

Assignment 1: Debt is not a game

Rhea DU
2744464

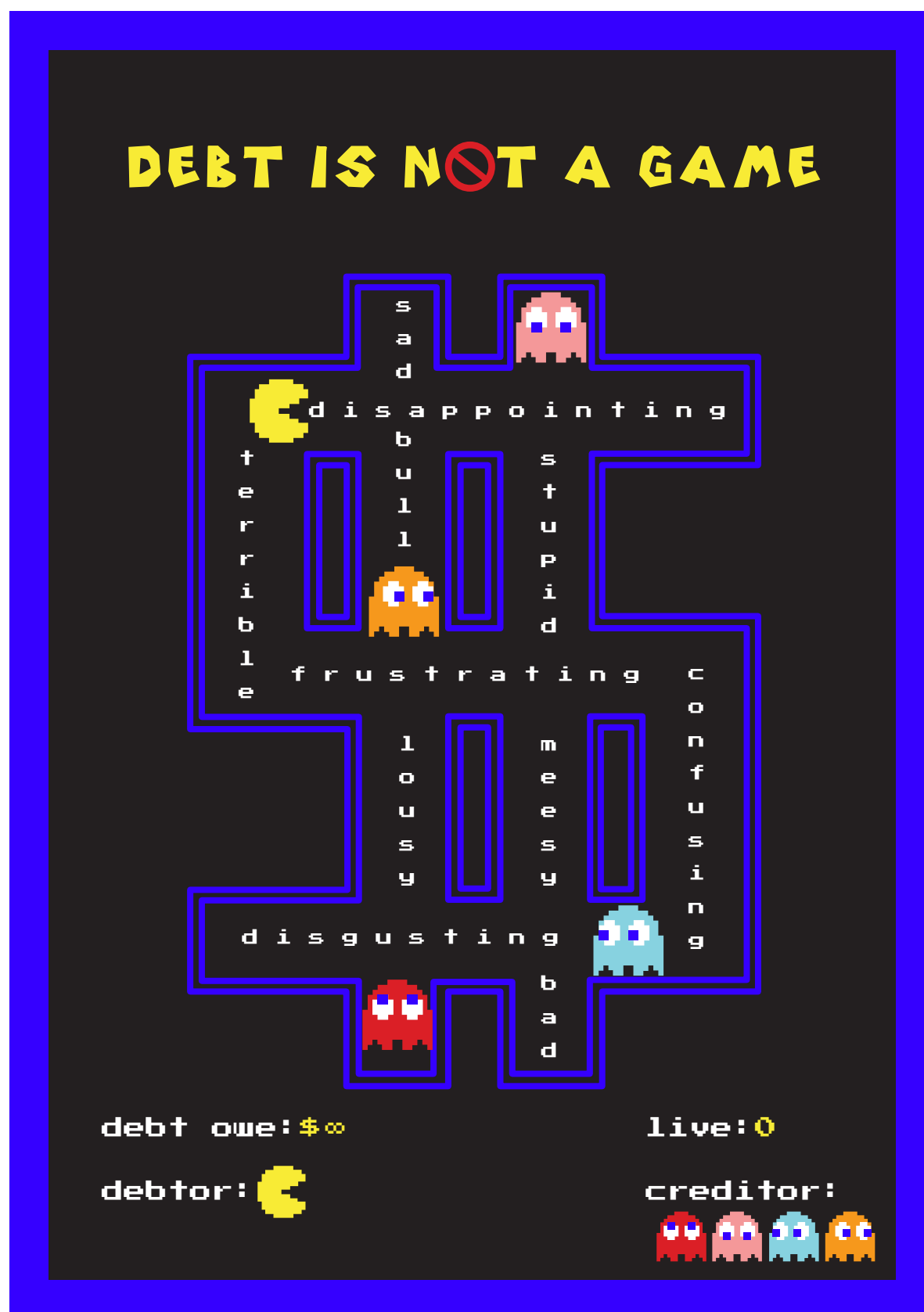
AIMS

As a fact, more and more young people are willing to use credit card in their life. They always use a lot of salary to pay off the credit card debt at the end of month. That makes them very alike the slave of DEBT. When they have credit card debt, there seems like an invisible creditor chasing after them. My intention is to make people especial for those young people who just started their own life to aware of the danger of having DEBT. To make people feel that having DEBT is not easy.

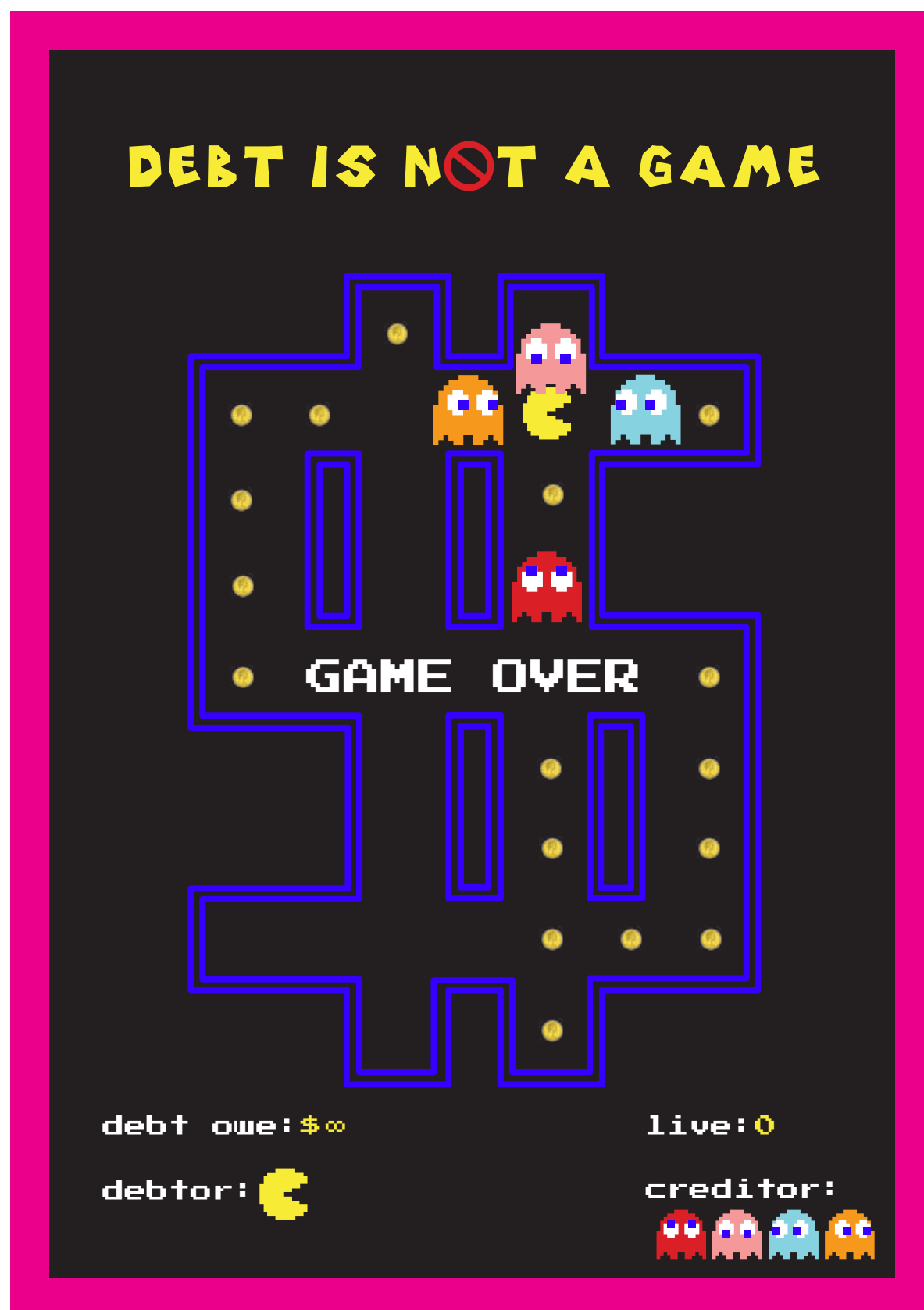
CONCEPT

My idea comes from the game called PAC-MAN. The rule of this game is to use the arrow keys of computer keyboard to move the Pacman through a maze and eat all the little dots. However, this game is not that easy, there have four ghosts in the maze as well. These four ghosts is chasing for the pacman in that maze, once the ghost catches the pacman, the game is over.

POSTER#1



POSTER#2



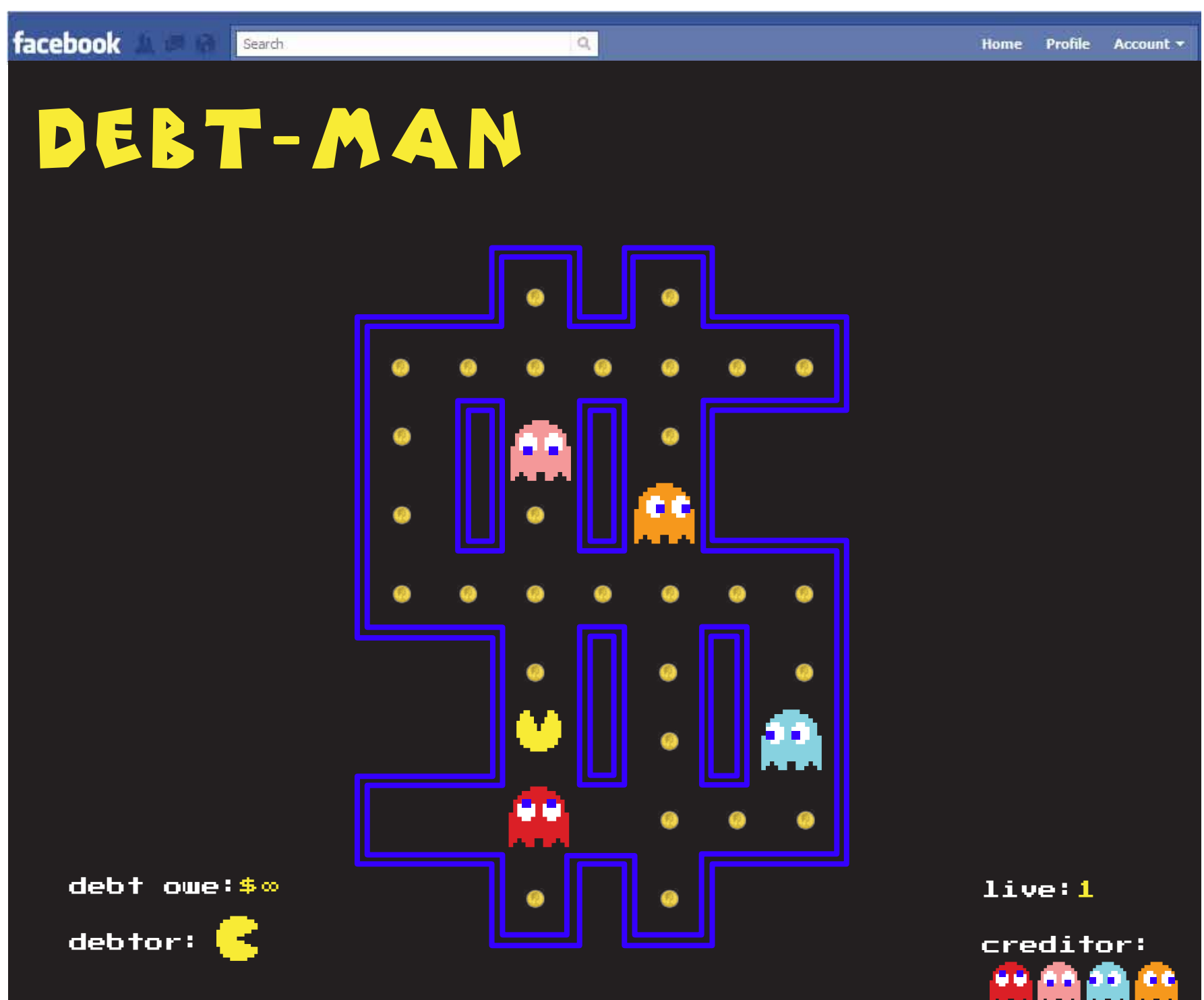
BUS STOP



BILLBOARD

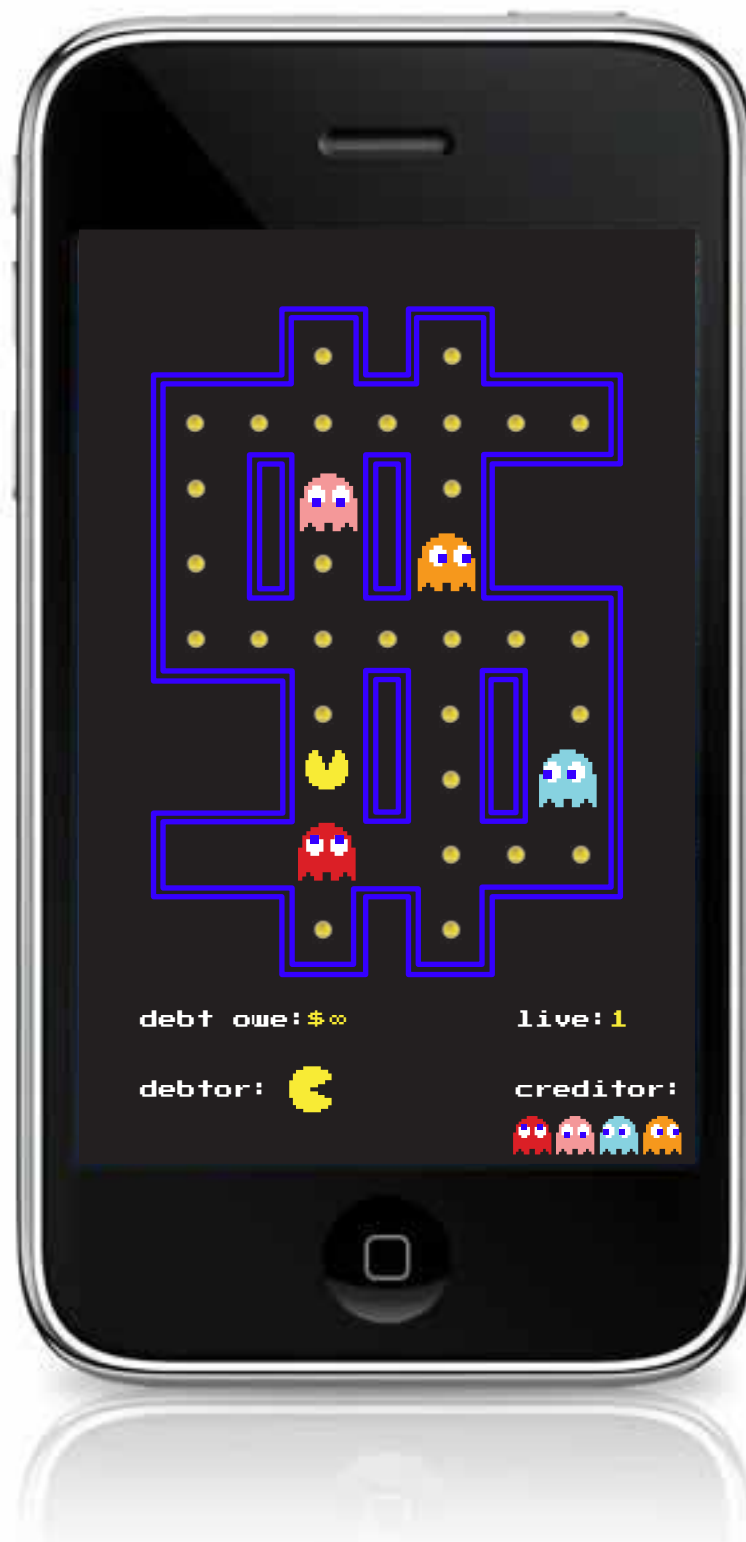
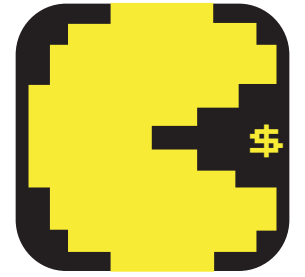


FACEBOOK APP



Use the Up, Down, Left & Right arrows keys on your computer keyboard to control.

FACEBOOK APP



T-SHIRT



FRONT



BACK

**THANK
YOU**