

[illegible]

STEP 2:

Basic Columnar Arrangement

Nomophobia stands for “no mobile phone phobia” which is more commonly known as “smartphone addiction”. Smartphones are a handy little device; you can use them anywhere, anytime for anything. But, here is the problem. We have all seen this scenario where a couple is out to dinner; and, guess what; they are both on their phones.

Nomophobia is best described as a sort of anxiety of being without a smartphone, or frankly, any technological device. Smartphones did not just come out of thin air. The beginning of this madness starts with the personal computers in the 1990s –the age of the digital revolution. These personal computers turned into PMPs, then tablet PCs, and came around to the smartphone. Smartphones have been becoming increasingly common in people’s lives and are an upward trend worldwide since the 2000s. This widespread is referred to as the “Smart Revolution”.

Menthal is an application that tracks cell phone use and reports anonymously to a database for analysis. Dr. Christian Montag used this application to examine fifty college students and found that, on average, the students activated their phones eighty times a day every twelve minutes.

“Life is what happens when your smartphone is charging”.

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STEP 3:

Multiple Columnar Arrangement

A smartphone is a phone with built-in applications and has access to Internet. It provides texting, camera, and video capabilities, web browsing, music, and calling. Smartphones have the ability of providing information instantaneously.

Your cell phone is not part of your body; you can let it go.

This generation is way too reliant on smartphones. Every second of every day, we have to plug in because our phone has died due to all the texting, tweeting, and all else that we use our phones for.

If only people could
simply talk to each other
without having a phone
underneath their noses
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Smartphones are an obsession.

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STEP 4:

Scale and Weight Change

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The DSM-IV believes that in order for

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diagnosis, it must show proven

interference in important areas of a

person's life (work, social, leisure, academic activities) which if you look

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STEP 5:

Style Variation, Extreme Scale Variation, and Change of Direction

Students

ACTIVATED

their phones 80 times a
day every 12 minutes

In 2012, a study in the UK on nomophobia found that people
18-24 years old are the most nomophobic group.

Smartphones have side-effects. People
are increasingly connected to the world,
meanwhile, people are becoming less
connected to themselves. People are
also becoming increasingly impatient.
We expect information instantaneously.

Studies have found
that symptoms include:
withdrawal, tolerance,
disturbance of adaptive
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A student activated a phone

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The most nomophobic group is among college students, ages 18-24.

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STEP 6:

Diagonal Motion and Direction

Use of Rules as Typographic Elements

Exaggerated Scale

Smartphones are making people more impatient. Google found that one in four people would abandon a web page that took more than four seconds to load.

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STEP 7:

The Use of the Grid and Systems Design

Nomophobia

No Mobile Phone Phobia

Smartphones have the ability of providing information instantaneously, which is why they are appealing and worshipped by college students.

Even TIME did a study about the issue of smartphone addiction. TIME surveyed 4,700 people from eight countries. A third of the respondents admitted feeling anxious being without their phones.

In the article “How to Beat Your Smartphone Addiction”, Katy Steinmetz provides suggestions to beat your smartphone addiction. First, you have to recognize the problem. Studies have linked phone dependence to stress, anxiety, and poor cognitive performance. Next, you should plan on having short-term goals like taking half hour breaks after each time you use your smartphone. After these steps, you should spread the word. By telling people you won’t be online, you will not have the stress of always being available to your friends. Lastly, Steinmetz suggests that we should shut it off before bed. The brightness of the screen delays sleep which could make you less alert for the next day.

Nomophobia

(No Mobile Phone Phobia)

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STEP 8:

Creative Uses of the Grid

phones

**p
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p

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STEP 9:

Exploring Typographic Effects

Nomophobia is the fear of being without a smartphone

Students activated their phones 80 times a day every 12 minutes!

To break the habit: plan on short-term goals like 30 minute breaks after each use.

1/3 of people admitted feeling
anxious
being without their
phones

Phones are

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ENSLAVING

STEP 10:

Combining Text and Image

Do not let your smartphone **pixelate** your entire world




G
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E
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&
N
E

Smartphones
ARE

ENSLAVING





ADDICTION

(NOMOPHOBIA)

OBSESSION

DAMAGE TO OUR BRAINS

ANXIETY



slide to power off

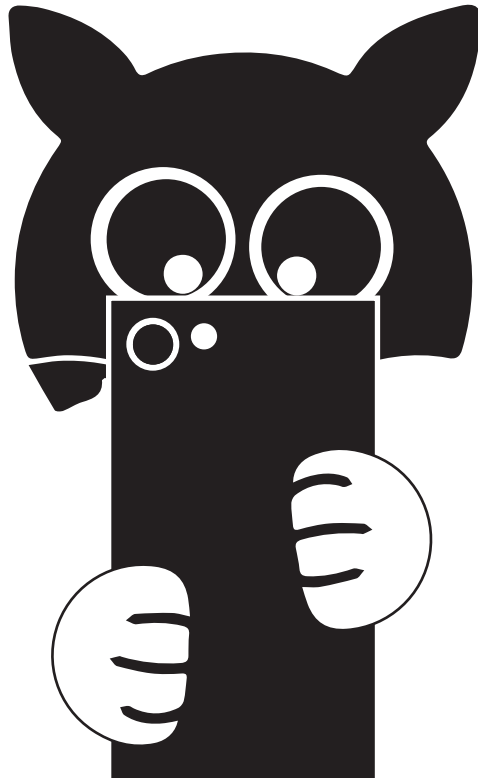
Blake Larson 2015

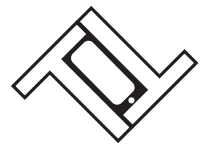
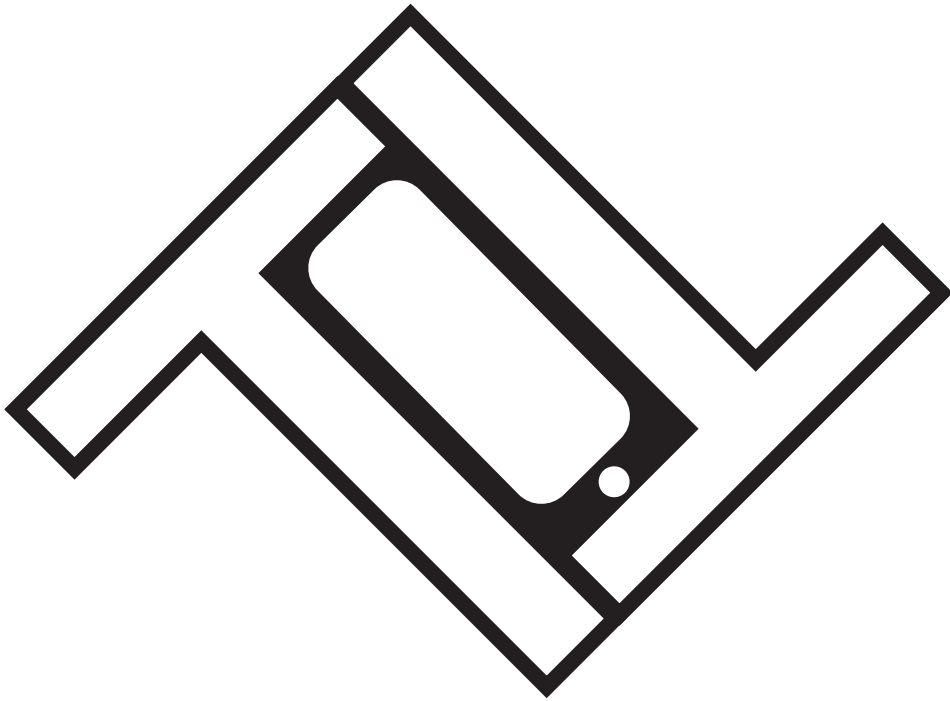
Art-230

A

LOGO

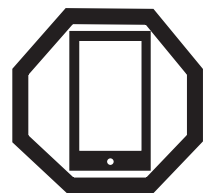
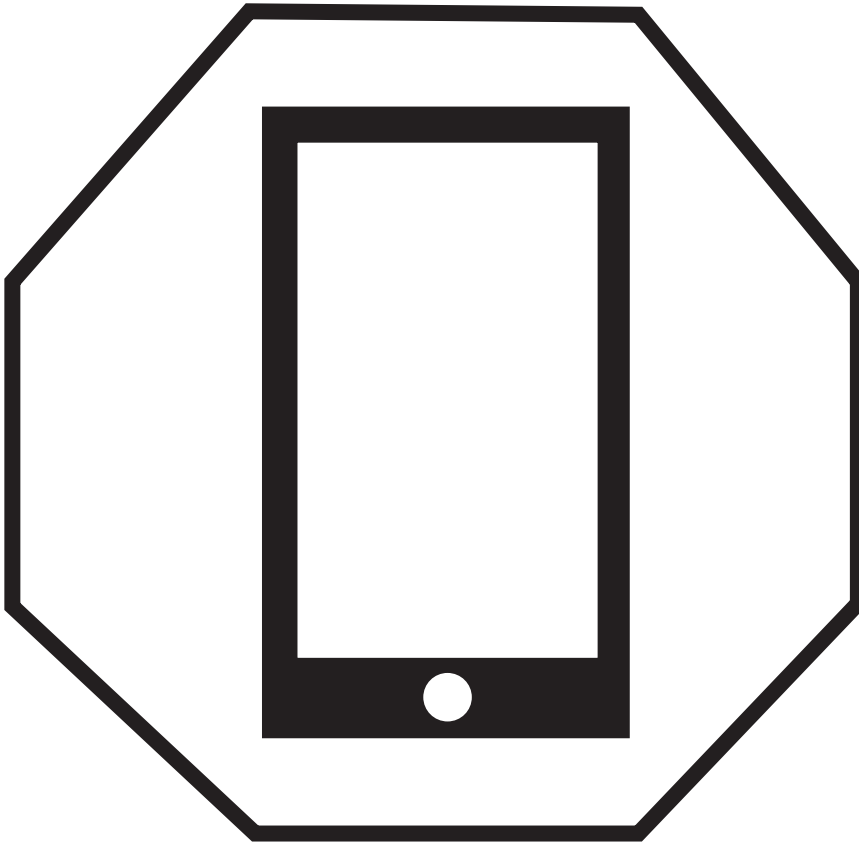
Assignment





TeleT:mer

TeleT:mer





TeleTimer



TeleTimer

LOGO

Assignment

How they became...

phonobreak
habit-break idle

power down

habit-breaker

phonotimer
limit digit
phonoticker
glued in?

teddax

Time's up
Shut App

Tapless, Live Mo

Outlet

Phone

click-no-more

ring

phonograph

Keypad

computer

beep

Dial

digital

buzz

powered

Button

tap

disconnect

Track

Digit

hooked

battery

Trace

Bedside

selfie

charge

Ale

Trail

cell

plugged

dead

chatter

Path

click

disconnected

percentage

talk

portable

clock

wifi

break

wire

backup

internet

eavesdrop

power

eyes

smart

spy

on/off

glued

dumb

lock

turn

clinic

habit

shut

camera

cloud

mental

switch

obsession

virtual

drug

slide

compulsion

hobby

secrecy

detach

desire

consuming

endless

rid

anxiety

check

fixed

monitor

peephole

glued in

automatic

regularly

timer

dependence

link

limitation

reliance / rely

weakness

attach

bondage

nonstop

reduce

necessity

access

mobile

waste

measurement

wasted

spending

no

Energy

screen

surveillance

tele-prose

security

record

phone affects

Constantly

data

at the

satellite

ringer

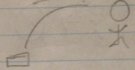
Smartphone Addiction

Object

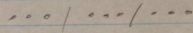


Word
Phone

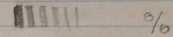
Gesture



Keypad



Battery



Camera



Call



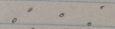
Button



Speaker



WiFi



Selfie



Social



Social media



Charging

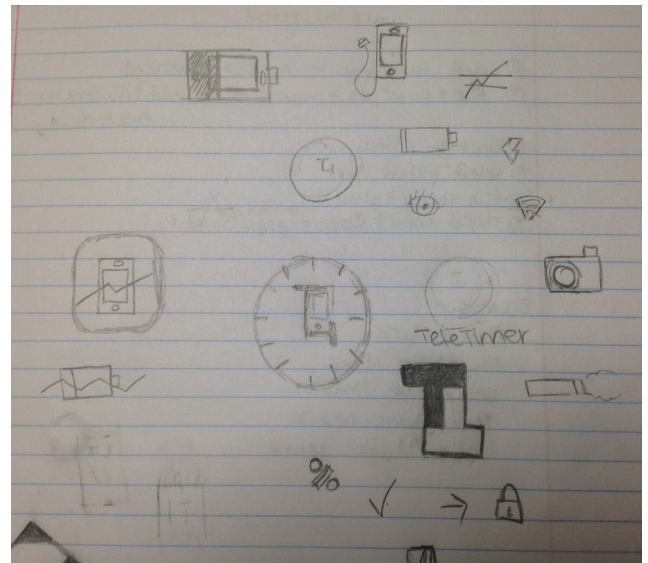
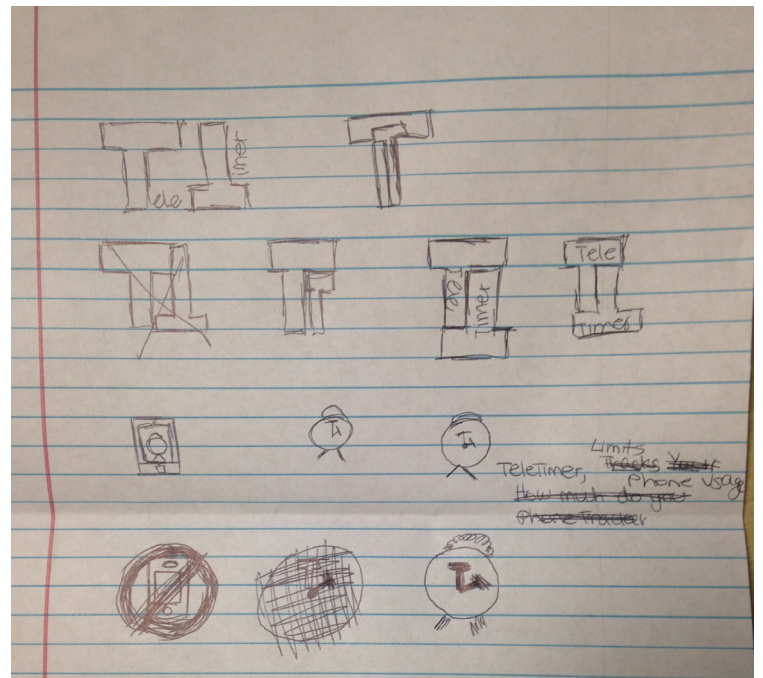


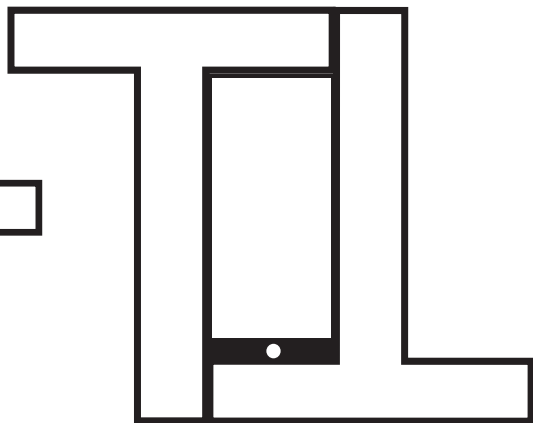
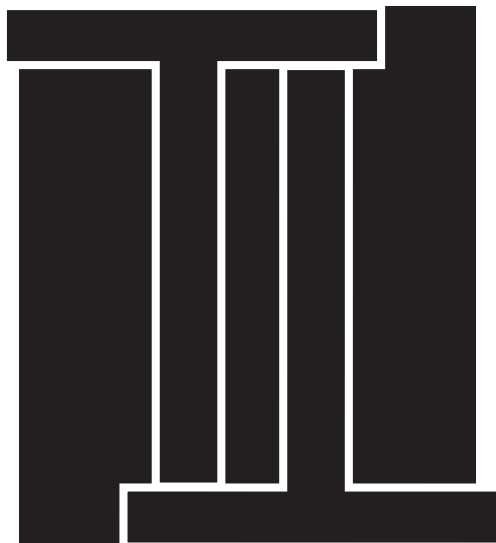
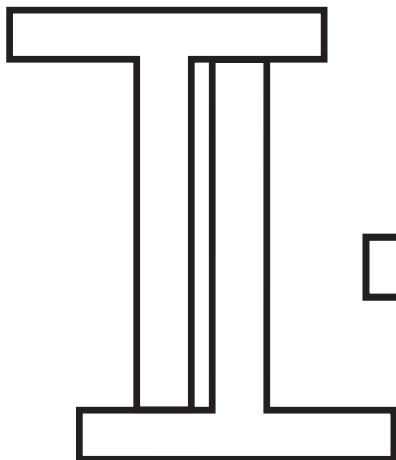
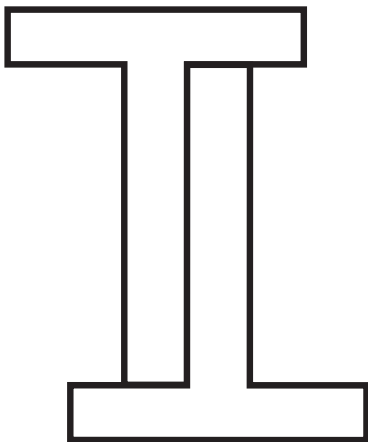
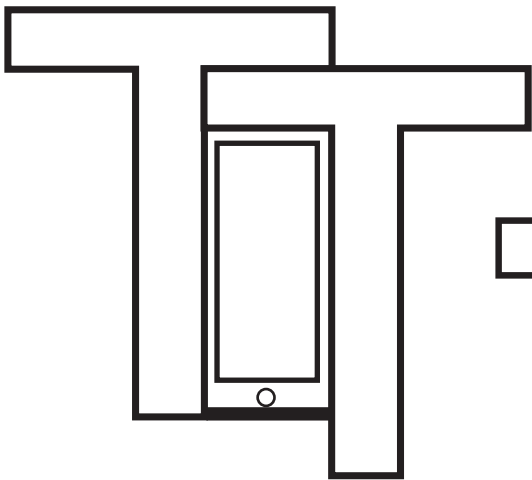
Cloud



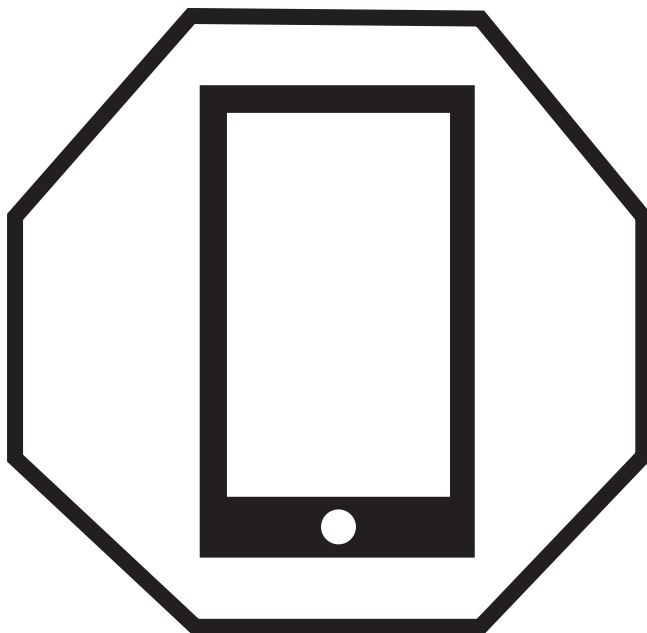
Satellite

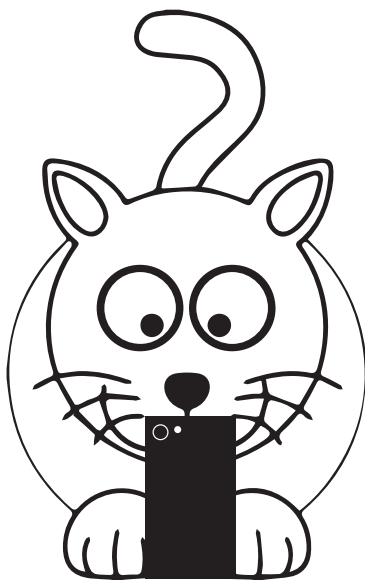
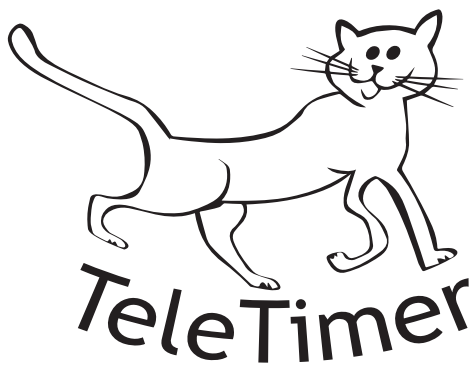
Communication





STOP





Business Cards



Blake Larson
President

TeleTimer

Phone Addict Rd
123-456-7890
teletimer@gmail.com
www.teletimer.com



Blake Larson
President

TeleTimer

Phone Addict Rd
123-456-7890
teletimer@gmail.com
www.teletimer.com



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EXTRA Assignment

Letter Forms



