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New Media Art

Final Portfolio.

Image Module: Final Project



reclaiming my
self-identity



a label to uplift



i asked my sister to make me a necklace with the first letter of my name in urdu as the pendant. she runs an online page of customized items. i wanted a necklace and i wanted a customized necklace with the first letter of my name and that is because of the fact that one's name contributes a major part in forming their identity. your name is your identity. your name is your label. people start to identify you by your name. My mom named me 'Afifa' because her closest childhood friend named her daughter 'Afifa'. for the longest time, i didn't like my name, i asked my mom that i want it to get changed to the names that i love because in my head i envisioned multiple artsy/creative/hip/bold personalities under different names but she straight up refused. wearing a customized necklace of the initial of my name helps me in not only accepting, but embracing my name and it had made me realise that its so individual to make up your identity and to paint a specific picture in the minds of people and your name is there to reinforce the identity that you've created.

a rebellious streak



there comes a point in my life where i crave for bold change in an attempt to alter my physical appearance as i've visualized in my head. i wanted to get a lip or eyebrow piercing and i've been sitting on it since a year. there has always been a strong feeling deep in my gut to be passionately experimental with my body, my skills, my thought and to always take the risk, to actively ensure to not conform to the conventional standards of thought, belief and appearance. i view my piercings as an act of rebellion to deliberately defy moral and political policing of women body, clothing, precisely their entire existence. After thinking for almost an year, i got an eyebrow piercing in 2021 march and it was a 'now or never' moment and i am content with the decision to get it done. i got my nose piercings in 2018 and wanted to confront the perspective of 'shadi kay baad karalayna nose peircing' with every fibre in my body i can't withstand the idea of hearing a no when it comes to embracing and upholding my inner self.

inseparable bond



my brother introduced me to telephonic bands and now they have become something i can't afford to lose. and i do make sure that these are pretty much stacked up for me. it's always on my wrist regardless of the event. i always ask him to send these for me because that's how i've perceived my connection with him. Someone i know who would always be there for me, someone i know i can trust and rely on .

i asked for a pony tail at one my of closest friend's place when she was getting married in 2017. From then till now, i've treasured it because this piece of accessory reminds me of her shadi days which are bittersweet memories. it gave all my closest friends from school an opportunity to dismiss their curfew times and permission issues to come together and join in the celebratory moment and to digest the fact simultaneously that 1/6 is hitched and life would completely be different for her. Till today, when all of us sit and talk, we do reminisce the july of 2017

inseparable bond



my sister and i joined yoga for a couple months and we developed such a bond with her that she we used to drop by at her place and have some food or times when we would go for a drive with her the yoga instructor gifted this gold-plated band to me on my birthday. a gesture carried out of genuine love and care which i truly admire

i'm inclined towards wearing an evil eye not with the intention to be protected against 'the evil eye' but rather to make a fashion statement. this particular of piece of accessory is a 'dang did u bring it from turkey give it to me' from someone who is the closest to my heart. this particular accessory constantly reminds me of the inseperable bond that i share with that person and wearing a cultural symbol served as a known souvenir straight from turkey to my wrists.

inseparable bond



i bought this ring by my own savings when i went to buy my convocation outfit. i believed that this rusty gold ring would go with my outfit and is something i could wear on a daily basis. this ring holds a special place in my heart because i wore this on my convocation photoshoot and i bought it on the same day of the photoshoot. it contributes in making one of my big days a memorable one thus i've an emotional connection with this ring because it reinforces my sense of self-identity in terms of occasional financial stability and expressing a particular message about my personality. I am right-handed but i wear rings on my left-hand and always on the index finger. i read it that how the placement of rings on your fingers says a lot of about your personality and wearing it on your index finger of your dominant hand says a lot about your high-selfesteem, confidence and unapologetic personality and i couldn't agree more



acting on impulse

i've always heard that whatever you do should have a logical sound reason attached to it and my braincells still can't comprehend the fact to this day that why is that so? why can't you watch a movie only because you were simply bored and wanted to relax? why can't you just read a fiction, romcom book only because you primarily needed to feed your brain with something non-intellectual, non scholarly? liking things isn't supposed to be mentally taxing. liking something can also be a mere act of impulse. therefore, i wear toe-rings without any specific reason to jot down or any emotional attachment to hold onto. i wear them because i like to wear them and it gives me a chaotic, instinctive energy burst which i love experiencing and manifesting. it just reinforces my sense of self-identity of being impulsive.

a taste of independence



in 2018 december, i took my first ever trip to Lahore in my 23 years of existence. I always assumed it would've been a no for girls to travel solo or with friends. However, i was ecstatic to hear an easy yes from my dad when i asked him for permission. that trip to lahore made me taste what independence looks like and what cost does it come at. it made me realise that being 'homesick' is a real thing. i visited liberty and these bangles caught my eye. what made me buy them is the conversation that i had with the shop keeper. he recognized me in one minute that i was from karachi and he was pleased to that someone from karachi visited his store and it reminded him of his extended family from karachi he is super close to and was over the moon that i would be buying the bangles from his store. he told me that these bangles won't break and do wear them in karachi. these bangles remind me of lahore and the people i conversed with and the bond that i created

understanding friendships



this pair of anklets was gifted to me by one of my closest friend who shifted to US after graduation- she knows my love for ankhlets and i've been wanting these kind of since so long so she ensured to bring in with her when she came to pakistan last year for 6 months. she was the first person i met at Habib to whom i started ranting about the living hell i experienced back in alevels. i don't know what clicked between us that the first conversation we had as strangers was me venting throughout. she is the person who would root for me the loudest, hype me up and would always ensure i don't settle for any less than i deserved. there have been ups and downs but one thing i've realised being friends with her is that we can't just eliminate people out of our lives when our expectations shatter about them. adult friendships is about giving space and so much space to understand them, to be generous enough with your love and be accepting. .

understanding
friendships



the pink anklet was gifted to me by someone i am no longer friends with and i bought the grey anklet from the same very person who gifted me the pink anklet. i wear these anklets not because i miss the friendship with her but because it forces me that its okay to disassociate the person from the gift. or the work. that they do. i do not believe in the idea that we should throw away all the tangible objects or let go of all the memories with people who we part ways with, lose contact with or just outgrow them. i am content that i'm no longer friends with her because the friendship wasn't fulfilling and i'm trying to learn the process of disassociation and detachment through jewellery pieces i love to wear.

Moving Image link:

<https://youtu.be/AYxK1vul7ig>

Sound Assignment Link:

<https://youtu.be/5aClOqVzZrk>

