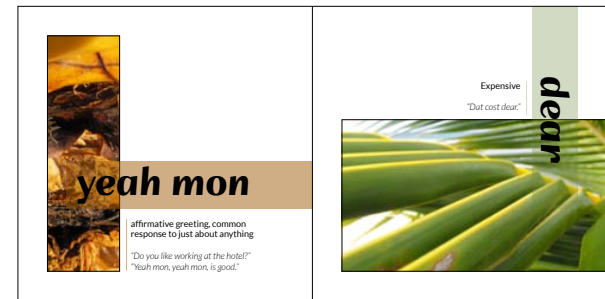
## SOME OF THE TEXTURES THAT WILL BE INCLUDED...



## FINAL LOOK- WEB EXAMPLE



## SAMPLE SPREAD



FINAL FORMAT: Publish on web- possibly on my plaza.ufl account, or on my own domain, or a static page on my tumblr, use jquery to make it look book-like and have pages turn

on each page include texture, slang term, definition, and example sentence

square page design equivalent to about 5"x5" if it were to be printed



---

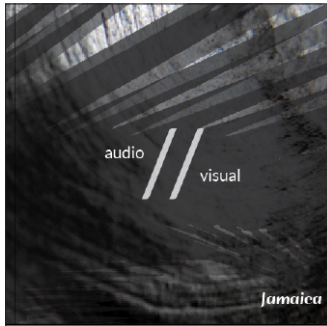
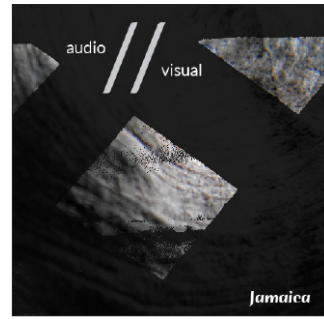
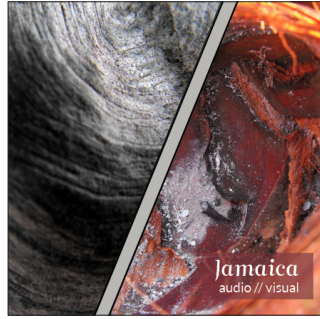
photo editing



---

---

**amadi**



cover



*rollover images to see how far they have come*

---

before//after





*a special thank you to the wonderful people of Jamaica, especially the lifeguards at the Holiday Inn in Montego Bay, for their willingness to share the texture of their language and culture with an American tourist*

*katieameyer design*

*march 2011*

notes