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The main idea behind the series of posters was to represent the slow deterioration of everything around Sweetland, and how he tries to hold onto the past and pretend that everything is going well. The type speaks to this concept in that it is peeling and cracking, and starting to disappear from the surface it was painted on due to its age and poor treatment. There is a progression of the deterioration in the posters, with the first one having minimal damage, the second a bit more, and finally at the end, it is the most worn away. It represents how at first things seem to be starting to change and Sweetland wants to prevent that change, but in the process he begins to lose everything he wanted to hold onto. The final poster represents how he most likely knows he's going to die, but he has accepted this and he has finally let go of the things in his past. The dull colours used in the posters further add to the contrast of what is being said in the text, and gives off the idea that everything around Sweetland is likely old and worn away.

“Are you okay?”

“Best kind.”

“You don’t seem yourself.”

“Now Mr. Fox,” Sweetland said.

“Who’s got it
better than this?”

“You sure you’re all right?”

“Best kind.”