

# Persona VS. haight Street

DAI 755 Yilun Zhang 5/12/2015

# Persona

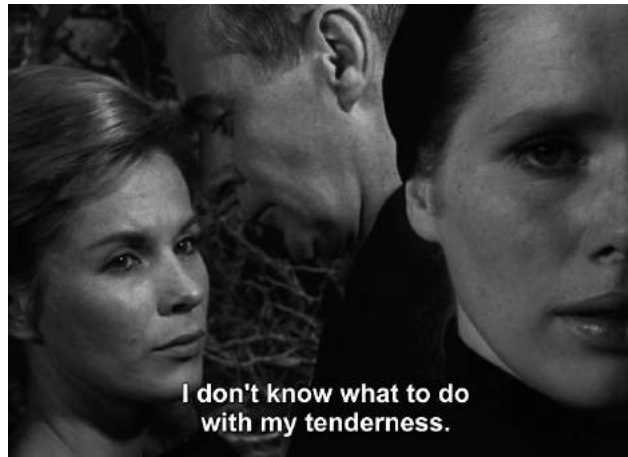
Key Words

Personality

Truth

Observe

Silence



Faith

Trust

Reality

Dream

Pain

Facial Expression





# Haight Street

Patterns

Hippies

Tattoo

Graffiti

Smoke

Gypsy

Geometric Shapes





Color  
Mixed  
Young  
Costums



# Start Point: Tattoo and Graffiti

Is tattoo revealing or hiding a person's real personality?

Reasons people get tattoo:

Memorize significant moments in life

Identify themselves

For aesthetic expression

Is graffiti revealing or hiding a building's real spirit?

Reasons people do graffiti:

For artistic aim

For political purpose

Expression of self emotions





# Exploring Mock Ups





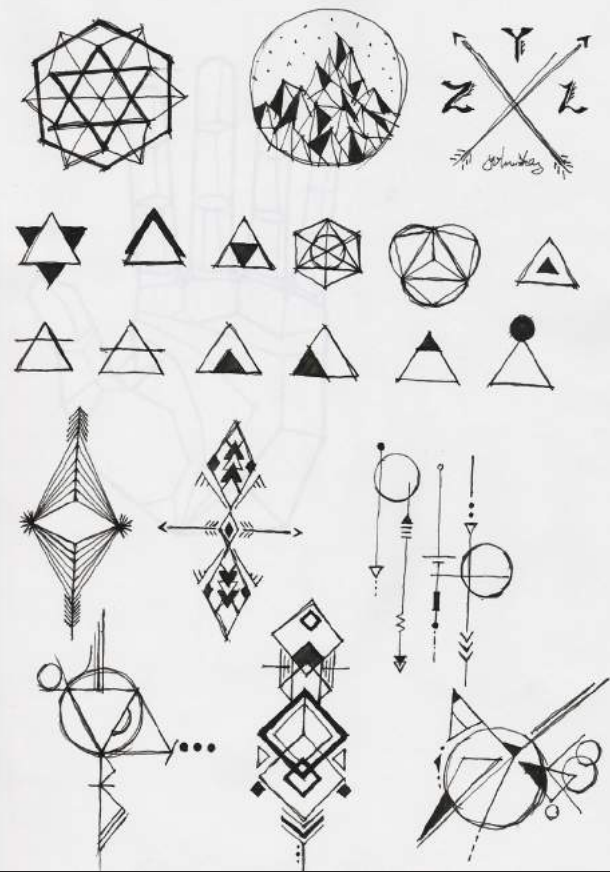
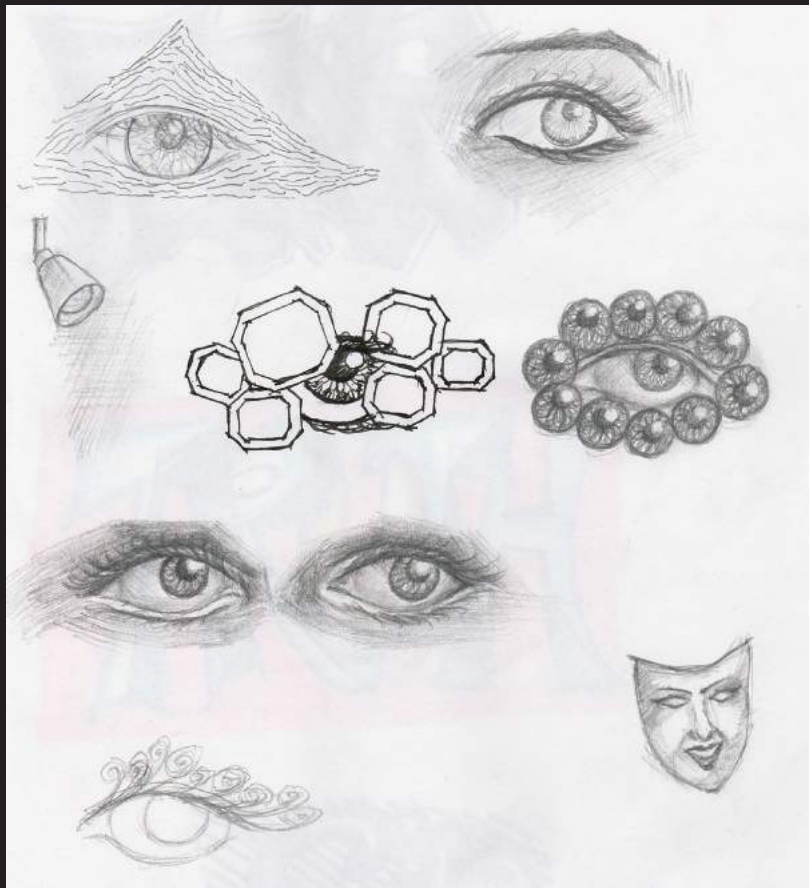


# Exploring Sketches



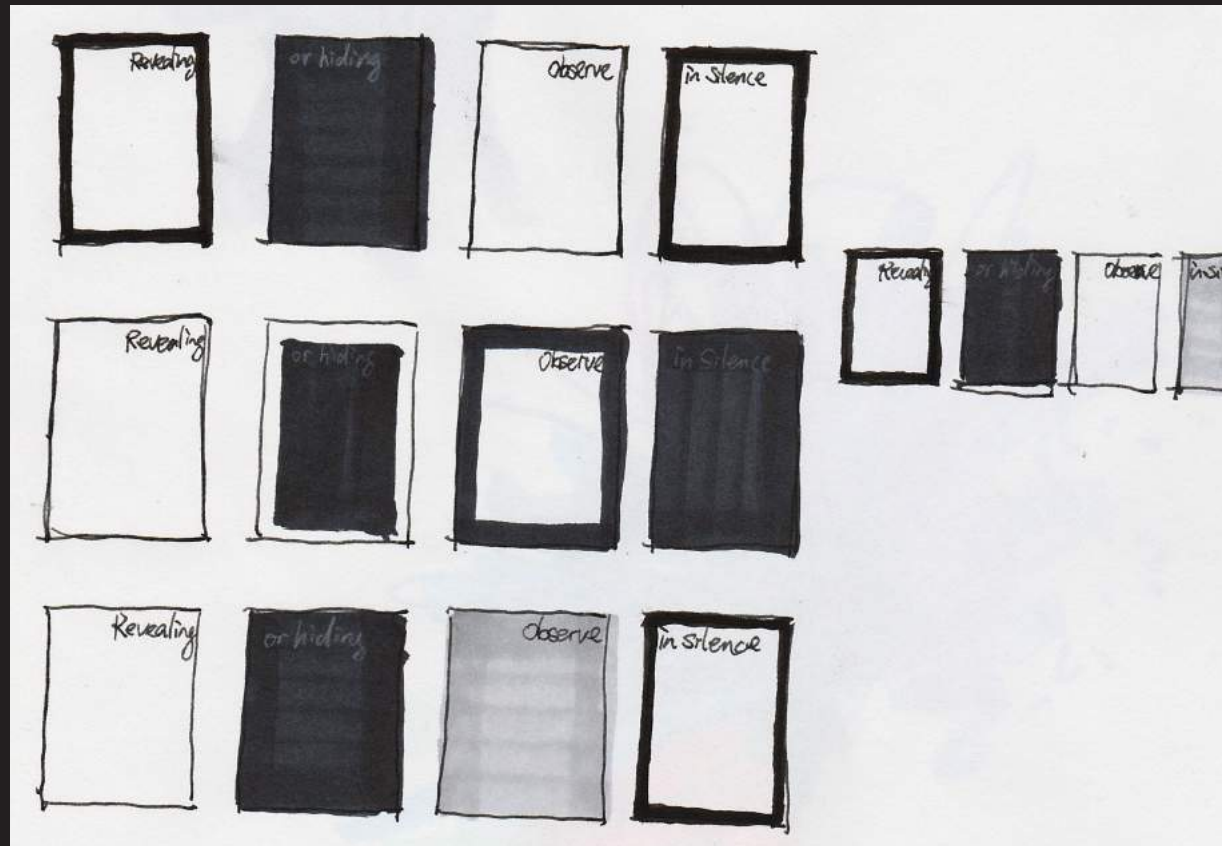






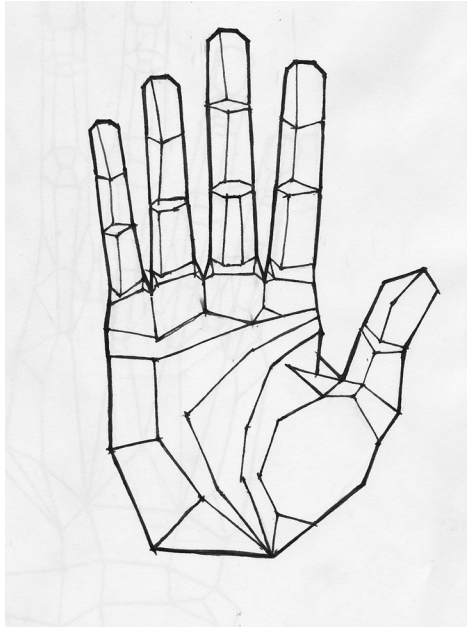
# Poster Design

Reveal  
Conceal  
Observe  
Silence

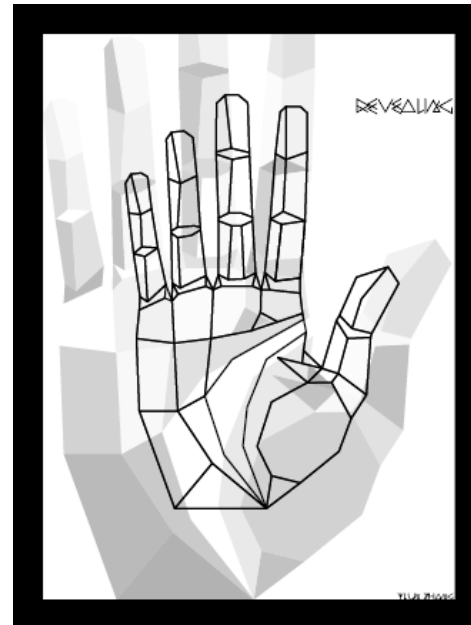
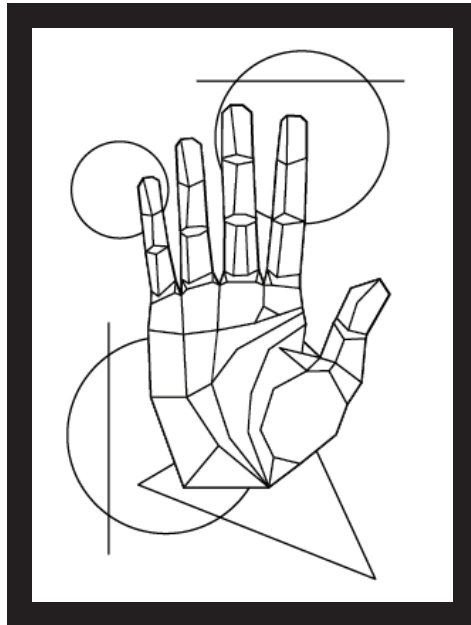
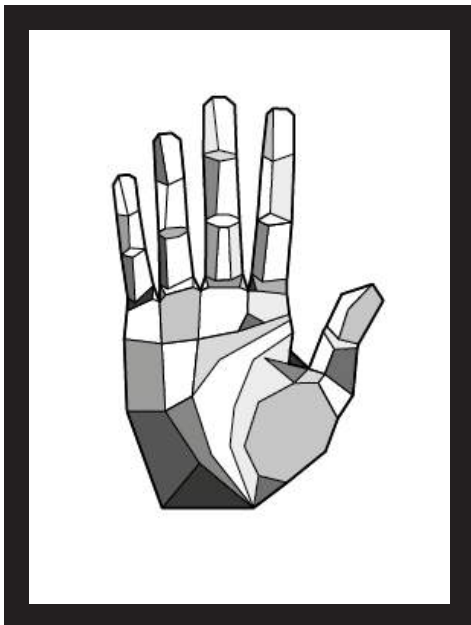




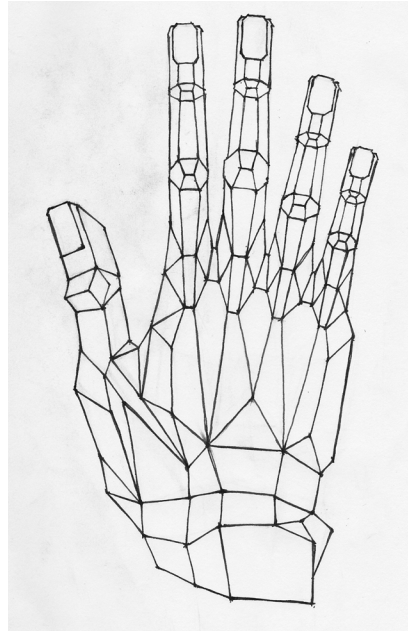
# Reveal



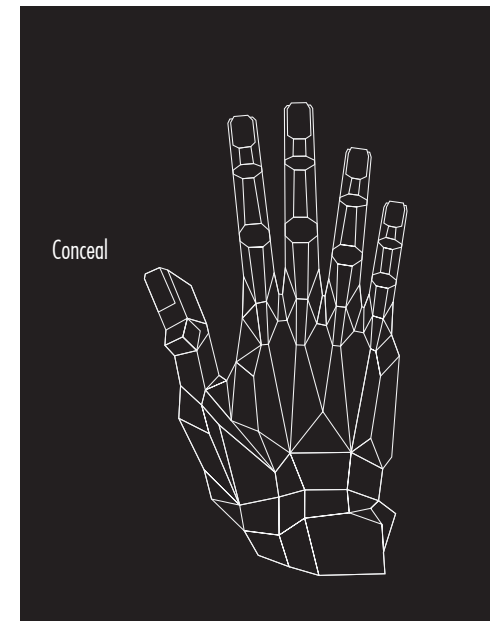
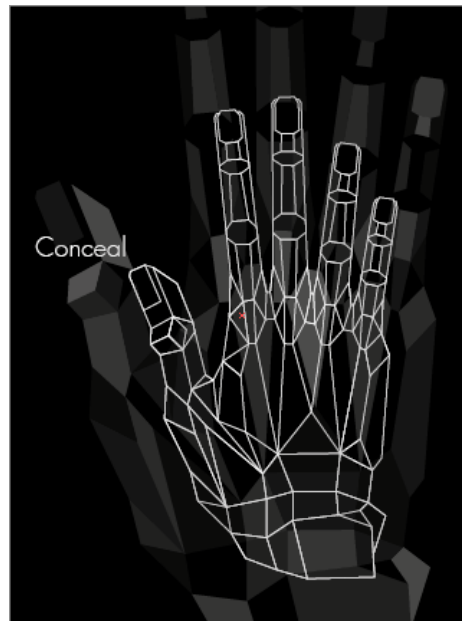
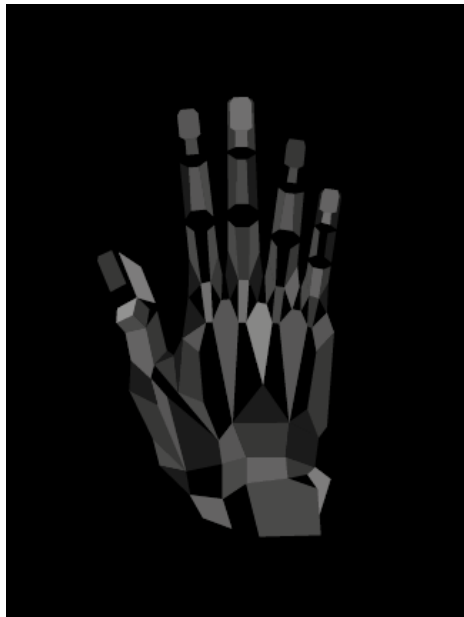
The palm is used to represent "Reveal". Hand is a symble that has appeared many times in the movie. People read palm to tell personality and futures. The palm means open, showing, and telling.



# Conceal



The back of hand is representing "Conceal", which is the opposite with the palm. The back is more detailed than the palm, which means when one is trying to hide something, actually more things might be seen. The poster shows a simple but strong outline of the hand on a black background. It also refers to a scene in the movie, in which a little boy uses his hand to reach out a screen with a vague woman's face.





# Observe



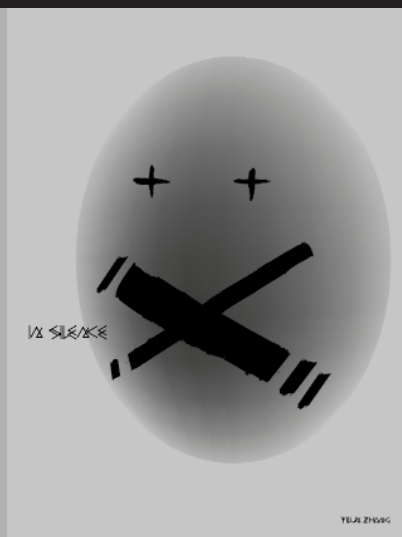
The face with geometric shapes and only one eye real is representing "Observe". It's inspired by one poster of the movie and geometric patterns on haight street.



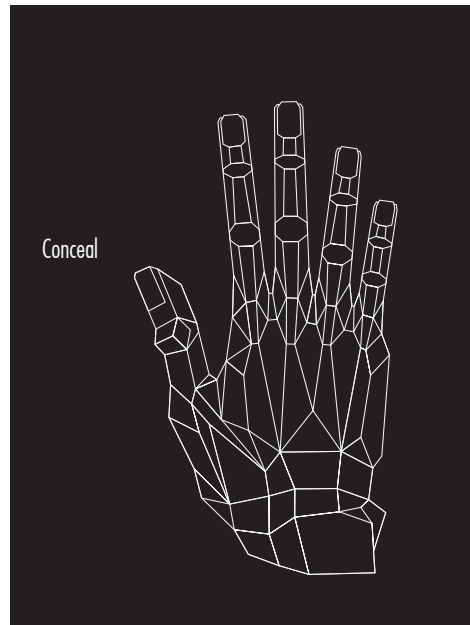
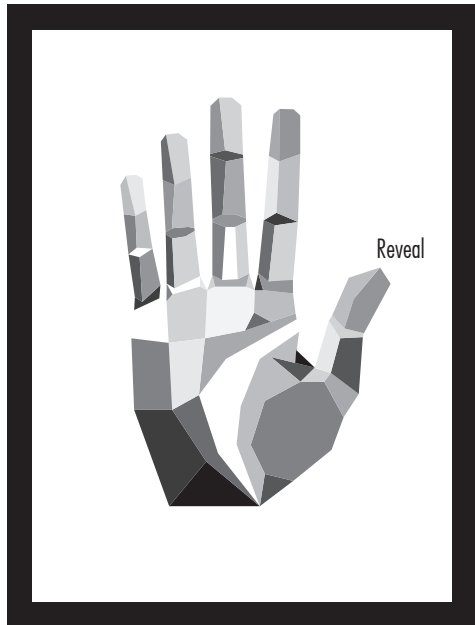
# Silence



I have tried many different designs for the last poster which is discussing "Silence". Finally, I refer to this scene in the movie which is the face with sun glasses. The face is a continue with the third poster, and only lips are real this time.



# Final Design





# Place in Haight

