what am I trying to communicate?

Take the abstract.

→ correct/replace jargon

→ cross out anything you dont need

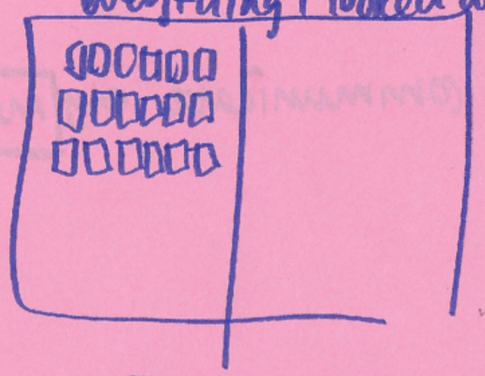
Brief:

summarise + visualise a 34 page patent onto one page.

summarise a 34 page patent onto one page. → how can I summarise in 5 sentences

→ reduce to one sentence?

everything I looked at



show how I work in an obsessive way.

why?

→ lack of transparency

→ jargon + confusing

→ repetitive

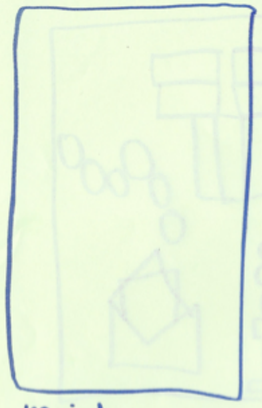
my poster aims to:

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

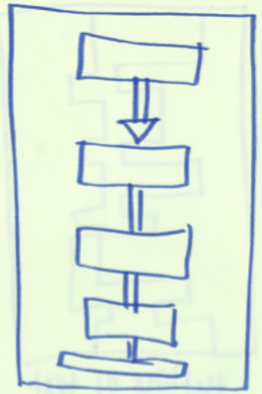
visual → go back to research why? → experiment → research

What makes the patent difficult to navigate?

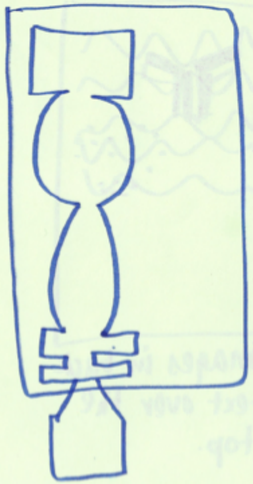
- opacity
- jargon
- repetition
- images far away from text
- dense text visually boring!



receipt
AI receipt
Snapchat is a transcation
this is a receipt of your interaction

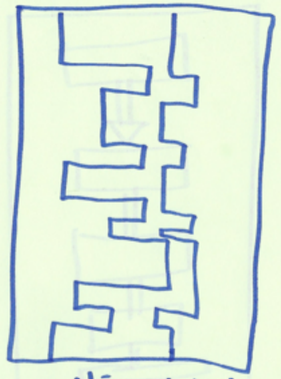


flow chart.

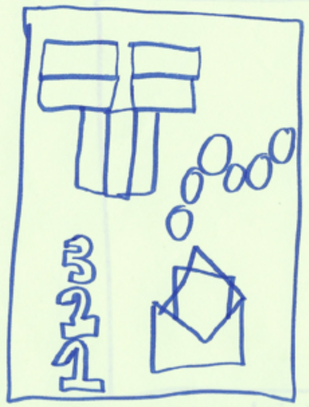


poster
↳ filter lets you become the poster on snapchat.

images in back text over the top.



outline of text indents



simplified shapes imagery