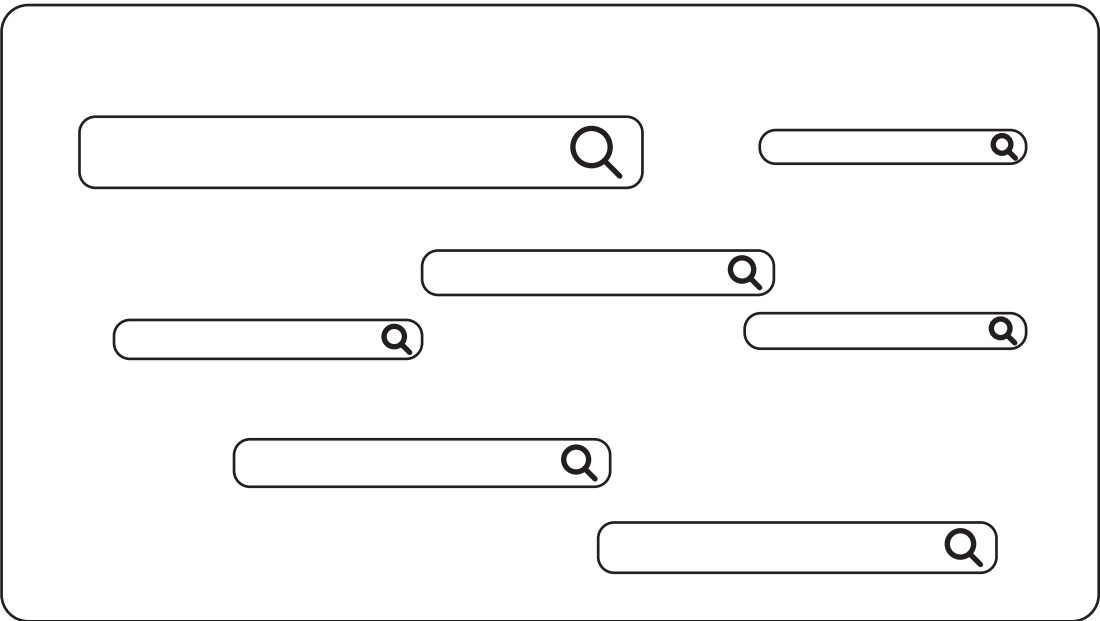


Proposal 1

Comments on how search bars have become a mirror for who we are, or at the very least, raw information about us.

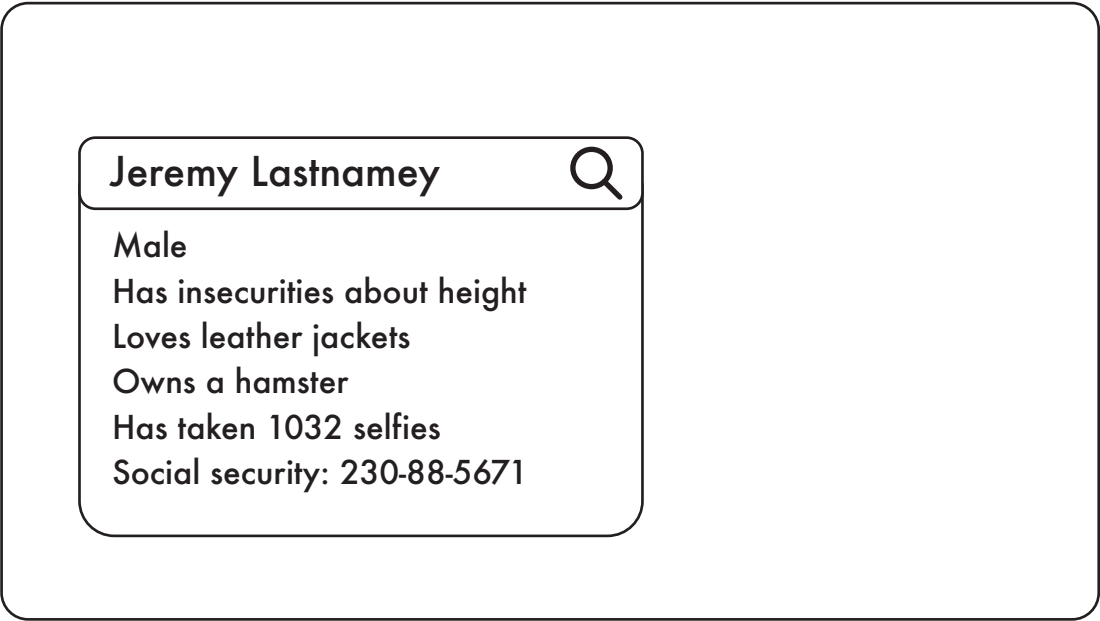
I didn't need to know



The objective is to find the real search bar in the page. To find the right one you have to click on each individual bar.



If it's the wrong search bar a drop-down list of information will appear and the text field will generate a name. The information will be random things about this fictional person.



When you finally get the right search bar, it will redirect you to google.

Proposal 2

The goal of this piece is to show how search bars, being more available and fast in our daily lives, have helped in reducing our overall attention span.

7 Second Search



Starts out with a web page that emulates google, you input a normal search and execute it.



It will then come up with a loading screen that will say the following:



Sorry, it looks like this will take a while...

Did you know that the average human attention span is now smaller than a goldfish?

Then random messages will appear, starting out as a simple little factoid about how attention spans have been lowered, then gets more accusatory. After a while it will continue with the original search.