

USC Roski X Frieze LA

USC Roski Graduate Open Studios

15 February 2022
5:00pm - 9:00pm

USC x Frieze Los Angeles

Open Studio

PROJECT SUMMARY

This poster was created during the Visiting Designers Forum course at USC Roski School of Art and Design, under the theme of “Social Issue.” The project explores the topic of digital surveillance and the erosion of privacy in contemporary society. Titled **“I’m Watching You,”** the poster uses bold imagery, facial recognition motifs, and direct eye contact to evoke the discomfort of constant monitoring in the digital age. The work was selected for public exhibition through **Roski x Frieze LA**, a collaborative showcase between USC and Frieze Los Angeles. The poster was presented as part of a curated group of student works addressing contemporary social and cultural themes, offering a platform for emerging designers to engage in critical visual dialogue. This project reflects the power of design as a tool for raising awareness, sparking conversation, and confronting invisible systems that impact our daily lives.

