



# BILLBOARD

MAKING-WITH  
CDS3001 INSTRUCTION  
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## Rationale

### Layer: City-Billboard.

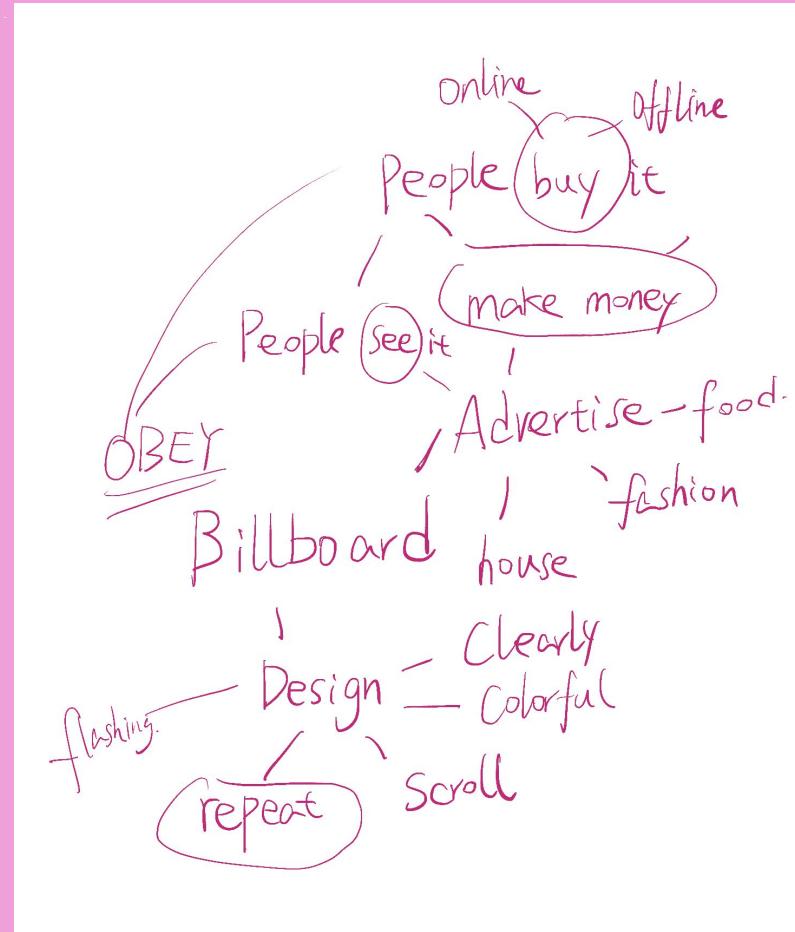
Billboards are iconic large-scale outdoor advertising structures, usually located in busy areas such as busy roadsides, that create hype and publicity by effectively displaying advertisements to pedestrians and drivers. With a rich history and versatile applications. Modern billboards have integrated into the city due to their huge size and stunning visual effects, and have become an important tool for promotion and marketing.

Adhering to the idea of clear, concise and effective publicity, billboards adopt clever designs and are good at conveying ideas to different audiences quickly through repeated flashing and looping mechanisms. Because I was inspired by this approach, I intend to continue this style, giving my work an intuitive and repetitive nature that allows the viewer to thoroughly see the essence of any billboard message and perceive its underlying meaning.

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## The Brainstorm:

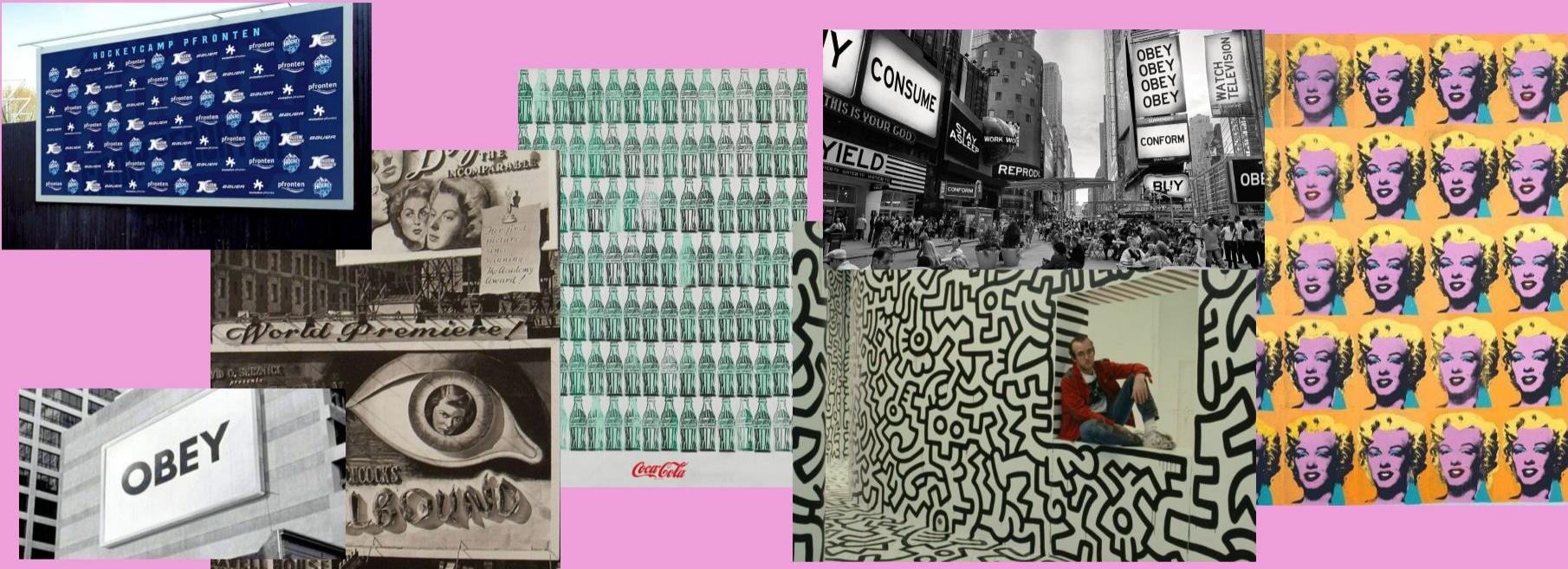
After a series of brainstorming, I decided to use Obey and Buy it as my keywords to appear in the work.



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# Background

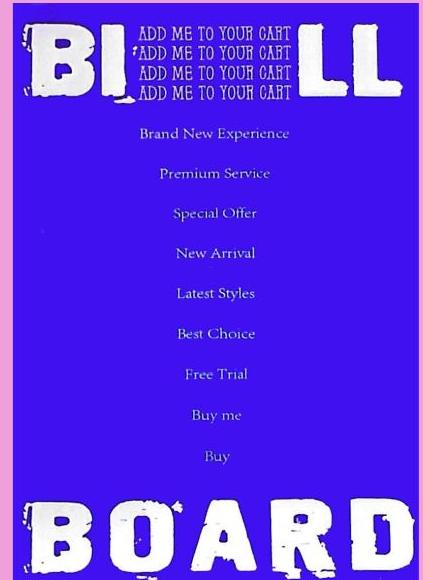
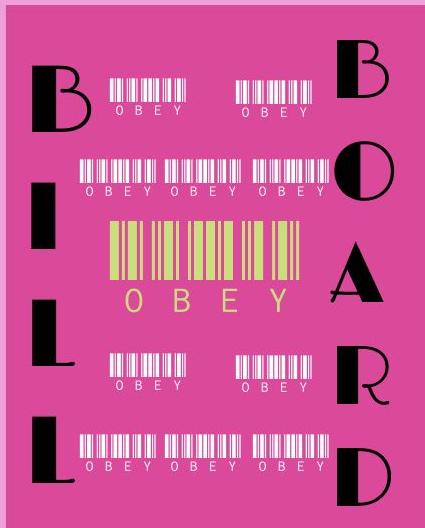
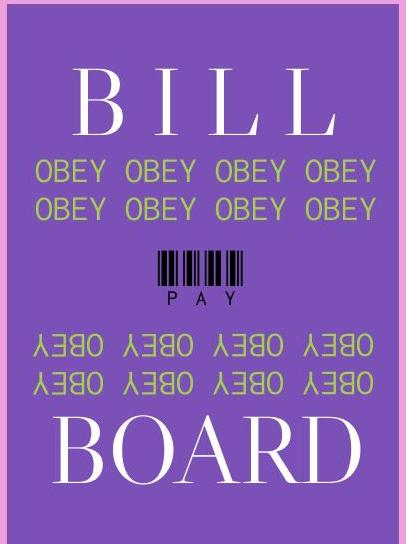




One of the key characteristics of billboards is their ability to capture everyone's attention and quickly convey basic ideas to consumers in a constant, rapid repetition. Keith Haring, the artist known for his repetitive line drawings of small figures; Andy Warhol, one of his most famous works, with numerous reprints of Marilyn Monroe's portrait; The Coca-Cola Company, with its ubiquitous, repetitive advertising campaigns and catchy slogans Well-known, everyone embraced this style and used it effectively. Also, there is a movie named They Live, some scenes gives me lots of inspirations.

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# Concept Development-typefaces



The memory disk of my computer was damaged at that time and was being repaired. I could only draw sketches and developments by hands.

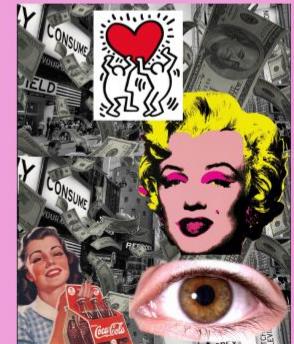
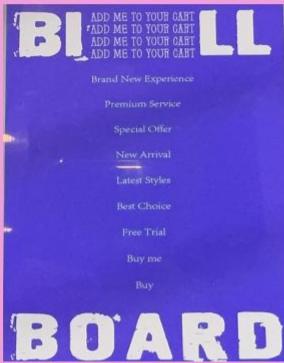
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## Concept Development-images



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# Refinement



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## Final Outcome



