

**ANti  
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laNce**



# Disclaimer

The following pages are only examples of content made from one persons perspective, as long as the aesthetic rules are followed the content should still work in the same way, I encourage you to experiment in making content that satisfies your own personal taste and sensitivity.

# Manifesto

To anyone who shares information through digital media:

"Consider a peculiar reversal—BIG BROTHER IS WATCHING has been replaced by watching Big Brother.

YouTube commands: "Broadcast Yourself," and we obey enthusiastically.

At Universal Studios, visitors are informed over the loudspeaker that someone is watching. They are comforted by the message." DESIRING BIG BROTHER, Robin Manley

The present use of social media is the general agreement between the user and the company/platform/website that the users information is all public to the owner and is used as capital to be traded to sustain the overhead of the social media (site or platform). This is accepted by both parties but it is possible and easily feasible for the user to regain agency over their information. To some degree this is limited, everything can be monitored, but the idea is to create a situation where the cost of collecting your data (for advertisement revenue) exceeds the market value of the information. Take back agency over your information.

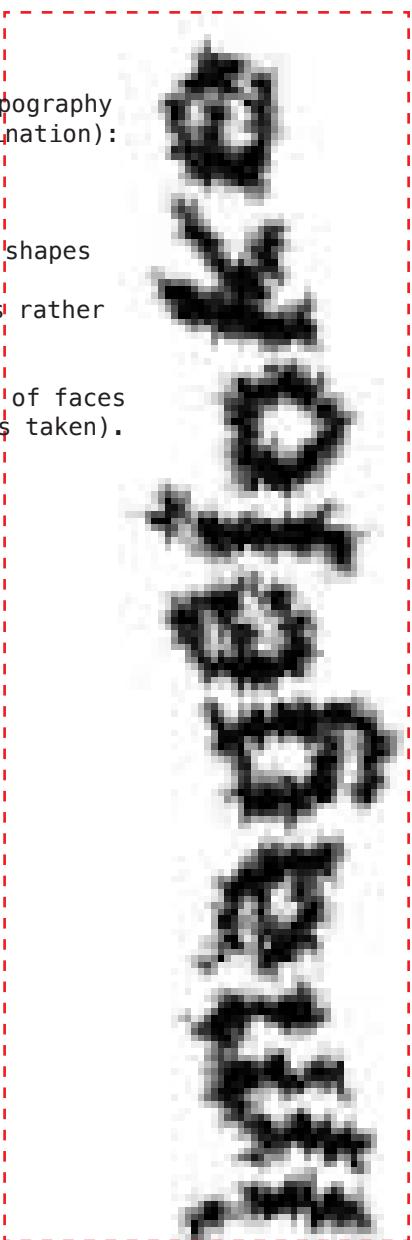
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# Aesthetic Rules

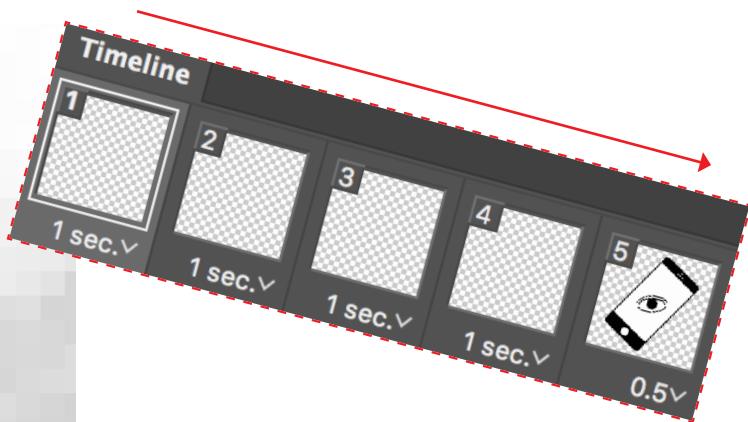
1. For human monitors use .gifs or video where the content doesn't appear for a while.
2. Raster is best
3. Do not have unobscured typography type can be (any combination):
  - a. stretched
  - b. skewed
  - c. scanned
  - d. covered with other shapes
  - e. badly kerned
  - f. made of many points rather than lines
4. Use CVdazzle for pictures of faces (can be added after picture s taken).



Examples of captchas

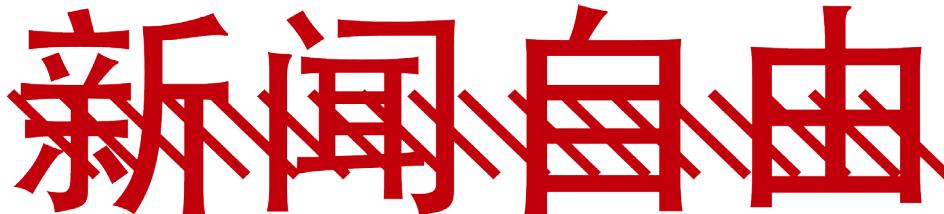
# Delayed Content

Although a lot of content in digital spaces is read by bots there is also a fair amount of human monitors, for this I suggest a simple avoidance technique, just put your content into a .gif with a few blank frames in front to give you a greater chance of avoiding the human eye.

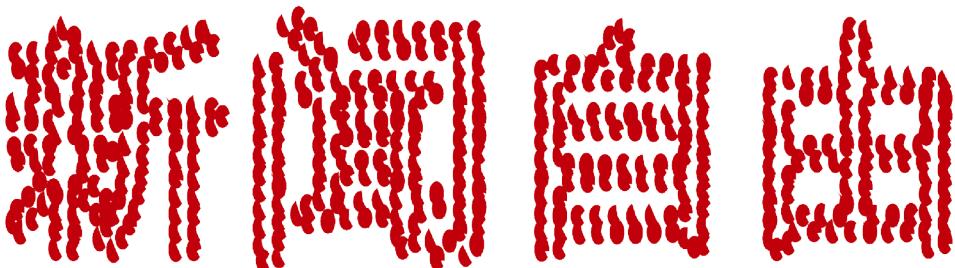


# Raster is best

Vector type is nice because it is easily re-sized but the downside is it is easily readable by computers. Raster images are all pixels in relation to each other, so it is harder for the computer to recognize more general patterns along larger data sets which occurs in captchas. That being said captchas have been used as tests for "AI" to recognize programs working more like the human mind.



1



2

## Typography

I have been experimenting with several types of type meant to be less machine readable, the first is an InDesign character style with a dashed underline offset onto the type here the idea is your mind can separate the repeated pattern from the type.

The second is a small program to re-sample typographic vectors into separate .svg files, so that it is scalable but the computer only reads the individual svg files.

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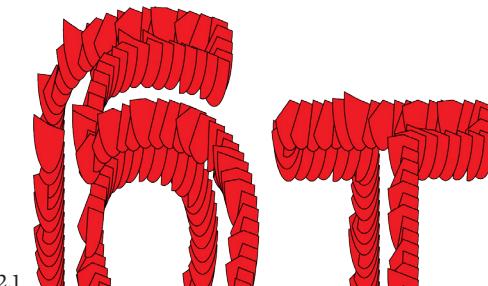
3

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4

The third is relatively simple, just some distorted type easily achievable by Photoshop or a scanner.

The fourth is just using a .jpeg of type and drawing on it with a brush in Photoshop with a soft line, this way the hard line of the type is easily made to be separate from the soft Photoshop brush.



2.1

6

# CV Dazzle

CV Dazzle is a project created by Adam Harvey aimed at creating a system of general rules to avoid facial recognition software they are as follows:

## 1. Makeup

Avoid enhancers: They amplify key facial features. This makes your face easier to detect. Instead apply makeup that contrasts with your skin tone in unusual tones and directions: light colors on dark skin, dark colors on light skin.

## 2. Nose Bridge

Partially obscure the nose-bridge area: The region where the nose, eyes, and forehead intersect is a key facial feature. This is especially effective against OpenCV's face detection algorithm.

## 3. Eyes

Partially obscure one of the ocular regions: The position and darkness of eyes is a key facial feature.



Examples of facial recognition confusion with Snapchat filter

#### 4. Masks

Avoid wearing masks as they are illegal in some cities. Instead of concealing your face, modify the contrast, tonal gradients, and spatial relationship of dark and light areas using hair, makeup, and/or unique fashion accessories.

#### 5. Head

Research from Ranran Feng and Balakrishnan Prabhakaran at University of Texas, shows that obscuring the elliptical shape of a head can also improve your ability to block face detection. Link: [Facilitating fashion camouflage art](#)

#### 6. Asymmetry

Facial-recognition algorithms expect symmetry between the left and right sides of the face. By developing an asymmetrical look, you may decrease your probability of being detected.



CV Dazzle example

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guide

