

# **“The Life of a Billboard”**

A Photo-Documentation Journey of Hyderabad City

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MD16MDES11004

Guided by

**Dr. Deepak John Mathew**

A Thesis Submitted to  
Indian Institute of Technology Hyderabad  
In Partial Fulfilment of the Requirements for  
The Degree of Master of Design



भारतीय प्रौद्योगिकी संस्थान हैदराबाद  
Indian Institute of Technology Hyderabad

Department of Design

May, 2018



## Declaration

I declare that this written submission represents my ideas in my own words, and where other's ideas and words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be a cause for disciplinary action by the institute and can also evoke penal action from the sources that have thus not been adequately cited, or from whom proper permission has not been taken when needed.

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(Signature)

Avidit Kumar Prabhakar  
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Avidit Kumar Prabhakar  
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# Supervisor's Certificate

This is to certify that the work entitled "**The Life of a Billboard**" is a bonafide of thesis work by Avidit Kumar Prabhakar under my supervision for his Master of Design degree.

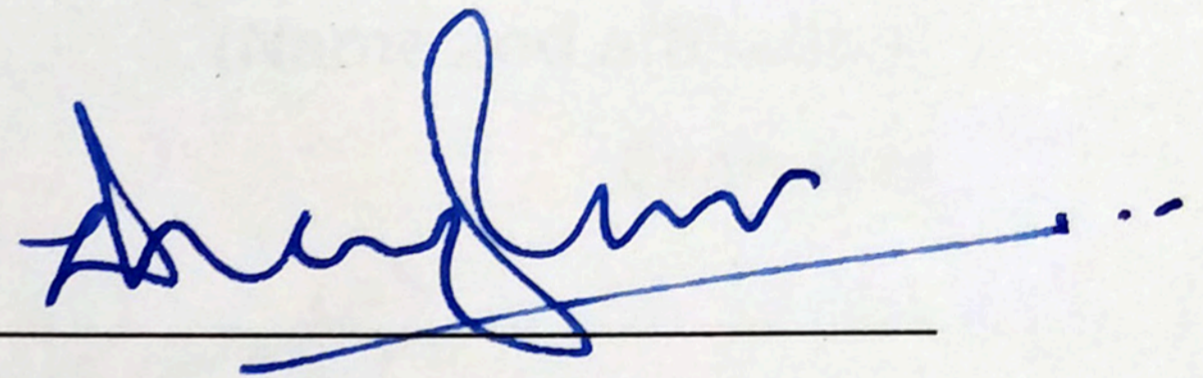
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Dr. Deepak John Mathew

Head of Department  
Department of Design

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Dr. Deepak John Mathew

Head of Department  
Department of Design

# Approval Sheet

This Thesis entitled “**The Life of a Billboard**” by **Avidit Kumar Prabhakar** is approved for the degree of Master of Design from **IIT Hyderabad**.

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(Name and affiliation)  
Examiner

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Examiner

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(Name and affiliation)  
Adviser

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(Name and affiliation)  
Co-Adviser

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## Acknowledgements

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Concluding this, I would like to thank everyone whoever have supported me for completing this project.

## **Abstract**

This project addresses the current social and political scenario, in a very subtle way so that it is a satire on the whole politics.

In this project my primary target was to document the outdoor advertising and its impact on the onlookers, and how these advertisements affect the human psychology so that they end up buying the advertised products.

Since nowadays, flex printing is affordable to more and more people so they are not only using it, but overusing it in such a way that it creates the visual clutter.

Due to this visual clutter the message intended by the advertisers in their ads, is sometimes lost in communication and sometimes it is misinterpreted.

So this project is a photo documentation of outdoor advertising, at least it started in that approach, and slowly evolved towards becoming a sort of critique on the current political scenarios happening in our country.

Although there is no intention to hurt and sentiments or to create and sort of direct comment of anyone, but this is just a personal point of view which I observed in the daily life of Hyderabad.

Also each final photo took my so much observation and concentration in order to capture the right photo with right foreground with right intension. So many things had to be right in order to not hurt any sentiments and capture a great composition side by side.

## **Problem Statement**

Outdoor publicity/Advertising is a term which is used for the publicity done, specially outside of the home, for example: Billboards, streets, roads, shop boards, It is used as one of the major ways of promoting the products as well as attracting the masses in large number.

Outdoor publicity can be seen everywhere very easily, right now it is being over-used in most of the places.

In the current scenario, the city has grown, and the number of people advertising is gone too high. So people started putting more and more signboards, which is creating visual clutter and not giving the desired effects.

In this project I would like to look into the impact of the advertising and how this visual clutter affects the aesthetics of the city, also how effective or ineffective the communication is.

## Background

Advertising and publicity is very common from prehistoric time onwards. During 1790s the outdoor billboards were came to the market, and were considered as one of the main sources of mass marketing. The one limitation of outdoor Billboards and handmade posters being produced one at a time, and that was their quality as well; they did not stand up for long period when exposed to the outside elements.

After the invention of lithography, production of more than one copy became easy and thus increased the outdoor advertising. And after the introduction of flex printing, the cost of prints became cheap and as a result anybody can afford bigger flex boards, as a result creating more negative effect.

So all over the world there is visual clutter. Though the purpose is to advertise but because of overdoing it arises confusion.

I want to look at this and analyse that how it is affecting the person who sees it. The whole process will be the documentation and analysis.

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# 1. Introduction

## 1.1 Advertising

### Definition-

**“The act of promoting some product, message or an idea among the people which could be either paid or unpaid is commonly known as advertising.”**

Advertising is done to enhance the sale of a product or to spread some idea among the people. The purpose of any business is to create the customers. And the more he/she promote his/her product among the people the more his/her business will flourish.

Some of the oldest advertising industries around 1869, used to place ads in newspapers. As technology advanced, so did business advertising. The rotary press, the mass production of print ads found new ways to get the customers.

Radio came along and added emotions, and more creativity to advertising messages.

Then television came to add moving images to sound, so customers can see as well as hear the products in action.

Cable TV, then internet, and YouTube targeted more specific audience. These things actually allowed customers to choose to see the ads or to skip them. i.e. customisable ad services.



## Indian Advertising Industry

If we talk about history of advertising in India, then it is older than we even imagined.

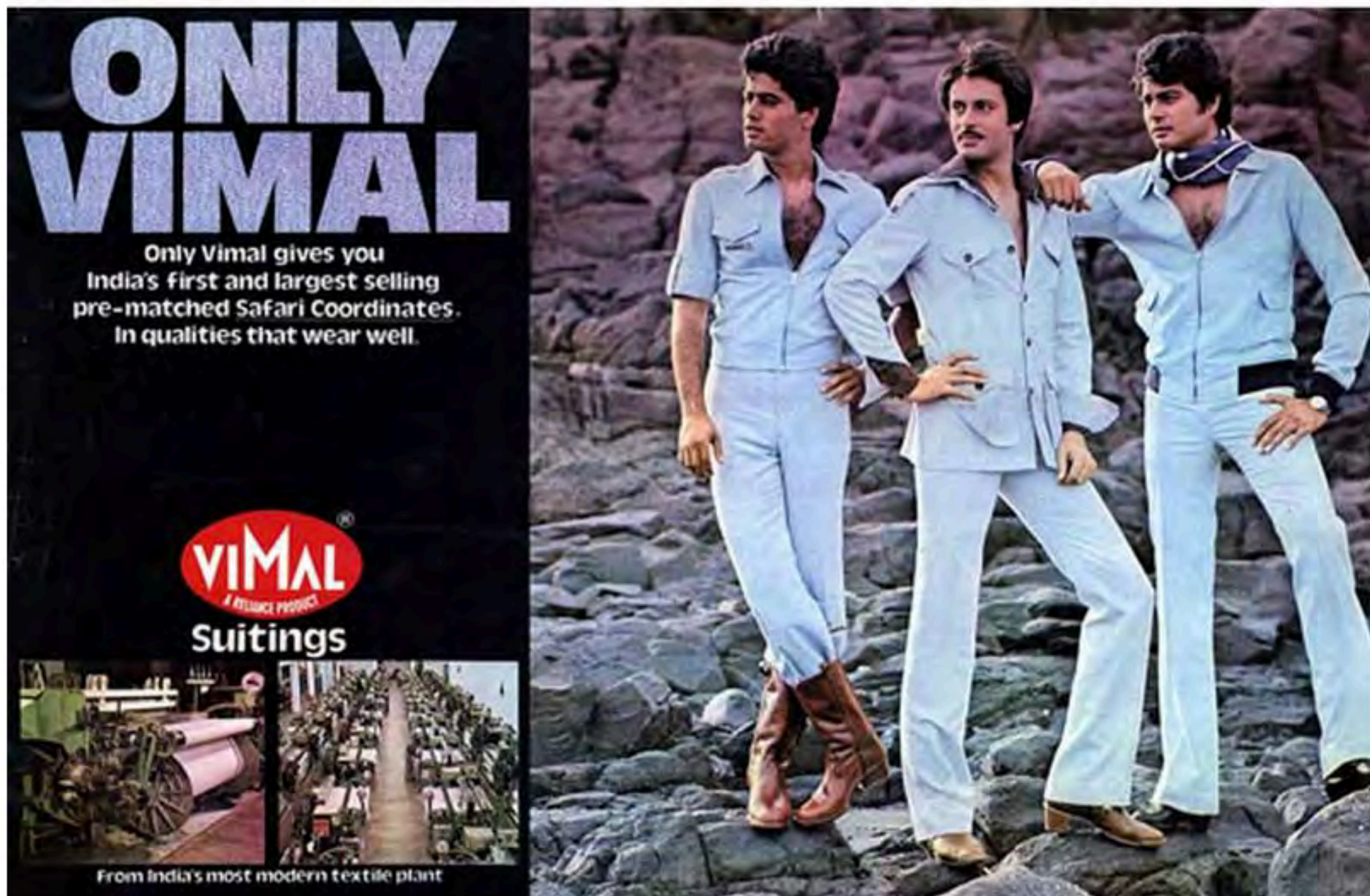
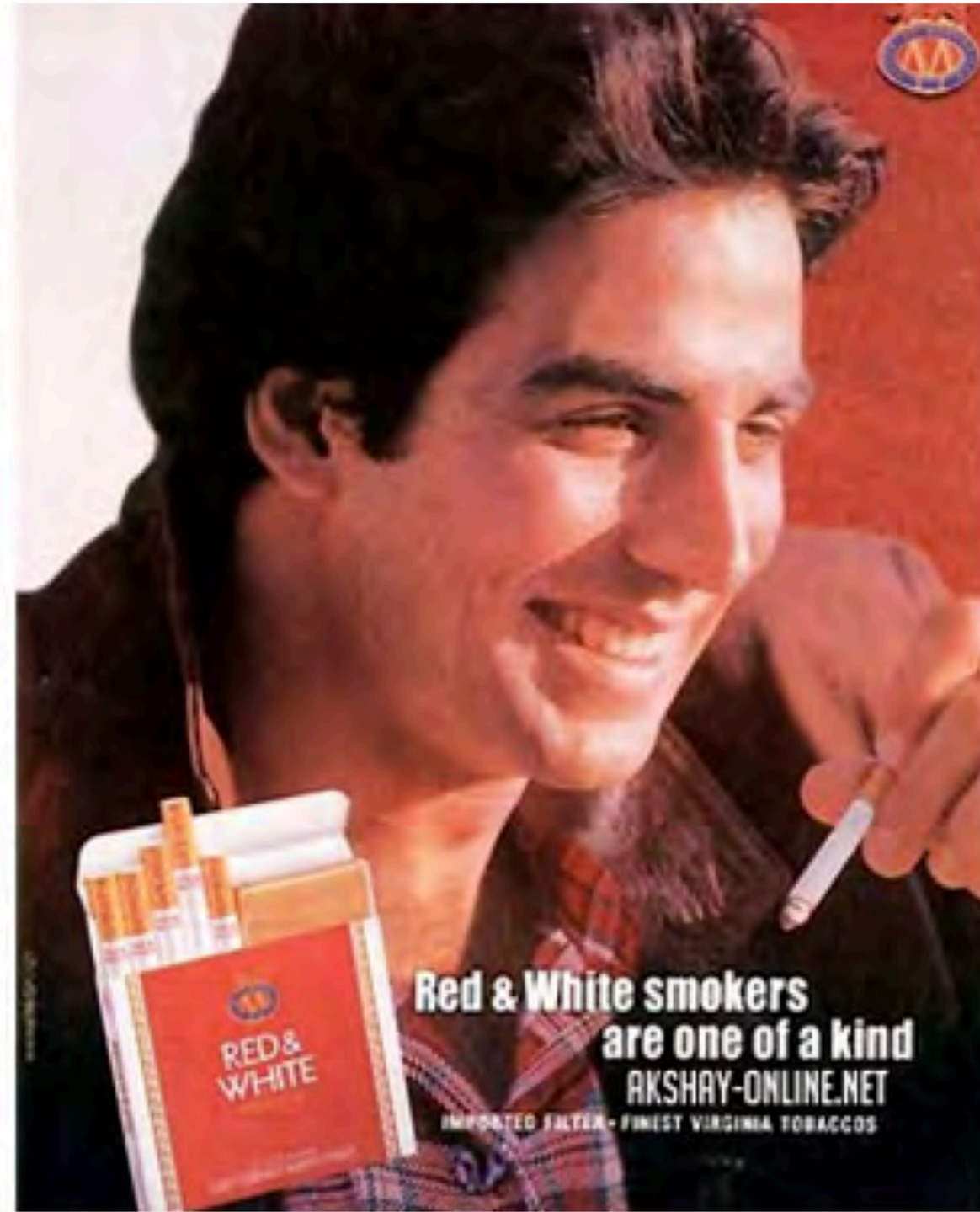
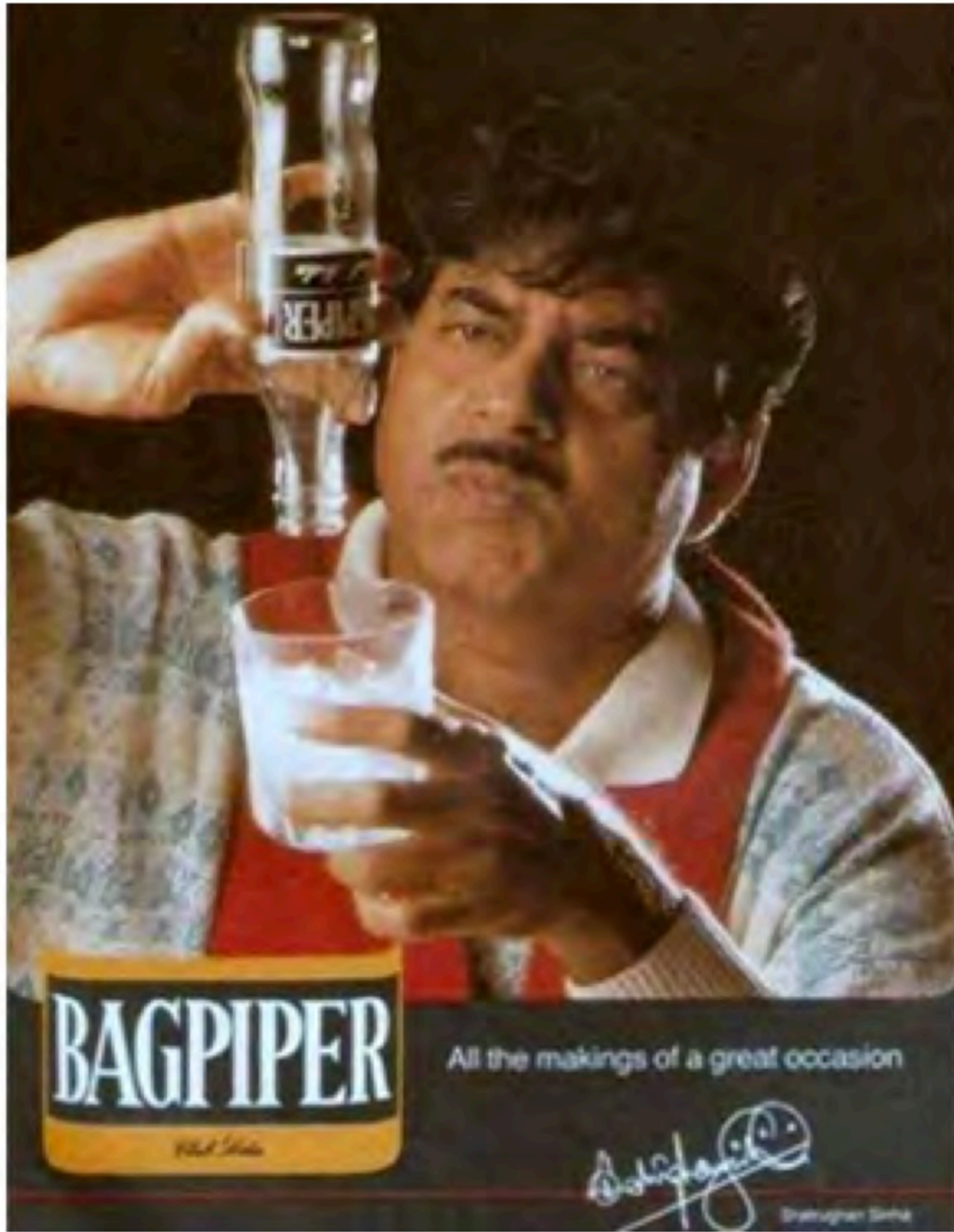
India is the world's second most populous nation. It is a place where old and new, the traditional and the modern, and the local and the international coexist. Sometimes comfortably, sometimes not.



In India, the advertising from late 50's was more like copywriter and a visualizer sitting in a room, thinking up crazy ideas and put them into ads.



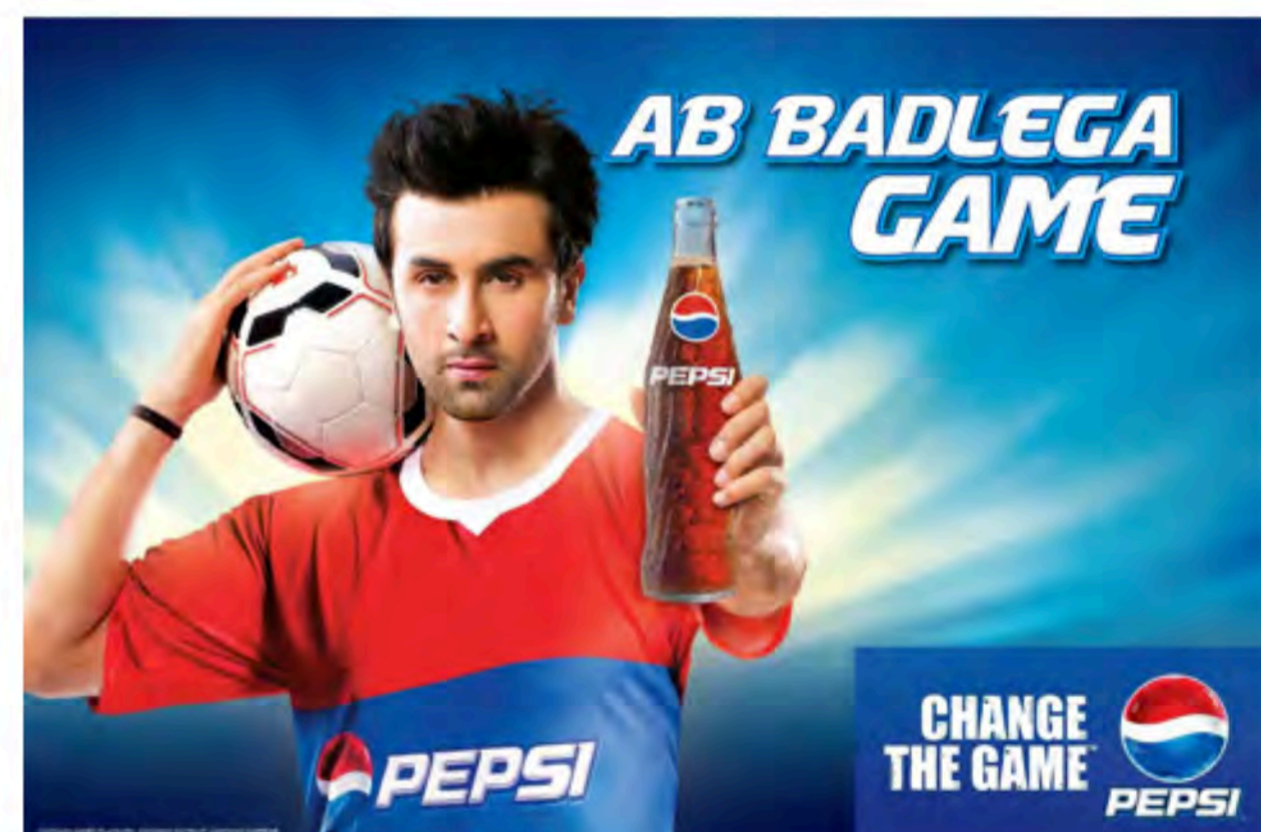
As we went into 60's and 70's it went into little more professional and more disciplined.



And during the 80's the creativity played a major role, not in the sense of making the funny ads, but going in depth in the products to see what the products could actually deliver, and then dressing them up. Doing creative leap to rally creative advertising.

So basically, the Indian advertising industry can be personified as the transition from an amateur creative person to the professional creative person.

Today Indian advertising has the enormous job of speaking to one of the world's most diverse populations. English is the only common language throughout all of India, but it is unknown in many places within the country.



In my opinion Advertising today is a heavy shadow of multi-national companies, as such they started to put the things, in a way that it becomes profitable to them. The strategies are made on the basis of profitable responses of customers.

In fact, if we talk about multinationals, then comparing to the 80's today's multinationals are liberating us a lot more.

Most large multinational advertising agencies have offices in India—almost certainly in India's financial capital, Mumbai (formerly known as Bombay), and often in New Delhi and other cities such as Hyderabad as well.

## Classification of Advertising

Advertising can be classified on the basis of various different modes:

Advertising on the basis of space are:

### Indoor Advertising

### Outdoor Advertising

**Indoor Advertising:** It is that type of advertising where a customer do not have to go out of his home. The media or vehicles used for indoor advertising are newspapers, magazines, radio, television, film and video. Here, the message reaches the indoor audience where they are supposed to be in relaxed and receptive mood.

Examples: Television and newspaper etc.

**Outdoor Advertising:** It is a type of advertising that reaches the consumers while they are outside their homes. Any type of advertising that publicizes your business products and services are the part of outdoor advertising.

Examples: Billboards and posters etc.

Advertising on the basis of mediums:

### Print Advertising

### Digital Advertising

### Word of mouth Advertising

Since I am focusing on the **outdoor advertising**, and my major approach will be billboard advertising, which I narrowed down after my various approaches which I will be discussing in the **Multiple approach** section of the thesis.

## Billboards:

The name **billboard** is derived from the term "**billing board**," and is a large outdoor advertising space designed to capture the attention of motorists and pedestrians. Typically placed around high traffic areas (both automotive and foot traffic), billboards are meant to be simple, striking, and creative. In fact, the creative department in any advertising agency still prizes the billboard space, as it is a golden opportunity to do ground breaking, impactful work.



### Types of Billboard Advertising

Billboard advertising can be classified into various types:

#### Social Billboard ads:

Those ads which consists the social awareness ads, mainly government funded campaigns. They have an agenda of non-profitable social spreading messages which could help in the growth of our country or some greater goals.

**For example:** Polio ads and Make in India ads.

### **Political Billboards:**

These billboards are mainly for the promotional purposes of the ruling or non-ruling party. These billboards are mainly regional and follow the political agendas.

**Personal Billboards:** These billboards are mainly the displays of someone's celebrations or some kind of wishes for the current festivals which happened during their time and region.

## **Photography**

### **Definition-**

The word photography comes from two ancient Greek words: photo, for "light," and graph, for "drawing." "**Drawing with light**" is a way of describing photography.

Photography is an attempt to capture the reflection of reality, the beauty of reality cannot be captured in any medium accurately. But photography is just a way to capture the reality as close as possible.

Photography has evolved from old school reels to the digital formats, from capturing the memories to presenting the thoughts. It has been used in a number of ways within the people since the beginning itself.

## **Documentation**

The documents, records, etc., that are used to prove something or make something official. This can be in the form of printed instructions, comments, Photographs, Videography, or written texts.

Documentation has been done in caves by the stone age people, it is also done on leaves to write down the history, it is done in manuscripts and rocks. Documentation process is old as much as the existence of the human beings. Humans always found one or the other way to document the things happening around them. So that they can remember those things in future and there

coming generations can get to learn the history of their community.

Building monuments related to some particular cause and doing artworks for the religious or particular purposes is also a kind of documentation only.

Documentation includes writing up a specification of features/systems that you plan to implement. This might be a proposal. It might describe workflows in plain English. It might include user scenarios.

## **Photography as an Art**

The art of photography lies in the way the artist (in this case, the photographer) composes his frame.

Like other forms of expression, photography is sometimes art, sometimes craft, and sometimes just a grabbed image. The fact that photography uses technology that has developed more recently than some other forms of art often confuse this but the fact remains that expressive photography comes from an image that is made, not taken.

The ideal of visual art is the creation of an image. Photography and painting are but tools we invented to perform the creation of an image. The creation of an image does not depend on the existence of its subject.

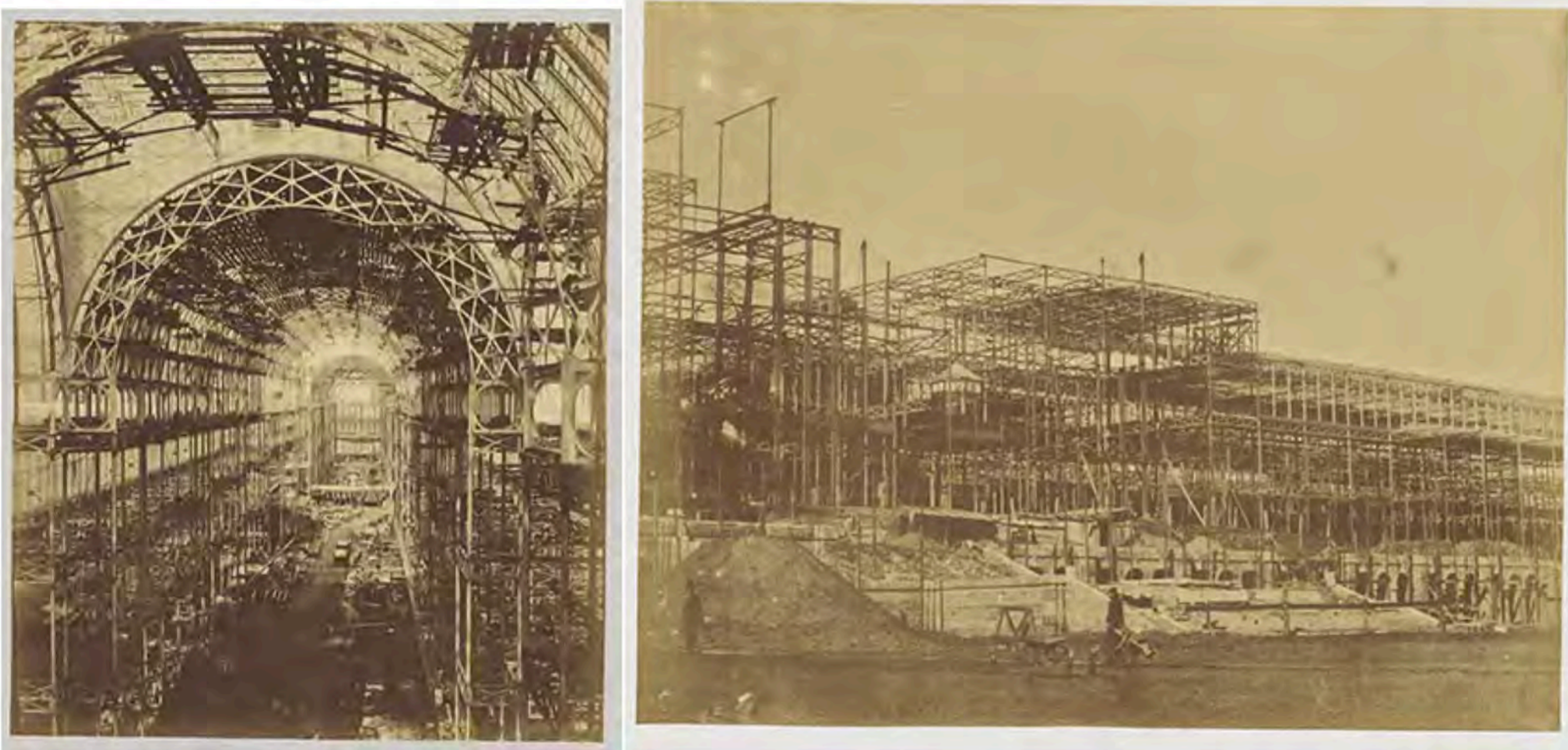
Painting has a smaller brush while photography has a larger one. A small brush captures a small piece of colour, and a large brush captures a larger piece of many colours.

Painting is art because a human being expresses their emotion visually. Drawing is art for the same reason, as is sculpture. They all do so by arranging visual elements through their own materials and media.



## Photography as a tool for Documentation

The first examples of documentary photography can be traced back to shortly after the invention of the medium, in the works of British photographer **Philip Delamotte**, who recorded important events such as the disassembly of Crystal Palace, or in those of **Matthew Brady**, who covered the American Civil War between 1861 and 1865.



## Photo-documentation

A type of sharp-focus photography that captures a moment of reality, in order to convey a meaningful message about what is happening in the world.

Each generation has left a visible trail of its passage across the face of the earth - such as religious monuments, public or private - and it is through the study of these monuments that, today, we may form an exact idea of the various civilizations.

## 2. Historical aspects of Photo-Documentation

There are various examples of photo-documentations throughout the history. I have mentioned below some of those examples.

### **F.S.A (Farm Security Association)**

Initially created as the Resettlement Administration (RA) in 1935 as part of the New Deal in the United States, the Farm Security Administration (FSA) was an effort during the Depression to combat American rural poverty.

The FSA is famous for its small but highly influential photography program, 1935–44, that portrayed the challenges of rural poverty.

### **The Great Depression(Photo-Documentation)**

*(please refer to the literature review section)*

## 3. Notes for understanding the Project Better

### **Signage**

**Signage** is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. A **signage** also means signs collectively or being considered as a group.

Signage's can be considered any kind of visual graphics created to display information to a particular audience. This is typically manifested in the wayfinding information in places such as streets or inside/outside of the buildings.

## Use of outdoor advertising

Unlike TV, radio or print, outdoor is media that cannot be turned off or put down. Viewers cannot fast forward through an outdoor ad as it moves through their environment or they enter the viewing range of strategically placed displays - like billboards.

Outdoor advertising is intended to be a good form of advertising; in fact, it is one of the most effective form. But there are few drawbacks of this kind which are coming in focus only in recent times. What are those? those are overuse of the outdoor advertising.

## Overuse of outdoor advertising

Since the invention of printing press there have been a flood of outdoor ads in the market grown day by day. And since the printing press and flex printings have become cheaper, the amount of people advertising have increased so much.

Because now anyone can print their ads and purchase place for exhibition. Sometime they don't even need for any permission and they simply paste of fix their ads in those places.

Best examples are small budget ads, who don't have enough money to afford large spaces so they utilise small places to give more information within those spaces.

This thing has introduced us to the term visual clutter. Due to which the most of the times the original message which they want to convey left un delivered and the ad becomes obsolete.



## Visual Clutter

**Clutter** is the state in which excess items, or their representation or organization, lead to a degradation of performance at some task.

**Visual clutter** refers to the normally excessive amount of ad messages consumers are exposed to on a daily basis.

This phenomenon is increasing day by day, because advertisers are increasing the amount of promotions every day. This clutter is now becoming the part of our daily life and we are living in it such a way that we are not even realising about this visual clutter.





## Juxtaposition

The act or an instance of placing two or more things side by side often to compare or contrast or to create an interesting effect is known as juxtaposition. With the use of juxtaposition one can use two different objects of individual meanings and can create the third totally different meaning out of them.

For example: if in one photo a man is simply sitting on the chair with no expressions on his face can be depicted as a simple normal man with no hidden meaning. And other photo is of a Cigarette. Both are two different pictures with different meanings. But if we compose these two pictures together then we will get to see another meaning out of the pictures, as we will see both the pictures as one image and we will depict some third meaning out of it.



Juxtaposition is also sometimes depicting the third meaning which may be funny or interesting, as it can be totally out of the context. Since the two subject have some other meaning and sometimes totally opposite to each other, and the moment we bring them together, they mock each other's existence.

## **Pun**

A **pun** is the highest, purest form of humour possible by humans. **Puns** are a dark art, much like necromancy.

The pun, also called paronomasia, is a form of word play which suggests two or more meanings, by exploiting multiple meanings of words for an intended humorous effect.

## **Billboards and daily life Juxtapose to create Pun**

In the current scenario, since there is already a visual clutter in the field of advertising, due to which the overlapping of ads and overuse of ads is happening.

So when we see the real world and juxtapose it with the Billboards and their particular meanings then most of the time it happens that they overlap and create the pun effect.

So I had specifically searched for those juxtapositions which intended give some different meanings but ended up creating the pun effect, which surely was not the original intention of the advertisers who put up the Billboards on the first place.

## 4. Hyderabad City

Hyderabad is a city famous for Charminar, Nezam's and biryani. As far as the outsider will see it. But it is more than that. In my opinion, Hyderabad city is the fastest growing as compared to the other cities all over the India. Wherever I go I have seen something is being built in process only. Every time something is being made, something new.

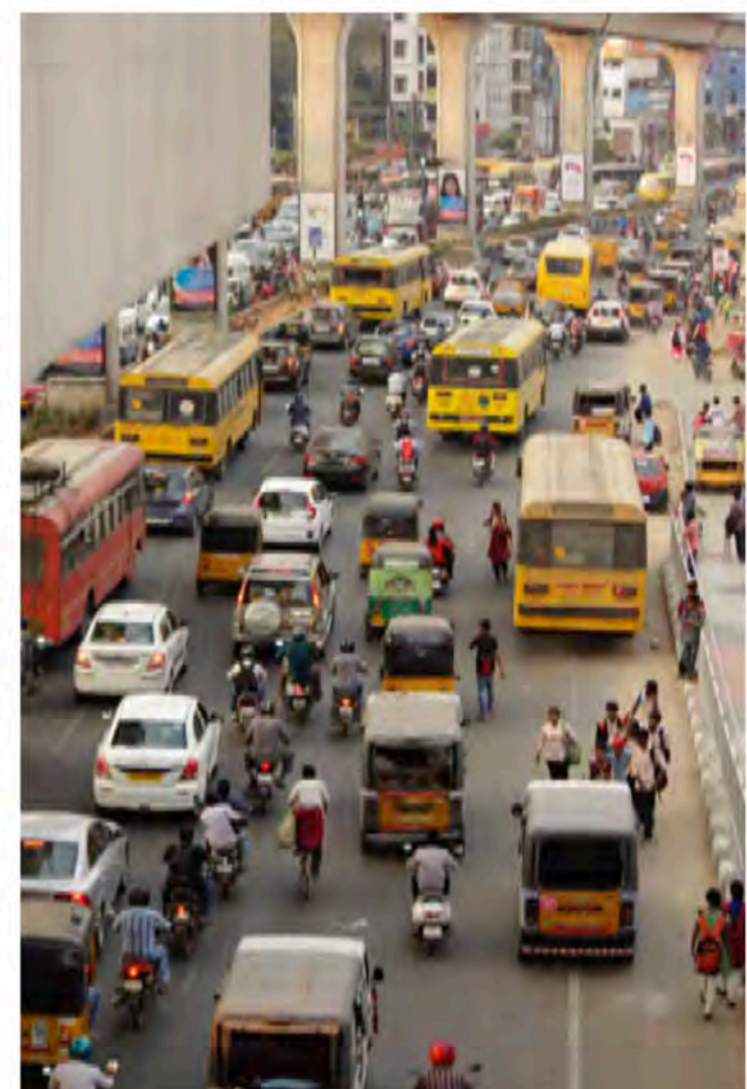
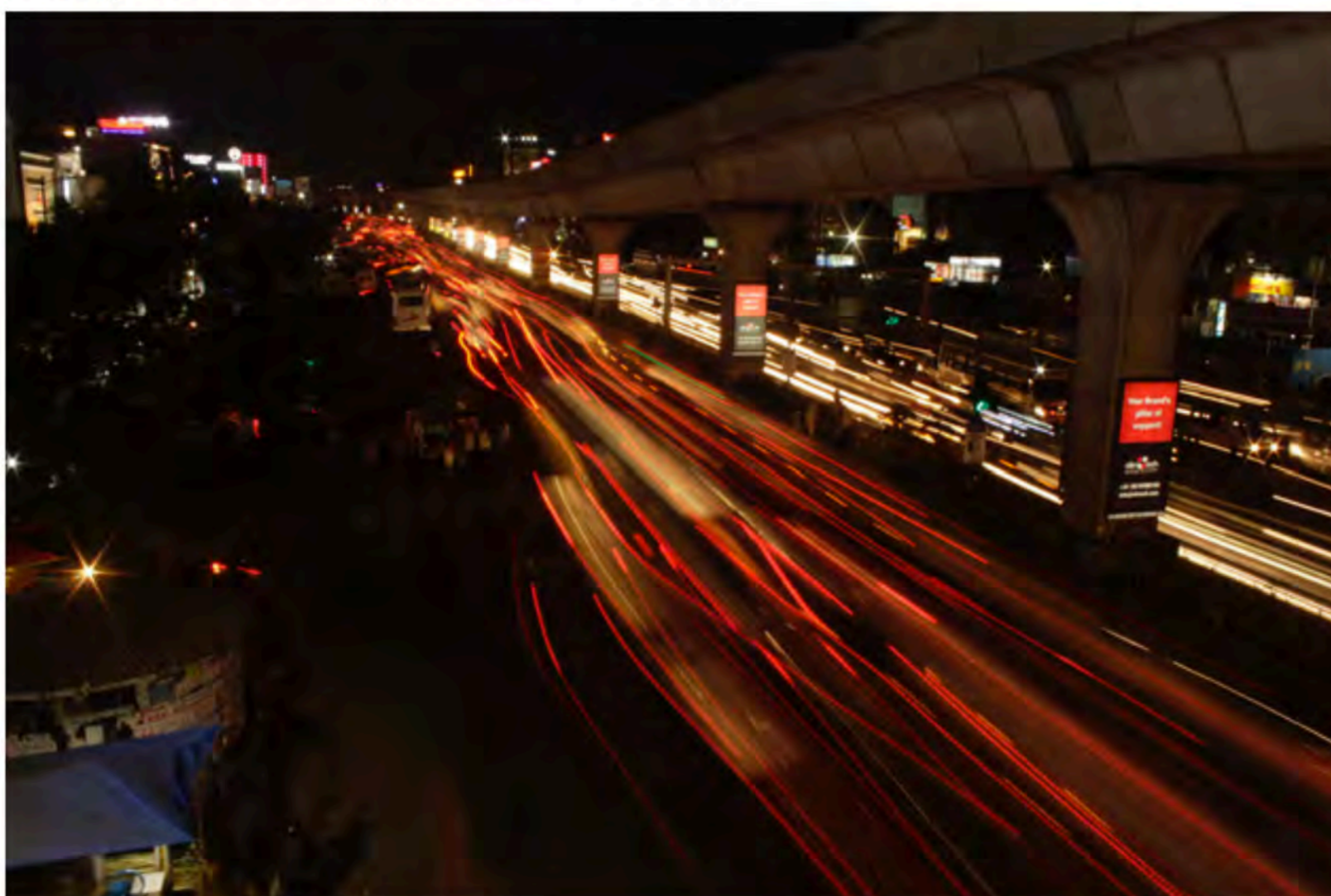
### History of Hyderabad:

It is inextricably linked with the rise and fall of various kingdoms, Qutub Shahi to Asaf jahi (Nezam's), which flourished in the Deccan region during the medieval and modern times.

Hyderabad is the permanent capital of the Indian state Telangana and temporarily the capital of the Indian state Andhra Pradesh.

The city is forming its role and outlook as part of the booming service industry revolution, and is trying to preserve and popularize its history.

### Daily Life in Hyderabad city





According to me Hyderabad city has some good as well as some bad points, those are:

**Good points:**

**Very low cost of living:** In Hyderabad you have extremely cheap housing, cheap transport. Even for entertainment, most theatres cost you only half the rate as compared to Bangalore or Mumbai. A ticket in Imax costs barely 150. ( That's the largest screen in India btw)



**Great food for both veggies and non-vegetarians:** You can go to places such as Chutneys, Minerva Coffee House, Utsav etc. for good quality south Indian food or opt for Quality Rajasthan food at Jharoka, De thali etc. Hyderabadi Biryani, Haleem during Ramzan are world famous.

**Communal Harmony:** Despite its marred history, Hyderabad is one the most harmonious cities I've been to. Very few tensions in the city itself and just about every festival is celebrated with the same enthusiasm

**Historical Places:** After Delhi and Kolkata, perhaps the only Big city with a history. Multiple Palaces, Forts and Museums for you to visit. Salarjung Museum, Falaknuma Palace and Golkonda Fort are must see after the famed Charminar of course.

**Education:** Hyderabad has a great number of Schools, Pre-degree colleges, Medical colleges and over 200 engineering colleges. That being said, Arts and Literature does take a huge backseat in this city. So if you want your ward to become an engineer or a doctor, Hyderabad is a good place to have a family.

**Crime:** Among the big cities ( Metros Bangalore) Hyderabad has one of the lowest crime rates. It ranks 16th in India. That is considering the fact that its considered one of the Top 8 cities in India and despite a growing tension.

#### **Bad points:**

**Water shortage:** Perhaps an issue in most of India's cities. It is one of the worst in Hyderabad, especially during the summer. Most areas go without water and have to depend on the Municipal Water tankers to survive. These Tankers come by less and less often and cost more money as summer's progress.

**Summer Heat:** After Delhi, perhaps one of the hottest of the metro/pseudo metros in India. Hyderabad has seen temperatures of up to 45 degrees in the past. So if you are visiting, avoid the months of March - May.

**Night Life/Pub Culture:** Hyderabad is perhaps the least fun city after 10 pm. no pubs, no night life whatsoever. That being said, if pubbing isn't a must for you, the city offers great number of decent water holes at affordable prices. Also has an Hard Rock Cafe in case you are a stickler for brands.

**Low Outlook:** After a massive thrust in growth in 2000, Hyderabad has considerably slowed down in terms of development. There is low positive outlook in Hyderabad especially after recent bifurcation of Andhra Pradesh. So perhaps you may not have a job in the near future to go to.

### **Billboards in Hyderabad city**

Billboards in Hyderabad city have a unique touch themselves. Here you can find the most number of ads in the form of banners, billboards and poster. Large number of them are actually related to the people who have a relation in the political background or the people who are capable of putting these Hugh billboards at the first place.

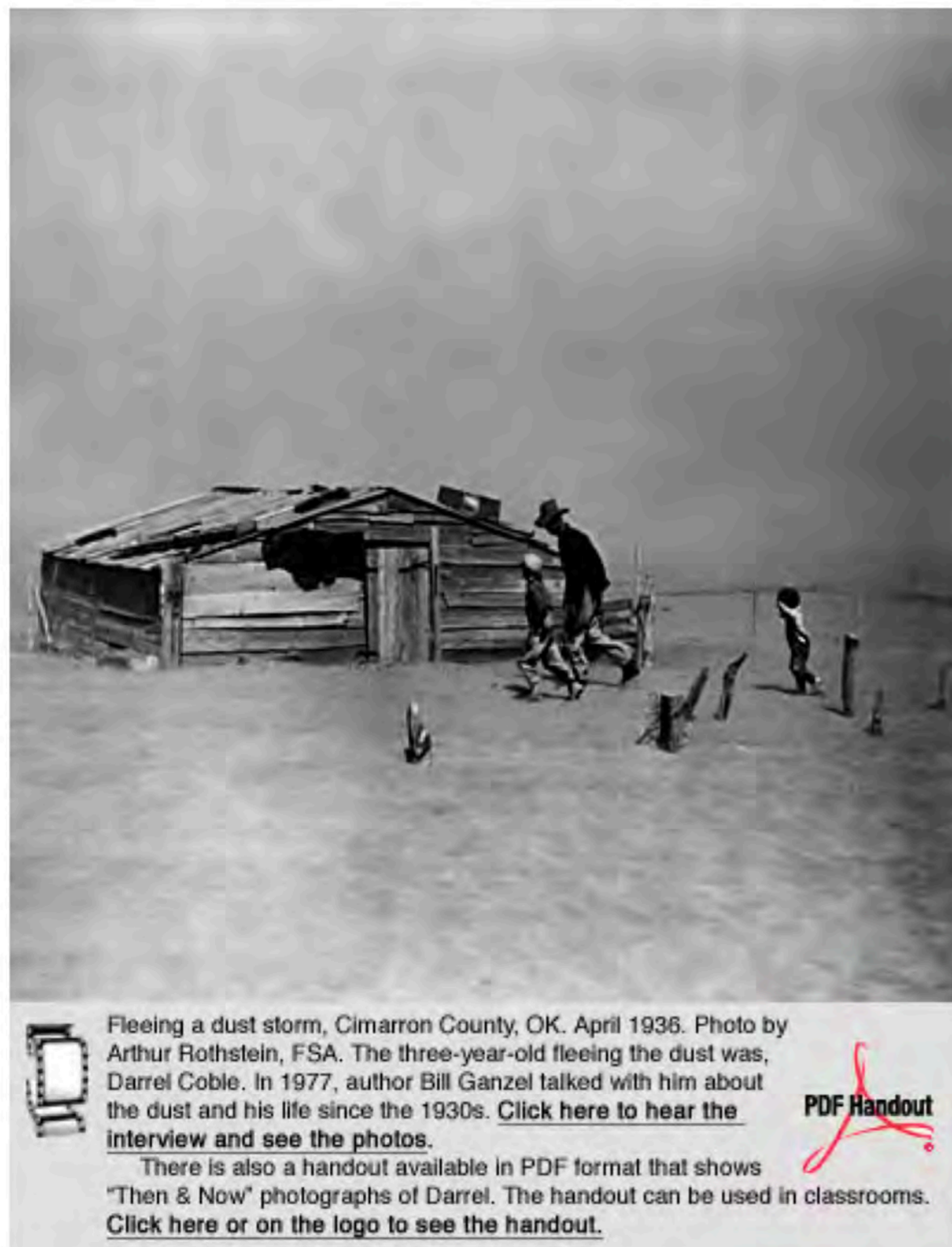
## 5. Literature Review

### Great Depression Photography series

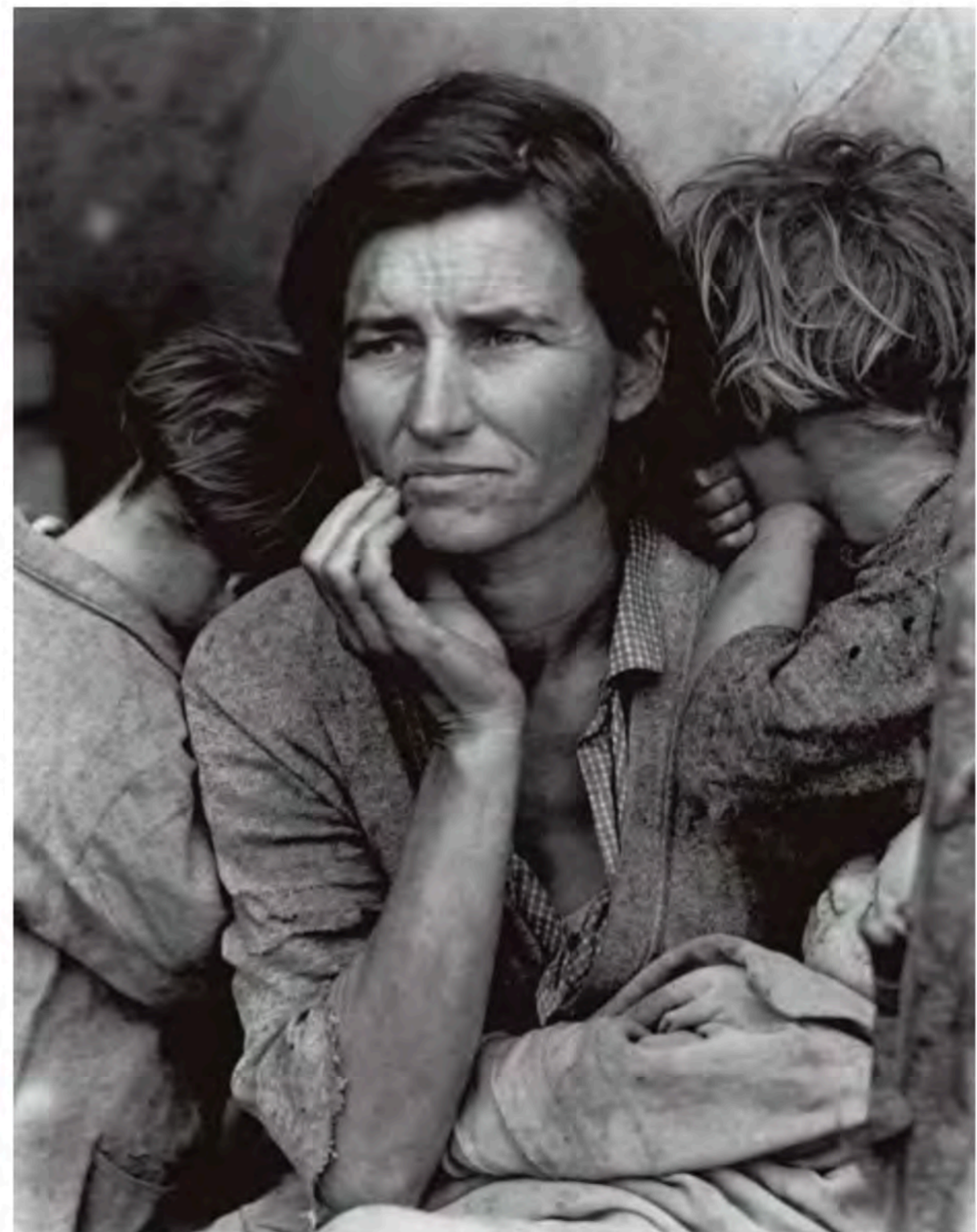
The FSA built a remarkable collection of more than 80,000 photographs of America during the Depression because they hired great photographers and a great administrator to lead them.

Roy Stryker was an economist from Columbia University before he was hired to head the "Historical Section" of the FSA. His job, according to his boss Rexford Tugwell, was to "show the city people what it's like to live on the farm."

Photographs like **Arthur Rothstein's "Fleeing a Dust Storm" (right)** and "Migrant Mother" by Dorothea Lange have become icons by which later generations have been able to sense what the Depression must have felt like living through it.



***Fleeing a Dust Storm***



***Migrant Mother***

These are some more examples of the photographs taken during the great depression time.



Woman of the high plains. "If you die, you're dead - that's all." Texas Panhandle, Childress, June 1938. Photo by Dorothea Lange, FSA.



William Huravitch, farmer, Williams County, ND, September 1937. Photo by Russell Lee, FSA.



Cleaning a chicken. Mrs. Lynn [Madge] May. Lancaster County, Nebraska, May 1942, John Vachon.



Bud Fields and his family at their home in Alabama, 1935. Photo by Walker Evans, FSA



*Freight car converted into house in "Little Oklahoma", California. February, 1936. Photographer: Dorathea Lange*

## Henri Cartier Bresson

He is the legend of street photography, although his work only captures moments on a daily basis, rather than long-term stories.







**Jerry N. Uelsmann**

Jerry Uelsmann is an American photographer best known for his innovative work with the photomontage technique in the 20<sup>th</sup> century in America. His images are surreal, spiritual and thought provoking. Throughout his practice, Uelsmann creates allegorical and surreal compositions through painstaking handmade collage. His photographs are made using only analogue tools.

He relies on multiple exposures and uses many enlargers to achieve his dream-like imagery. Notable examples include,

**Apocalypse II:** which features a Tree resembling a bomb exploding in the distance.

**Journey into Self:** which depicts an individual engaged in meditation.



**Apocalypse II**



**Journey into Self**

## 6. Multiple Approaches

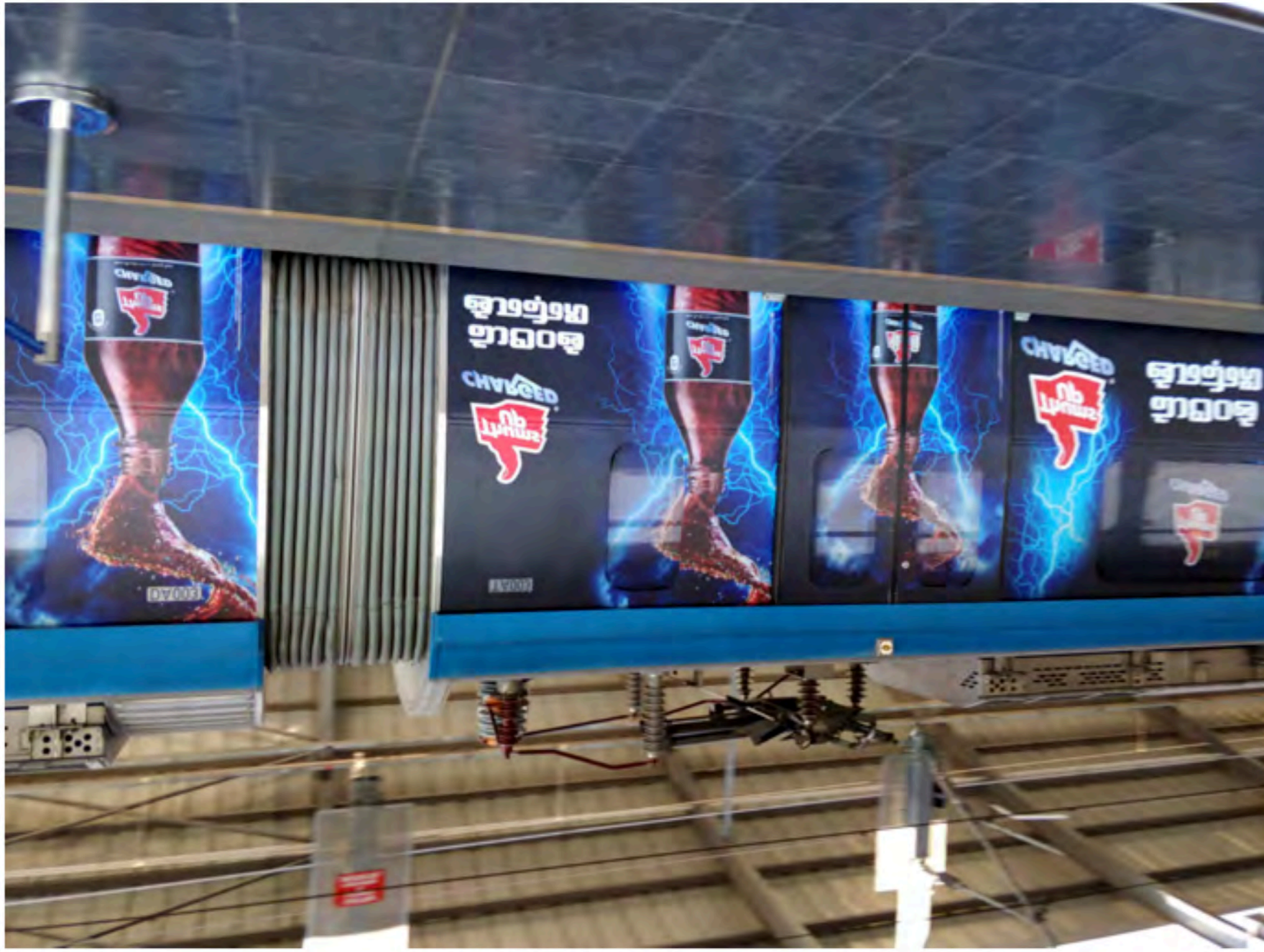
### Approach 1

During my first approach I went outside with my Camera, and shoot every possible thing which we consider as advertising. Name it a Billboard, classified ads on the walls, Banners, Posters, Transit ads, standees etc.









Wall sticked posters





Sometimes I tried to compose some random compositions as well. I observed the visual language of the ads, which is being followed in most of the places where I shoot.





*Too many pictures were used in the billboards*

After shooting the pictures, I came to my room and analysed them, and found the following Observations:

**Observations (on the basis of photographs I took)-**

1. Advertising in Hyderabad is really seen as one of the most enjoyed medium of presenting the ideas, showing the proud, and also wishing the birthdays.



2. There is no such thing as visual harmony which is being followed by the people who are putting the ads (specially in lower budget ads and rural and non-urban places such as Sangareddy ).





3. Most of the regional ads takes the majority of spotlight when it comes to the advertising in these areas.

### Categories of the billboard advertising in Hyderabad

There are billboards of so many colour and sizes, which we can see everywhere in the Hyderabad. But there are some categories for the billboards as well which I found during my field visit for this project. These categories are not the standard ones, but can be found only here in Hyderabad.

### Political party agenda and promotions:







**Birthday and other celebrations and wishes:**







Local people merged in movie posters:





Religious Deities merges with real people:





Movie poster billboards:



In my first approach I got the idea that what I need to do next, So I moved to my next approach.

## **Approach 2**

Capturing outdoor advertising and to show the essence of visual clutter is not an easy task at all, so in order to capture the things in structured way, I studied more about the Hyderabad city, and special about some of the places. Where I could go and shoot.

I selected these few places:

**Sangareddy**

**Patancheru**

**Lingampally**

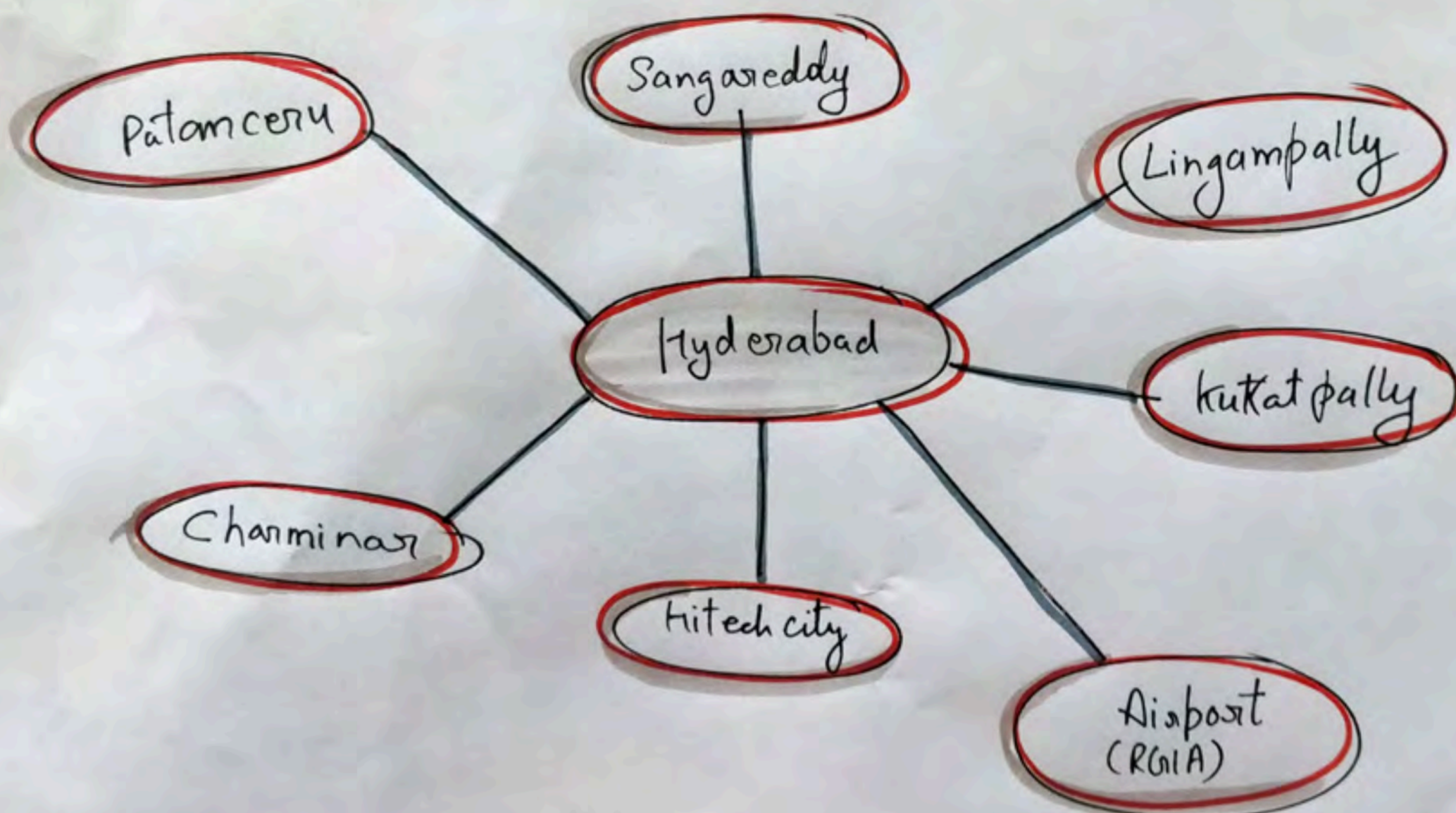
**Kukatpally**

**Hi-tech City**

**Charminar**

**Airport**

## My Key target locations in Hyderabad City.



At first I thought these will be my key target places, but then I thought quality is better than quantity, and also I got some feedbacks from my Guide, I focused on these 3 places:

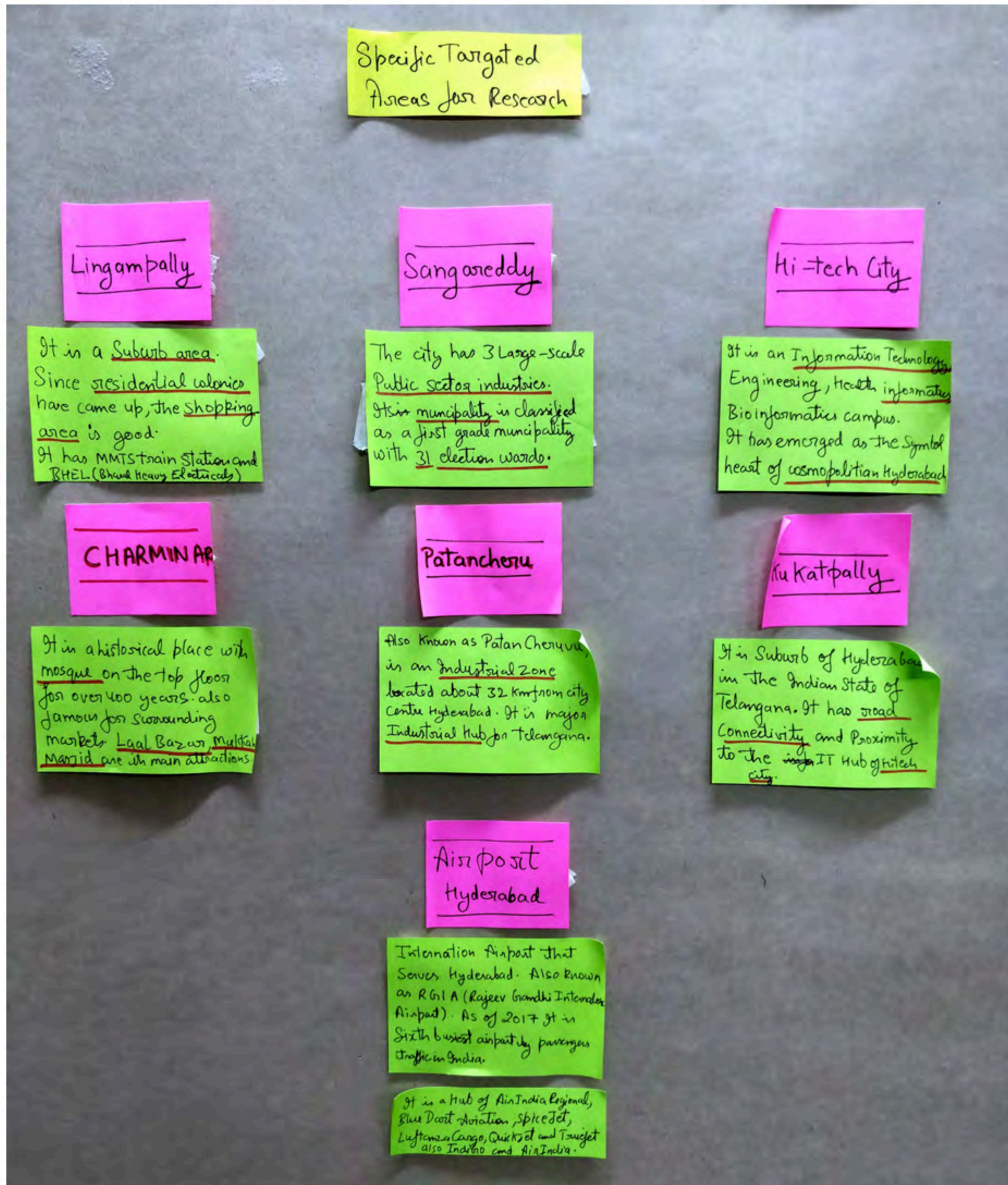
**Patancheru**

**Lingampally**

**Kukatpally**

I also did some research on these places, their background, their speciality in advertising, what kind of advertising is focused in these three places. I did some background study on these places and did some mind mapping as well.

Also I talked with some people who already living in these places, but I couldn't get much inputs related to the ads and billboards. As local people may not be interested in these ads and billboards, for them it is the daily basis thing and they do not see this as special thing.



Then after doing the above research and planning things, I thought of experimenting some new techniques in these places related to billboards. So I did these few experiments on these areas:



## 1. Analysed the Gaze Movement:

I tried to Capture the eye moment of the people who are travelling, by placing the camera on a location from which both, the people and the billboards are visible. Then I made a **Time-lapse video** as well as the **normal video** from the same position. I analysed the actual real time interaction of the people with the billboards took place in one Traffic signal. (Approximately which last for 60 seconds). This gave me the Average life of a Billboards for a particular audience (specially for one traffic signal how many of them actually look at the billboards).

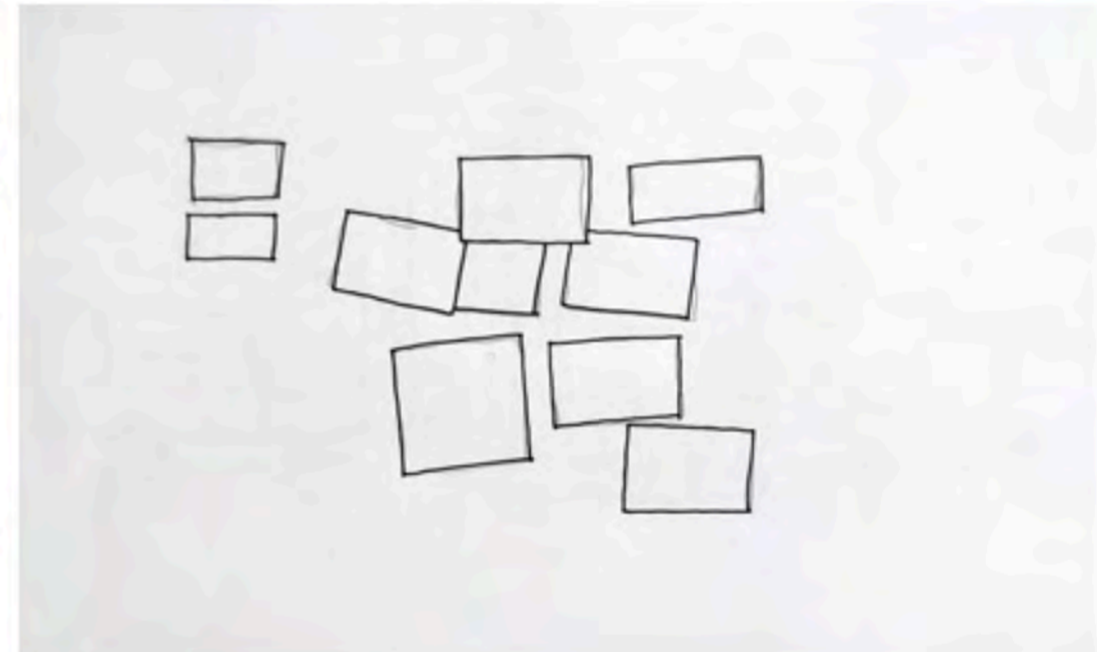
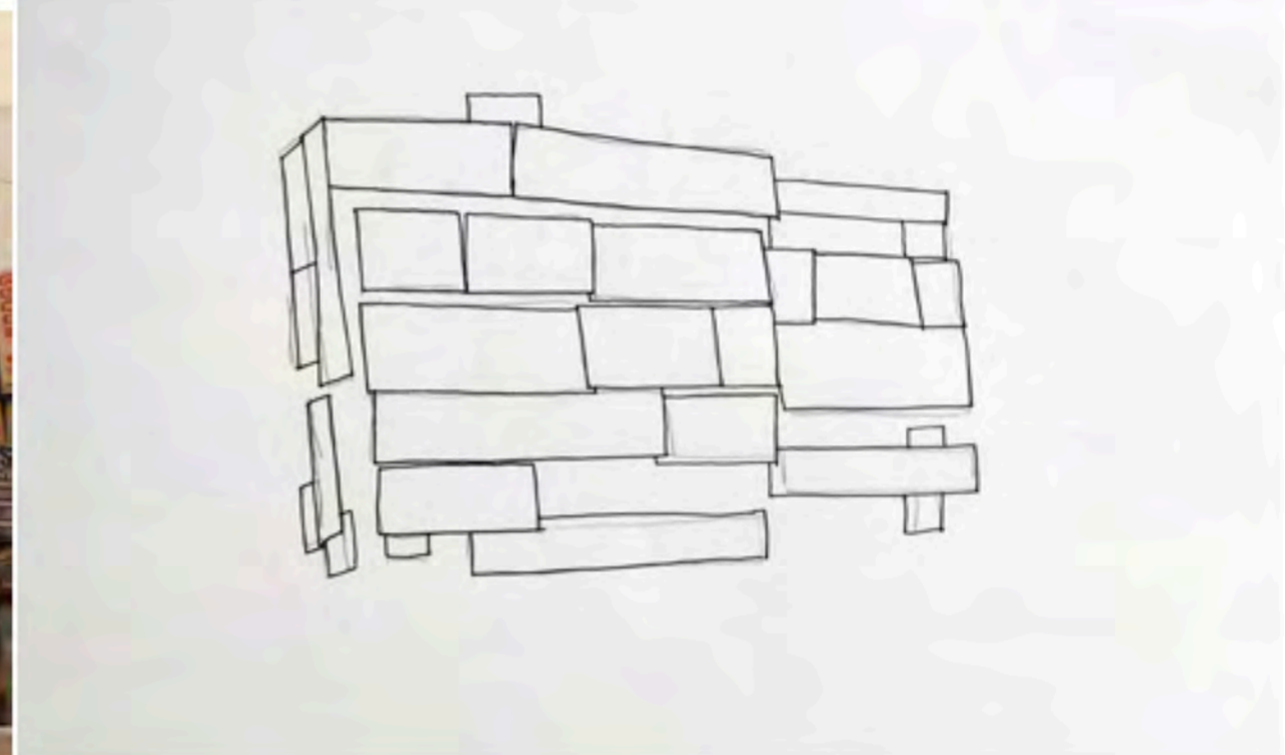


*A still from one of many Time-lapse videos which I took*

## 2. Pattern Analysation:

I observed the different types of patterns which these cluster of banners and ads are making, this visual exploration shown me other perspective. Is there any particular pattern of visual clutter? There may be! Or may not be. See it all depends on how we look at the situations. If we will see as a designer's point of view, then we will definitely find something wrong in the scenario, because our eyes are trained to see the things. It is being said by some great person I don't remember the name actually, he said that,

“A layman looks the things, but a designer sees the things”.



So yeah, a layman may not see any pattern.

### Approach 3

Until now I was quite sure that I am going in a right direction but with wrong approaches, after getting 2-3 feedbacks, I slowly-slowly started to get the hold on my topic, that how exactly I can show the visual clutter and its misinterpretation among the people in Hyderabad.

So I started clicking the compositions with not only the billboards, but with the people around them and also with the sculptures (randomly). So I started getting the new-new compositions, and new-new aspects.







**SWACHH TELANGANA HYDERABAD**



**స్వచ్ఛ భారత్ స్వచ్ఛ తెలంగాణ**

**బ్లెక్ టాయిలెట్స్, మూత్రశాలలు & స్నానపు గదులు**

**GENTS & LADIES**

**బహిరంగ ప్రదేశములో మల మూత్ర విసర్జన చేయక** **శెట్ల వినియోగించండి**







I also compared the scenarios from each other so that I can get to know that which place is experiencing more visual clutter and which place is having a good understanding of advertising. And also how it is happening, ad what are the factors which are affecting these things.

## **Approach 4 (Final)**

Since the previous approaches have not been successful at that extent as I imagined, but while attempting those, I got a learning of what will not work at least. And also I realised the proper way and proper compositions for which I have to go now.

Also now I expanded my area of approach to the most of the Hyderabad city wherever I can find the sculptures and billboards together and they are in such a way that they are juxta positioning together to create a different meaning all together.

According to gestalts law, the object closed together can be considered as one group. Applying this law to the human eye and the real world, we have the 3d world and if we talk about the stereoscopic view of human eye, then the second eye always create a depth perception. But if we close one eye, then we see a monoscopic view. That's how we look the world in a 3d view. But in camera, there is not stereoscopic view. It's all 2d world from the camera's point of view.

So what I want to say exactly?

Actually, when I clicked some of these pictures above, then I realised that the foreground sculptures are of some "Decent politicians" build for some "decent purposes". But what with the background? is it going with the decent foreground? Actually, no its not. Its creating the other story in itself. Now that's where I slowly got the right path.

A right path to show the visual clutter and the misinterpretation of the overall scenario. In a way its creating the satire on the current politics, but also it is showing the one problem in over use of these billboards and their placements. Everywhere they filled the places with the billboards and they totally forget or do not even realise that what effect it is doing with the space where they are installing them.



So in this approach I have clicked more than 3000 pictures with different angles, perspectives and point of views. But then I choose the final 20 images to be the part of my thesis submission.

My final pictures are attached in the below panels. And also these pictures are the perfect examples of the current scenarios of visual clutter and overuse of advertising.







## 8. Conclusion

If we take the examples of photo-montages, there we take more than one image and create the new kind of image by cutting and pasting which create the different effect on the minds of the viewer.

But in my case I have tried to achieve the same but here these photomontages are forming naturally and by positioning them in such a way that they look like a part of one single composition on that location without cutting and pasting. So it is visible to everybody

Since the background is plays equally important part in any of the medium, either it is film or print etc.

In my case whatever things are in the background, they unknowingly creating a third meaning.

for example: the wire line, the hoarding watching the sculpture etc.

Things have created a third meaning which is not necessarily intended by the people who actually made the sculptures or designed the posters/billboards, so people get to read more and visualise the different meaning.

And interestingly this is also becoming the satire on the current political situations in the state. So in a way this is also a critique to the current scenario not only for the state but also for the country itself through these images.

## 9. My learning

To be frank I had a great experience while doing this project. I have seen places and ads before also in Hyderabad, but when I went out with my camera and I started to see the world from the eye of my camera, then the whole world started to have a different meaning for me.

Before I used to see sculptures only, but now I started to see the great composition which can give life to the lifeless sculptures and also when I captured the billboards and composed them with the sculptures then I was so amazed to see the output of my effort.

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