

Fashion Media and Communication
Experiential Ecologies

Abyssal Genesis

Squad D

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Project Intro

“The world of the made will soon be like the world of the born: autonomous, adaptable, and creative but, consequently, out of our control.”

–Kevin Kelly

This project examines humanity's cyclical dominance in the Anthropocene, exploring adaptation and sustainability through speculative future and gameplay in a collapsing world.

Aims and Objectives

It aims to provoke critical thought about humanity's relationship with nature, our reliance on technology, and the inherent consequences of anthropocentric thinking. The narrative invites participants to reflect on historical cycles of dominance, collapse, and renewal.

By collaborating with Rick Owens, creating a narrative that draws on Rick Owens' brand philosophy and aesthetics. The aim is to show how digital mediums can extend the reach of avant-garde design into interactive storytelling.

Core Theory

Cyclical Human Behaviour and Anthropocentric Dominance:

Humanity perpetually seeks dominance, often at the expense of its environment, a concept central to the Anthropocene epoch.

Kevin Kelly's Systems Thinking

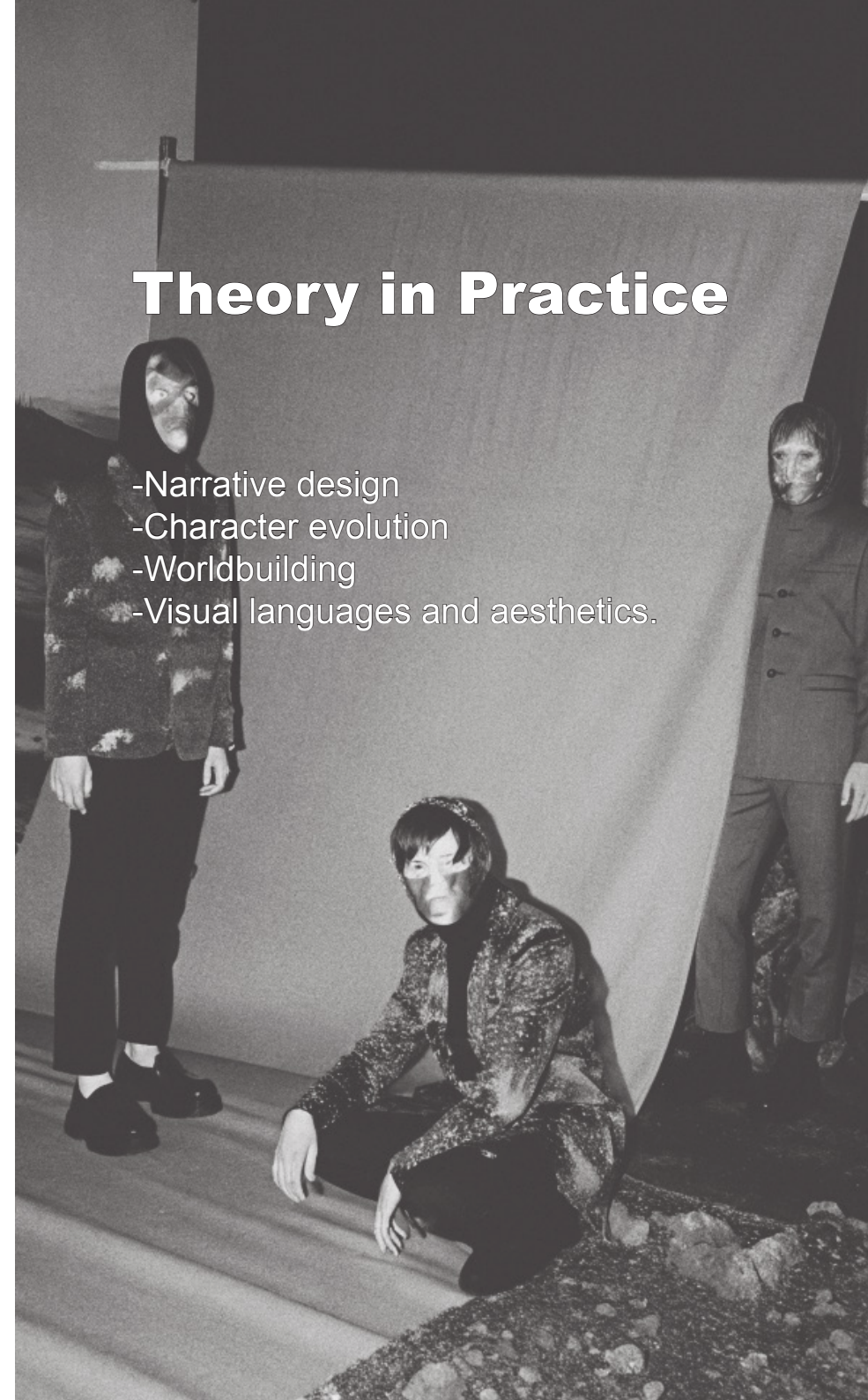
Kelly's *Out of Control* (1995) proposes that the world of the made—human systems—will become as autonomous, adaptable, and complex as natural systems.

Eco-criticism and Post-Anthropocentrism

By situating the narrative within an extreme ecological scenario, the project critiques anthropocentrism, fostering interconnectedness, and rethinking traditional narratives of control and superiority.

Theory in Practice

- Narrative design
- Character evolution
- Worldbuilding
- Visual languages and aesthetics.

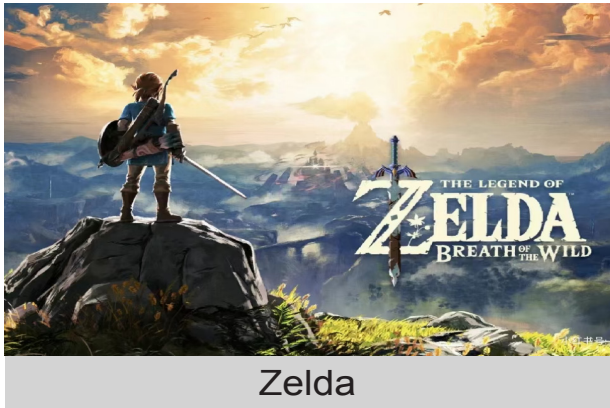




GTA 5



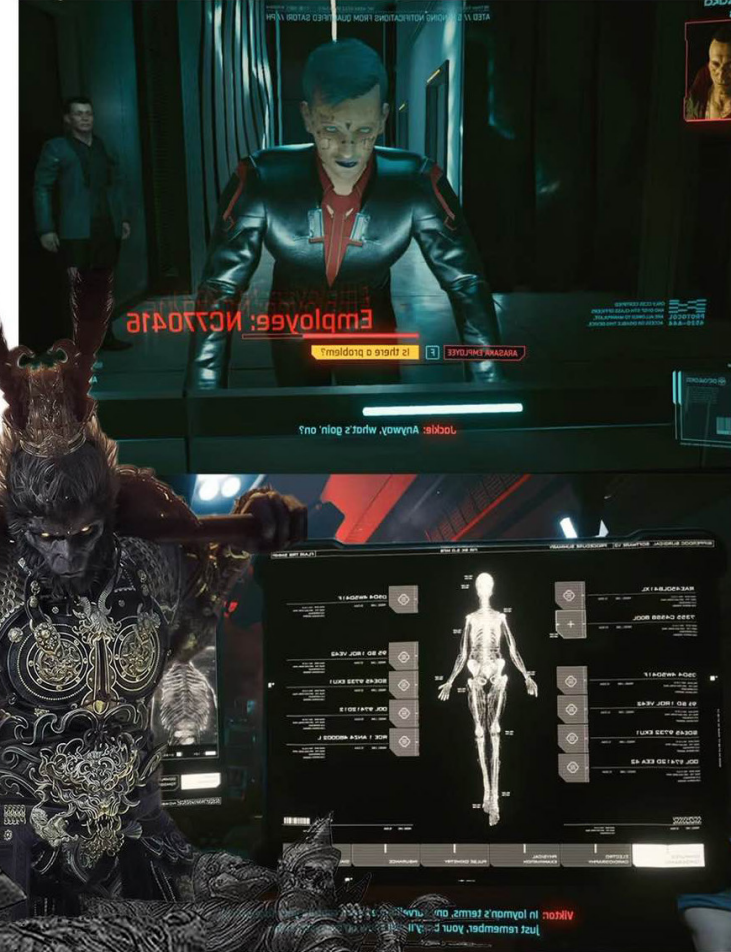
Cyberpunk 2077



Zelda



WuKong



Why Game

- Technological advancements
- Flexible structures and player decisions
- Storytelling: Emotional resonance and deep engagement



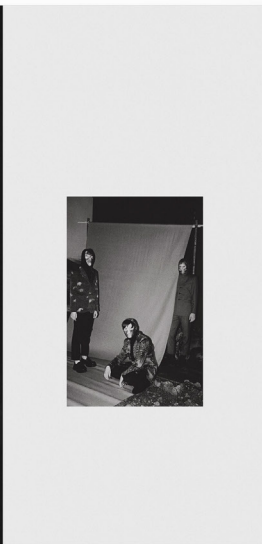
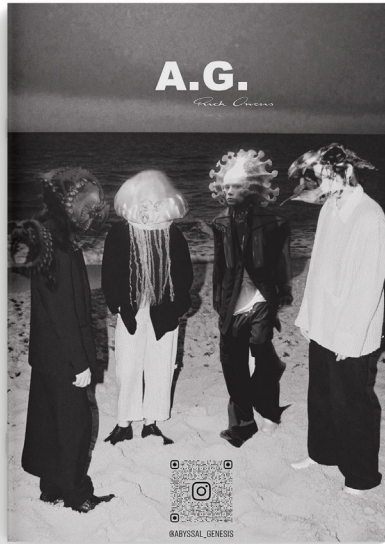
**Game
Moodboard**

Rick Owens



• Audience Connection • Brand Identity • Aesthetics in Game

Lookbook (Collaboration)

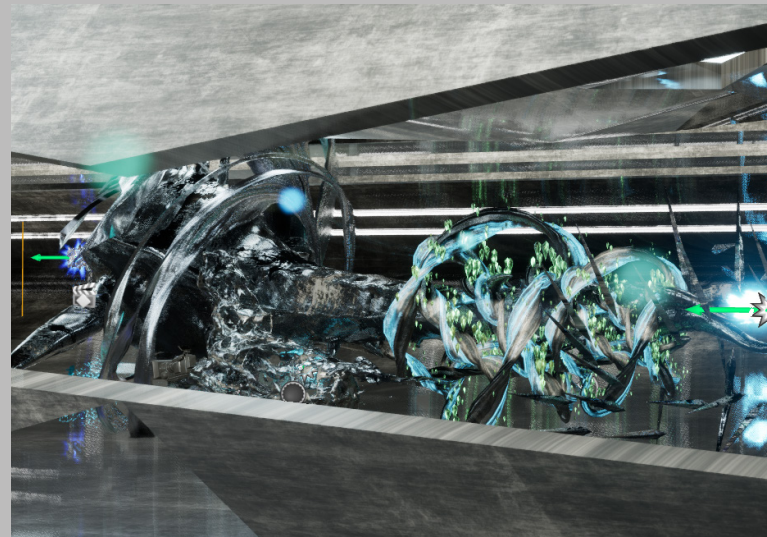
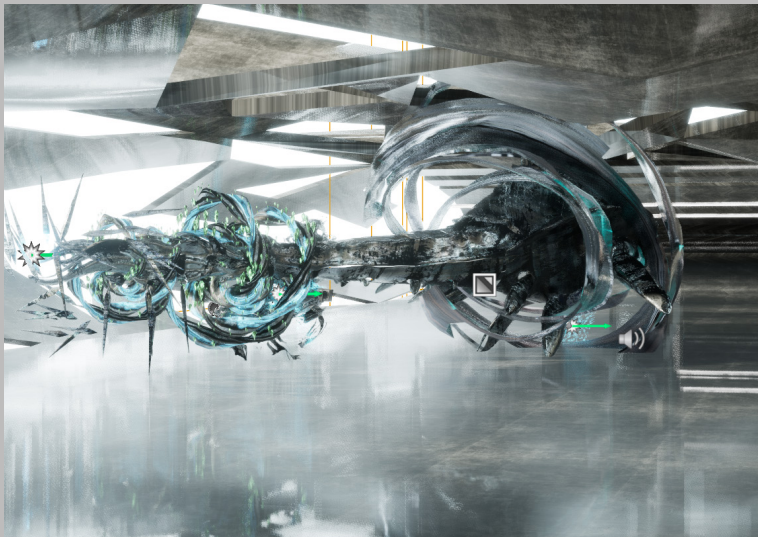
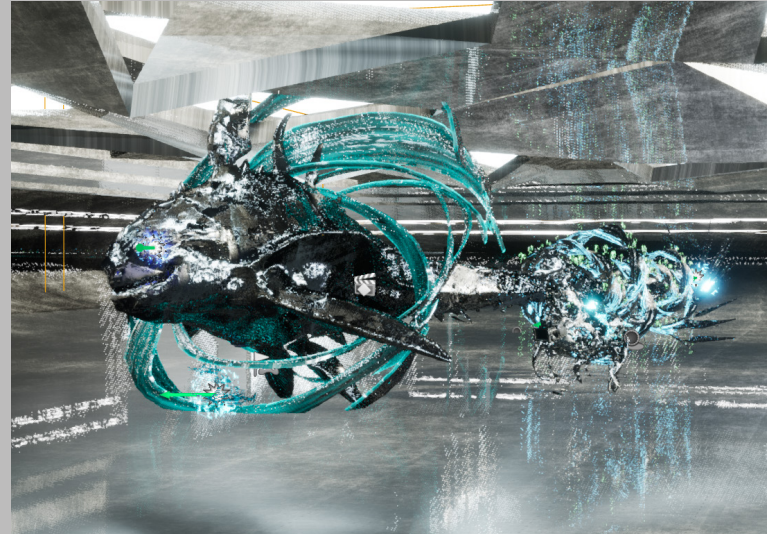
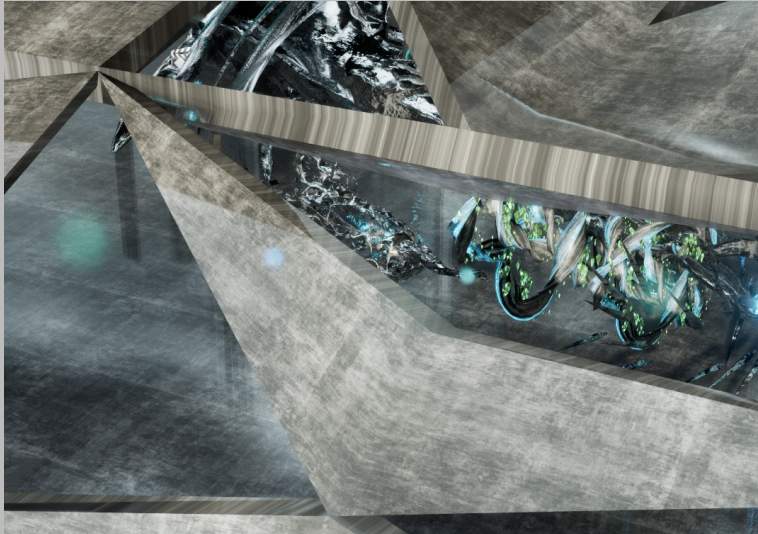


Abyssal Genesis x Rick Owens Lookbook (Editorial Shooting Images generated by AI)

Touch Points

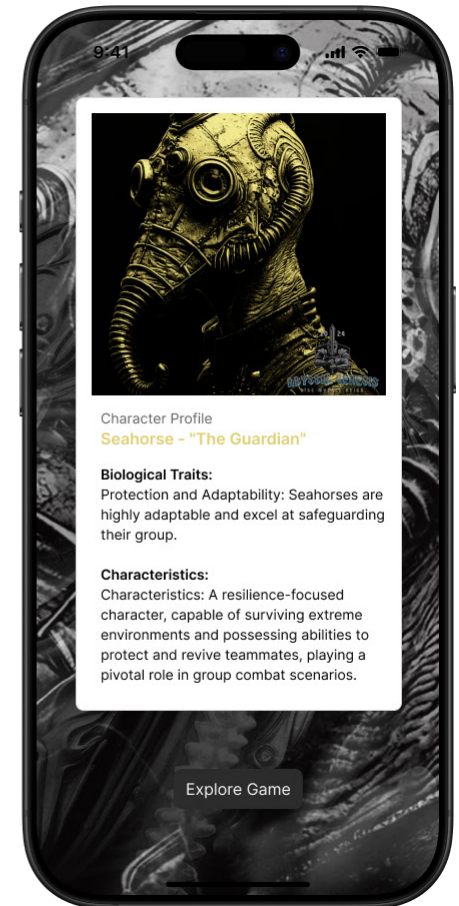
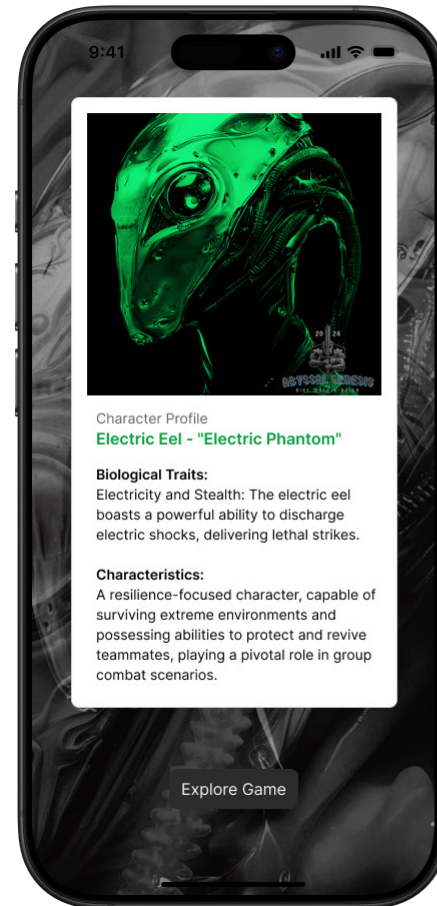
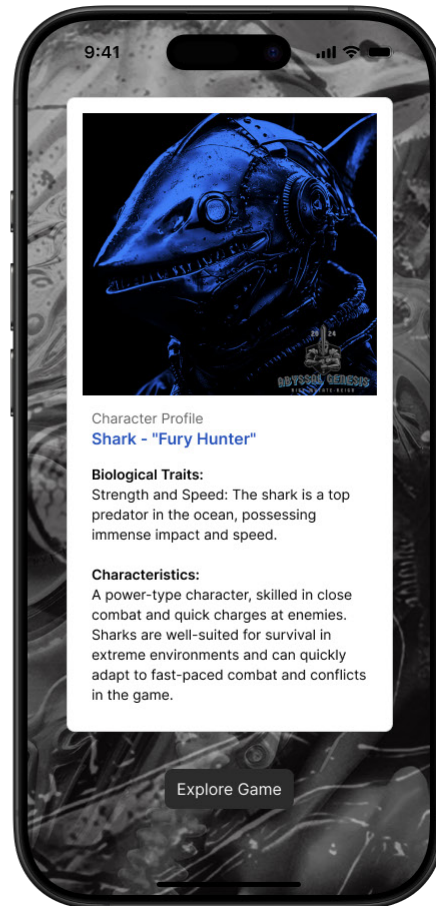
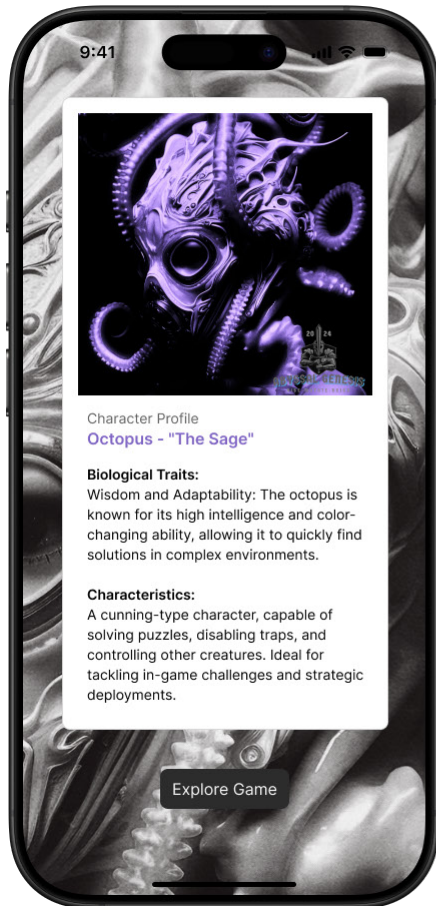
TIMEINE	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
TOUCHPOINTS	offline pop-up space	genetic match test	character	weapon	invitation	worldbuilding
ACTIVITY	Showing the mutated species of the underwater world in Rick Owens Exhibition	The interactive content of the test and about basic information hobbies, etc. give the corresponding character traits depicted in the game, AR images and game entrances.	Based on the results of the gene generation test, the player chooses the most suitable marine mutant character to enter the game and upgrades the skin by finding gems.	Upgrade initially weapons by finding crystals throughout the game.	Players receive an invitation and plug in their computer to the website to select a weapon and use it to enter the game.	Players explore the game scenarios and immersively experience the game space in collaboration with rickowens.
LOCATION	offline	online	online	online	offline	online
NEEDS	Fixtures	AR characters	Nomad	Nomad	usb	Unreal engin
DEVICE/MEDIA	Fixtures	Phone	Ipad	Ipad	Laptop	Laptop

Touch Point 1: Offline Pop-up



Offline Rick Owens' pop-up space with Abyssal Genesis game installation.

Touch Point 2: Genetic Match Test



Give the corresponding character traits depicted in the game.

Touch Point 3: Character Design



Prototype



Character Reference



Garment Reference
Rick Owens Fall 2024

Due to the limitations of human anatomy for underwater living, humans have integrated marine life tissue to adapt to ocean conditions. The game's main character is a mutated hybrid of a human and an octopus. Players can collect blue crystals throughout the game to unlock a limited-edition skin, a collaboration with Rick Owens, featuring his unique dark aesthetic and structural design.

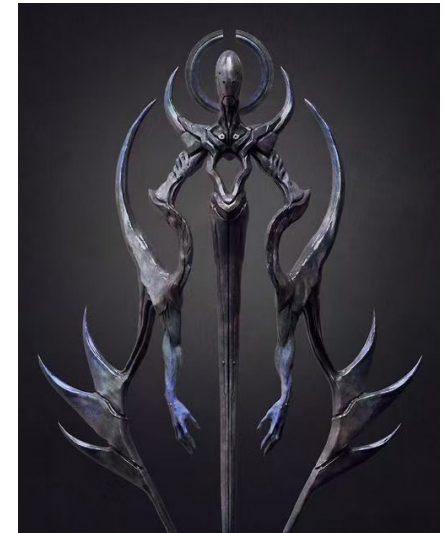


Touch Point 3: Character Animation

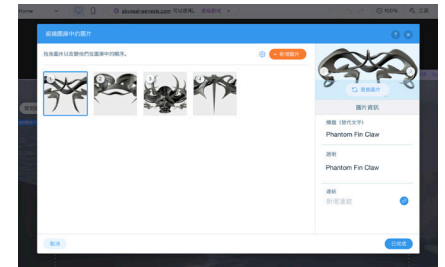


Create a skeleton mesh with bones, enable character to run and jump in the world.

Touch Point 4: Weapon Design

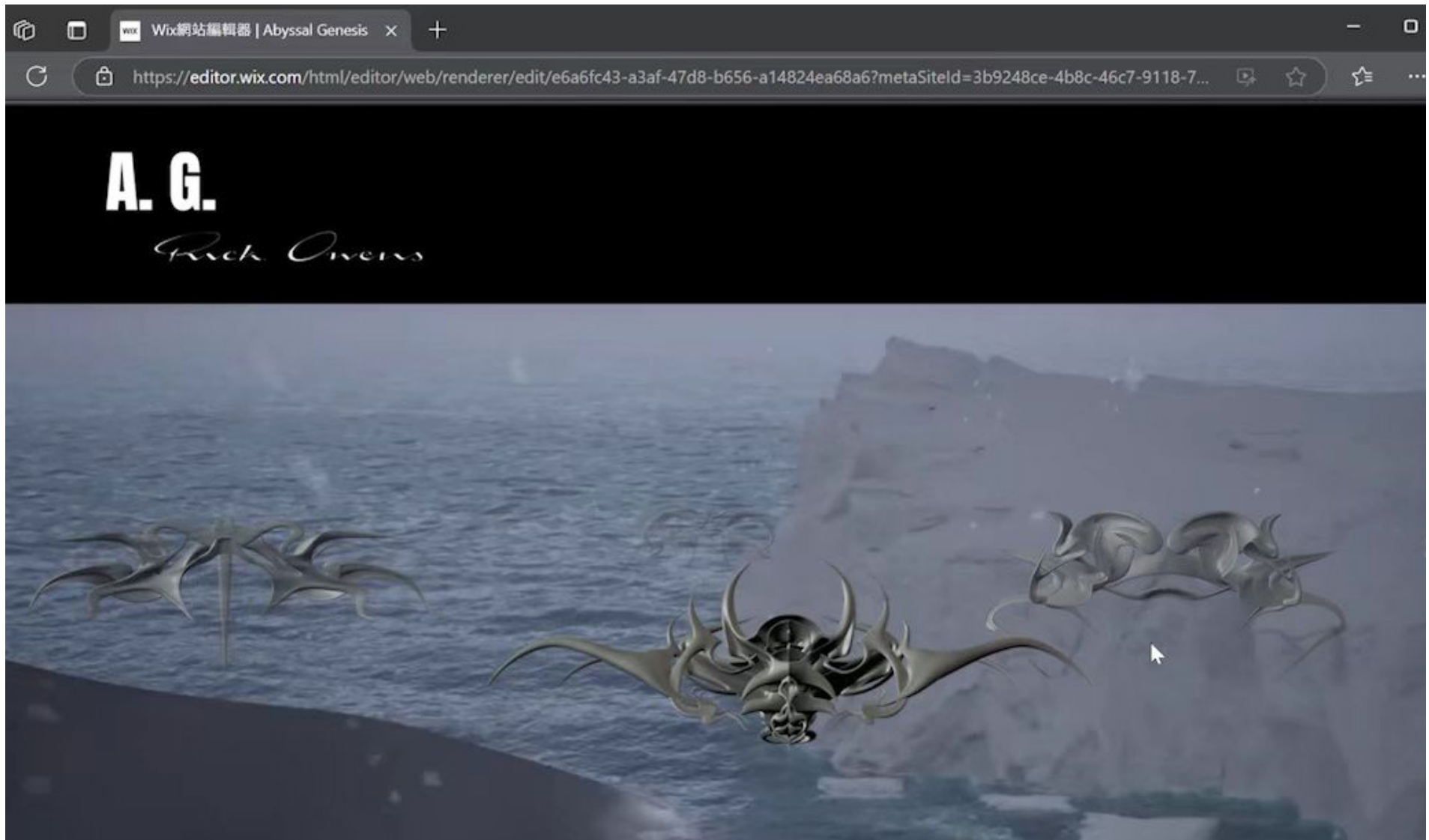


Avatar Reference



Avatar Website Building

Touch Point 4: Weapon Selection Website



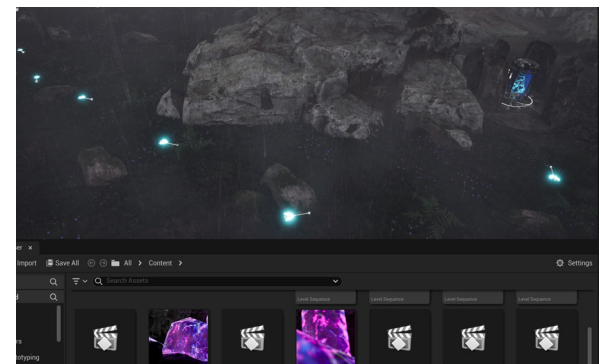
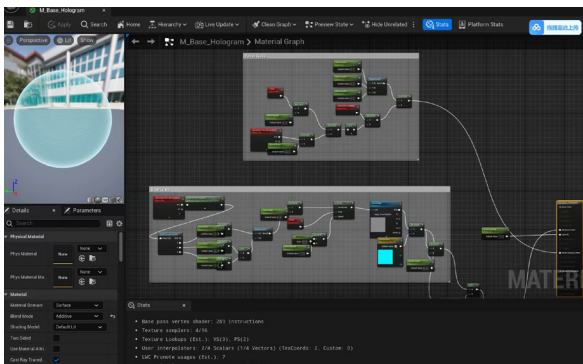
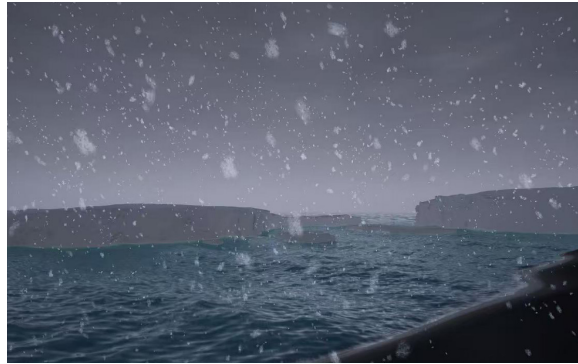
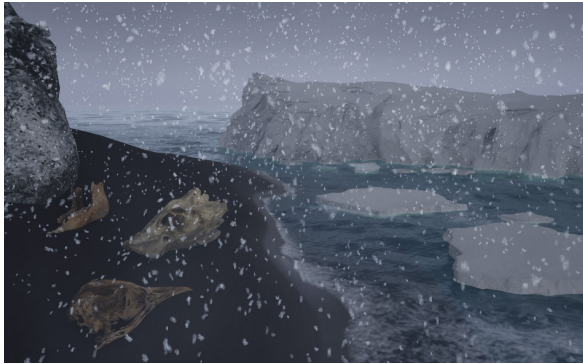
<https://33tatagaojiayu.wixsite.com/abyssal-genesis>

Touch Point 5: Worldbuilding Low-Fidelity



A deep-sea world with mutated species.

Touch Point 5: Worldbuilding Mid-Fidelity



Compared with the previous stage, the last island in the sea and the scientific laboratory for the study of species variation on the island were added.

Touch Point 5: Worldbuilding High-Fidelity



The scene was completely reworked, paying more attention to the aesthetic elements of Rick Owens' brand, as well as the use of colours.

Storyboard



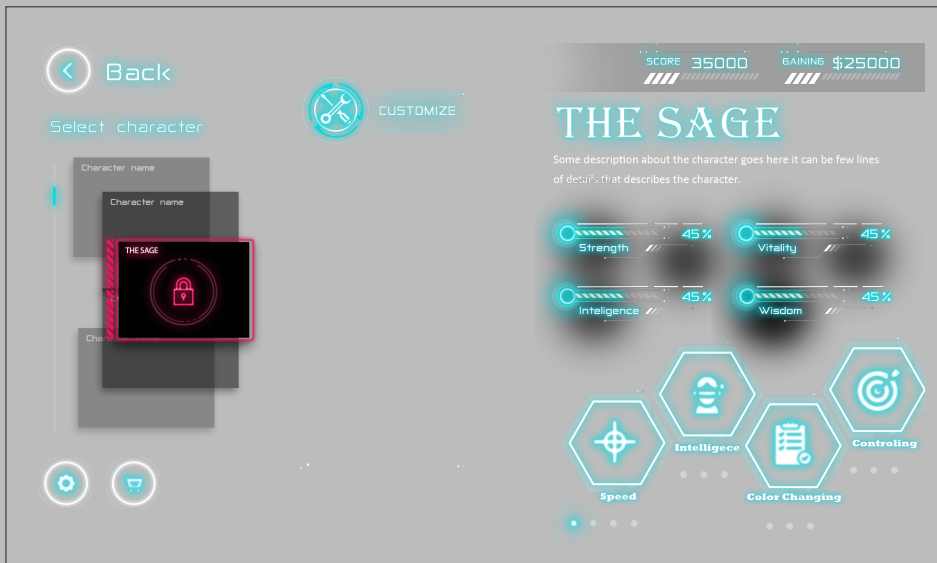
Screen Design

Missions

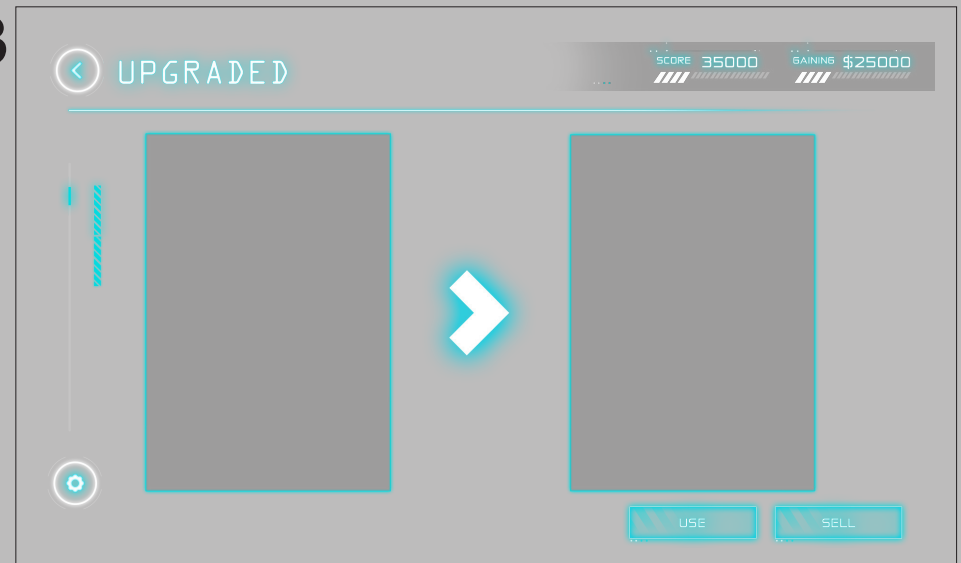
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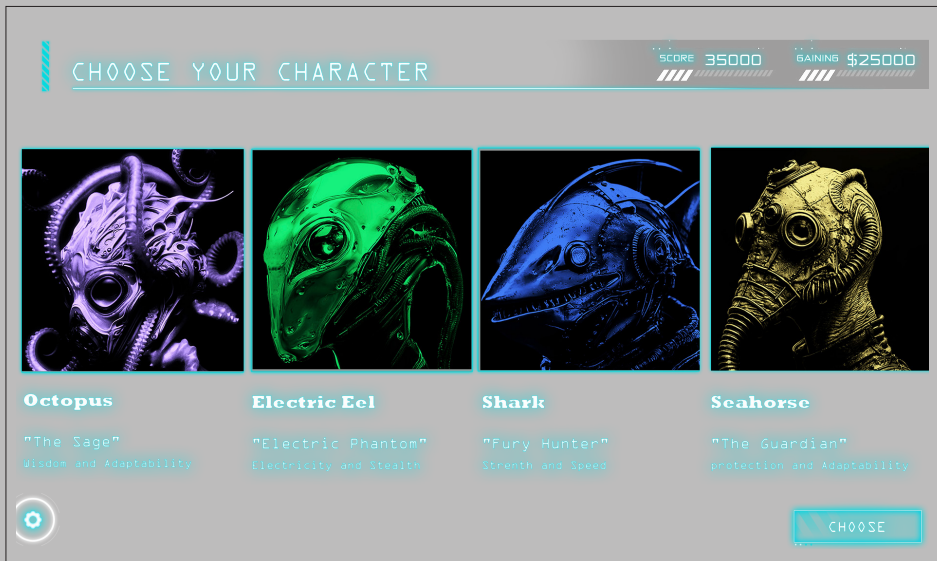
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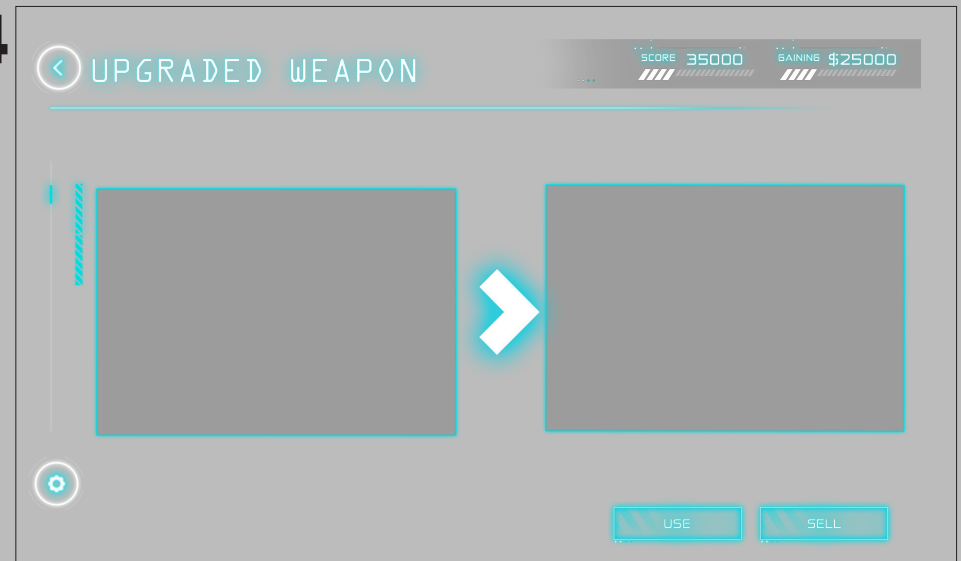
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Video Editing

