charles victor
www.charlesthevictor.com

>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.
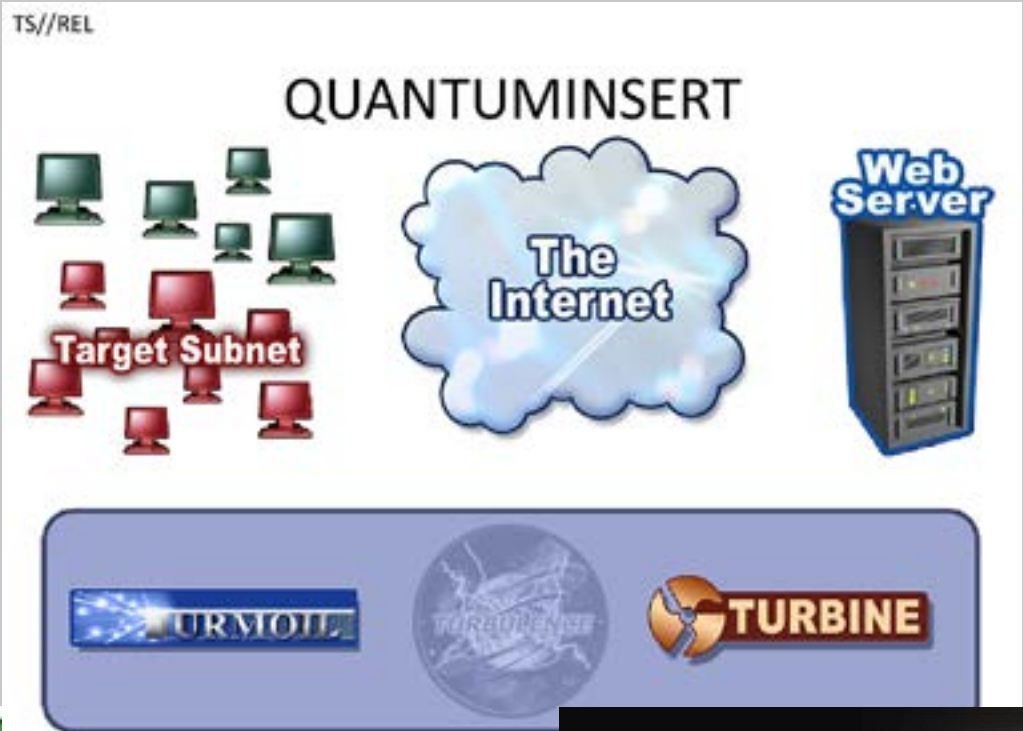
<(N)>
POLARIS
PROTECTING YOUR PRIVACY

>> PLAY INVASION OF PRIVACY

>> LEARN ABOUT INTERNET PRIVACY ISSUES AND CONCERNS

>> SOME STUFF TO HELP YOU STAY PRIVATE

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

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 inital 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.

>protect
>your
>privacy
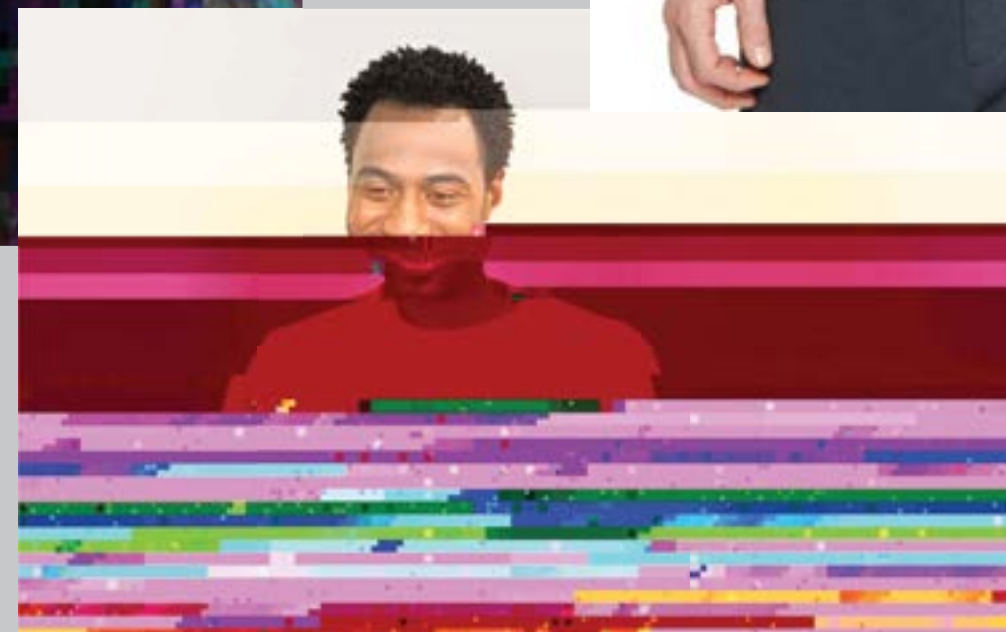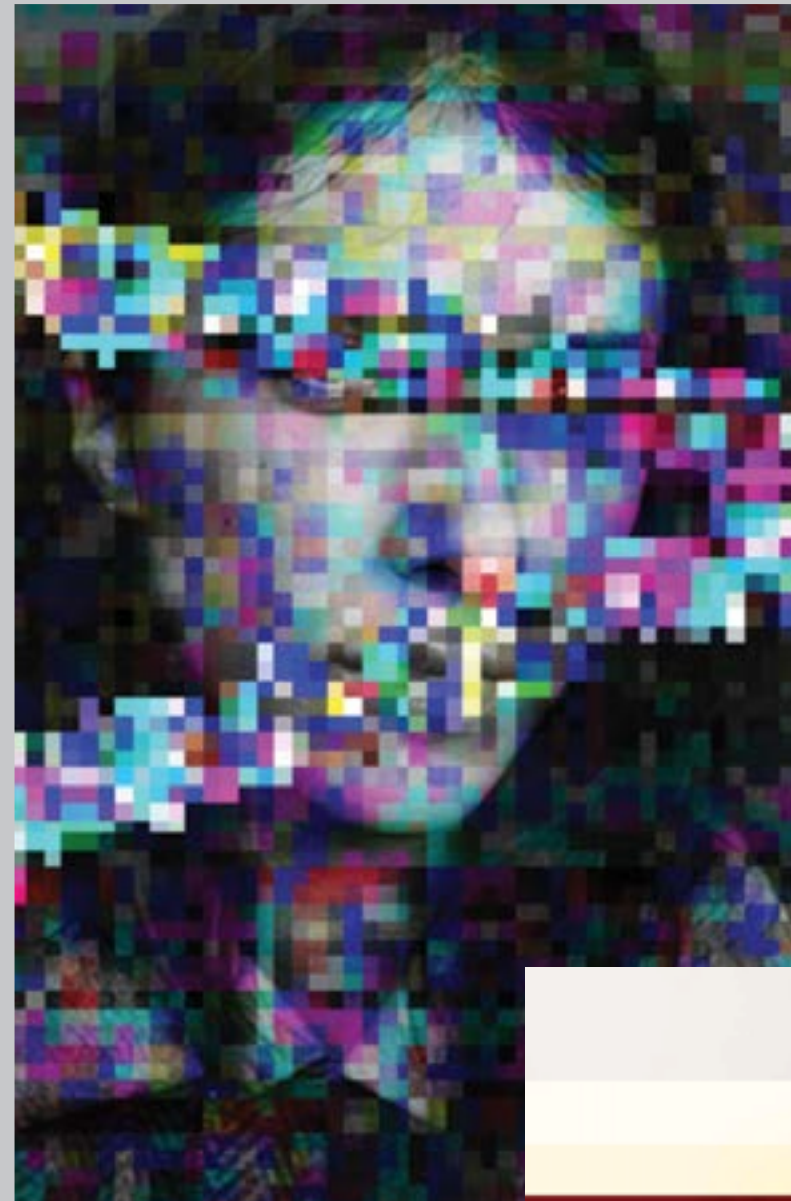
SKETCHES

Here are some of the initial sketches for the logo design. The eye ball sketches became the basis for my designs. After settleing 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).
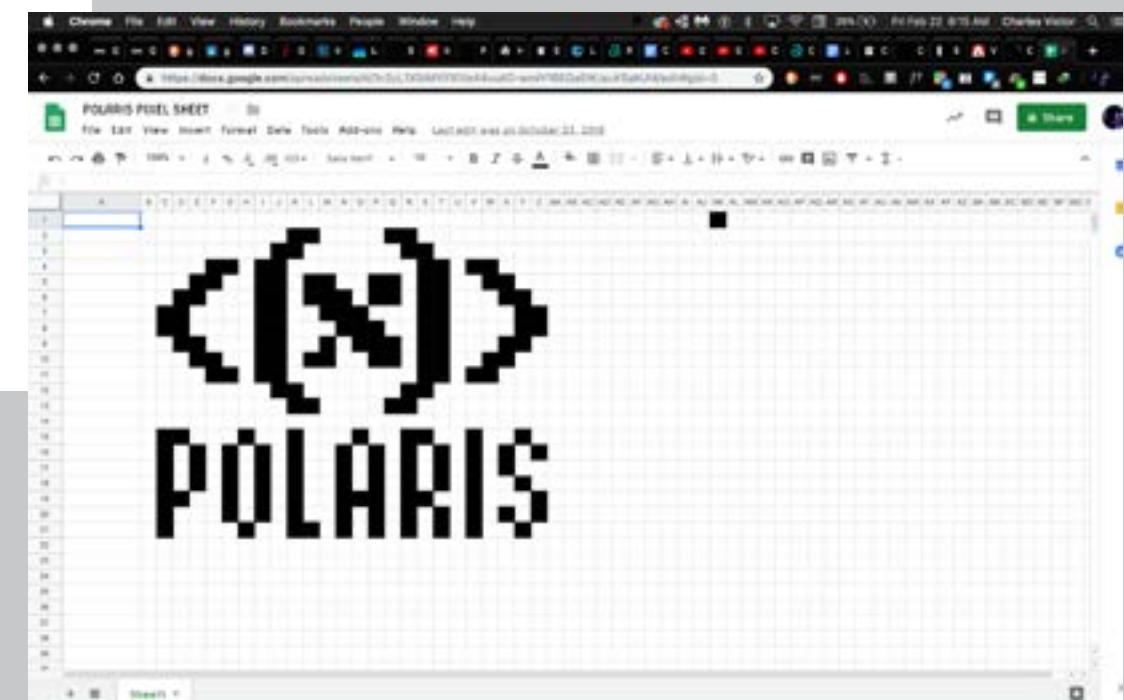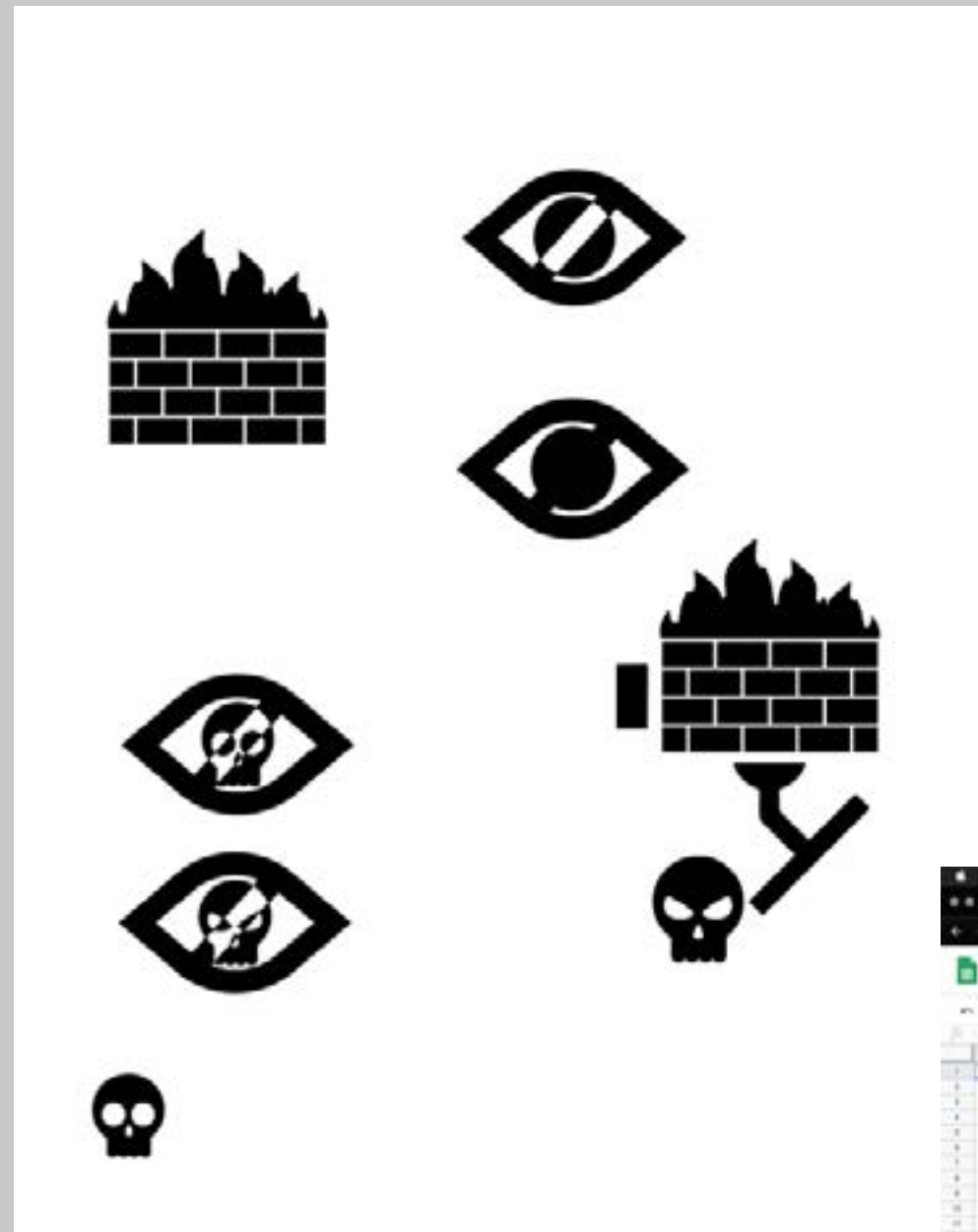
Poster ideas came pretty
easily after the typeface
(Lo-res) and basic identity
system where finalized.

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 concieved. 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.

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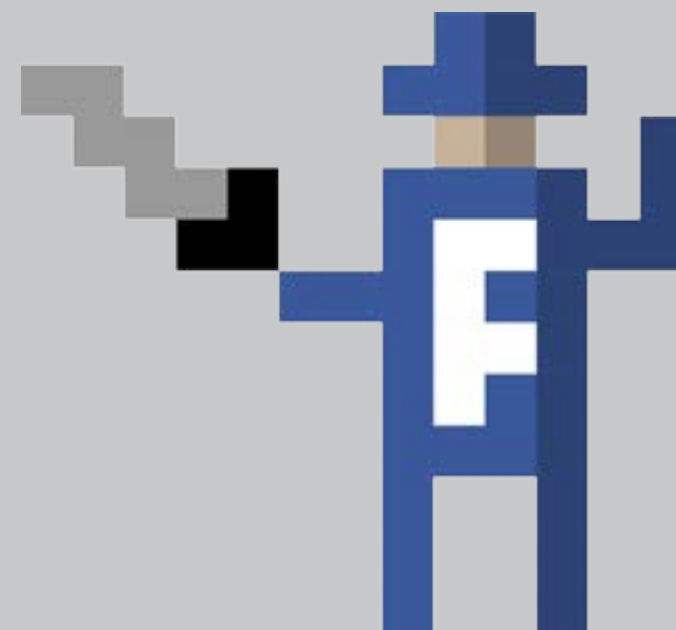
Game Stills, defend yourself from facebook

Theres Mark Zuckerburg

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.
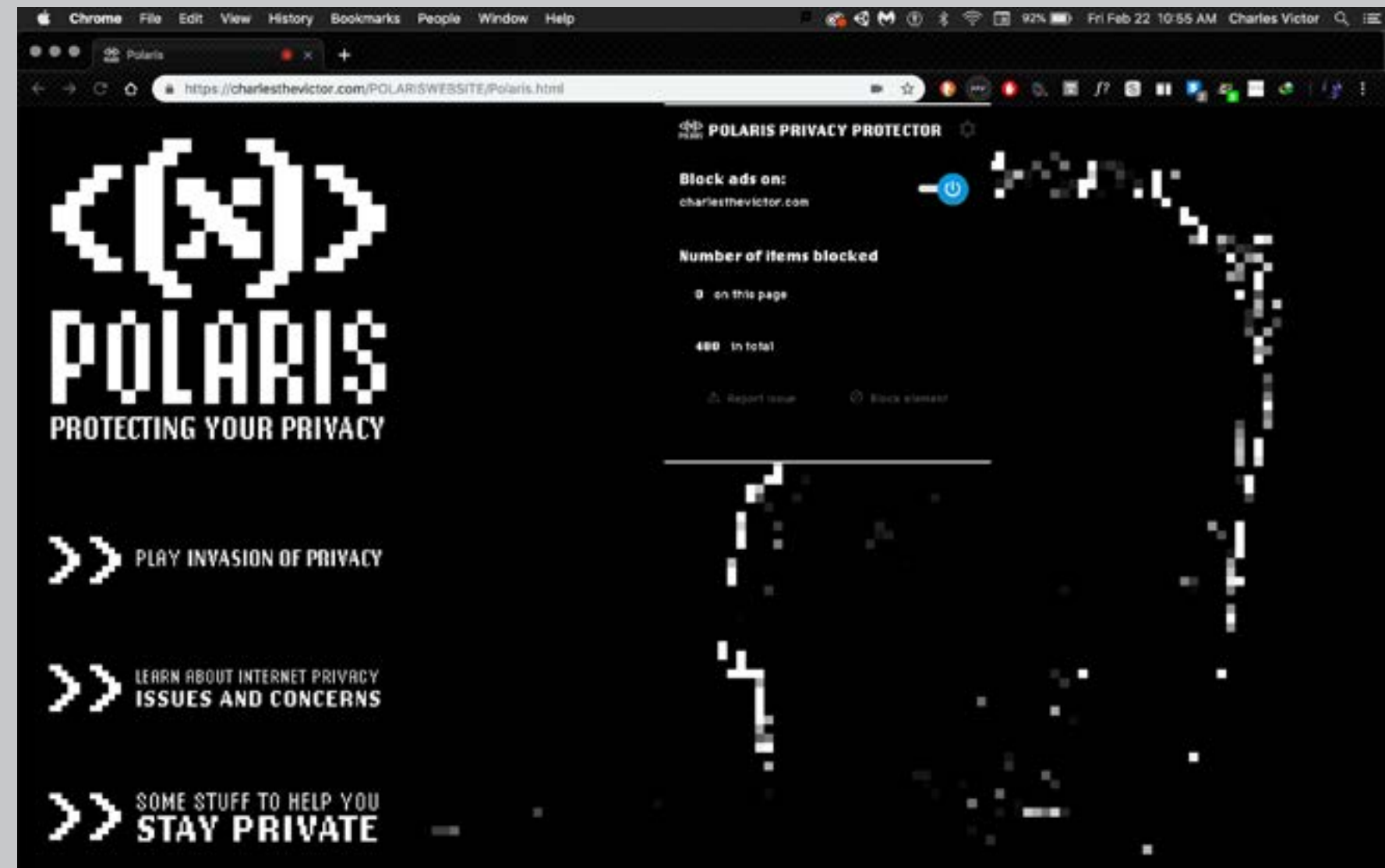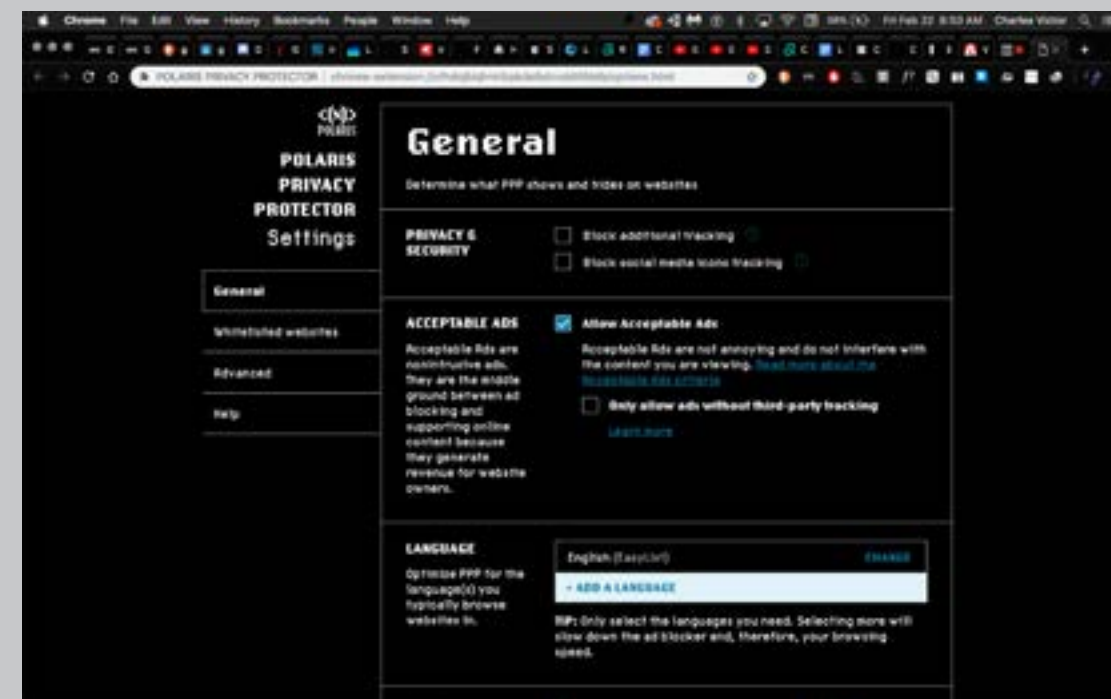

Heres the webpage again, also theres the Chrome extension.

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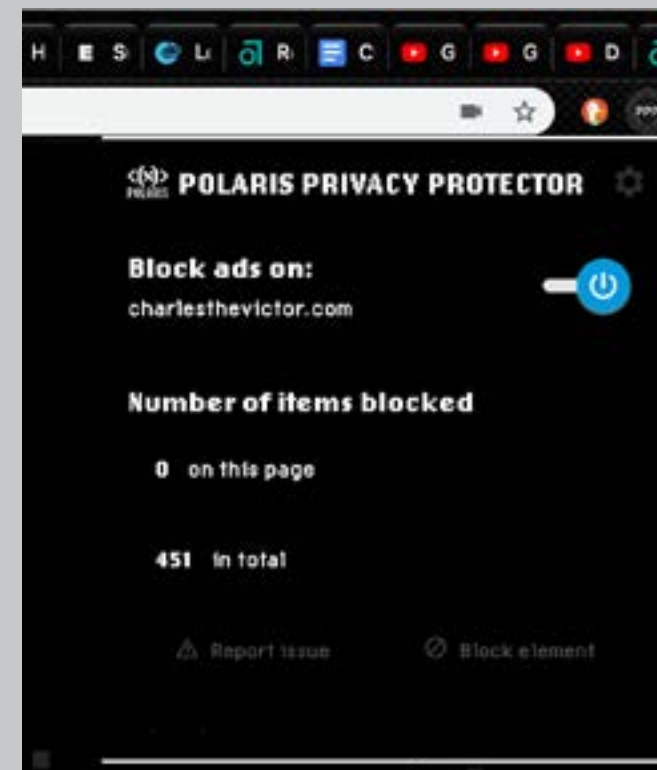
Heres the PPP and its

corresponding settings page

>Thats all folks!

>Email me @:

   >charles.victor@cca.edu

>Find my work @ my website:

   >charlesthevictor.com