

My concept relies on creating a visual image out of a typographic treatment of the word debt. Here the viewer at first will read debt, which are the letters “d”, “e”, “b”, and “t”. However, when spending a bit more time carefully analyzing this composition, you will realize how the arrangement of the letters represent the silhouette of a man spreading his hands (symbolizing the deepness of begging), leading to an act of reward towards the society due to the reawakening they obtain from the strong meaning of the image.

My main aim is to raise awareness through not one, but various types of mechanisms such as the manipulation of colors used. For example, the red background symbolizes a sharp touch of danger. The simplicity of this image signifies the unity of the thought towards debt, but the complexity lies in each being’s difficult experiences and understandings of this piercing word: ‘debt’.

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