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Bocaj's Bummer Lisa

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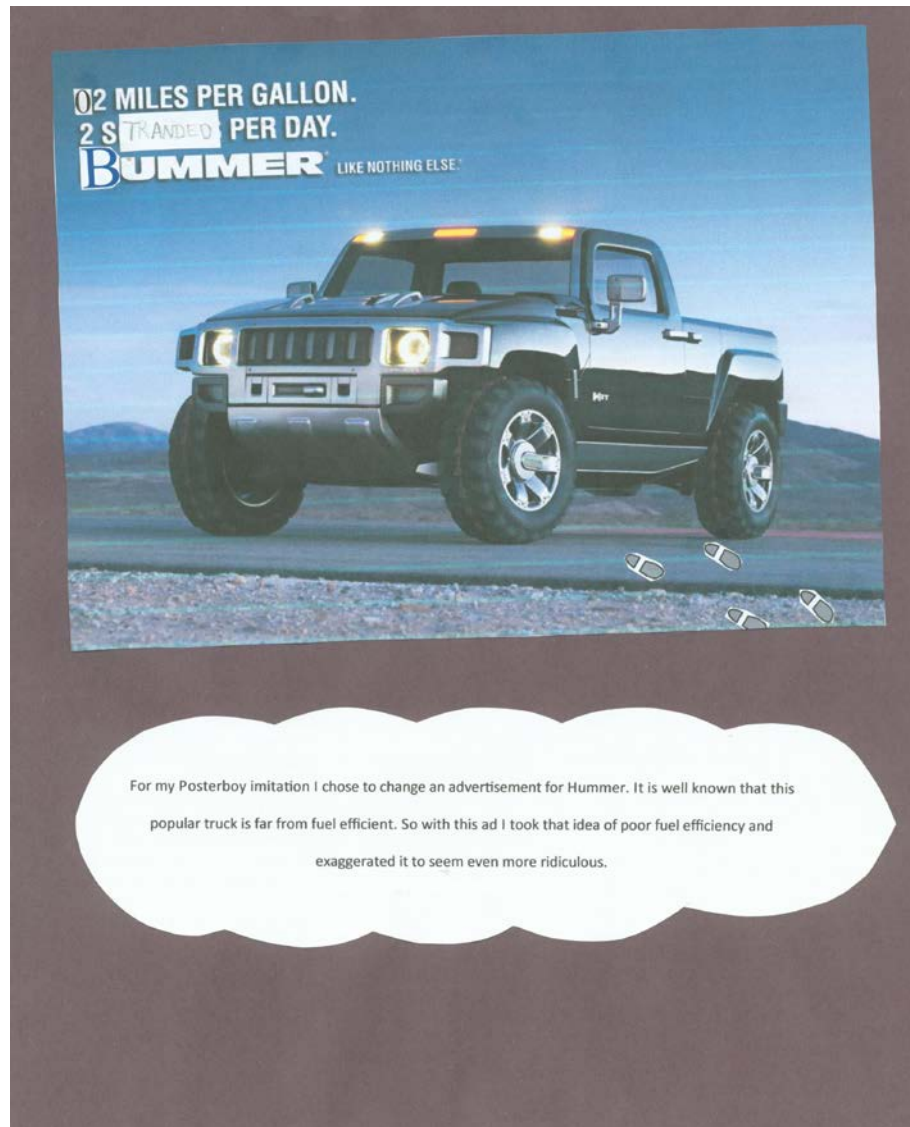
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The assignment for this project was to take an advertisement and alter it in a way that would completely change the original meaning. The idea was to mimic the kind of work done by “Poster Boy,” a famous New York street artist who uses a razor to cut and paste movie posters together. For my imitation, I chose this ad for the popular Hummer trucks. It is not a secret that Hummers get very low miles per gallon so I decided to exaggerate this fact. The footprints on the bottom right side of the picture are supposed to refer to the “2 stranded.” It is meant to symbolize a person who was stuck on the side of the road and had to leave their car to find a gas station. I tried taking the “less is more” approach with this project because I wanted the message to be subtle and not too over the top especially for my first attempt. Who knows, maybe I can make a name for myself in street art one day.