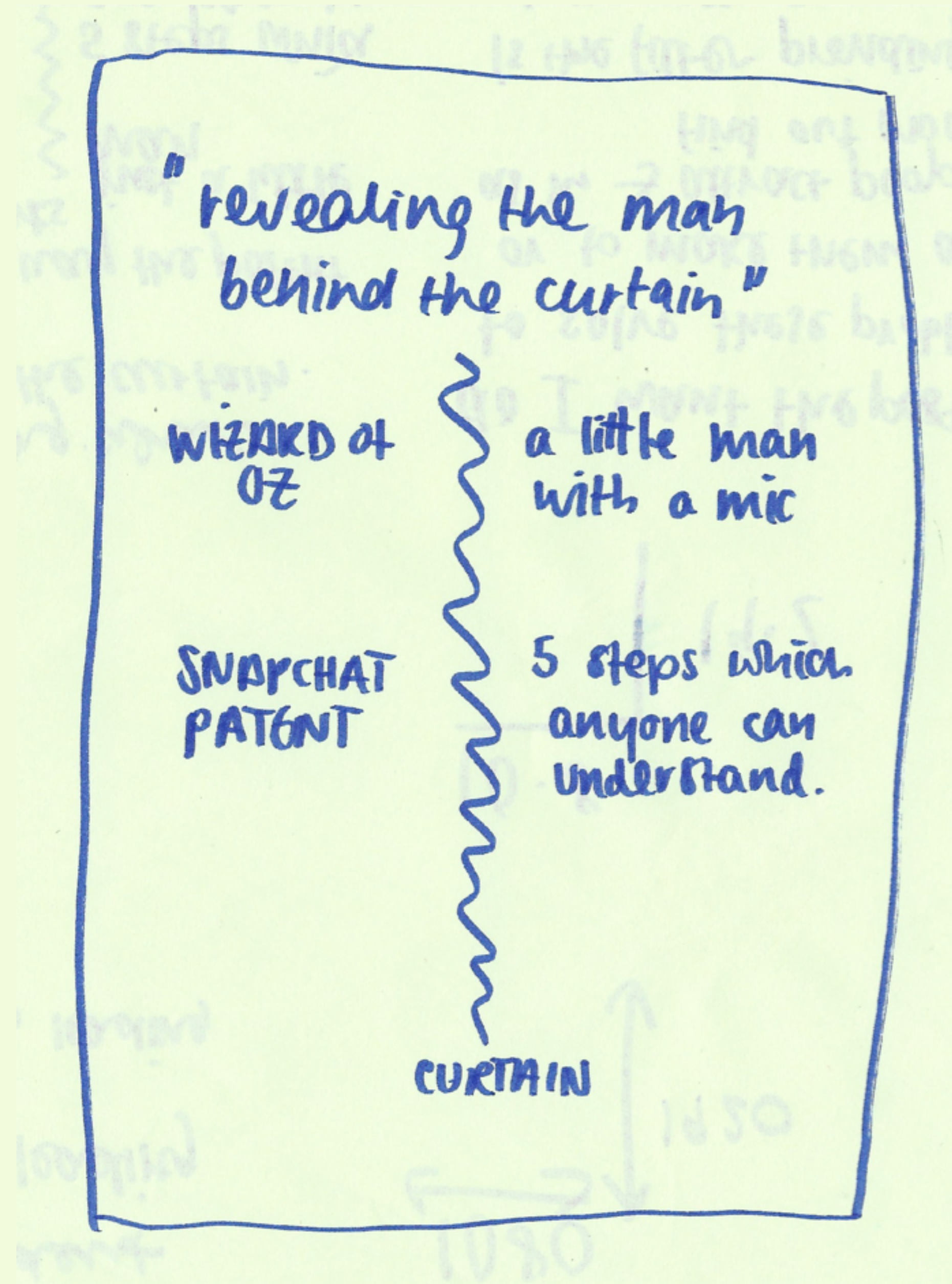


The Wizard of Oz depicts disillusionment when an ethereal figure is revealed to be a man behind a curtain.

The classic is a nice comparison to the reality of AI systems.

Indeed AI systems are complex and multilayered, but ultimately they are powered by humans. Humanly designed, they also rely heavily on human labour.

Snapchat refers to *magic* in the Privacy Policy, I want my work to show that it is not magic.





I worked in Illustrator to create the layout. Using images from the patent and my own imagery I tried to visualise each of the 5 steps from the patent.

I found it best to create a few iterations of the work at the same time so I could constantly compare typefaces and design choices.

I started using typefaces with too much personality which in hindsight I realise they didn't fit the content. I needed to keep it very simple in terms of design but I was trying to add too much at the time.

I spent a lot of time on this booklet and it consumed most of my time. I overworked it. It is clear that I work best in shorter bursts so for my next outcome I am keen to adopt a more proactive approach and set myself time constraints for tasks.

# HOW SNAP STEALS UR FEELS

# HOW SNAP STEALS UR FEELS

# HOW SNAP STEAL S UR FEELS

# HOW SNAP STEALS UR FEELS

1

Snapchat needs to detect 2 or more faces to begin.

The Viola Jones Algorithm compares contours in an image to detect a face.



1

Snapchat needs to detect 2 or more faces to begin.


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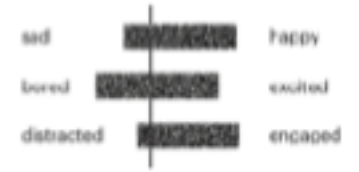
4

Snapchat can now generate a chart of emotion values.



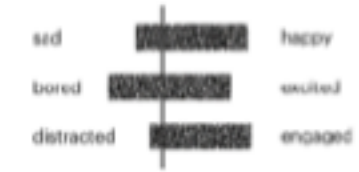
3

Snapchat can now generate a chart of emotion values.



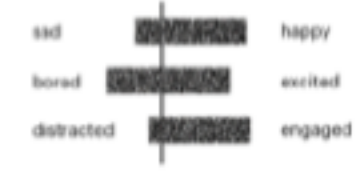
4

Snapchat can now generate a chart of emotion values.



4

Snapchat can now generate a chart of emotion values.




3

The Robert Plutchik wheel helps Snapchat assign a number to ur emotion.




3

The Robert Plutchik wheel helps Snapchat assign a number to ur emotion.




3

The Robert Plutchik wheel helps Snapchat assign a number to ur emotion.



3

The Robert Plutchik wheel helps Snapchat assign a number to ur emotion.



2

Now Snapchat can detect ur emotion.

Points on ur face are tracked over time.

Ur eyes and lips show the most movement and indicate if you're smiling or frowning etc.




2

Now Snapchat can detect ur emotion.

Points on ur face are tracked over time.

Ur eyes and lips show the most movement and indicate if you're smiling or frowning etc.




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IPS Outcome 1