# First Concept
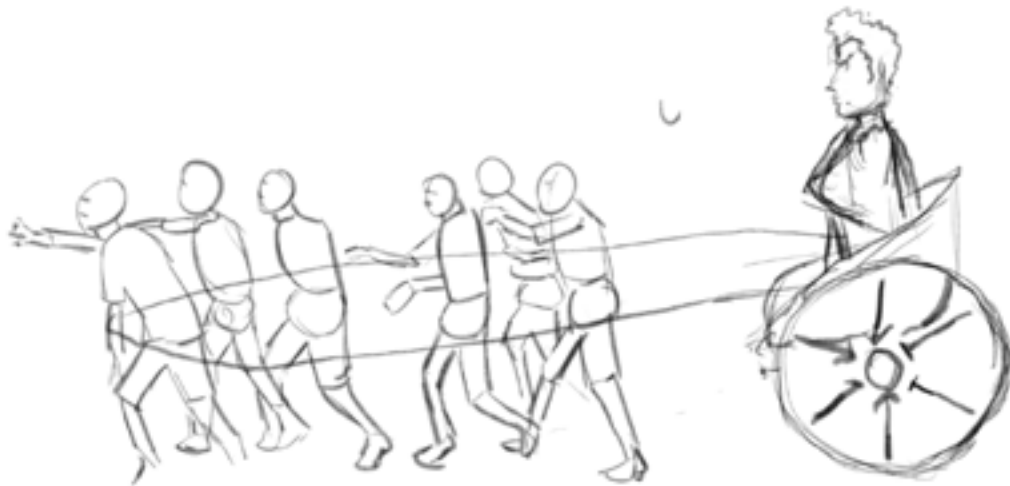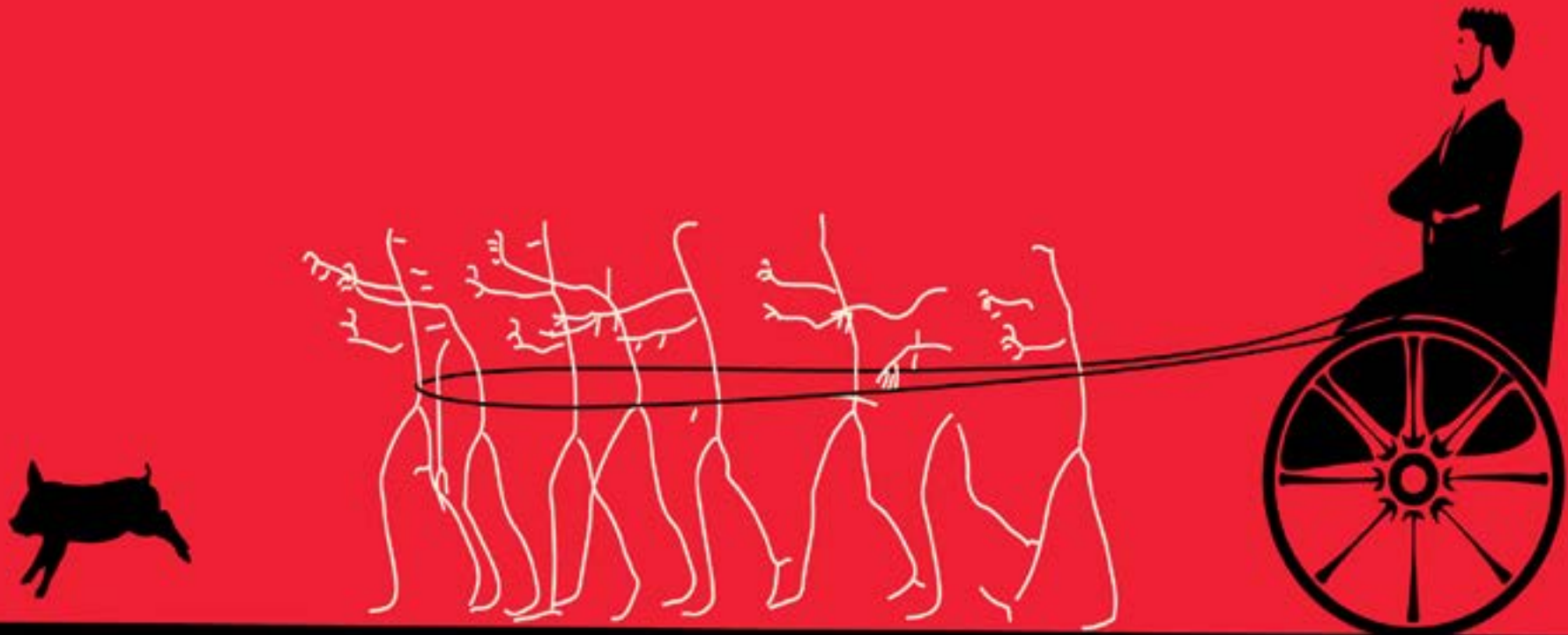
Whatever cannot obey if self will becomondid

In the first concept, I wanted to do something with zombies. I thought zombies were creatures that have no will of their own. They are moved purely by their instincts to hunt down flesh or brains. Then I added the man to the chariot. It represents the once that who manipulate and profit from those too distracted to notice. I then changed the silhouette zombies I first had to abstract lines. I thought it made them look like they have lost themselves more, I also tried to combine their limbs with one another. To show how they have also lost their individuality. I added the pig in the end, pigs represent greed to me. Greed is one of the main things that makes people lose themselves.

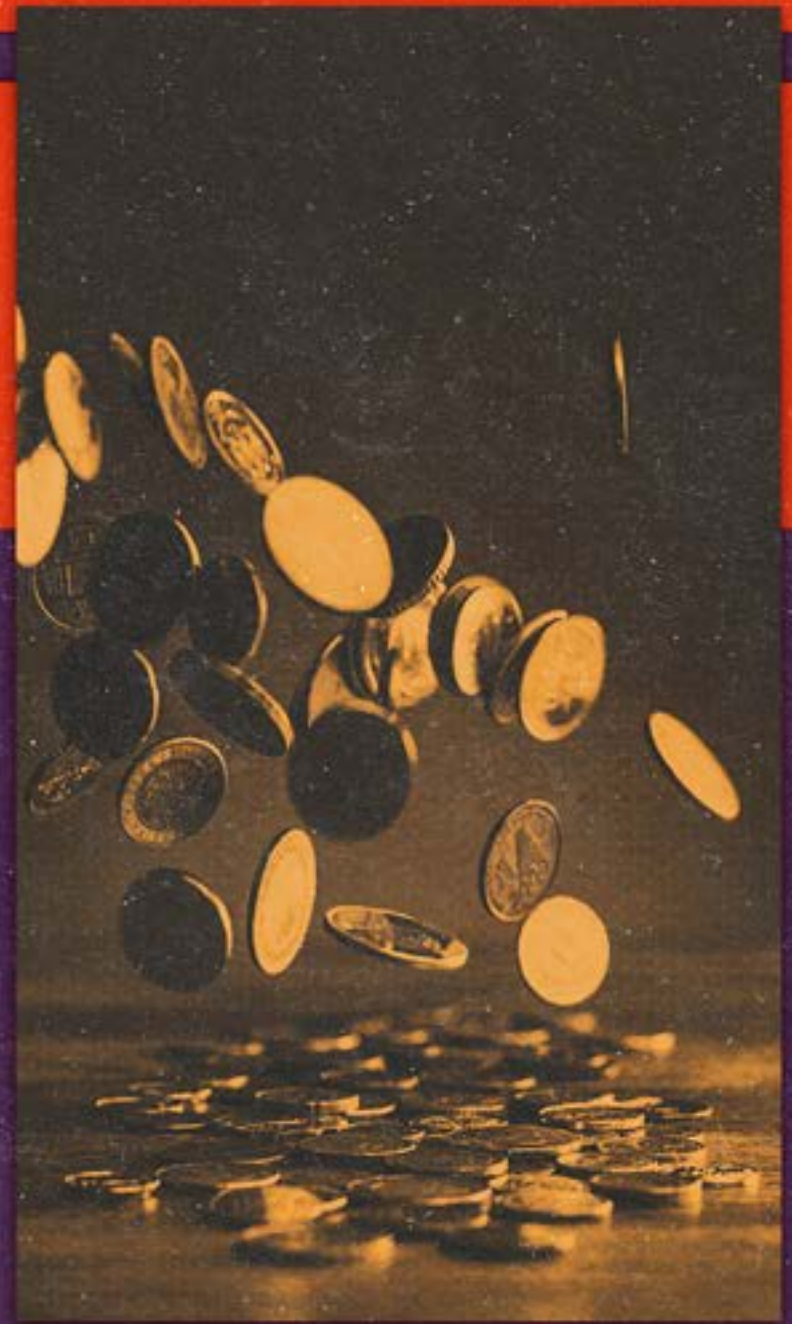Whatever cannot obey itself, is commanded

# Second Concept

In the last design, I used Hamlet by Shakespeare to represent my quote. Hamlet's father was murdered by his brother because he wanted to take over his throne. He was poisoned in the original story but i thought this visual on this photo was more striking. I also added gold conies above the murder sean, to show the power gold was given. I also added the wolf on the left because wolves represent greed in some cultures. I wanted the whole thing to have an old book or magazine look to it. So I added multiple gradients and textures to give it that look. The fonts I used were all from the old font family. They added to the old aesthetic of the whole peace.

Whatever cannot obey itself,
is commanded
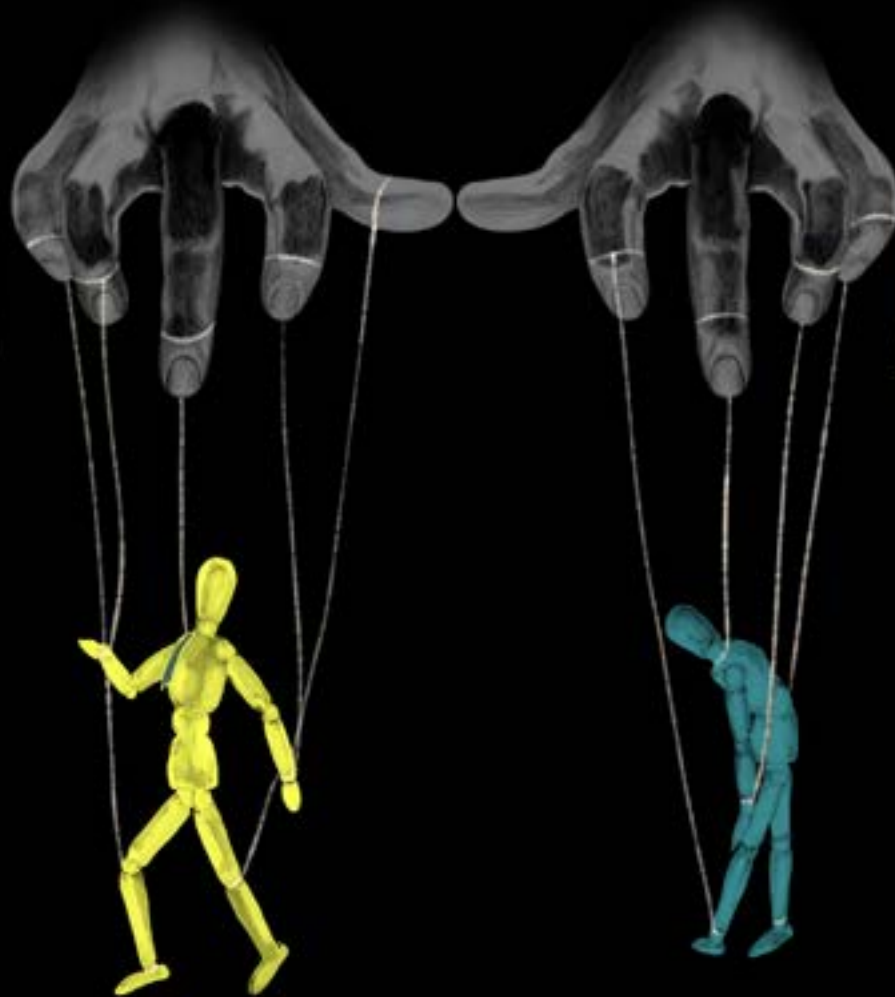
Pride demands it

Gold demands it

# Third Concept



The second concept was much simpler. I created hands that stretched out from the darkness manipulating puppets. The hands are more metaphorical, they represent the many invisible things that impose their will on us. I made the two puppets have different deminers. One was happy and had a tie, to represent the working man. They are blue and down. I wanted to express that both happy and unhappy people can be under the influence of something, without knowing it.

Whatever cannot obey itself, is

CO**MM**ANDED