Some feedback from Rob highlighted that although the poster effectively summarises the content of the patent, the poster itself is detached from the human involvement of the technology.

Ultimately Snapchat relies on humans to perform so I need to show the poster in a human setting.
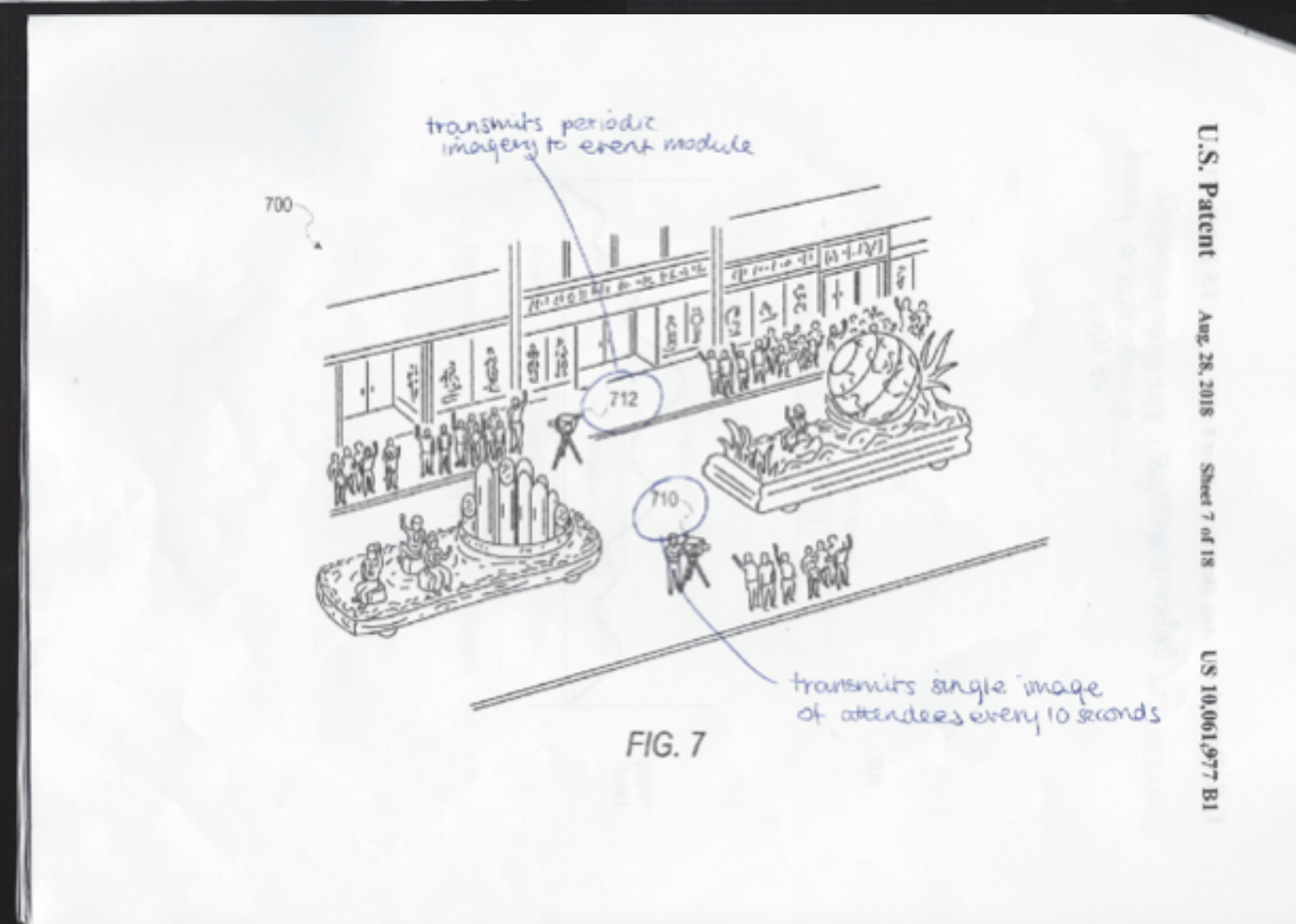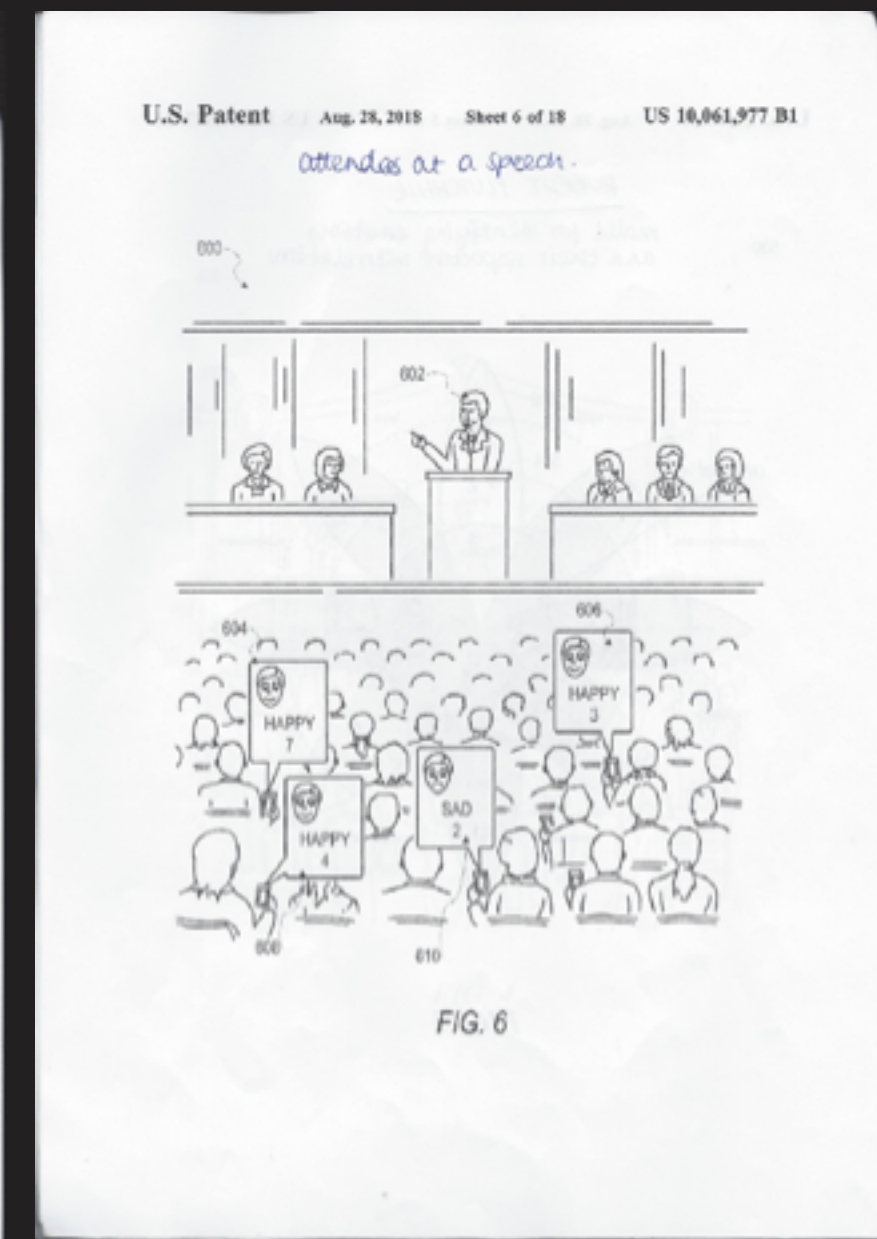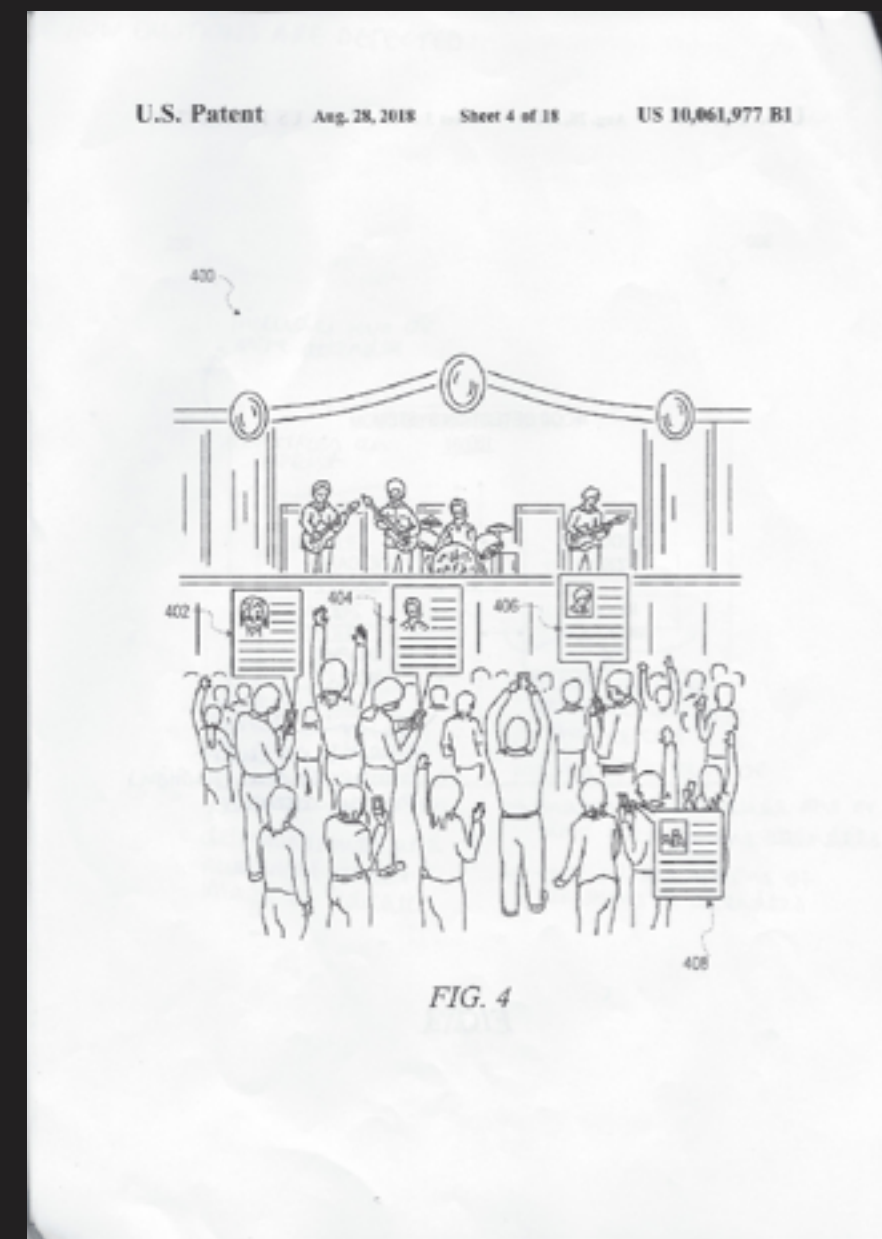
So once again I referred back to the original patent to see some of the example scenarios they propose. This process of designing work and then referring back to the patent has been an important cycle of my journey.

Fig.4 shows a concert crowd filming Snaps while the app measures their emotions.

Fig.6 illustrates attendees at a speech. It depicts the Emotional AI technology recognising their mood to the words of a political party - this information can be a way to measure political views of a crowd.

FIg.7 depicts some sort of parade. It shows that emotions can be measured through cameras, not just mobile phone devices.

Figure.16 is the example most relatable which is a selfie with friends.

FIG. 4

attendees at a speech.

FIG. 6

User interface

FIG. 16

transmits periodic imagery to event module

transmits single image of attendees every 10 seconds

FIG. 7

I have this massive piece of card at home!!!!

So I'm going to hand draw the poster onto it. If I had a screen print kit this would be much easier but for now I'll do it by hand.

I will need 21 pieces of A4 paper to fill my piece of card.

← 36.5 inches →

60 inches

- CARDBOARD
- HAND PRINT THE POSTER (SCREENPRINT AT SOME LATER STAGE)
- PHOTOGRAPH OUTSIDE FOR SCALE
- SCALE UP A4 POSTER

A4 — 29.7cm 11.69 inch

8.27 inch