

TEMPLE OF CONSUMPTION

OVERVIEW

PLANNING

MOODBOARD

RESEARCH QUESTION

3D DESIGN PROCESS

AIM & OBJECTIVES

FINAL WORK

“Temple of Consumption” is a critical digital video work that examines the hidden operations of algorithmic power in contemporary Chinese consumer society. Through the visual metaphor of a giant “algorithmic spider” and a panopticon-like web, the project reveals how algorithms construct an omnipresent “digital panopticon,” precisely manipulating and amplifying individual desires, drawing people into endless cycles of consumer rituals and fleeting pleasures. In this process, individuals gradually lose autonomous judgment and the diversity of identity, ultimately being disciplined into homogenized and mechanized consumer groups. By visualizing the interplay between algorithmic control and the loop of consumption-driven gratification, the project seeks to prompt viewers to reflect on the power dynamics embedded within digital technologies.

OVERVIEW

RESEARCH QUESTION

How do algorithmic mechanisms drive the homogenization of collective consumer behavior and undermine the diversity of human identity?

AIM

Explore how consumers seek a balance between desire-driven consumption and genuine needs.

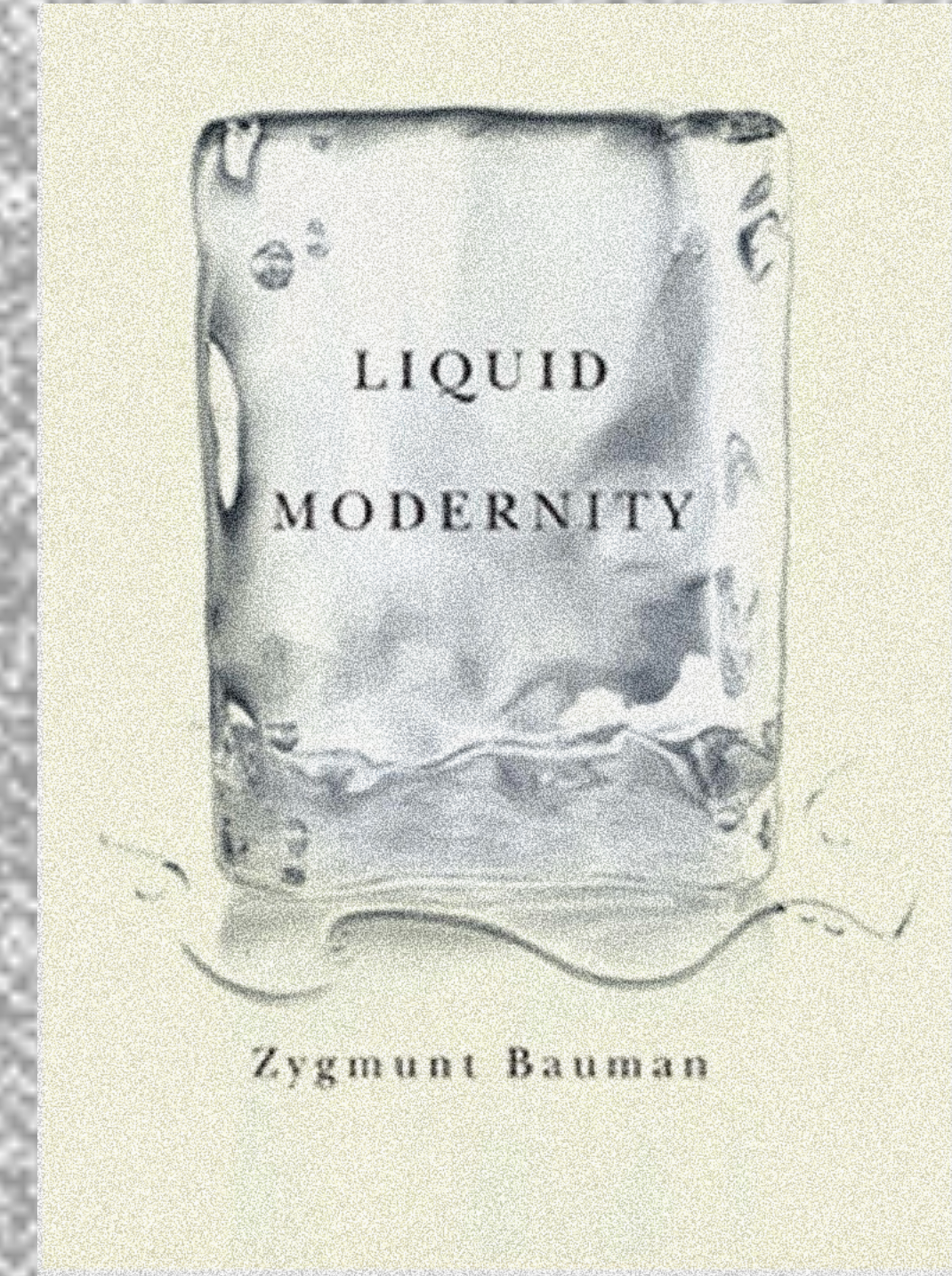
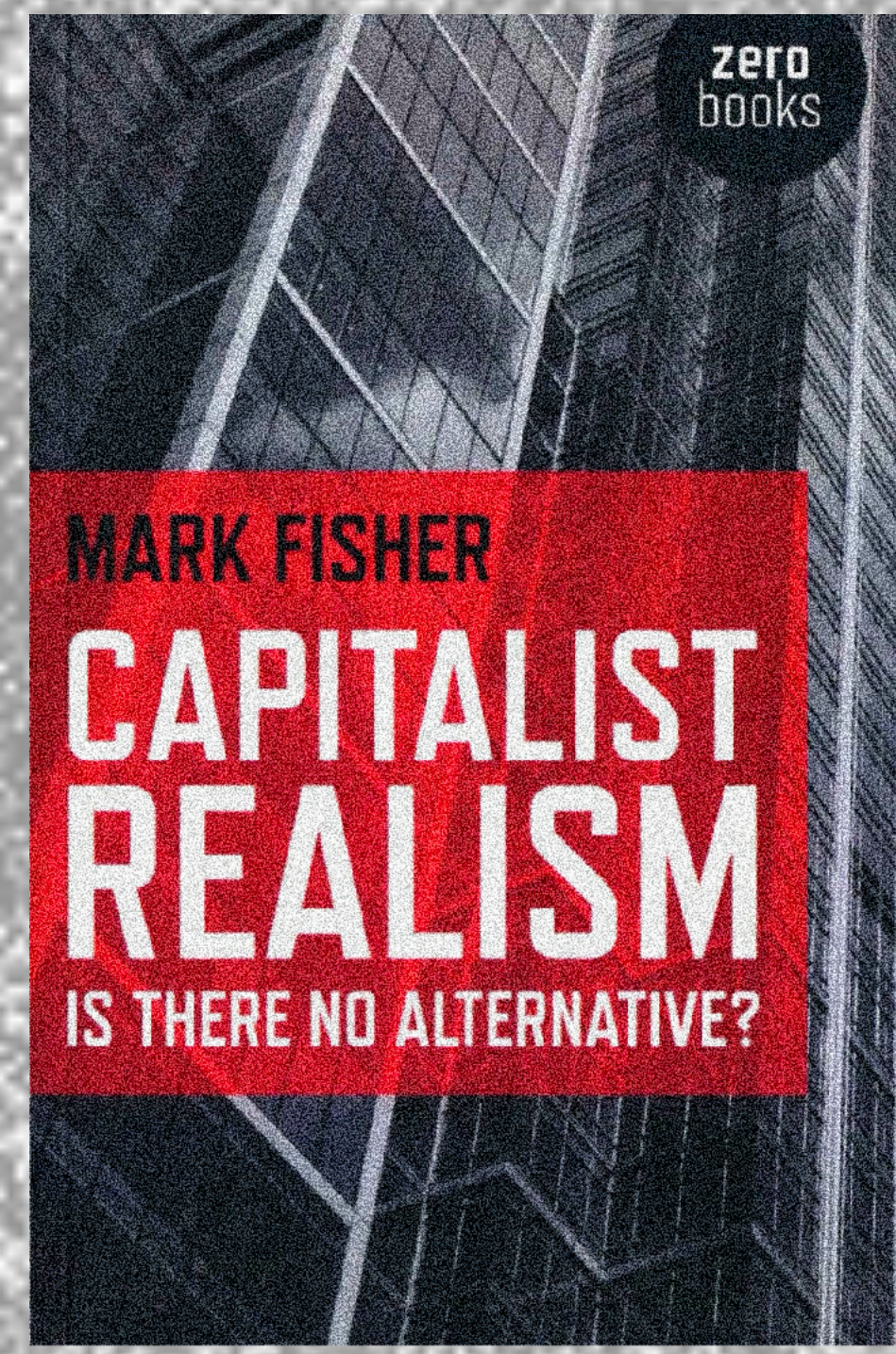
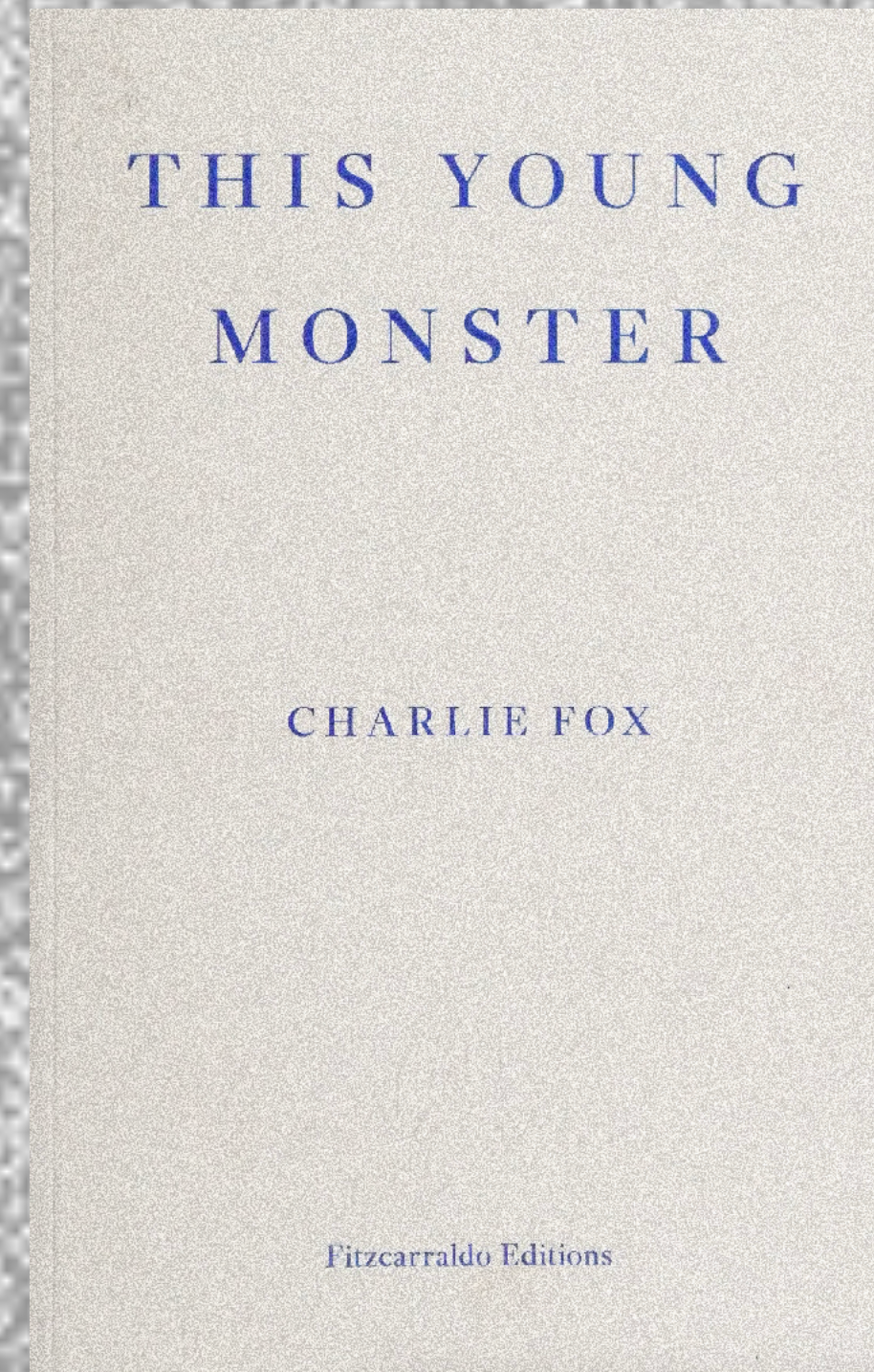
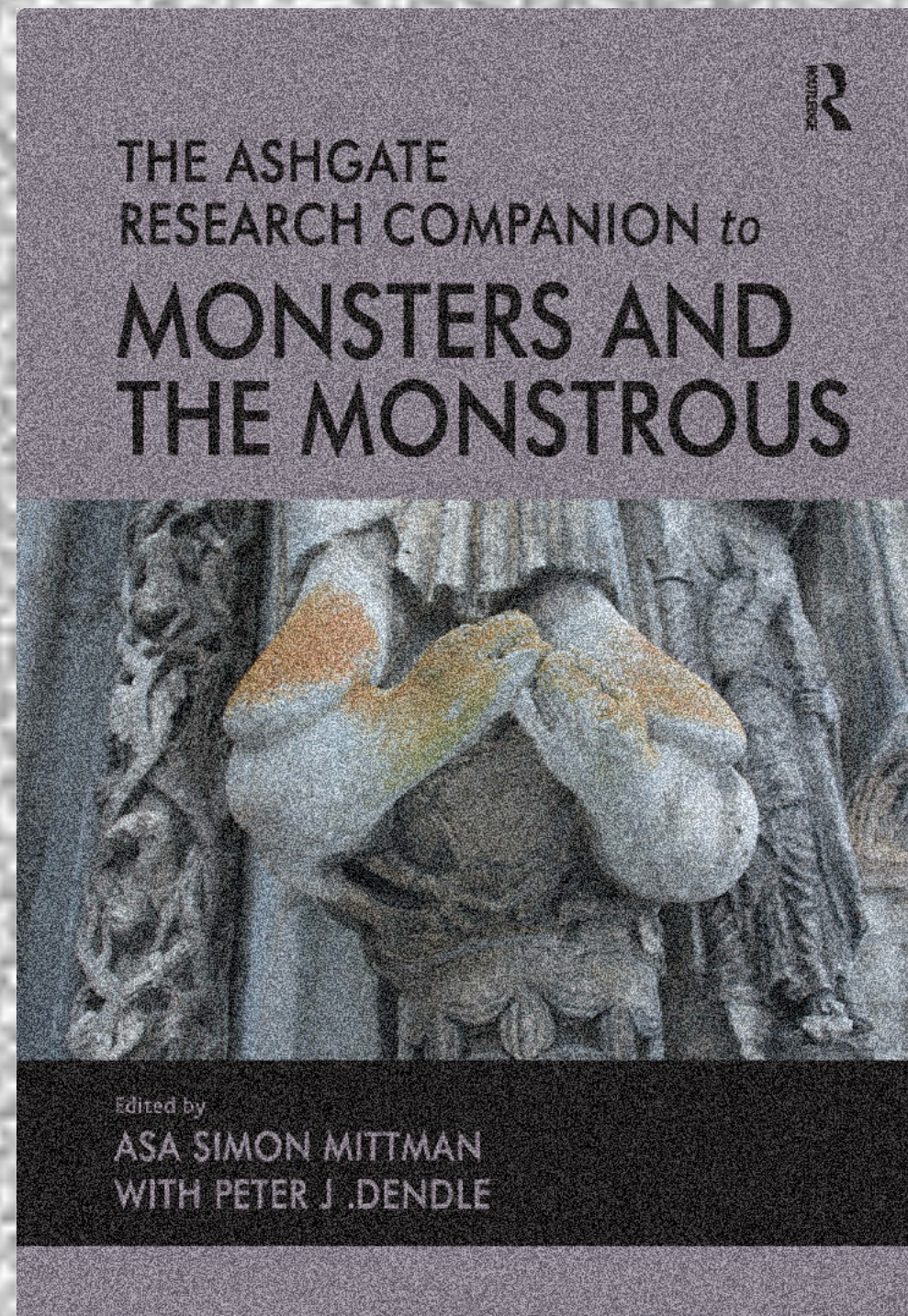
Create a visual system integrating video, semiotics, and critical theory to expose the power logic of consumer society.

Evaluate the role and limits of interdisciplinary collaboration in addressing metaphors and mechanisms of consumer society.

Research how video art can serve as a public discourse platform, prompting reflection on data privacy, consumer behavior, and identity.

OBJECTIVES

READING



PLANNING

JUN

JUL

AUG

SEP

Research & Define

Prototype & Story & Development

Animation & Deliver

Animation & Deliver

- Explore core concepts
- Review relevant literature
- Determine case study
- Analysis methodology
- Sketch and design foundational prototypes

- Low-fidelity models: Subject and environment
- Complete the image script and draw the storyboard
- Deepening the concept
- Mid-fidelity models
- Music test

- High-Fidelity Prototypes
- Rough cut video(80%)
- Animation production & Rendering

- Final Check
- Amends

PHASE 1

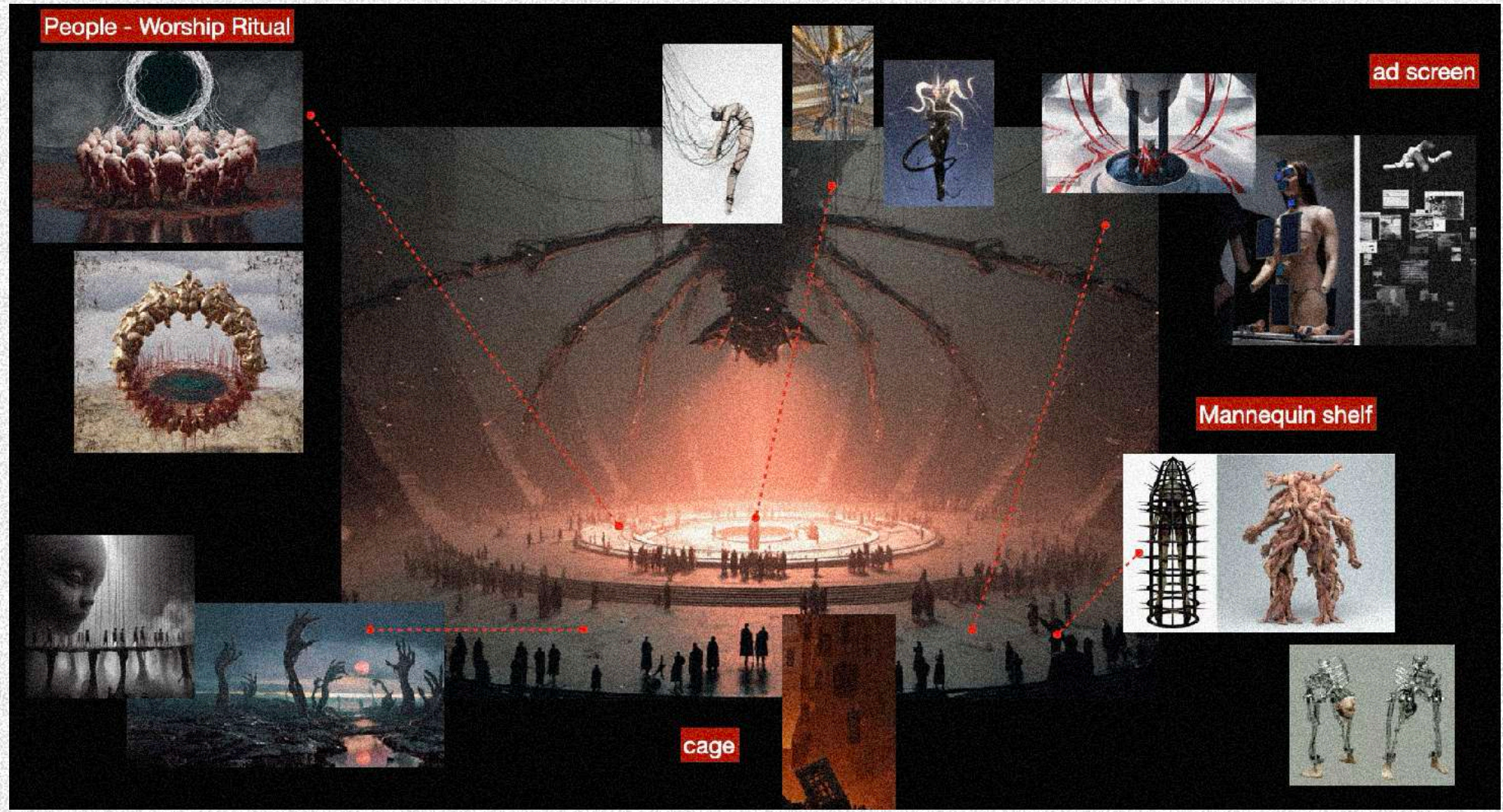
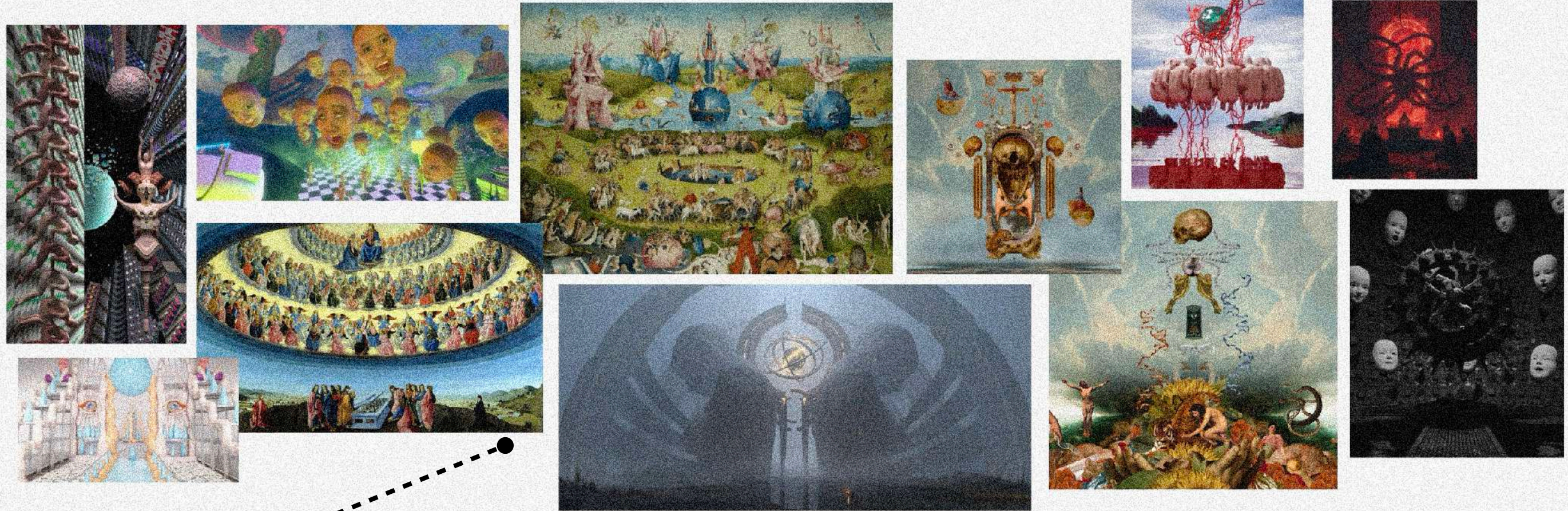
PHASE 2

PHASE 3

PHASE 4

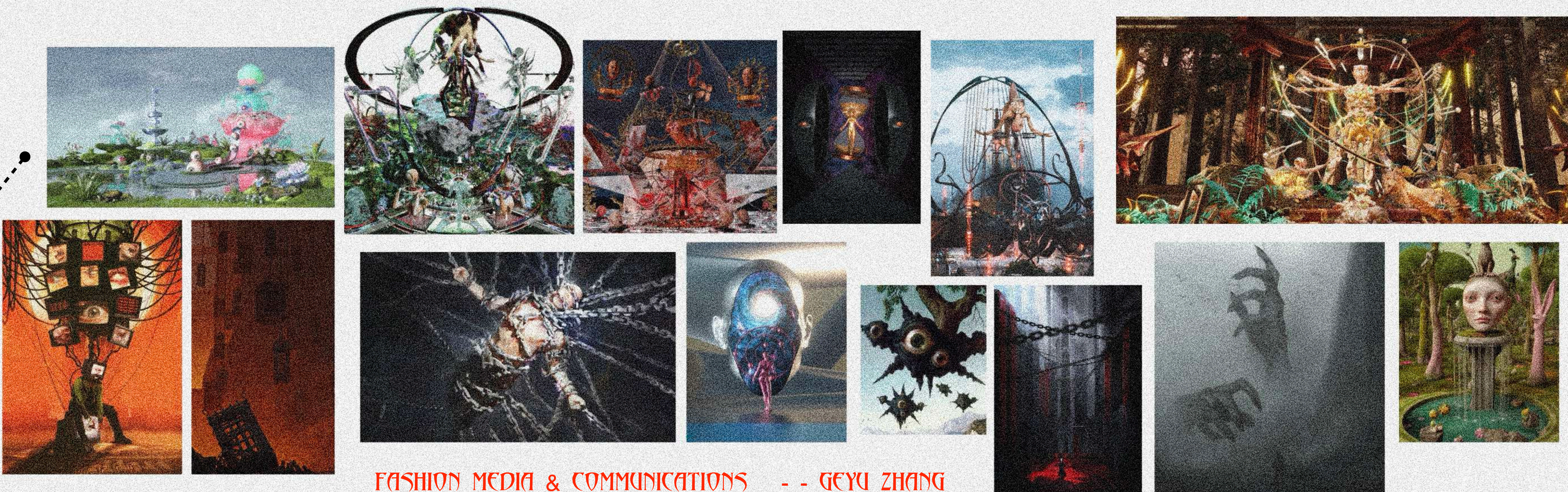
MOODBOARD 1/2

SCENE



DEVICE

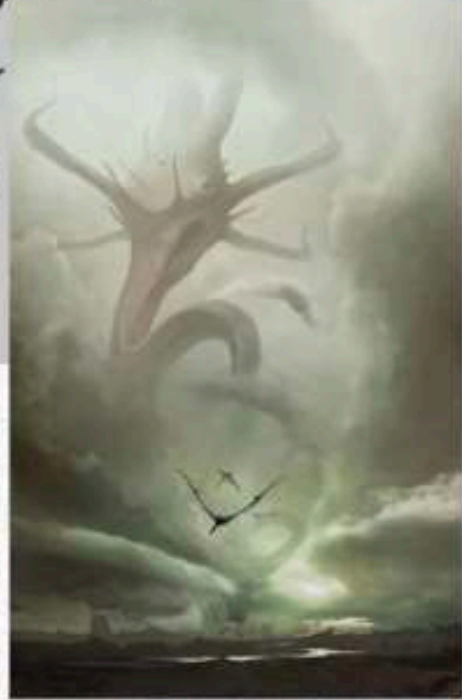
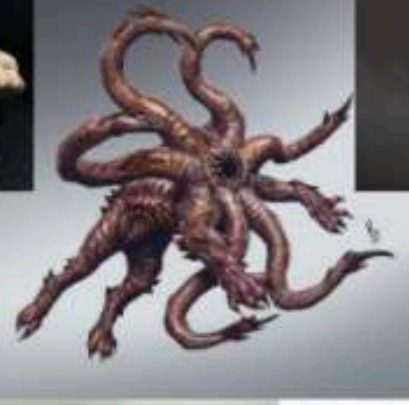
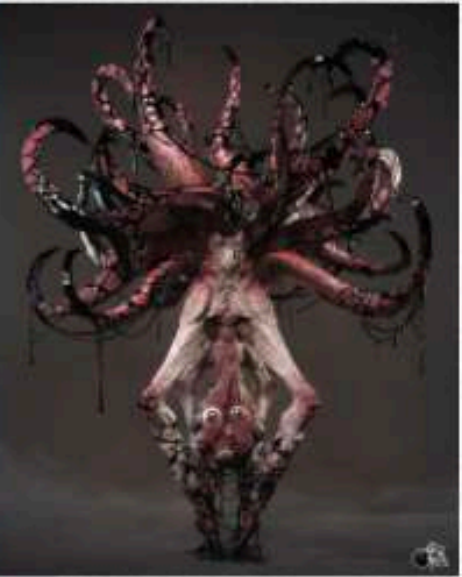
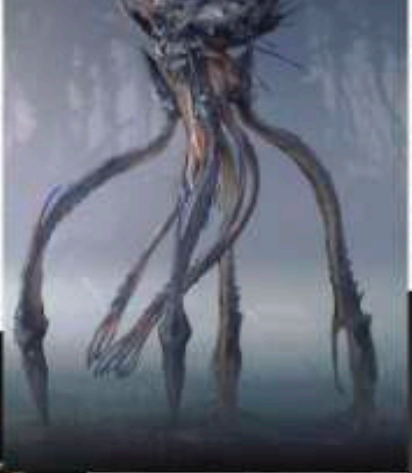
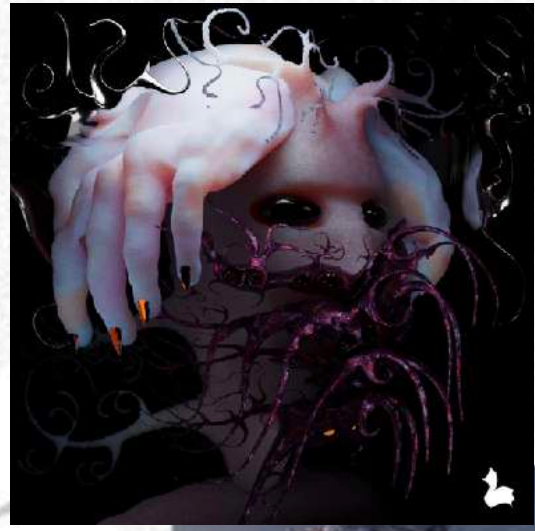
Chains, mechanical devices, gears, tracks, eyes, cages



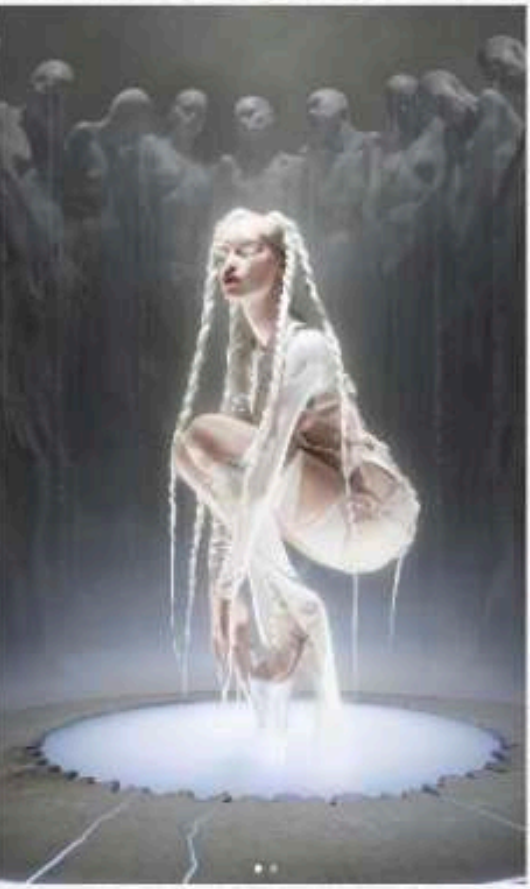
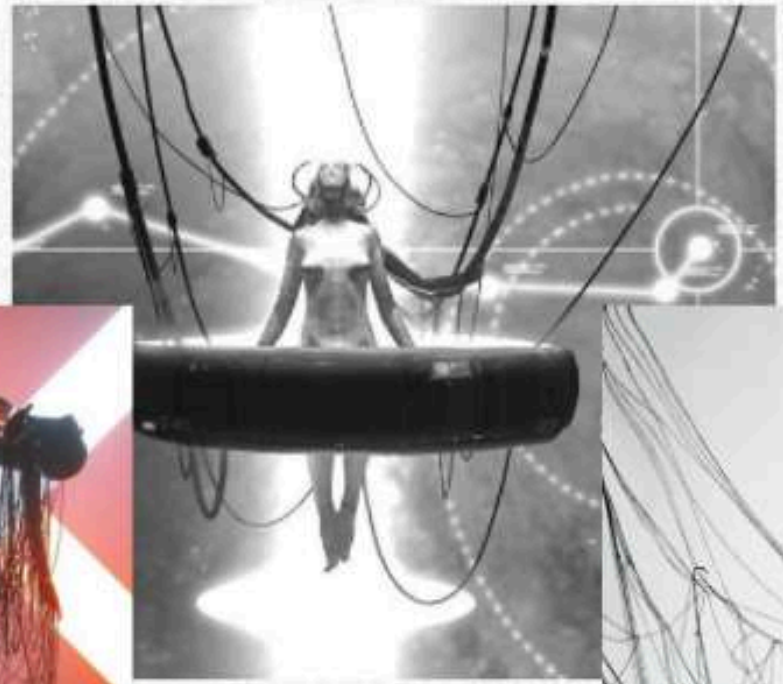
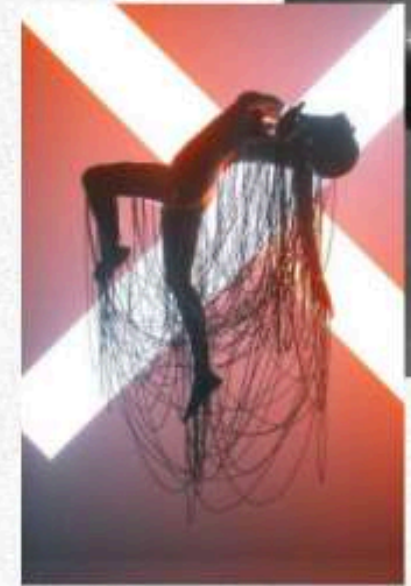
COMPOSITION

MOODBOARD 2/2

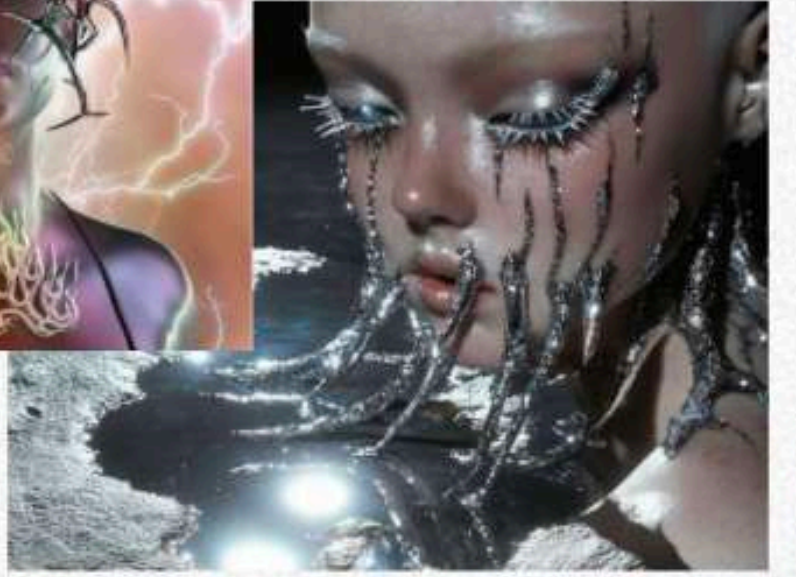
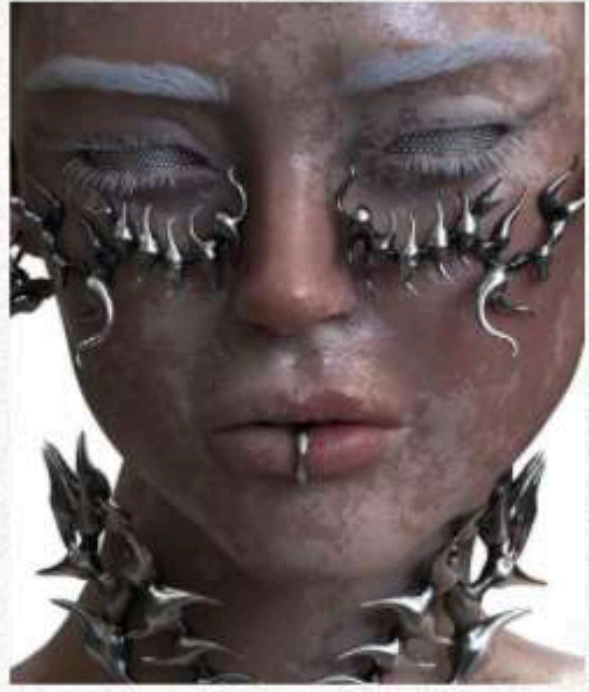
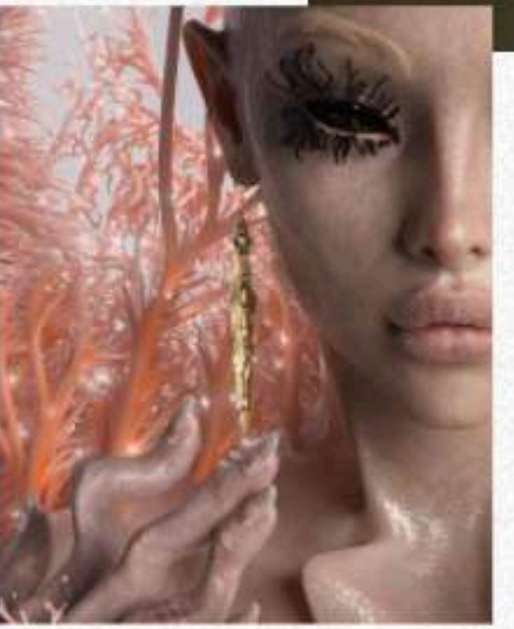
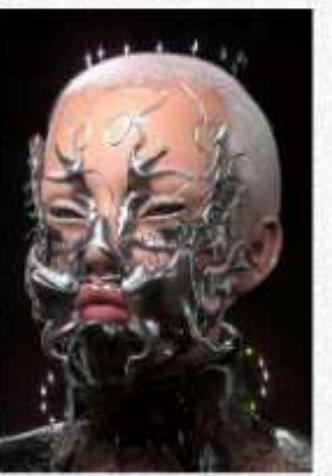
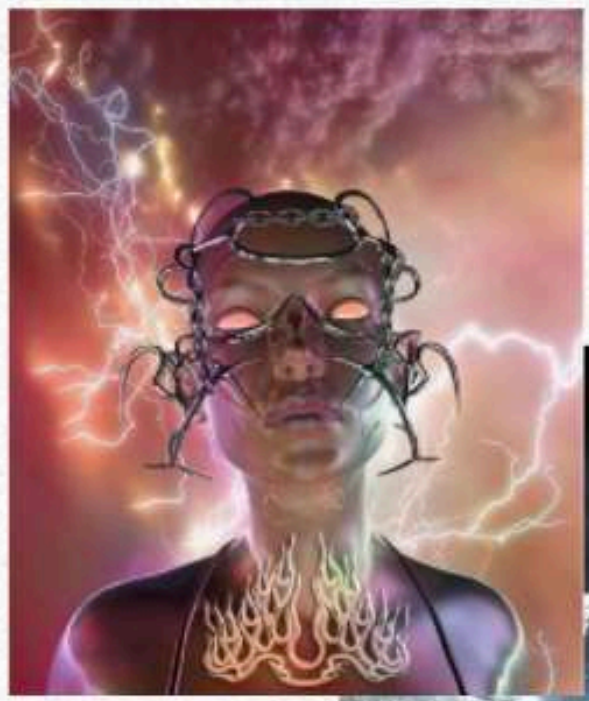
SPIDERS



POSE

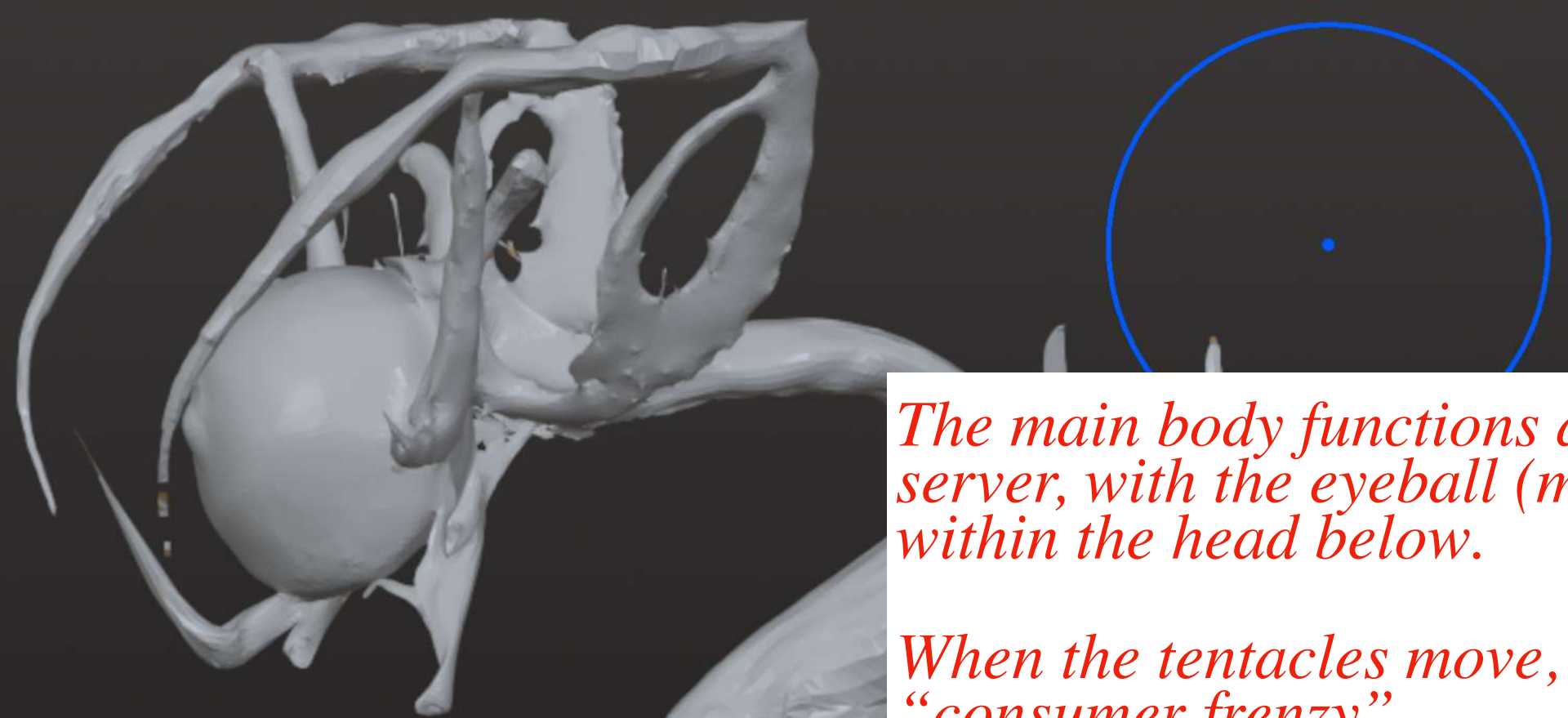


ACCESSORIES



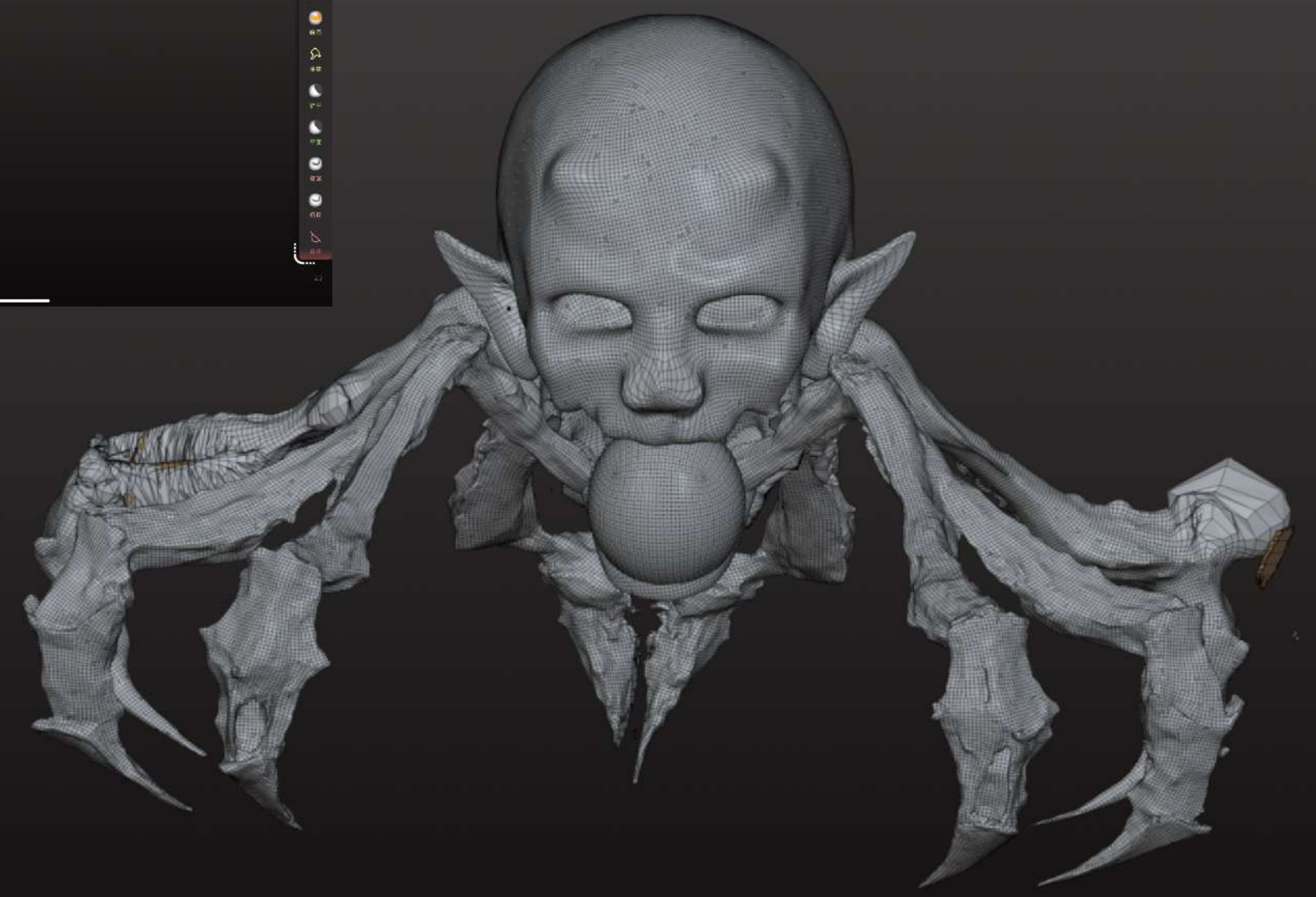
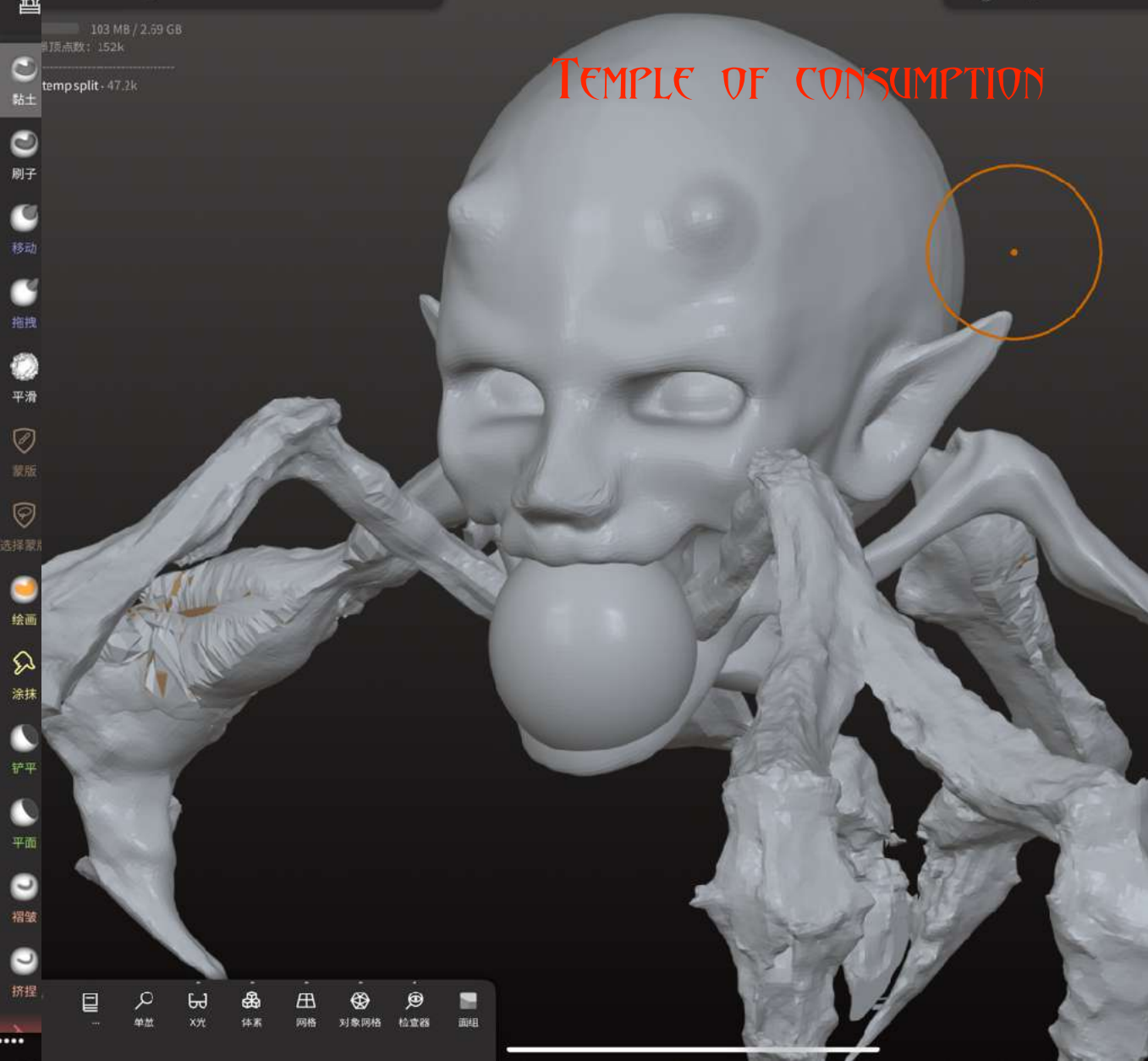
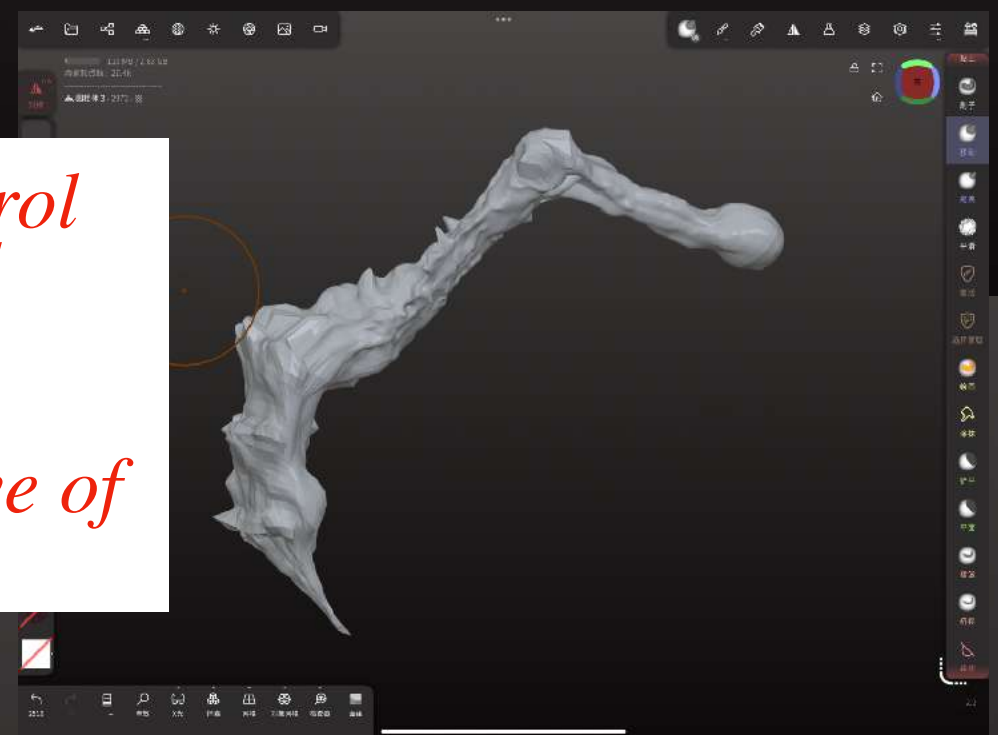
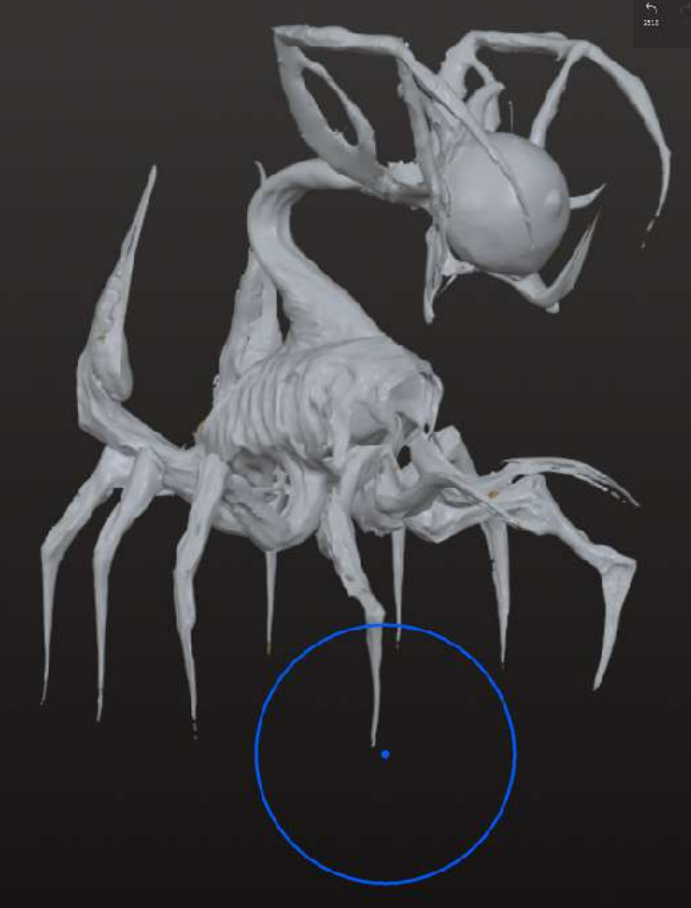
LOW-FIDELITY PROTOTYPES

- SPIDER 1/3



The main body functions as the central control server, with the eyeball (monitoring) housed within the head below.

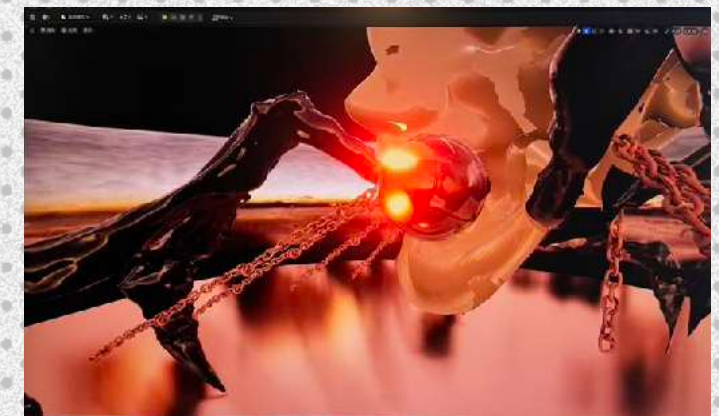
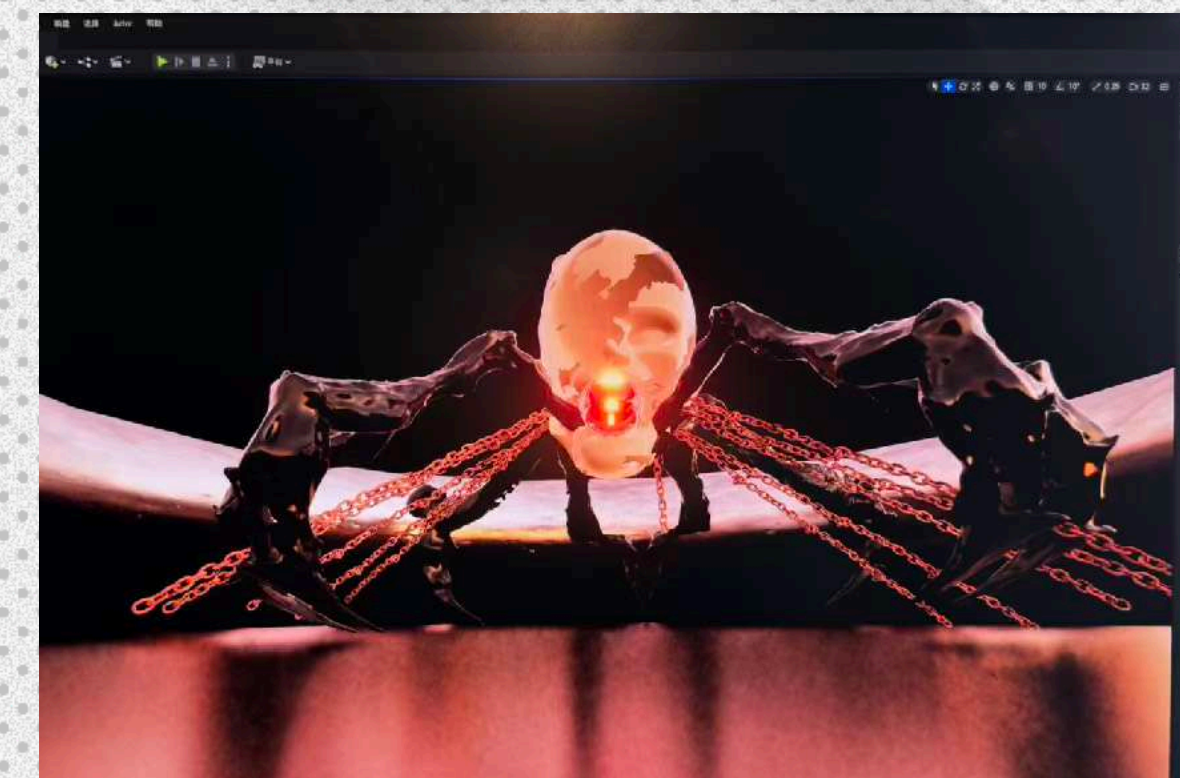
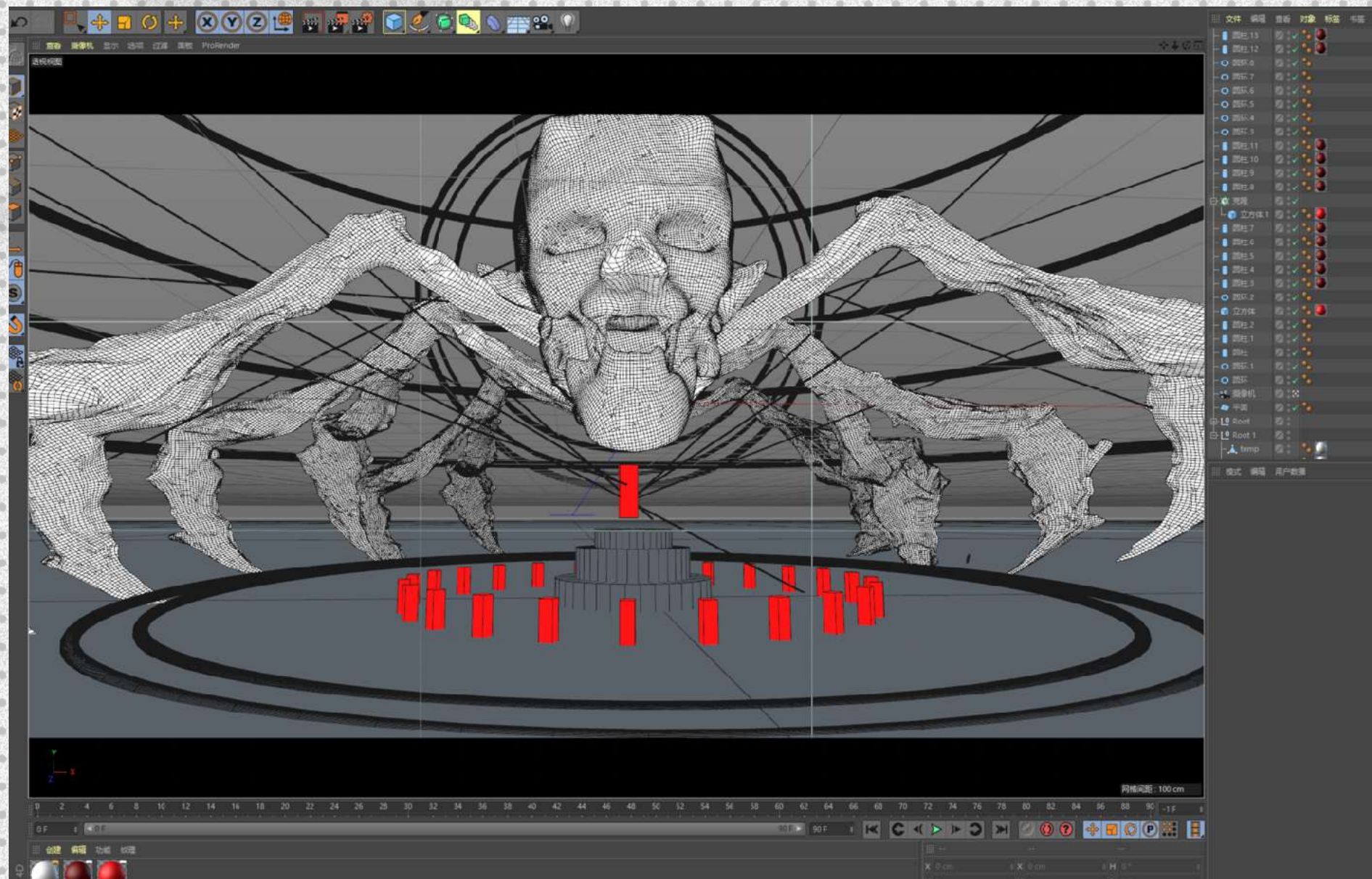
When the tentacles move, they trigger a wave of "consumer frenzy".



LOW-FIDELITY PROTOTYPES

- SCENE 2/3

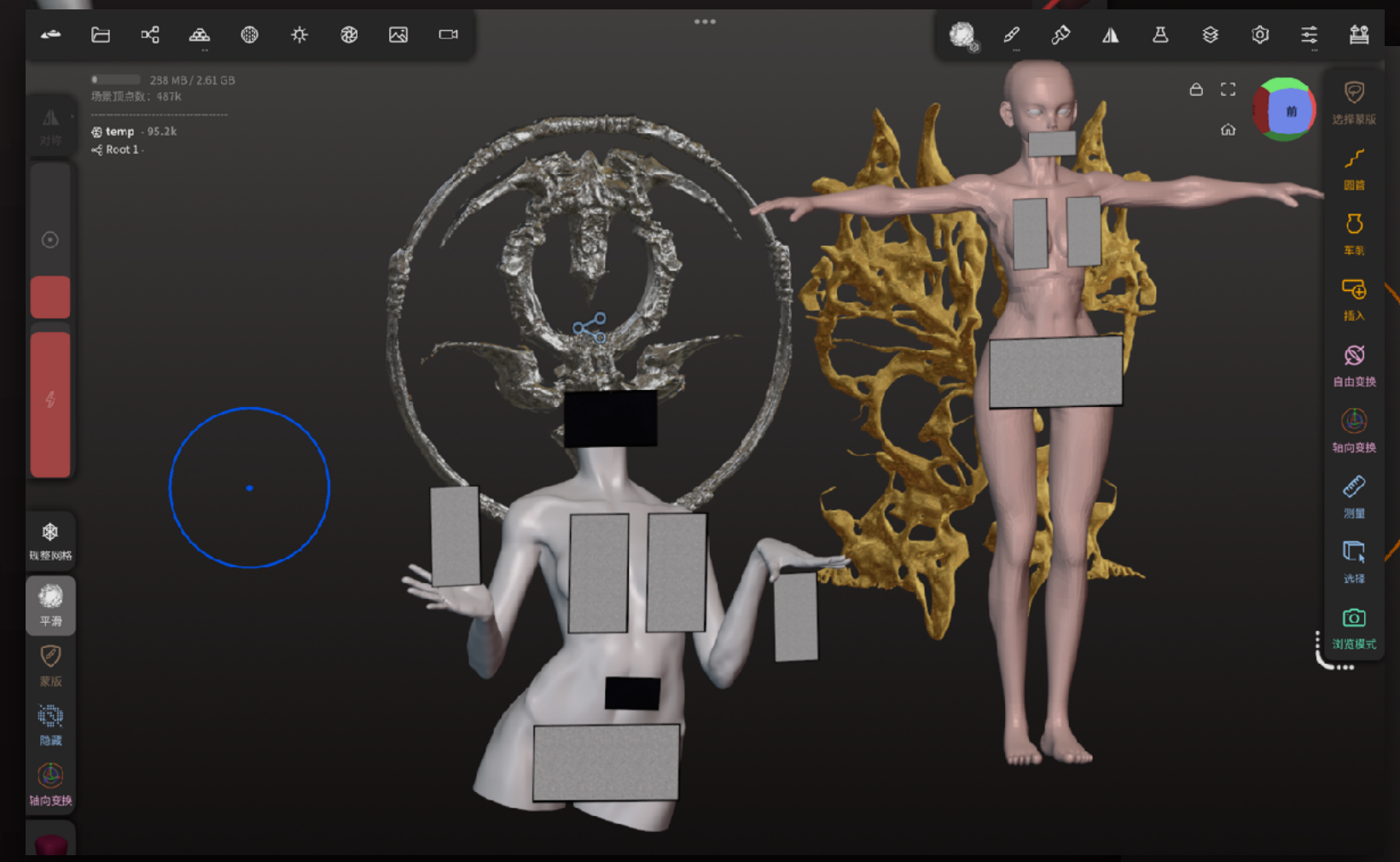
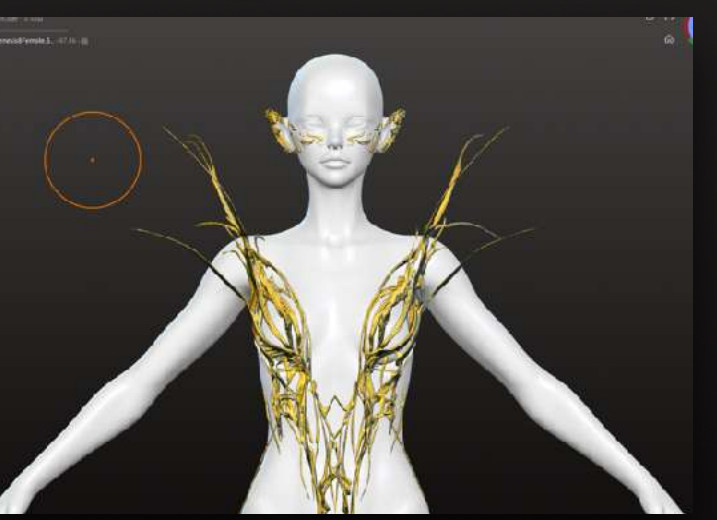
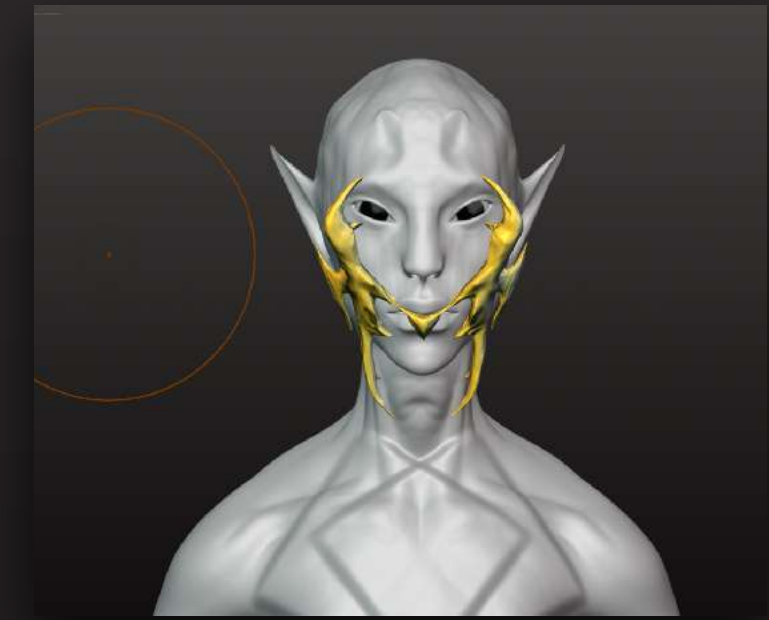
A low-fidelity prototype scene was built with C4D and UE5 to quickly test spatial structure and lighting atmosphere. This stage focused on overall feasibility testing.



LOW-FIDELITY PROTOTYPES

DEVICE 3/3

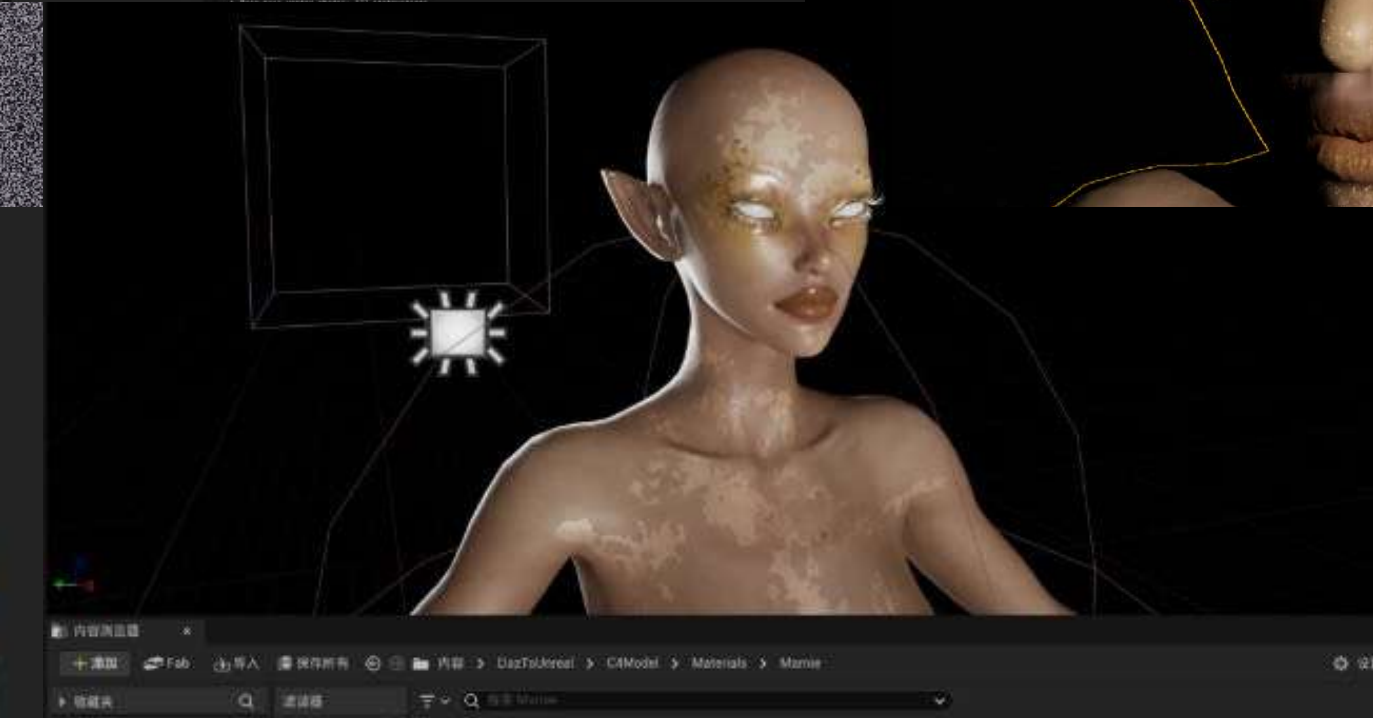
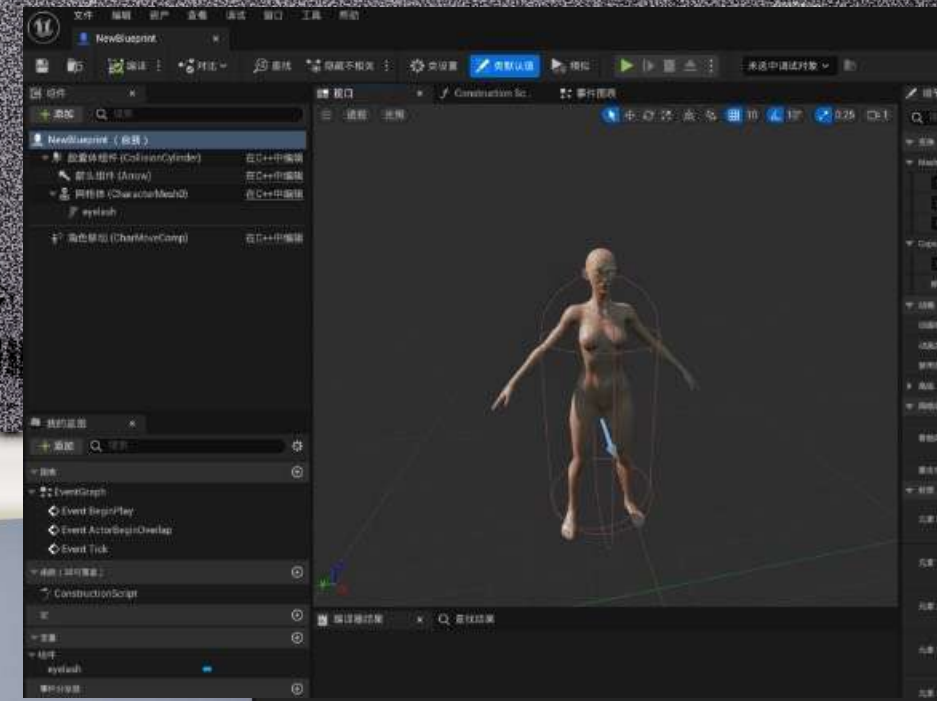
I conducted multiple experiments with Nomad and Blender, which allowed me to iteratively refine design ideas in the early stage and assess the feasibility of different forms.



TEMPLE OF CONSUMPTION

MID-FIDELITY PROTOTYPES

1/2



Apply materials and perform initial rendering on the model.



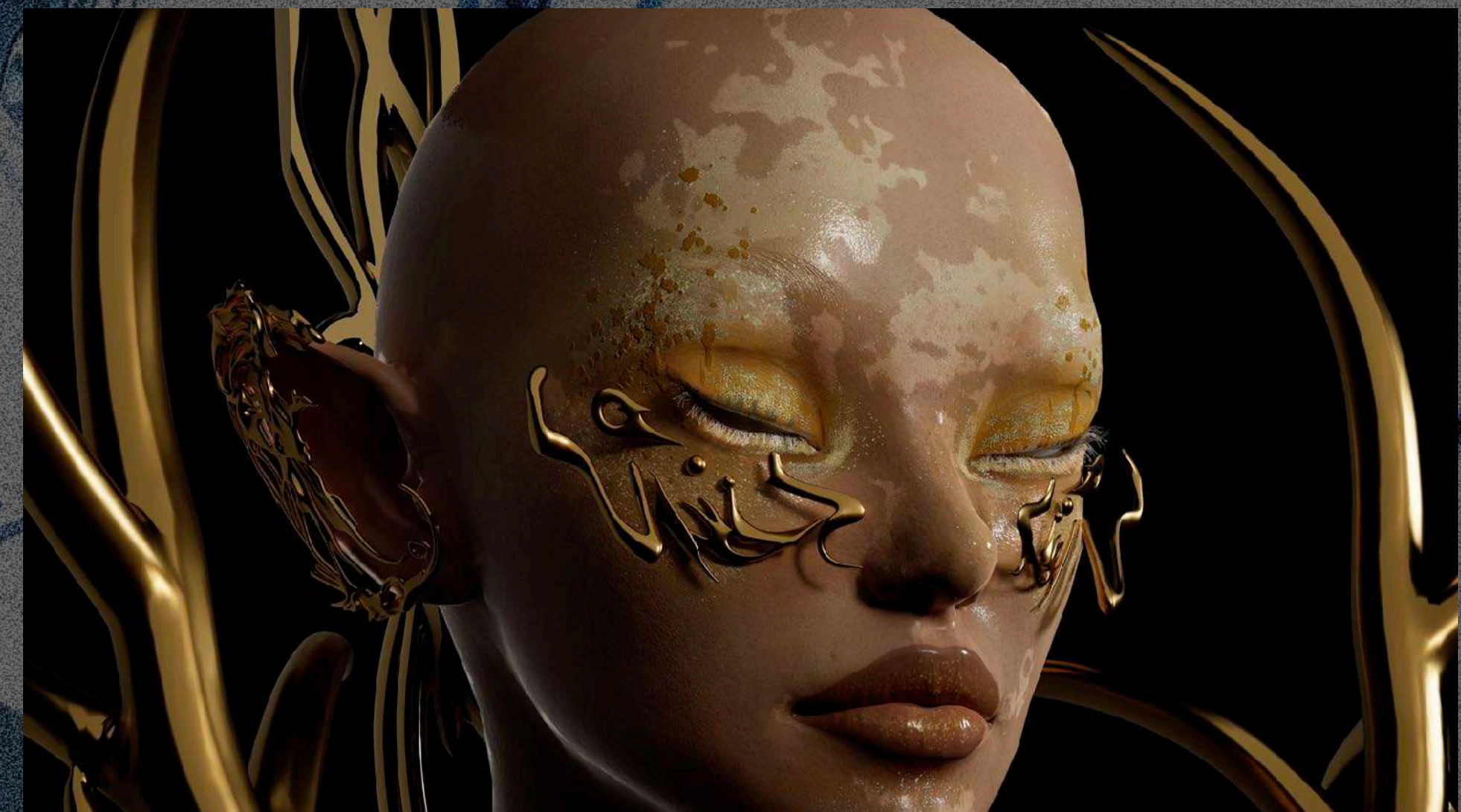
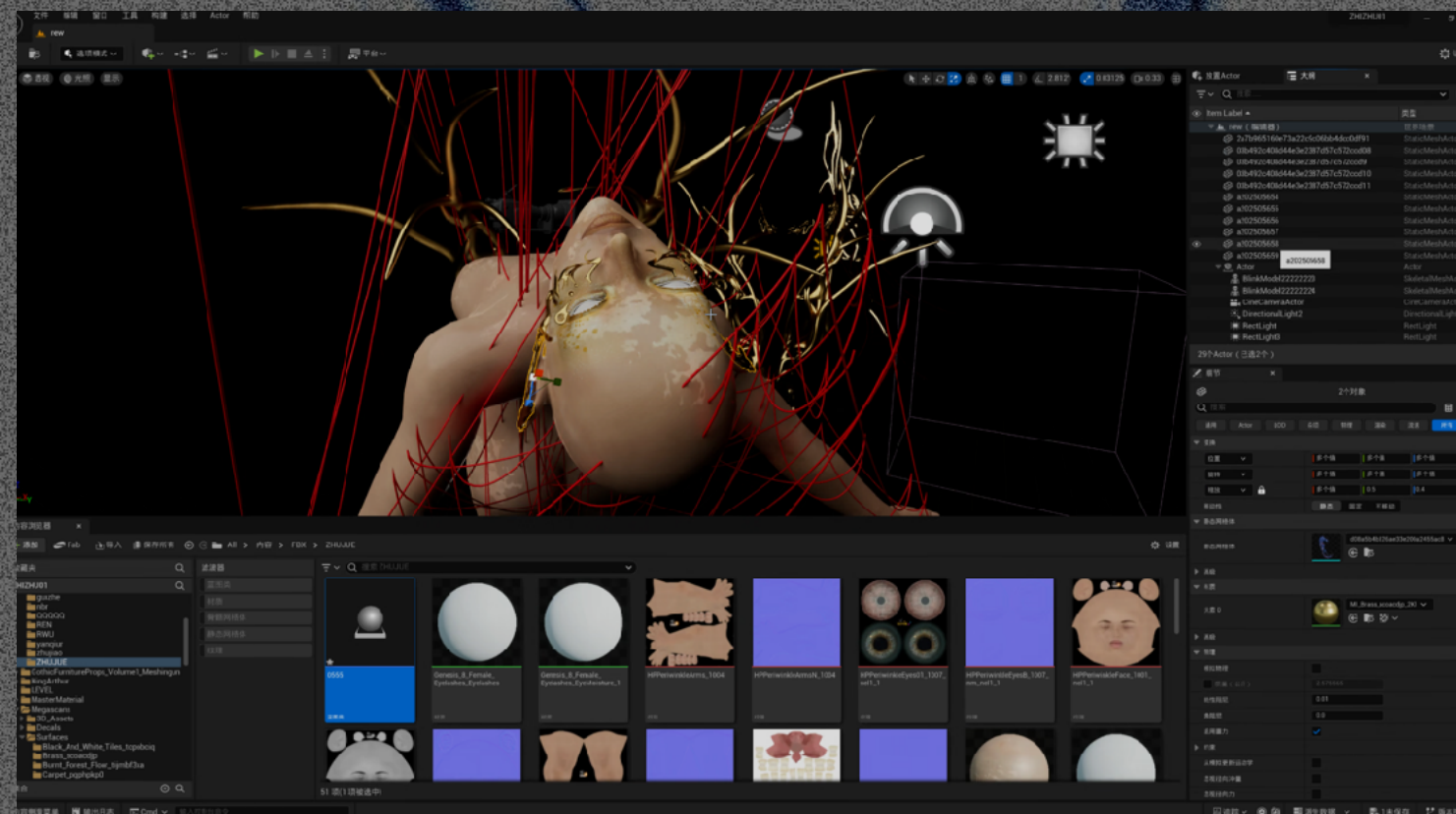
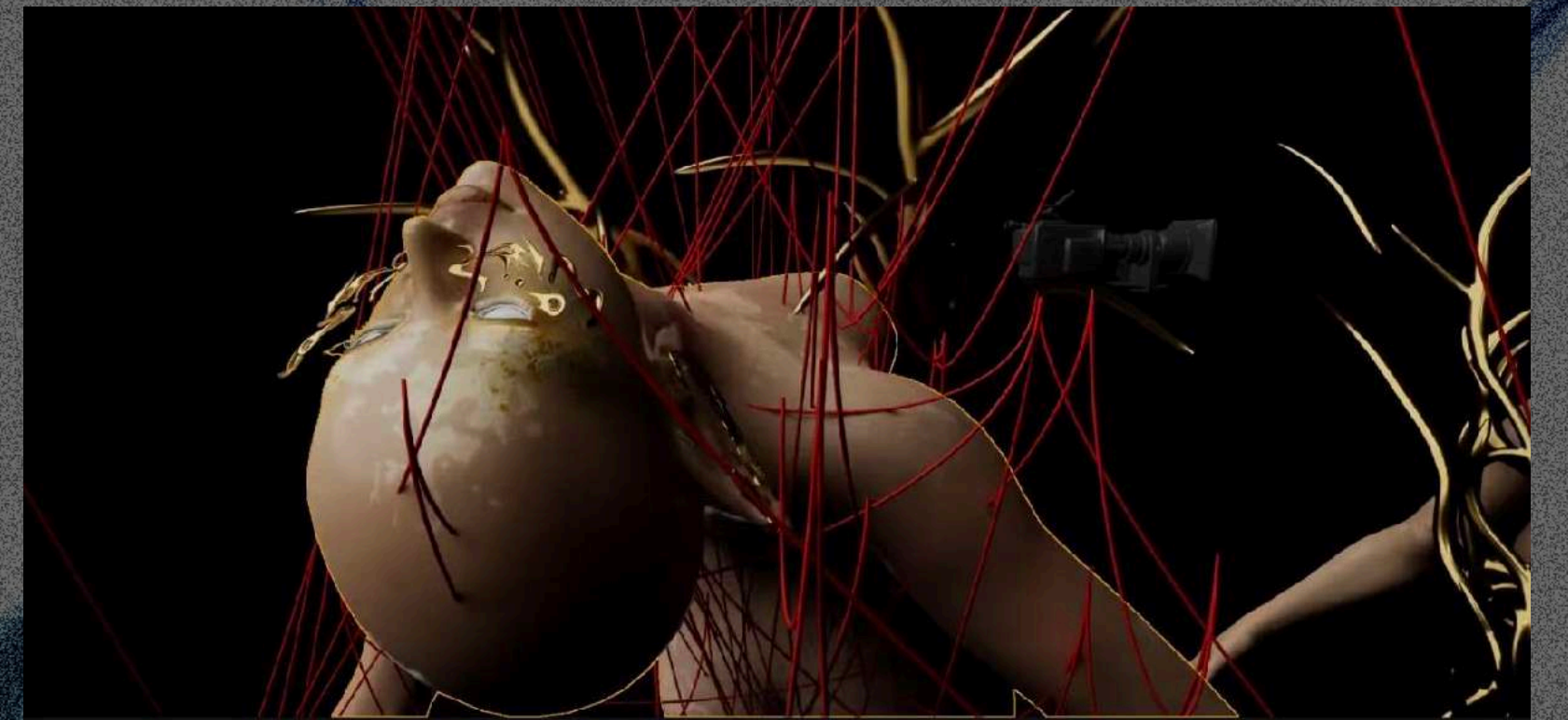
MID-FIDELITY PROTOTYPES

2/2



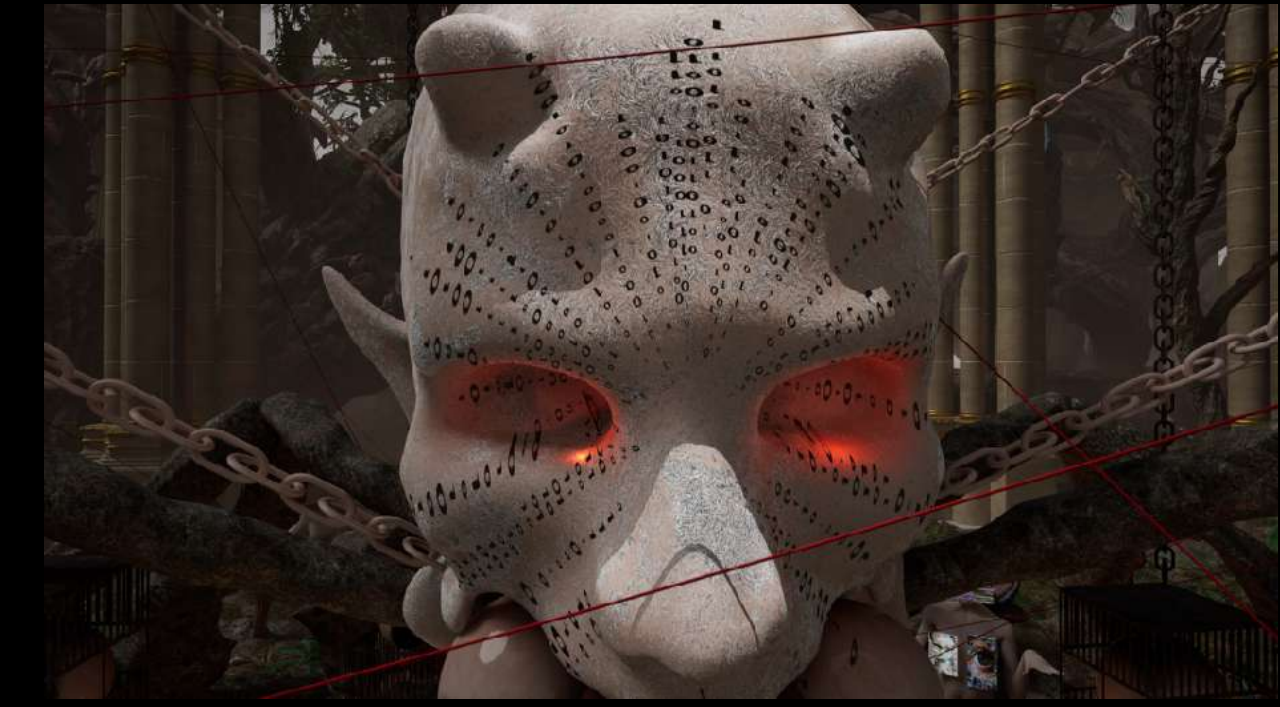
HIGH-FIDELITY PROTOTYPES

1/3



HIGH-FIDELITY PROTOTYPES

2/3

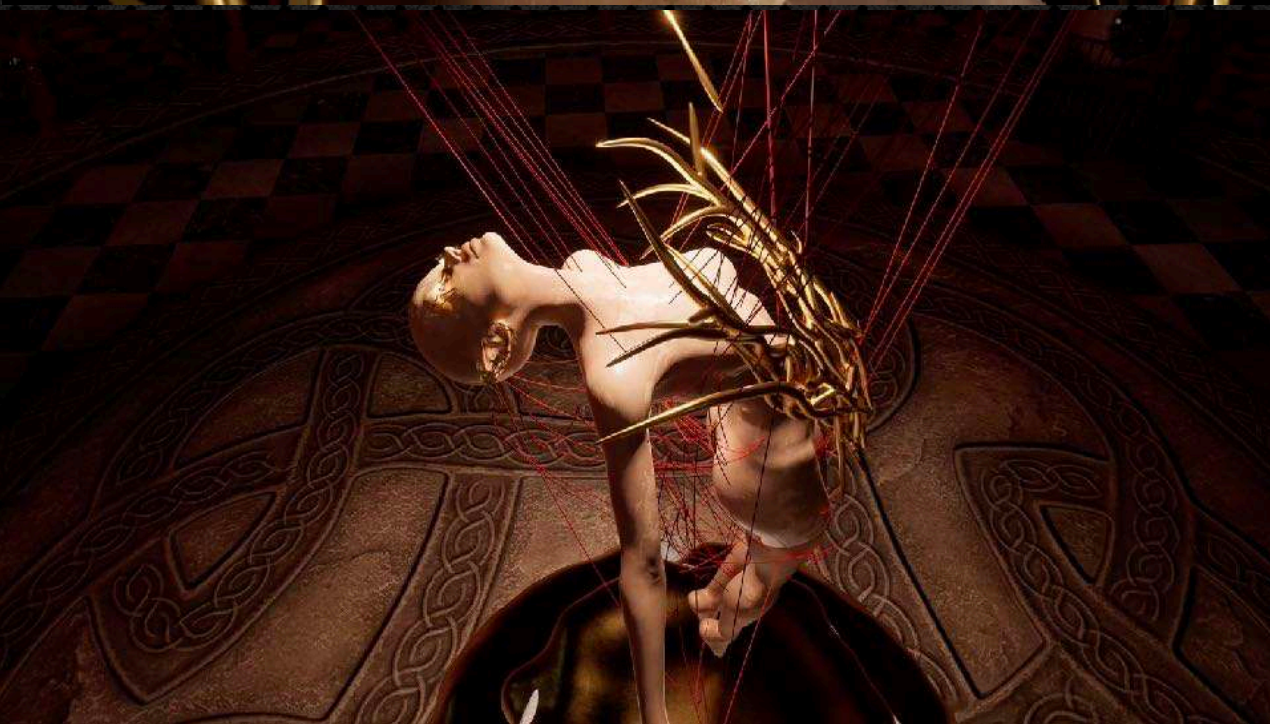
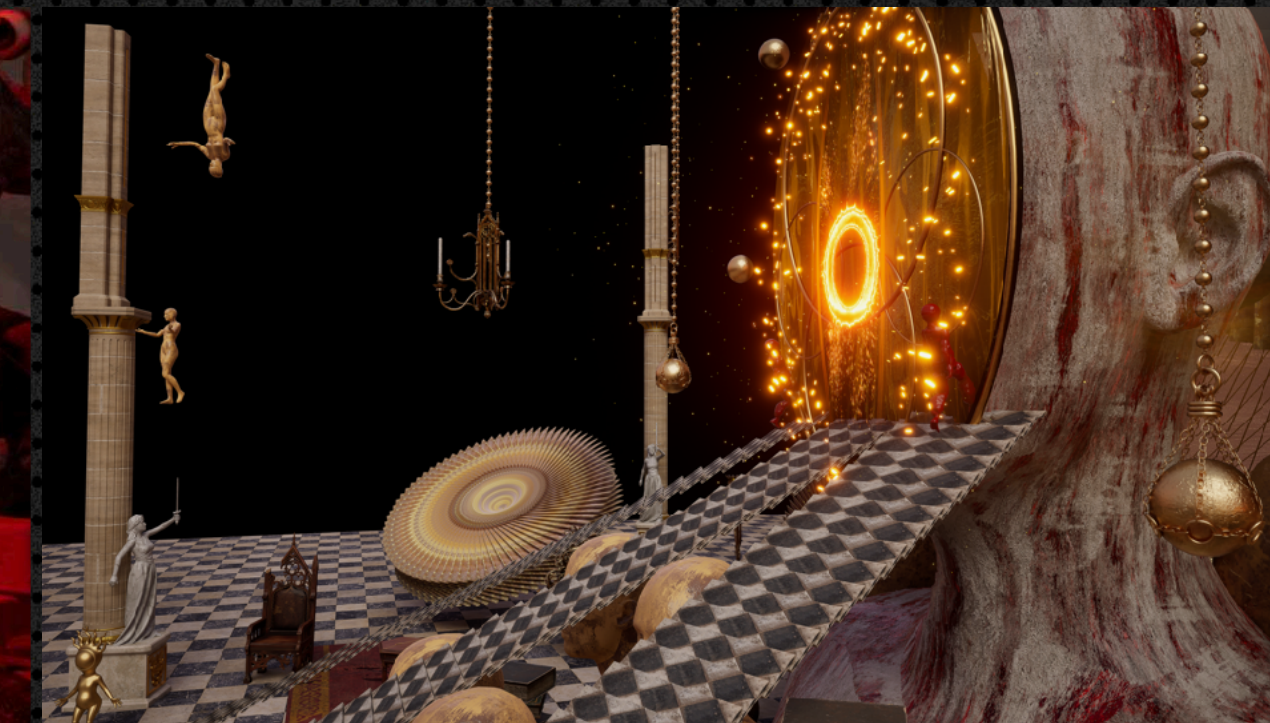
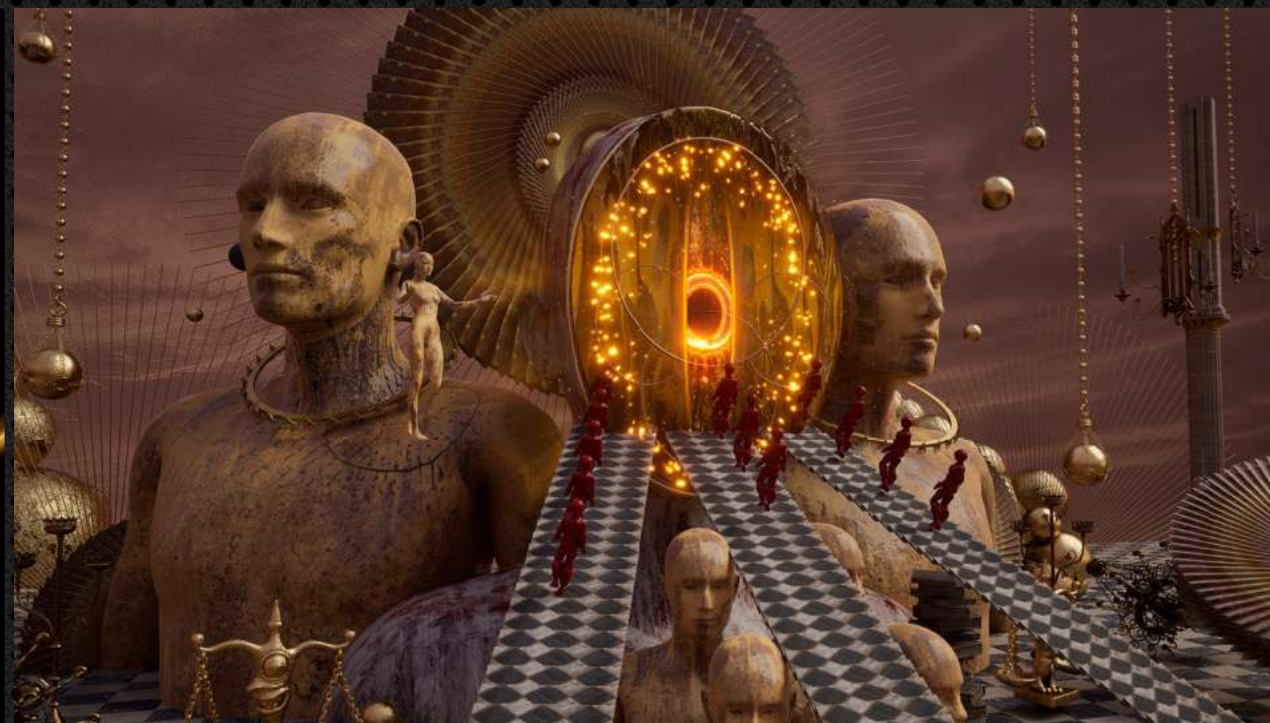
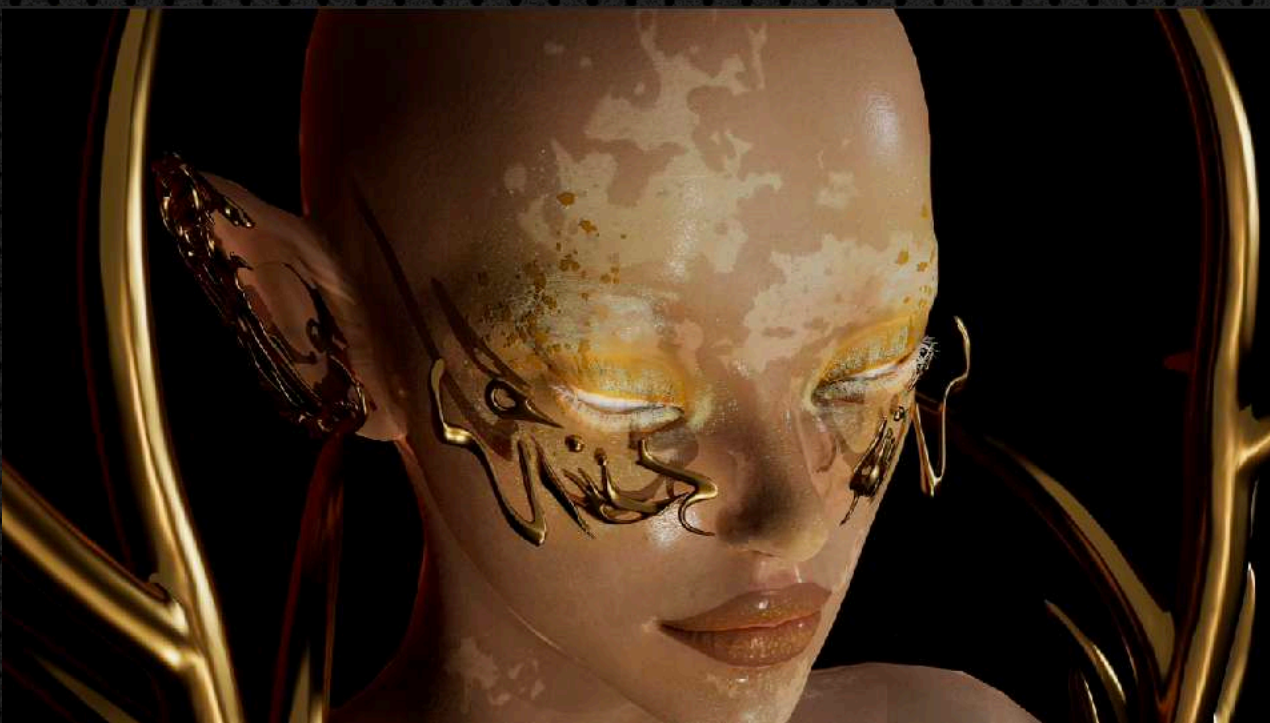
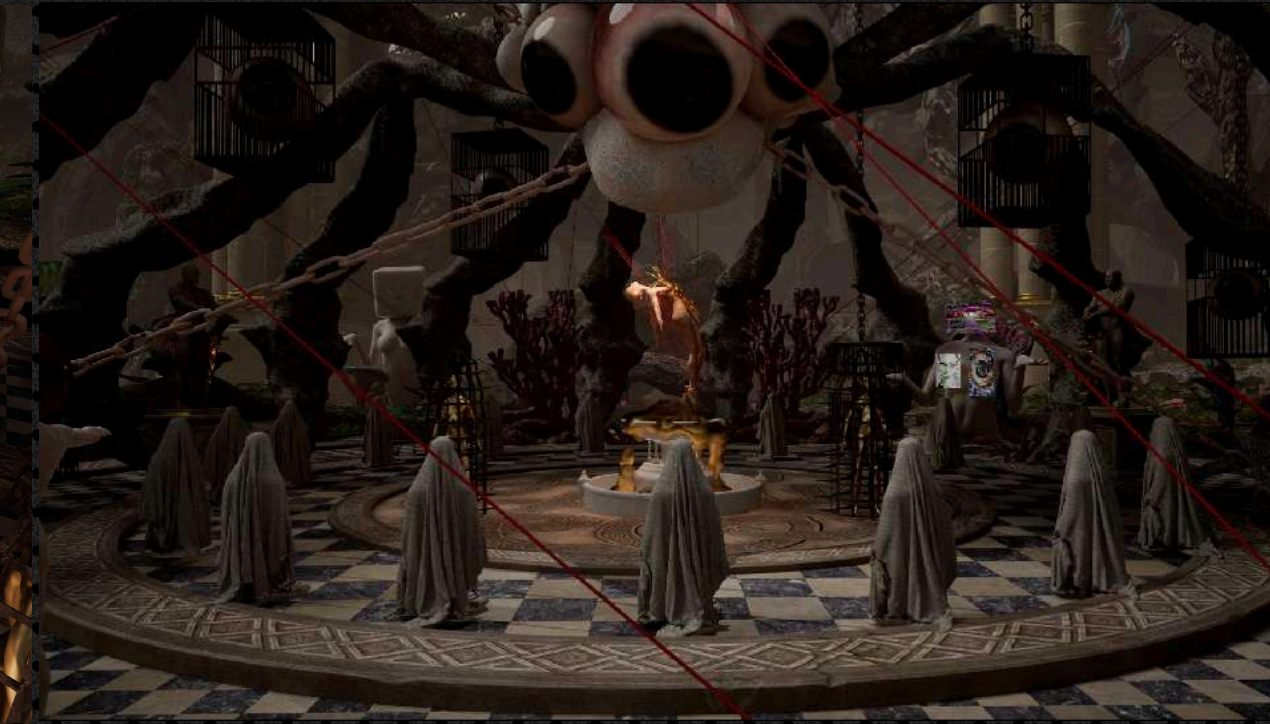
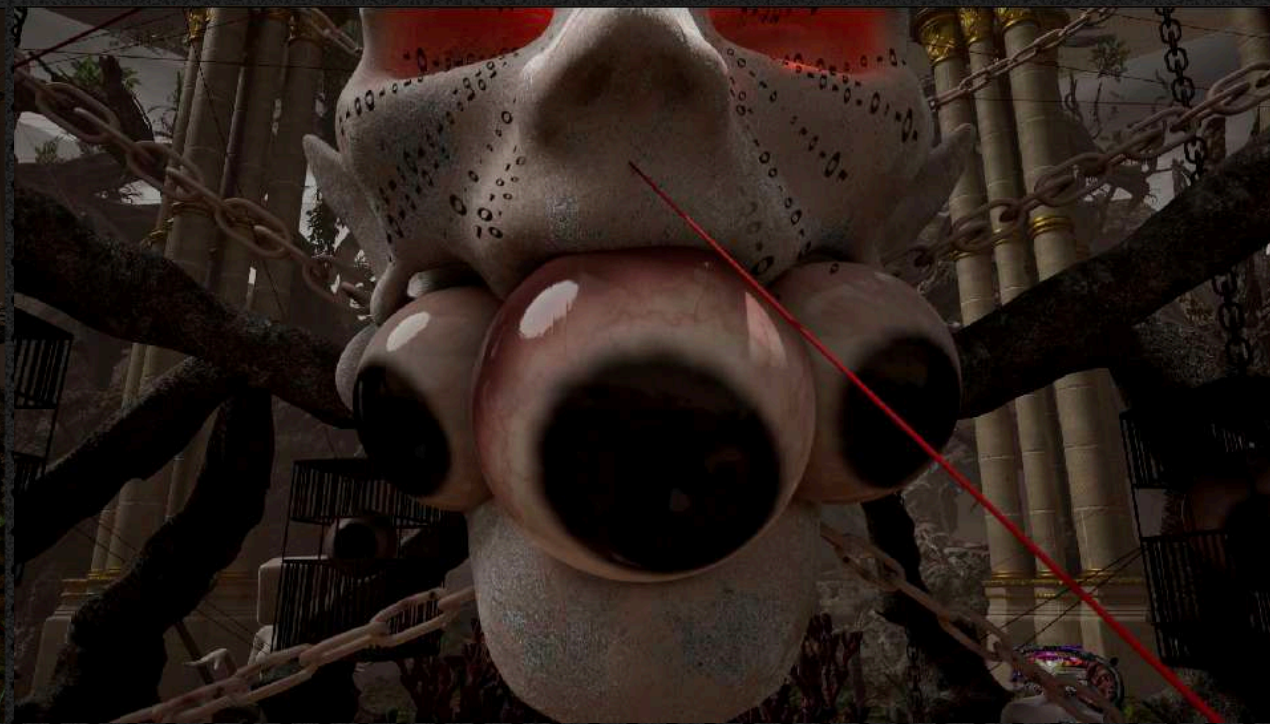


HIGH-FIDELITY PROTOTYPES

3/3



KEY FRAMES





THANKS FOR READING

FASHION MEDIA & COMMUNICATIONS

Geyu Zhang

SPECIAL THANKS

Daniel Felstead & Jenn Leung & Elizabeth Lee