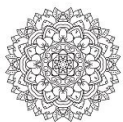




# The Bindi and (Women's) Faces





A SIGN OF RESPECT OF OTHER WOMEN

A COMMUNITY WELCOME

CAN VARY IN SHAPE, COLOR, STYLE, COMPOSITION

CONTEXT-DEPENDENT (OCCASION, INFORMATION ABOUT THE PERSON, PLACE)



# Information conveyed on the most powerful social communication tools - the face

RELIGIOUS CUES

CUES OF VALUES AND FAMILY BACKGROUND

REGIONAL CUES

CAN BE A SPACE FOR INFORMATION TO BE PROJECTED BY AN INDIVIDUAL

CAN BE A SPACE FOR INFORMATION PROJECTED BY THEIR COMMUNITY







# Calibri and Content

Newsweek

SIGN IN

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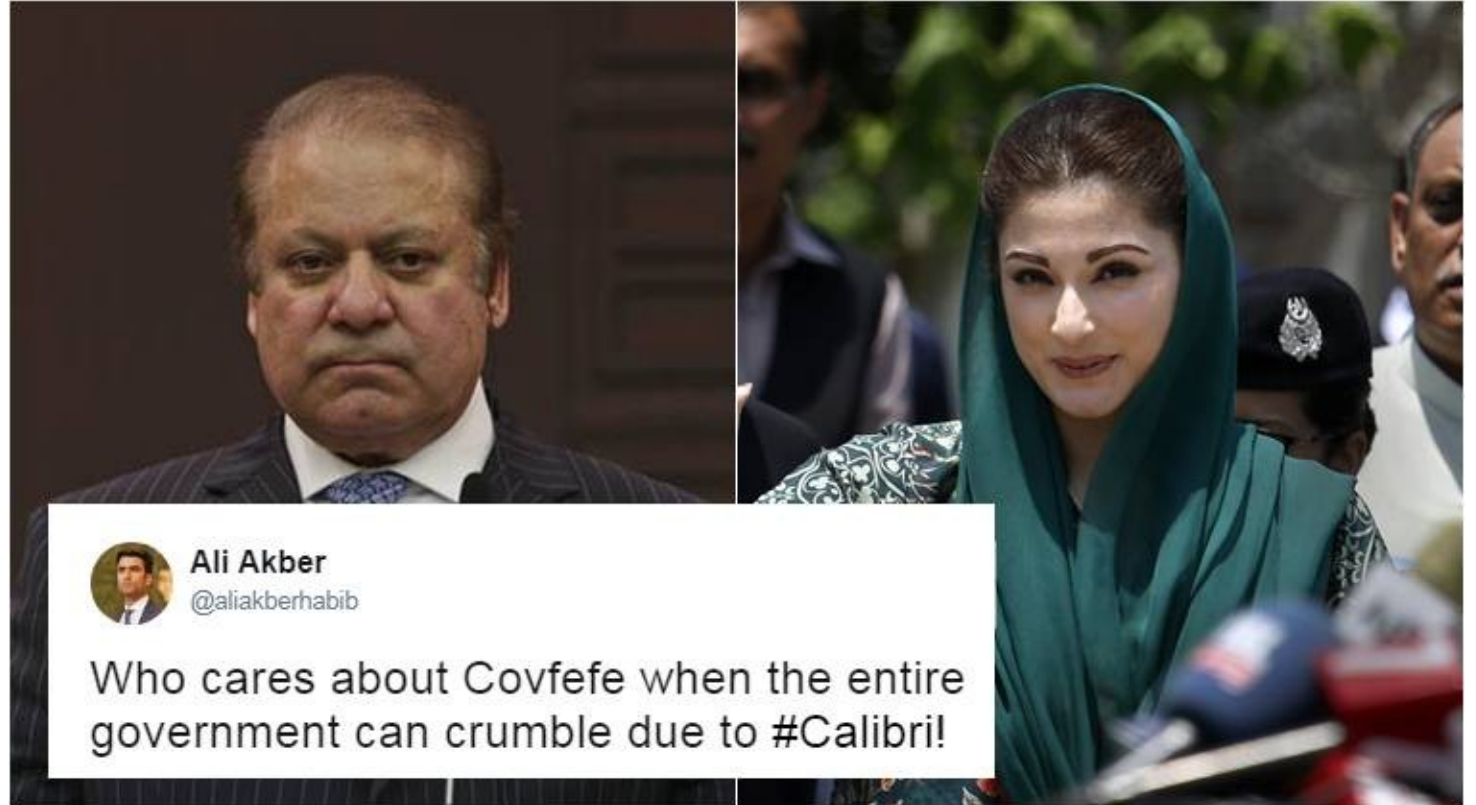
WORLD

## CALIBRI, NAWAZ SHARIF AND FONTGATE: HOW A MICROSOFT TYPESET COULD BRING DOWN THE PAKISTANI GOVERNMENT

BY ELEANOR ROSS ON 7/13/17 AT 7:01 AM



# An unintentional information leak due to a sans-serif font



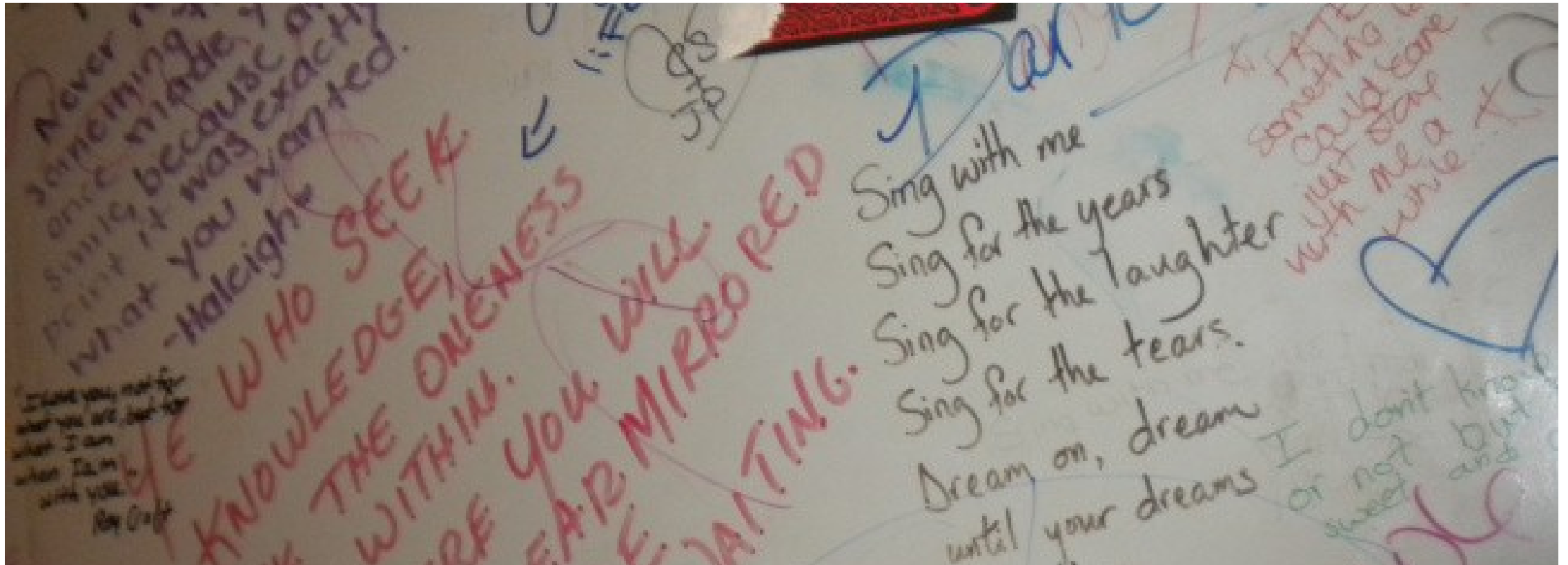
TYPOGRAPHY ADDED LIFE-CHANGING INFORMATION

(REVEALING STRONG EVIDENCE OF A DOCUMENT BEING BACK-DATED)

FULL STORY: <https://www.newsweek.com/brief-history-calibri-font-could-bring-down-pakistani-government-635794>



# Writing on the bathroom wall





# Creative spaces

GRAFFITI THAT IS DONE WITHOUT MUCH PLANNING, NOT MUCH TO LOSE

A WAY TO LEAVE A MARK ON A PUBLIC SPACE (LIKE A HIGH SCHOOL) BUT ONLY IF YOU LOOK HARD ENOUGH, AN INTERESTING WAY PEOPLE INTERACT WITH THEIR ENVIRONMENT/TEST THEIR VOICES

CAN PROVIDE INFORMATION ABOUT TIME (CHRONOLOGY OF DIFFERENT MESSAGES, REFERENCES)

POTENTIALLY HAS A SUBCONSCIOUS EFFECT ON A WIDE AUDIENCE, E.G. CAN SET A SCHOOL CULTURE

