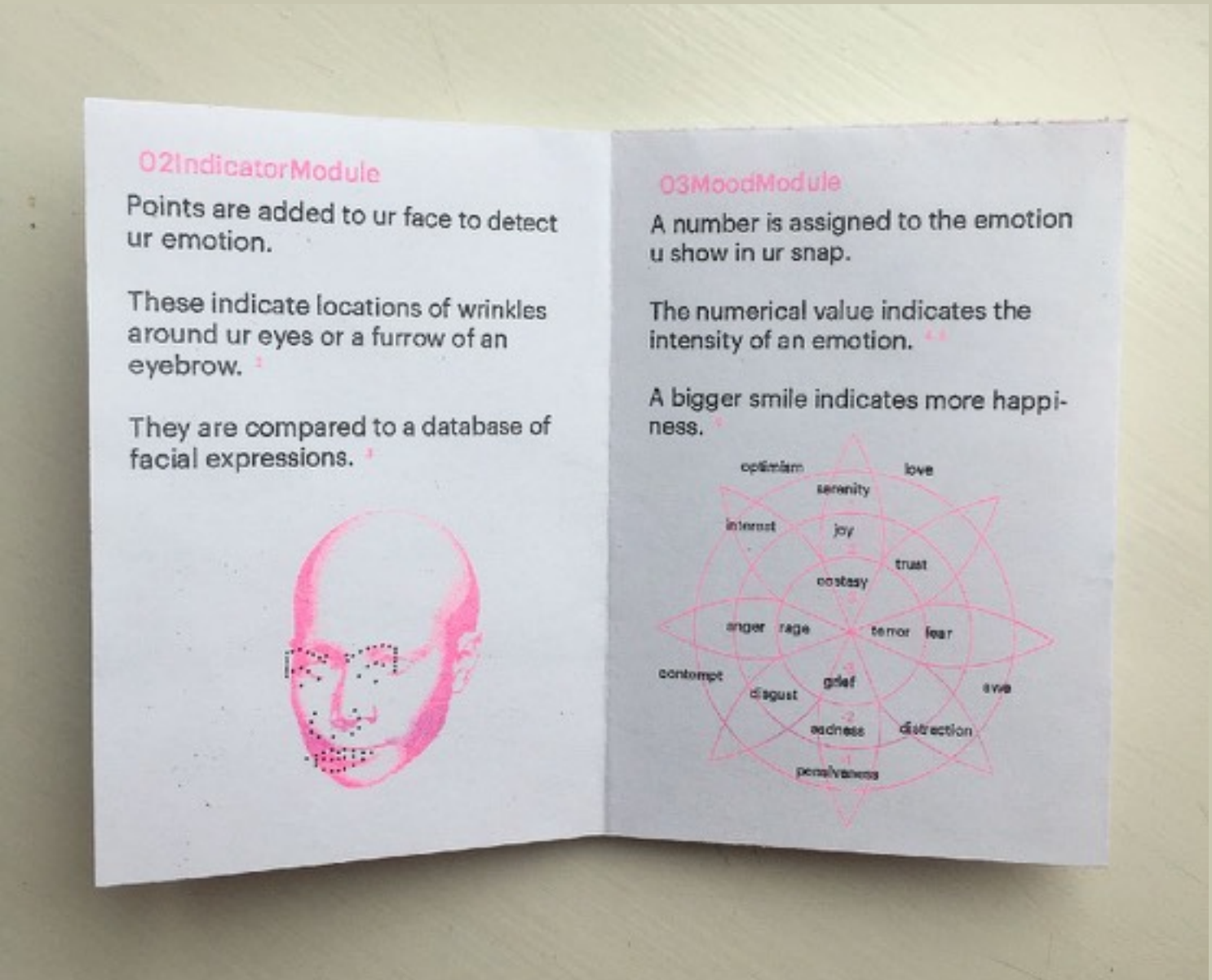


My aim was to stick the poster around London. But following some group feedback I realised that I wasn't effectively communicating my concept.

I knew I could do better. I had become so focused on simplifying information in my own words that I had actually created more for viewers to read.



what am I trying to communicate?

Brief:

Summarise + visualise
a 34 page patent into
one page.

Summarise a 34 page
patent onto one page.

Why?

- lack of transparency
- jargon + confusing
- repetitive

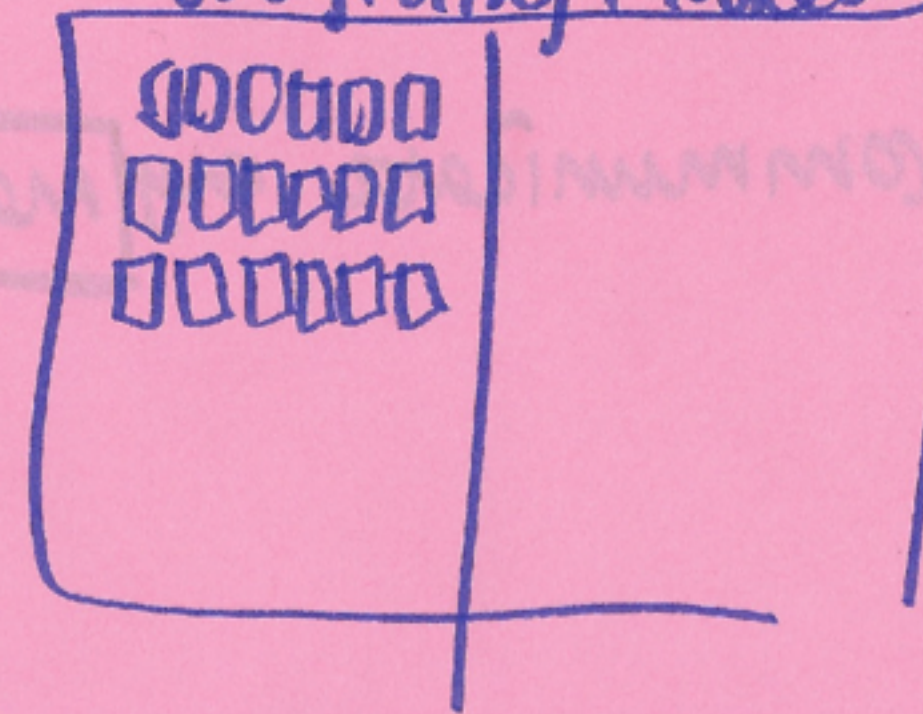
my poster aims to:

- summarise
- get to the point
- give you the info you need.

Take the abstract.

- correct/replace jargon
- cross out anything you don't need

everything I looked at



Show how I work in an
obsessive way.

- how can I summarise
in 5 sentences
- reduce to one sentence?

