

**IGNORANCE
IS STRENGTH**

Passion Project

Poster Design
1984 is now

Project Description:

In this day and age, we think we're all free and completely autonomous in making our decisions, but little do we ever realise that we're all set to run in a system created by the MATRIX.

Let me get into it more clearer. The world was, is and always will be under the control. We're all emotionally, biologically doomed by this group of individuals who rule the world from the shadows.

It's really sad that no one actually notices this at all. We're made to run behind the money, which itself was created by the matrix.

*What if after the end of your life, someone removes your VR headset and asks, how was it?
or one day you'll wake up and all of this will be a dream?*

1984 reference:

In the book 1984, the author describes a world of totalitarian govt. where the people are made to live lives just as the govt. wishes or else their fates will be tied up with a mysterious room no. 101.

Poster Description:

1984 - '1984' is used as a metaphor to specify the totalitarian rule that the world is currently under.

The quote - "1984 is now" states the same, an awareness poster for everyone out there to realise the reality of the world.



"1984" is in red shade to specify the threat



the word "IS" is inverted to give a character to it.



the word freedom is in red shade to specify the same threat



the NOW! is artistically written as

N0:3! ≥0:ω!

which is also 20:31

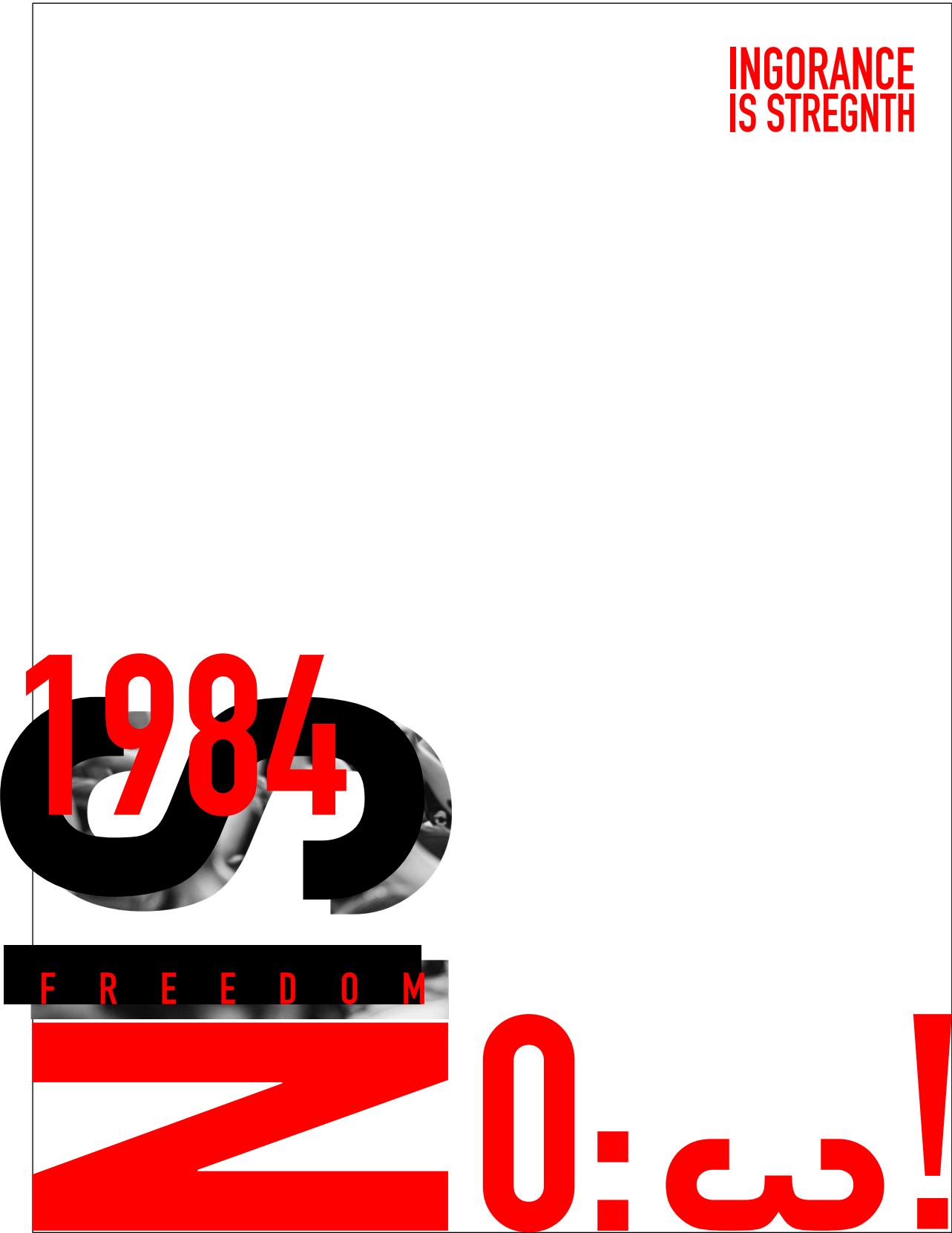
*when read from reverse it's 13:20
which states 13 families own the 20% of the
world's wealth*



*A famous quote from the book 1984
"Ignorance is strength"*

*here the spelling is wrong in ignorance and strength
But that goes unnoticed by the audience, its done on
purpose to specify the the ignorance of the people
from the reality of the world*

Final Poster design



Final Designs



Poster Mockup



Poster Mockup

INGORANCE
IS STREGNTH

84
DOM

D O M

0:00!

INGORANCE
IS STREGNTH

1984
DOM

F R E E D O M

0:00!

1984
DOM

F R E E D O M

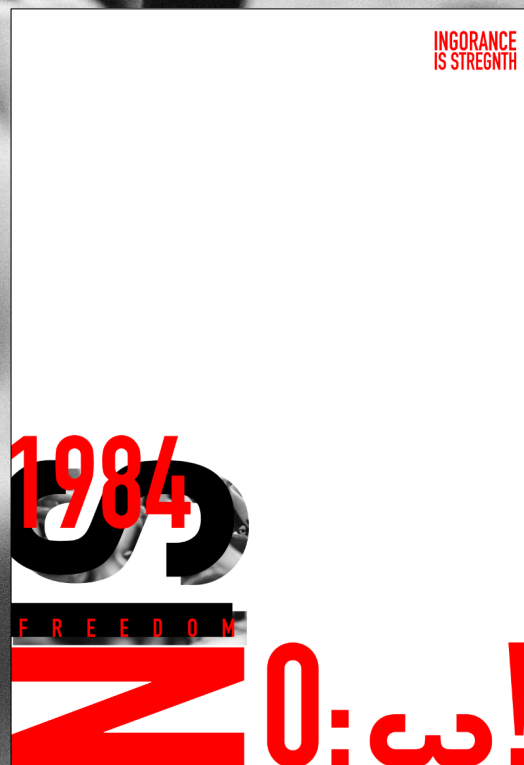
0:00!

Poster Mockup



IGNORANCE
IS STRENGTH

Final Output



Poster Design
1984 is now