

## OneTweet Blog

### @Snowden - Can you hear me now?

Above is my chosen tweet for the OneTweet project. The reason behind my choice is because I felt like it was a statement that could be interpreted in many different ways. As I had not heard of Edward Snowden prior to the creation of these posters, my original designs were based purely on face value of the tweet, without really knowing the true meaning behind it. Judging from the tweet alone, I thought it sounded like it was coming from someone who was lonely, neglected and craving to be heard.

To begin, I wanted to make sure the font that I used would be clear and easy to read, so after doing some research, I settled on the font Raleway as I thought it would be easy to manipulate and work with. I think the key word in the tweet is the word “hear” so I decided to make this the biggest, and also change the colour of it to Twitter’s famous shade of blue to link it to where the quote was taken from. Again, I connected back to Twitter by replacing the ‘a’ in ‘hear’ with the @ symbol.

After I had my original design, I created variations that would implement various visual perception principles such as proximity, symmetry and closure. These helped to create a more interesting poster to look at. Later, I researched the meaning behind the tweet and created two other posters to better convey the real message. One was inspired by how Snowden would be imprisoned if he went back to his home country, so the text was designed to resemble prison bars, helped by the colour grey. Lines of vertical text were also flipped vertically and placed directly together, to create a thicker, more realistic design, as well as a visual that was more eye-catching. The other posters focused solely around the question, as the question itself is so powerful and provocative. For one, I had the question repeated with a fade-like effect. The other, instead of simply having a question mark, I decided to type the text around the path of one, so it would still resemble the shape, but without being too predictable.

## Inspirations

