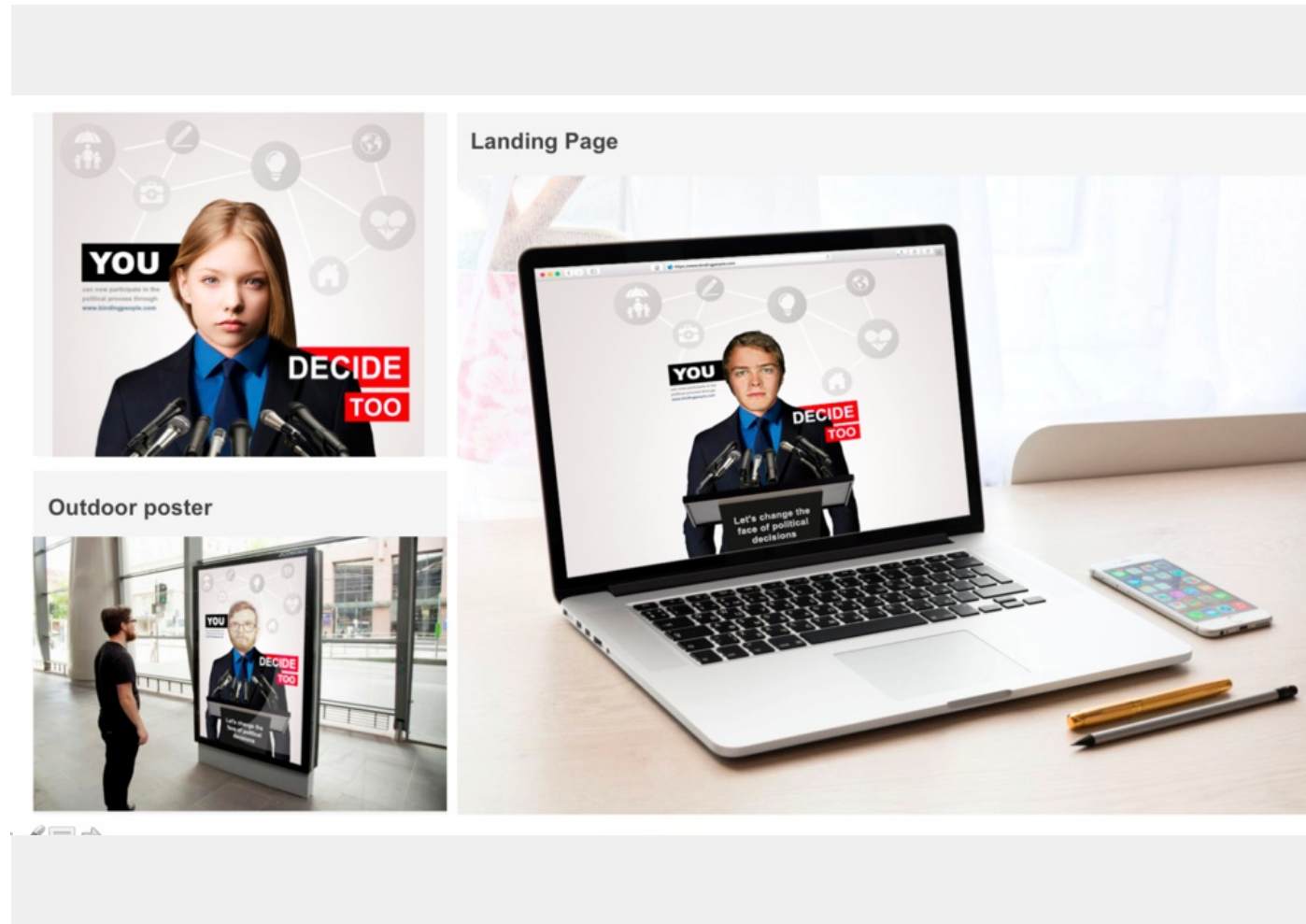


1/3 You decide too

Let's change the face of political decisions



Solution

We take the word "interaction" as our key word for this campaign. The purpose of the campaign is to call for a closer participation of the people in political processes and decision making. We thought about a campaign that involves the public through direct interaction with it.

To create the graphic image we were inspired by the phrase: "The people could actually participate in the political process with a feeling of being heard directly". Looking for a modern, interactive and dynamic graphic solution, in which one of the visual elements are the same people who observe it. For the outdoor poster we devised a system in which the faces of the people can be reflected in the poster, thus allowing to complete the message of the campaign with their faces.

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Power to the People



3/3

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Creative's profile



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Creative's top 5 skills

Graphic Design, Illustration

Status: 15.06.2018

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jovoto