

>Hey!

>Look at my PROCESS for POLARIS!

POLARIS

brand about internet privacy
(2018)

POLARIS is a brand created to help people understand internet privacy concerns. the process included researching and interviewing subjects involved in Internet privacy issues, such as the EFF. For the brand, I created the identity, which then evolved into 4 deliverables: A website to educate, a video game, a google chrome extension, and a poster campaign.

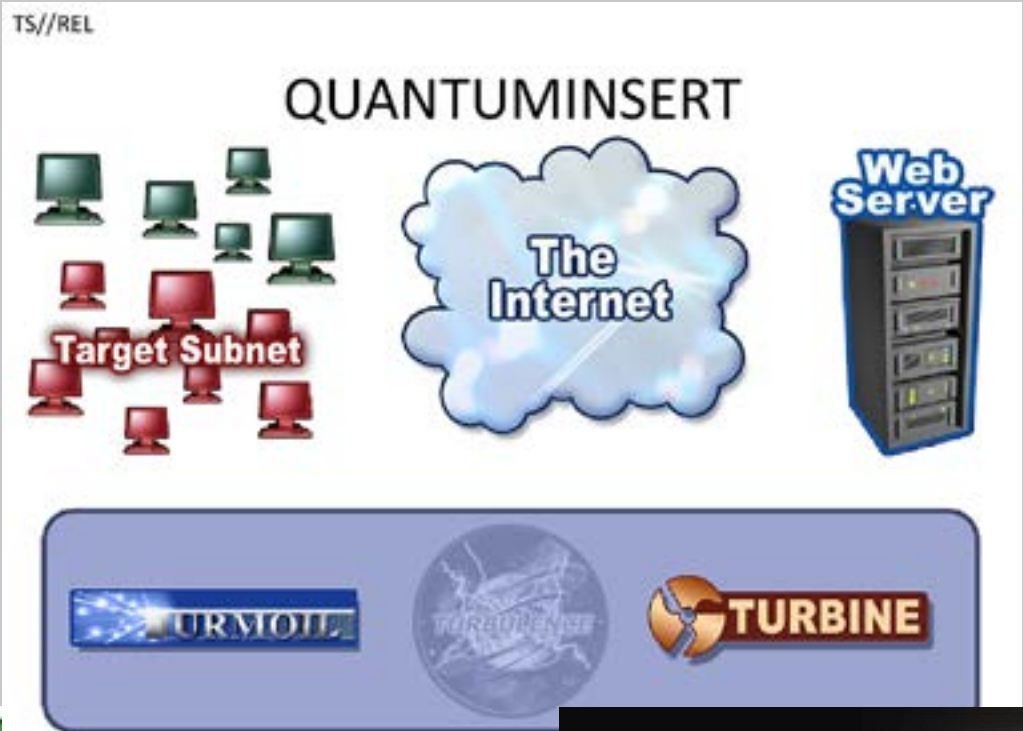


Website, accesses your webcam and projects image as bitmap background of webpage

RESEARCH

My initial research deck was a surface dive into NSA protocols, Edward Snowden, privacy breaches (facebook for example) and other hacker related info. An interview with the legal coordinator at the EFF also provided me with info about protecting ones own privacy which further pushed my topic of protecting an individuals internet privacy.

Leaked NSA presentations slides



Copyright! (U) utility of "security conferences"

Do not reuse this image!

(U//FOUO) Caveat: It's been a couple years since I have attended a security conference(Shmoocon/Defcon/Blackhat). My opinions are not formed from recent first-hand experience, but through previous stimuli to my cerebrum that have been confirmed by 2nd hand experience over the last couple of years. When I first went to Blackhat/Defcon, it was with the wide-eyed anticipation of, "I'm going to go listen to all of the talks that I can, soak up all of the information possible, and become a super-1337-hacker." What a let-down of an experience that was. You find the most interesting topics and briefings, wait in lines to get a seat, and find yourself straining your ears to listen to someone that has basically nothing new to say. Most of the talks get hyped up exponentially past any amount of substance they actually provide, most of the "interactive sessions" end up in a "oh! woe is the state of the security industry!" chant, and leave the audience no better off than before.

(U//FOUO) if you want to learn crazy new things, more often than not, you won't find it at a talk in a con. Why not walk around NSA, find people in offices that do things you find interesting, and talk to them about how they do what they do(or find a mentor in that area)? Despite stereotypes of the kinds of people that work here, many people are kind and open enough to share their trade-craft with others. We have the luxury of working in a community that has some of the brightest, smartest, and most cutting edge people around, it would be a shame for people to constantly attend cons hoping to learn that "cool new thing", when there is exponentially more knowledge sitting around them every single day at work.

(U//FOUO) Granted, there are always a couple exceptional talks at the cons, but, in my humble opinion, they don't make up for the overall lack of content. So, what good are these conferences? My personal opinion is that their utility is mainly for social interaction and meeting *relatively* like-minded individuals. It's the ability to kick back for a weekend and geek-out with other people. For some, this makes the cost of the con completely worth it, others may be severely disappointed...it all depends on what you expect to get out of it.

Current Mood: 😊okay

[Leave a comment](#)

APPLIED RESEARCH

Tor Hidden Services
How Hidden is 'Hidden'?

██████████ – ICTR Network Exploitation

APPLIED RESEARCH

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Slide 1

PROPOSALS

My identity began forming in various proposals and presentations. At first I settled on a monospaced typeface and appropriated government images. You can see it here with these two images from initial project proposals.

>How might we
understand
Internet
Privacy?/

>People ought to take responsibility for their own safety and security/
>It's not crazy to cover your webcam/

>Edward Snowden Leaks NSA/

>Enlisted in the United States Army Reserve and became a Special Forces candidate. Breaking both legs in a training accident and was discharged/

>Was a security guard at the University of Maryland's Center for Advanced Study of Language, a center funded by the NSA/

>In 2006, he accepted an offer for a position at the CIA/

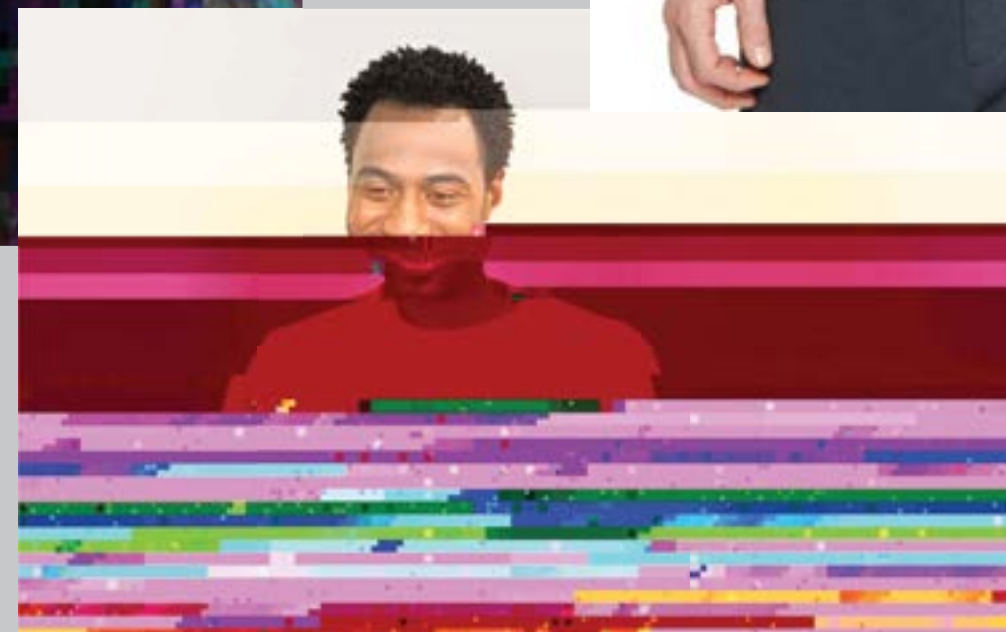
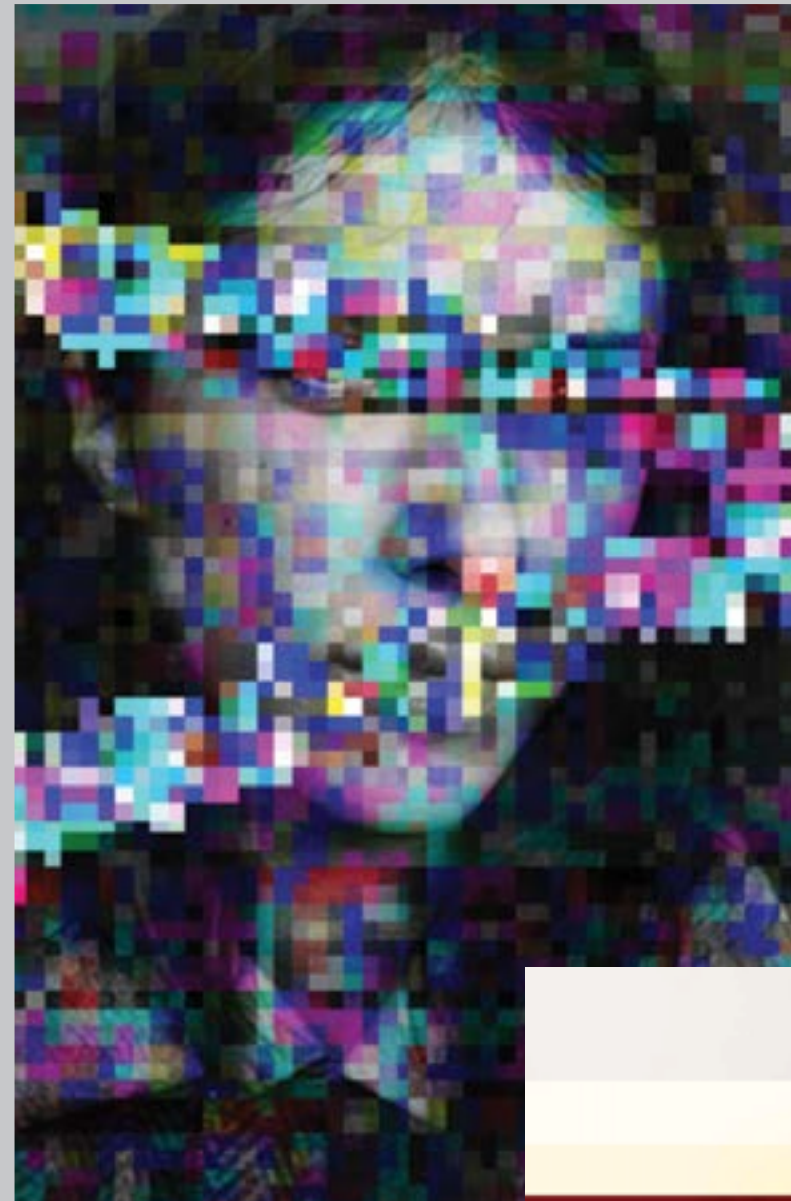
>In 2009, he resigned from the CIA. He then work as a contractee for Dell/

>As a contractee he was assigned to various NSA locations/



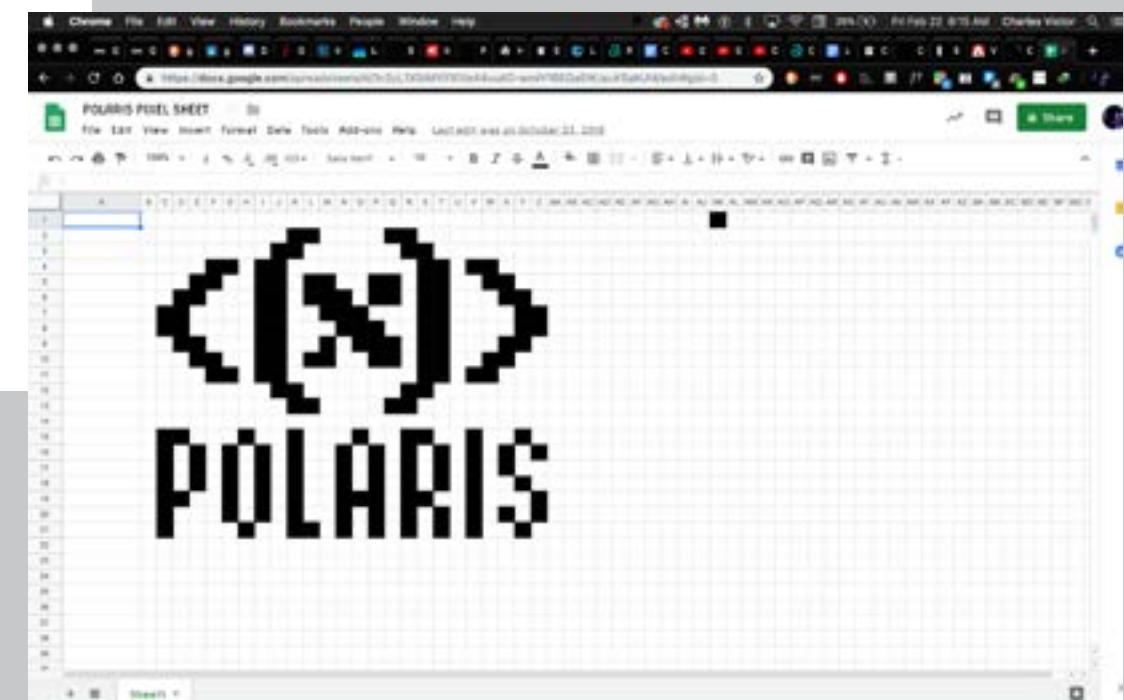
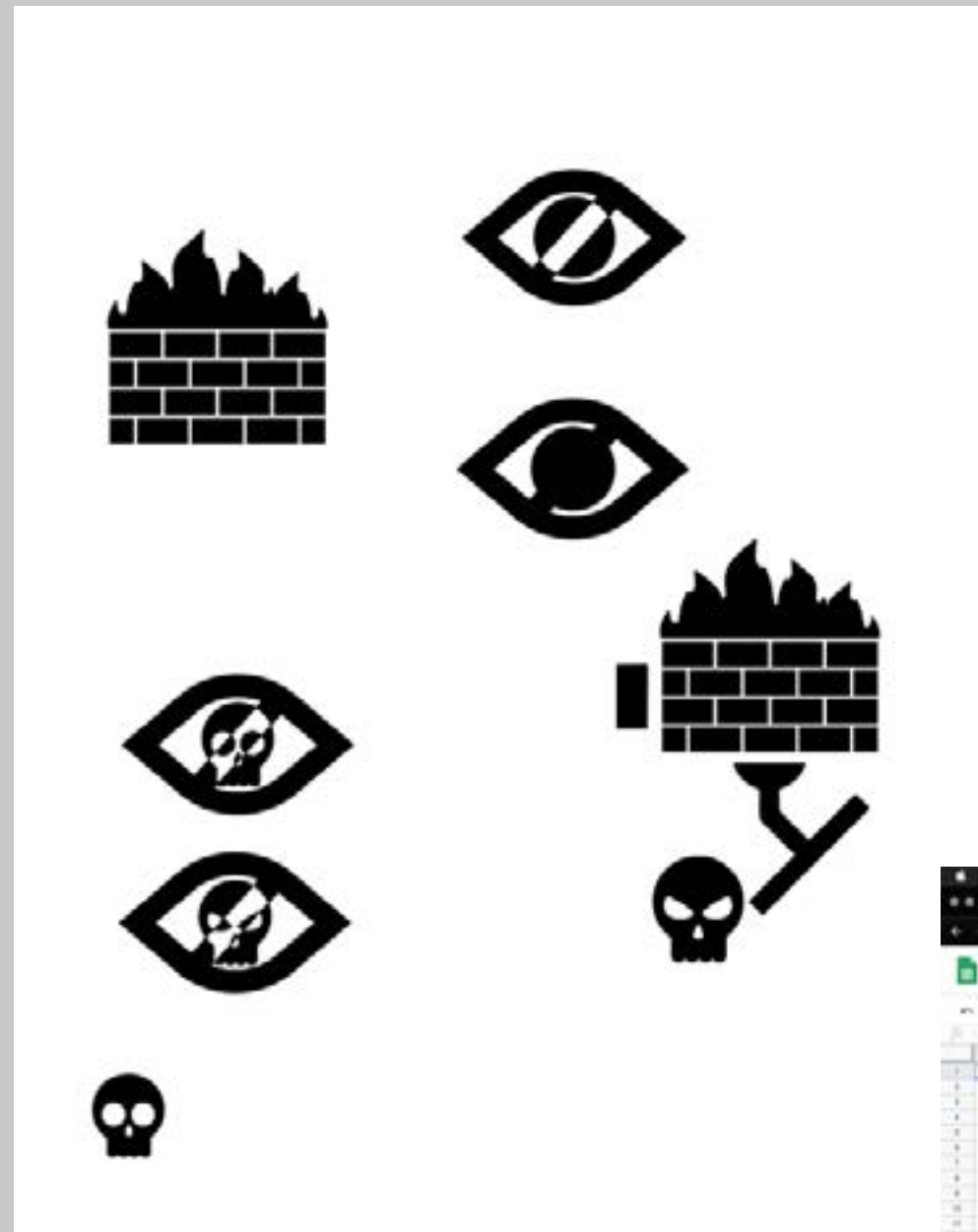
ART STYLES

That identity began to evolve and take various different forms. There was a phase of the project where I used datamoshing techniques to make glitch art. Also a phase where I created pixel art as well. The project was best represented with pixel art, but glitch art was used to create a motion graphic of the logo later.



SKETCHES

Here are some of the initial sketches for the logo design. The eye ball sketches became the basis for my designs. After settling with pixel art as the identity, I translated the eye into glyphs and redrew it as pixel art in a spreadsheet document. They type and logo glyphs are reductions and ammendments to Zuzanna Licko's typeface Lo-Res (which also became the type identity for the brand).



Poster ideas came pretty easily after the typeface (Lo-res) and basic identity system where finalized.



Final two posters for the campaign



Including a QRcode was a solution to having a digitally based brand. Now, there can be a

physical application that both relates and redirects to a digital platform.

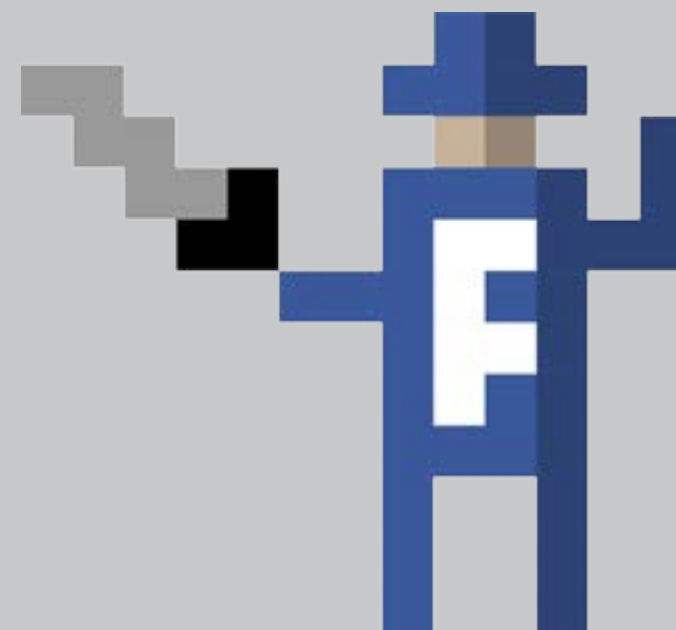
VIDEO GAME

The idea to make a video game came even before the brand could have ever been conceived. I had wanted to step my foot into game development, but never found an opportunity. The topic of the project however, allowed me to explore game design. Here are some sketches for the art assets and game story board.





Here are various assets
that I drew for the game.
I compiled and developed
the game itself on Unity.





Game Stills, defend yourself from facebook



Theres Mark Zuckerberg

YOU BEAT MARK ZUCKERBERG
AND HIS FACEBOOK GOONS!

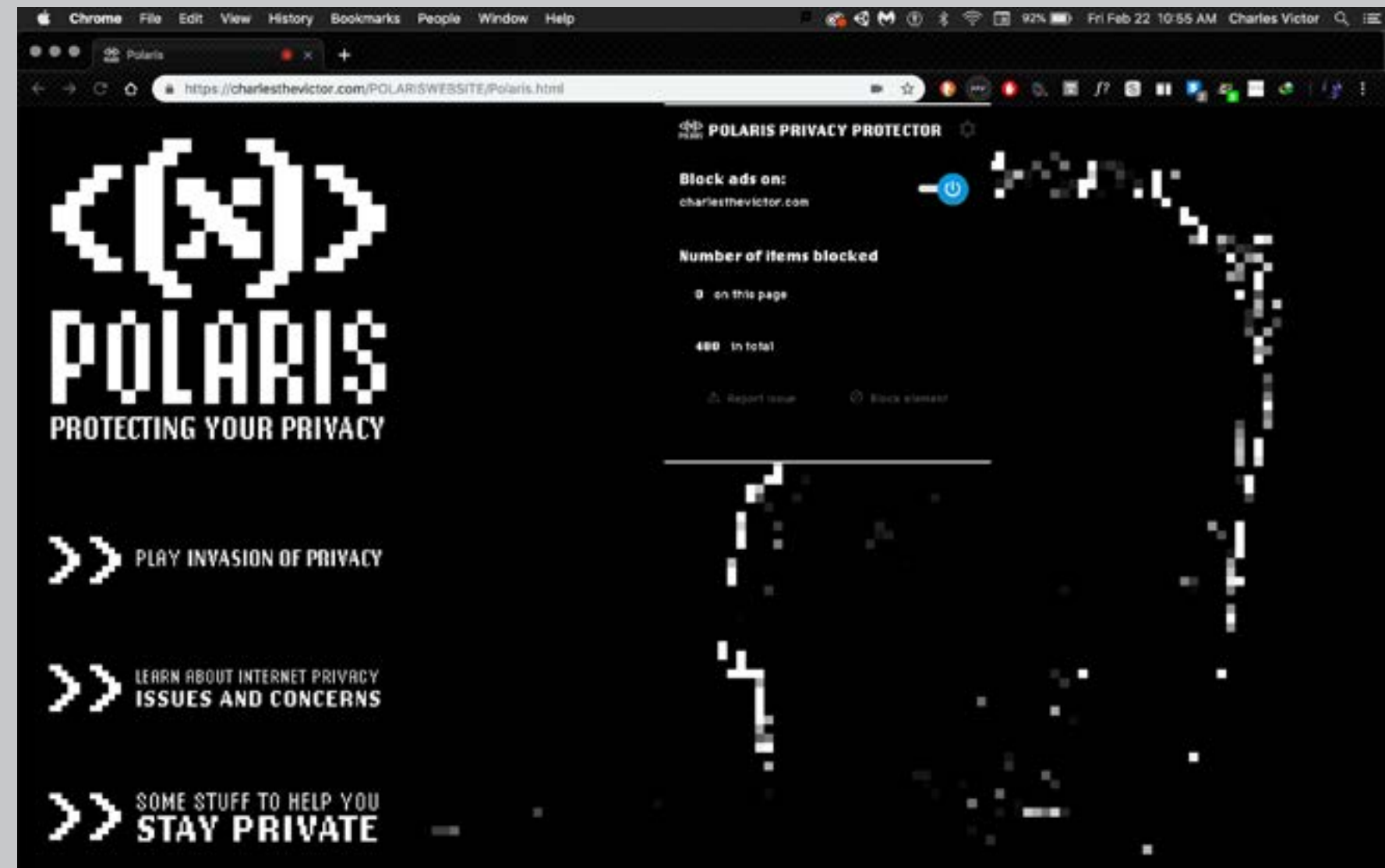
FACEBOOK IS NOTORIOUS FOR NOT ONLY IN
VADING YOUR PRIVACY, BUT ALSO SELLING
YOUR PERSONAL INFORMATION. KEEP YOUR
PERSONAL INFORMATION SAFE, BE CAREFUL
OF WHAT YOU POST ON FACEBOOK.



Level Complete Info

WEBSITE+

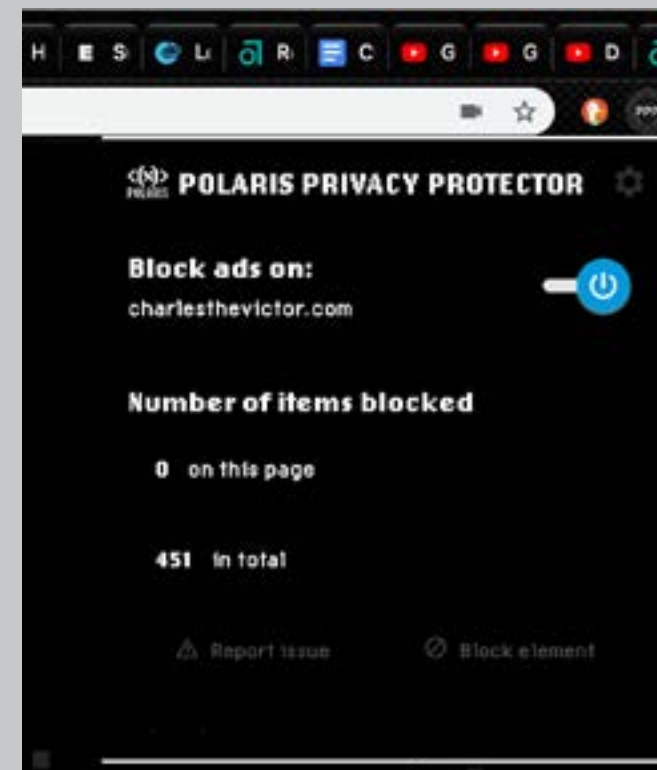
The final stage of the project was to complete the crux of the brand: education and solutions. The process was fast, as there was no room, or rather, time for intense iteration. There was always going to be a website, but it had to be interesting and catch the attention of the viewer. So I made the webpage access your webcam and produce a pixel heatmap image as the background, always watching. Another thing I created was the Polaris Privacy Protector (PPP), a Google Chrome extension that blocked unwanted/intrusive ADs.



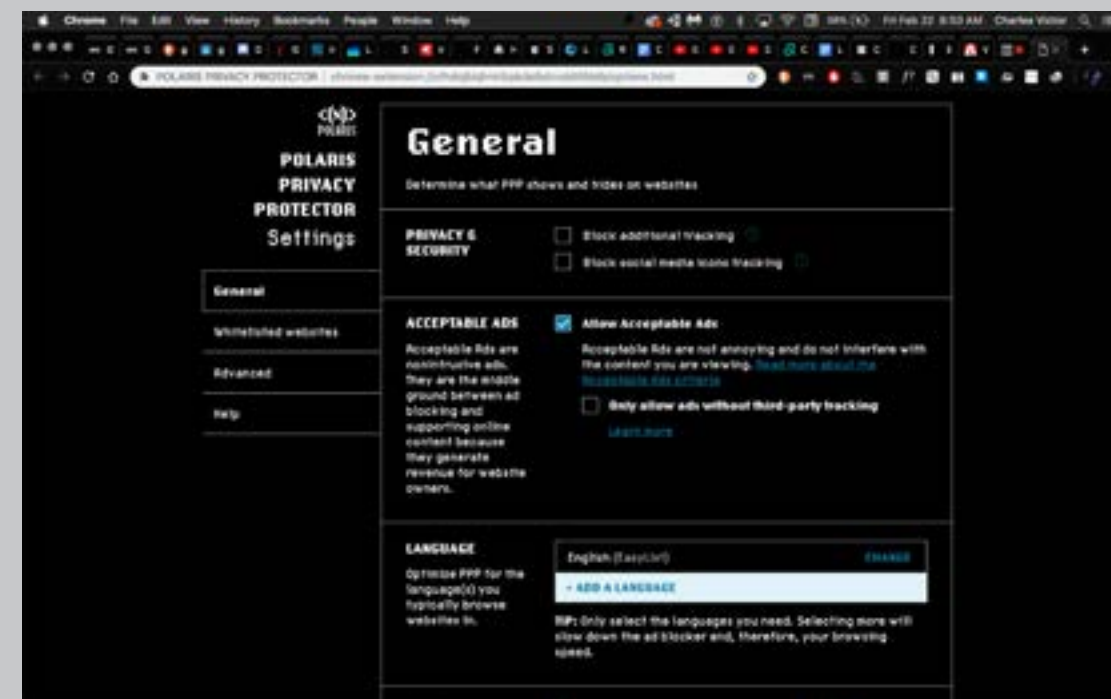
Heres the webpage again, also theres the Chrome extension.



Clicking on the two lower tabs (Learn... or Some stuff...) shows some tips



Heres the PPP and its corresponding settings page



>Thats all folks!

>Email me @:

>charles.victor@cca.edu

>Find my work @ my website:

>charlesthevictor.com