



unreadited.

amber jennings

unedited is a project that explores how language is shaped, controlled, and sometimes removed before it reaches us. it focuses on the systems behind what we see, from media and institutions to platforms and public space.

using the visual language of advertising and official communication, the work places direct and minimal messages into familiar environments. by doing this, it challenges what is usually allowed to be visible and questions how information is presented.

the project is not about providing answers, but about encouraging awareness. it asks the viewer to look more closely at what feels normal, and to consider what may be missing, softened, or left out entirely.

unedited is a brand-led public-interest platform designed to operate through multiple campaigns addressing different forms of language control. it looks at what gets edited, removed, softened, or hidden by people, platforms, and systems, and makes those decisions visible.

our mission is to reveal and challenge the systems that shape public language by translating hidden moderation, editorial control, and institutional filtering into visible, legible design in public space and print.

we want to invision a culture where audiences recognise that information is designed, filtered, and framed, and where public language can be questioned rather than passively consumed.

4

6

24

30

MANIFESTO

unedited's manifesto

OOH

showcasing all the out of house advertising designs I have created for unedited's first campaign

DESIGNS

these designs were made specifically for this book

PROJECTION

projection mapped designs made for unedited's first campaign

**unedited is not here to decorate the truth.
it's here to show what gets removed, rewritten, softened, and
silenced.**

**we live in a world where language is constantly managed.
by platforms. by policies. by editors. by brands. by institutions.
not always with malice, often with caution, convenience, or
control.
but the result is the same: public speech shrinks. meaning
gets sanded down. reality becomes "acceptable".
unedited exists to make that process visible.**

**we collect the redactions, the warnings, the blocked words,
the rewritten headlines, the shadowbanned stories, the
"community guidelines" that quietly reshape culture. we treat
them as evidence. we turn them into design. we place them
where authority usually sits: on streets, on walls, on posters,
in formats people instinctively trust.**

**because when the edit is invisible, it feels natural.
When the edit is visible, it becomes a question.**

unedited does not claim neutrality.
neutrality is often just the smoothest version of power.
we believe clarity is a form of resistance.
that accessibility matters.
that public space should hold difficult language, not only
marketable language.
that the right to speak is meaningless if the system decides
who gets heard.

this is a call to notice.
to read what's missing.
to ask who benefits from the silence.
to recognise that every clean message has fingerprints.

if it's been filtered, we want to see the filter.
if it's been edited, we want to know why.
if it's been erased, we want to name what was there.

unedited makes the edit visible.
so the public can decide what truth looks like.

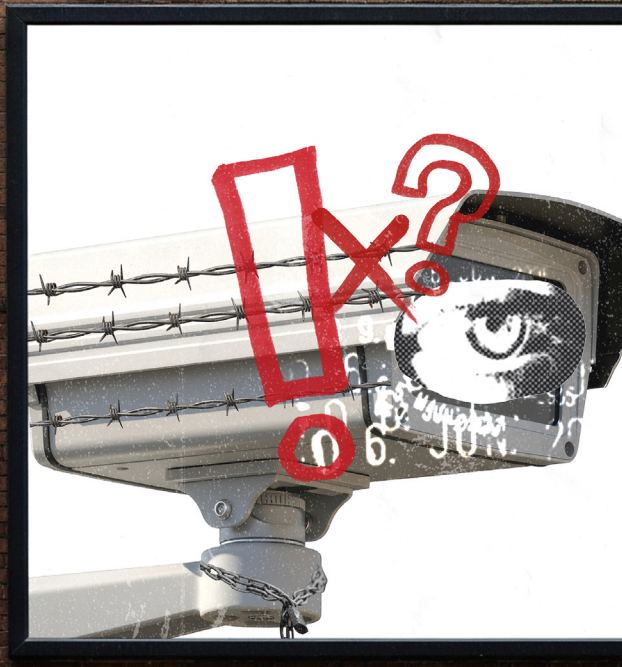


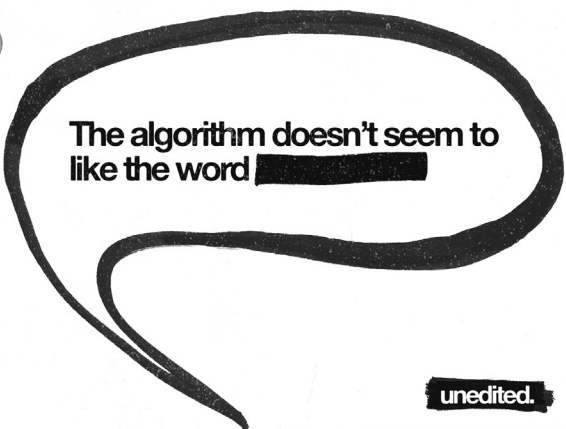
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COMMUNITY
GUIDELINES
FOR WHO?

WHO DECIDES
WHAT'S
ACCEPTABLE?

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The algorithm doesn't seem to
like the word [REDACTED]

unedited.

unedited.





edited for public viewing.

unedited.



i tried to say it properly.



unedited.



say it plainly.

unedited.



**Some of the info
has been [REDACTED]
reaches you.**

You are not alwa

Information you receive
[REDACTED] before it

Always seeing the full picture.

unedited.



Way out



Departures

Time	Destination
08:15	Green Forest
08:20	Swansea
08:25	via Green Park
08:30	Cardiff B.
08:35	Cardiff Green
08:40	via Cardiff East
08:45	Cardiff Green
08:50	Cardiff Green
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23:40	Cardiff Green
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23:50	Cardiff Green
23:55	Cardiff Green
00:00	Cardiff Green

say it nicely
say it quietly
say it less.

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womens health is not
“sensitive content”.





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384

S M C

some voices are
harder to find.

Visibility



Visibility Error

Visibility Error

Error

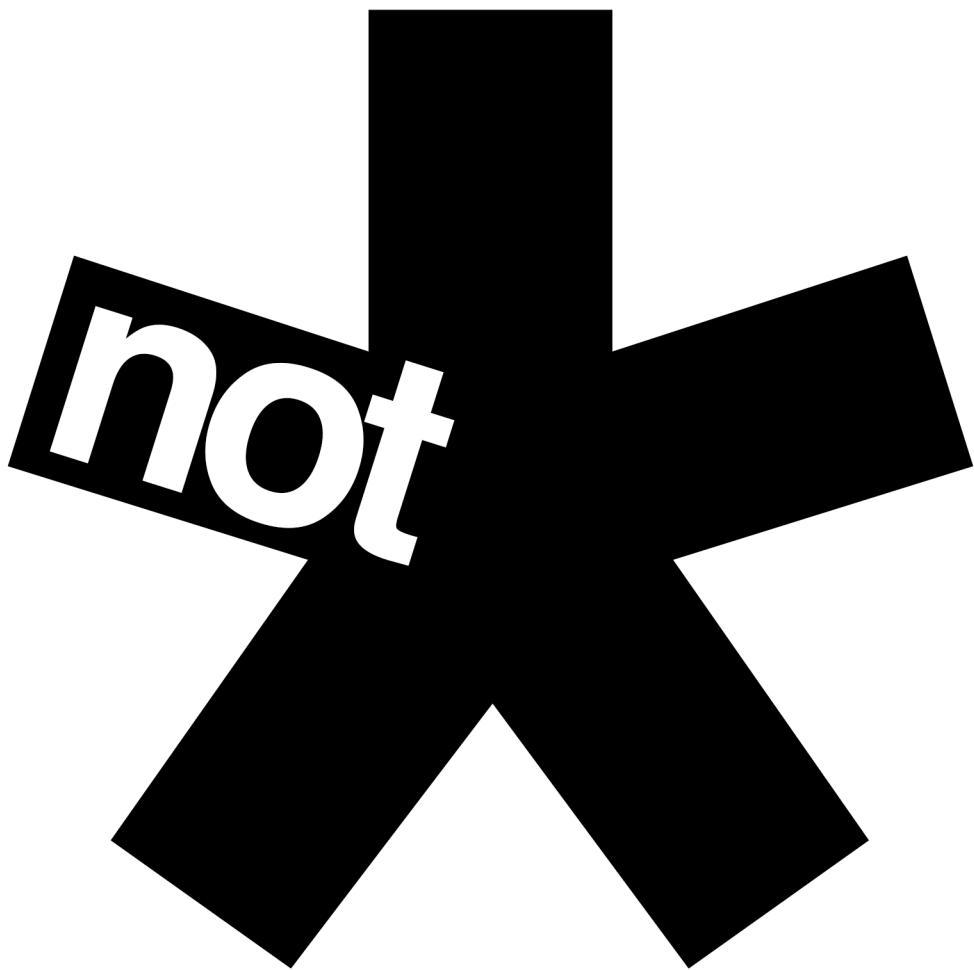
Your post is still online.
It just may not be shown to anyone.

OK

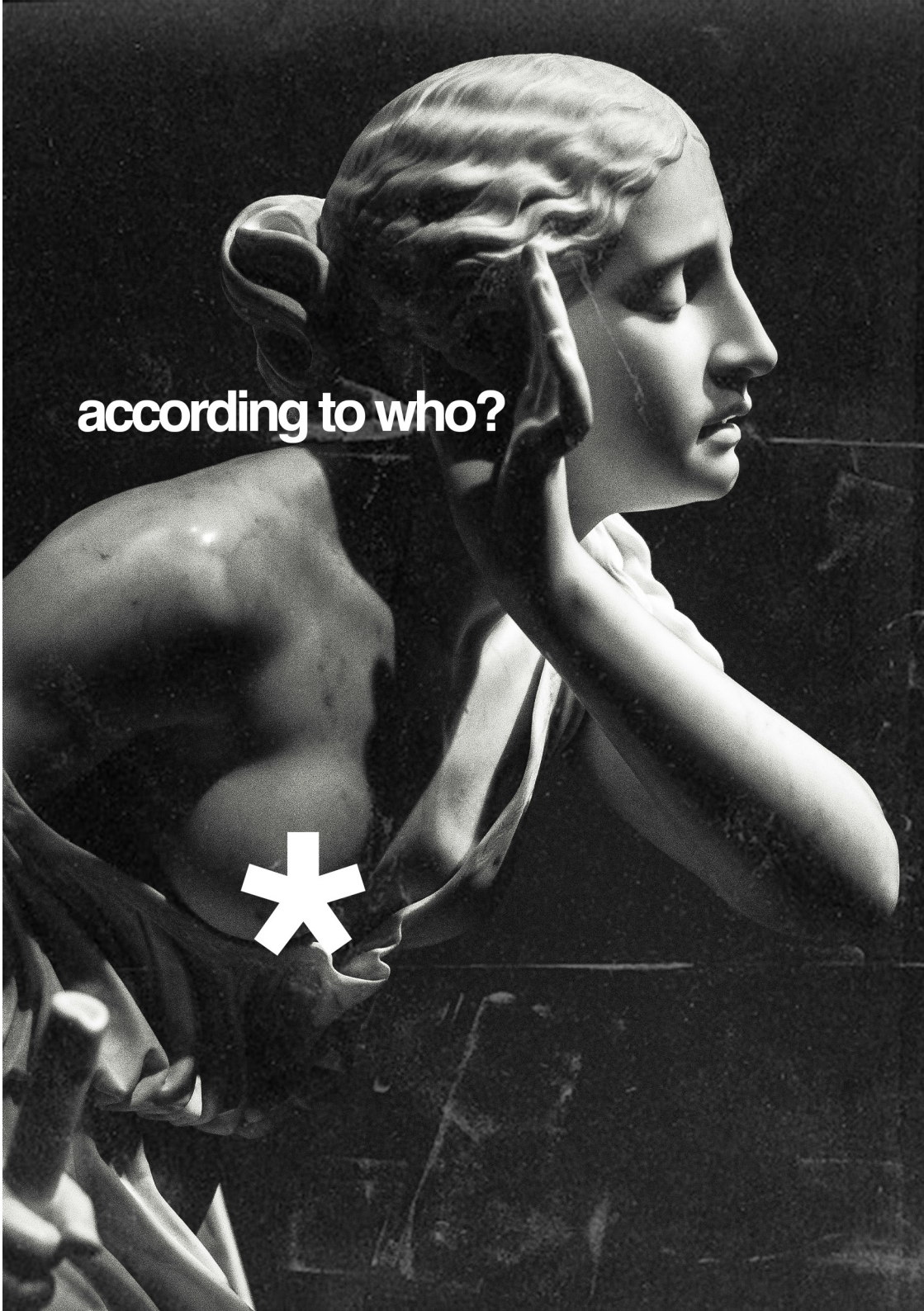
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what's missing matters the most.

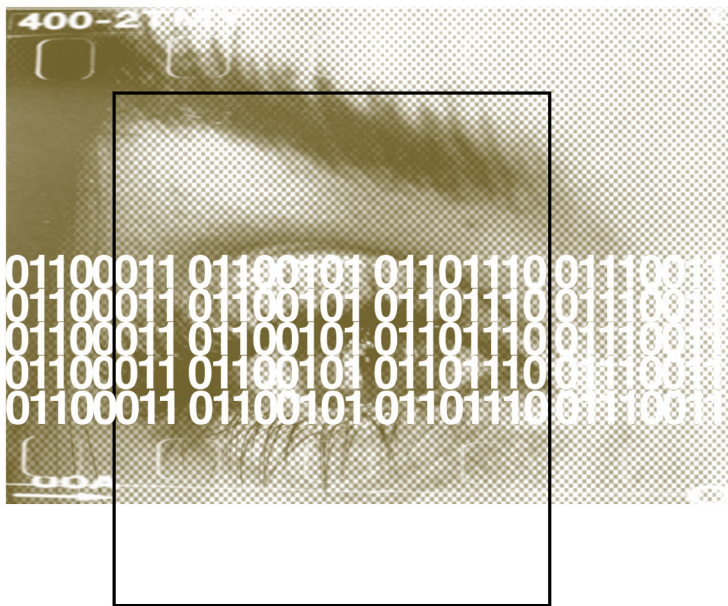


appropriate



according to who?







unedited.



Your account may not meet our guidelines on recommendations or age-appropriate activity.

unedited

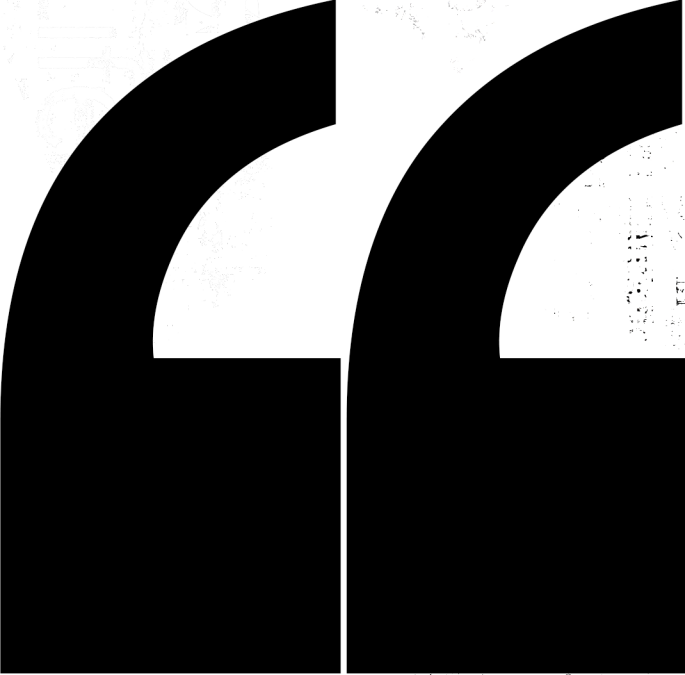
KILLED DEAD SEX GUNS
LGBTQ+ TRANSGENDER
VAGINA RAPE SEXUAL
ASSAULT SUICIDE
DEPRESSION PTSD
PORN DISABILITY
ABUSE GENOCIDE
A B O R T I O N
M I S C A R R I A G E
PROPAGANDA WAR
TRAFFICKING SELF
HARM KILLED DEAD SEX
GUNS LGBTQ+

The algorithms decide
which words survive.

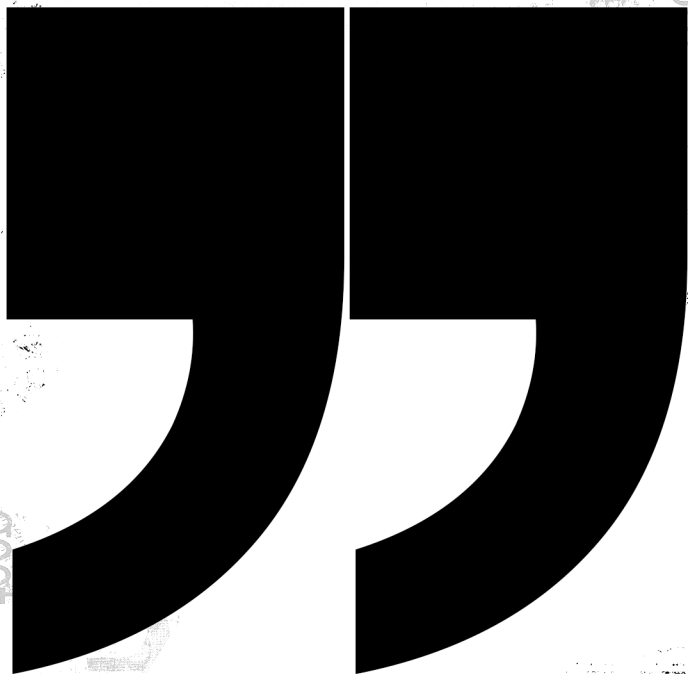
unedited.



DIRTY SYSTEMS
CLEAN WORDS
DIRTY SYSTEMS
CLEAN WORDS
DIRTY SYSTEMS
CLEAN WORDS
DIRTY SYSTEMS
CLEAN WORDS
DIRTY SYSTEMS
CLEAN WORDS



most of the content you see online has already been filtered before it reaches you. social media platforms use a combination of automated systems and human moderation to remove, prioritise, or suppress information. this means visibility is not neutral, it is shaped by rules, guidelines, and algorithms that decide what is appropriate.



unedited, 2026
Final Major Project
Visual Communication BA (Hons)
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exposing the language control.

this book is a compilation of the first of many campaigns by unedited that questions who controls what we see, read, and say.

bringing together posters, projections, interventions, and experiments, this book captures the visual language of censorship, redaction, and restriction as it appears across public and digital spaces.

through blocked text and disrupted messages, the work exposes how information is shaped before it reaches us. what is removed, what is softened, and what is allowed to remain all reveal the systems behind it.

we invite you to look closer,
read between the lines,
and consider what might be missing from the version you are given.

website:



@unedited

issue #1

