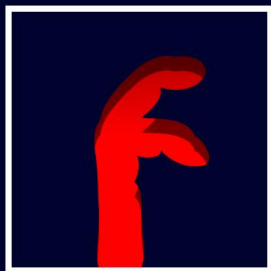




#NOMARKCONTROL



POWERED BY



A DAIEN LYU AUDIO-VISUAL SHORT FILM
ALL RESOURCES ACQUIRED ON REGISTERED WEBSITES

Introduction to topic

1. Topic

Privacy Invasion and Mind Control in Modern Era

2. Theme

Cambridge Analytica Scandal and Mark's social media empire

3. Prospective

Mobile Device Users

4. Techniques

Clipping on videos, Tweaking the appearance of featured faces, Sound tweaking on voices.

5. Concept

We believe the information online too much, and one of the biggest social media platform, Facebook shares and even sells data to their client; even worse, Facebook doesn't validate their client's intention before sharing data. When Mark Zuckerberg, CEO of Facebook, is being testified on senate, his behaviour is also the controversial part of the scandal and the

worry of the future. We just cannot believe some faces, not that we are cruel, but they are so good at covering. If not exposed, we are being controlled someday. Therefore, even if they are still lying, the people know what is really going on and won't get tricked again.

6. Motivation and inspiration

The major "mind control" theme inspiration takes from a game called *Command & Conquer: Yuri's Revenge*. In the game, there is a character who is capable of controlling enemies if one sees fits. The character unit takes excellence at taming enemies into his lackeys, creating chaos and especially "educating" with false information at battleground, which is portrayed by game developers as a representation of Soviet Communism propaganda. In this video, Mark Zuckerberg is similarly narrated of his unknown but dark objectives. Additionally, the character is so dangerously powerful that it threatens the foundation of Soviet Union itself due to his autonomy ambition, which reflects Mark Zuckerberg's dark thoughts about humanity. Another inspiration mixture is from *The Matrix* and *I, Robot*. When a robot becomes self-aware and tries to search for the meaning of life, the codes, which represents thoughts, will intuitively hide from

human, because human always wants robots to be tamed tools without sentiments. In this video, Mark Zuckerberg is narrated as a self-aware machine. We can see the transformation of his prospective about human trust, and his utilities and strategies of protecting himself and attacking human, all are visible.

Christopher Nolan's *Inception* is also the inspiration of my work piece, the spinning top is set to differ between dream and reality. It inspires me to use the spinning top to differ whether Mark Zuckerberg (in this case) is still lying. And the expected result is that the top keeps spinning and spinning, when everybody all realize that he is lying, he still believes that he is not exposed. In later post-production, the visual representation of the concept turns to colour gradient filter of Mark Zuckerberg's sight for better visual unity.

7. Question – Research on Facebook User

1. Where do these ads come to our end?

- Collect behaviours: searches, groups, friends
- Analyse personality: comments, interest, leisure time

2. How do they acquire our trust?

- Content: leaning to our interest, consciousness; tone of expression (strong or soft kind based on the analysis)
- Frequency: keywords, images on ads areas, silence push

3. Is popping ads aggressive to you?

- “No, it kind of understands my needs.”
 - “Yes, it annoys me a lot.”
4. If a scandal is exposed, are you offended?
- “No”
 - Data always gets leaked; it never bothers me even if mine has the potential.
 - I’m the lucky one.
 - a) “Yes”
 - Angry, we give you our trust on this.
 - Nervous, hopefully nobody is taking my files.
5. Would you believe Mark’s explanation?
- a) “No”
 - Mark has been explaining along the way, not my knowledge of him coming around.
 - b) “Yes”
 - Mark cares about social media and he is trying to purify the environment now. Nothing is perfect.

Title of work

The title is Obey Me!

Such simple title is intended to generalize Mark's social networking empire plan. Additionally, such controversial behaviours conflicts with the seemingly charming and honest boy-next-door profile. The opposite traits occur to me that maybe I can make a remix of him not

able to locate his own personality. Because my assumption is that he plans out his public profile completely, and my purpose is to unveil his cruelty inhumanity.

Early Research

History of Digital Life

To find out what has impacted our trust system, I need to dig in the root of the Internet. Just like what the other new things have their debut in the world, I want to research on what the people’s responses all along, how did people adapt digital life and come to this era and the evolvement of the medium connecting to digital life.

Starting in 1993, World Wide Web has been in wide usage, but the most accessible portal through the web is only Ethernet on computer, and due to low data capacity transmission, people could only share simple texts are low quality image, which wasn’t taking part of people’s life so thoroughly.

After a huge leap forward of mobile communicators, in 1999, Japan brought up i-Mode to the market. i-Mode is a mobile data service protocol embedded in new series of cellphones. From then on, people could view emails, watch videos and take pictures rather than just calling with cellphones, which was the experiment of how people adapted digital life, and, the foundation of smartphone.

i-Mode became popular in Japan and got rest of world’s attention; people were starting to explore more possibilities of what a cellphone is capable of in terms of business and entertainment usage. For

example, physical QWERTY keyboard came to cellphones, headphone jack and dedicated music storage came to cellphones. In 2007, Apple released iPhone to the market, and heavily impacted the smartphone industry in terms of appearance and business model. Traits like App Store, iTunes and Safari help people migrate their digital life from computers to smartphones, and expand screentime dramatically. At this time around, rich content and communities have been bursting into smartphones, and more and more people are enjoying digital life. However, in order to improve sales and experience, service publishers tend collect data from users, which will have a chance of compromising privacy. Differing from offline activity, online activity is recorded and stored on the servers, therefore, the purity and privacy of the environment and attitude towards user data is irreversibly vital to the public. If a scandal or leak happens, not to mention the reputation of the publisher, if the range goes wide, the world will be in panic. Cambridge Analytica Scandal has posed a serious breach of Facebook’s attitude towards user data, which is selling data to the bidder. What’s worse than privacy leak is false information to misguide people, which is equivalent to mind control. In testimony, Mark Zuckerberg, CEO

of Facebook, claimed that “they didn’t take a broad enough responsibility, and that was a big mistake.”

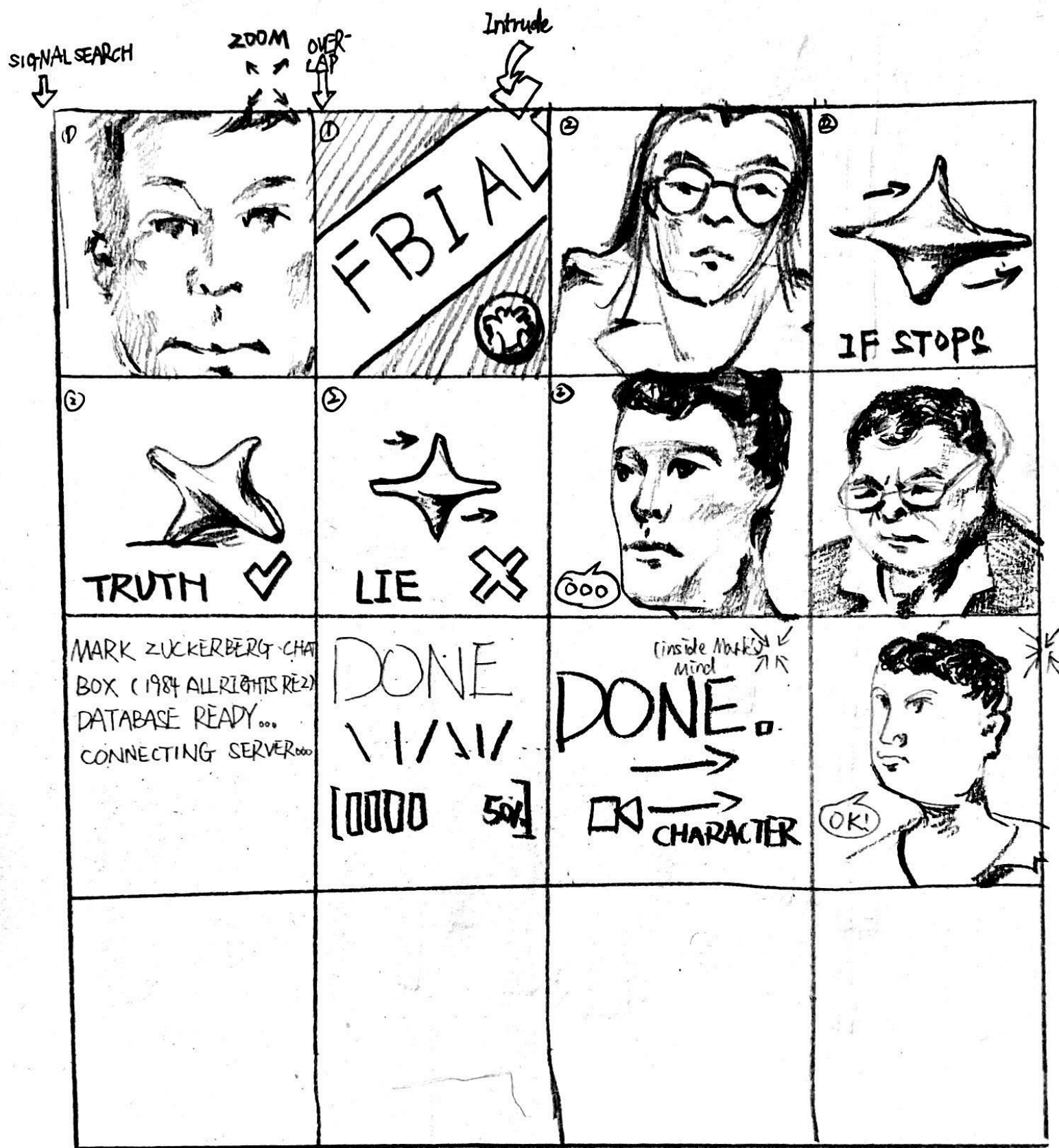
The discussion has opened, and it warns users around the world to protect themselves.



Timeline of Digital Life

Preparation

Storyboard



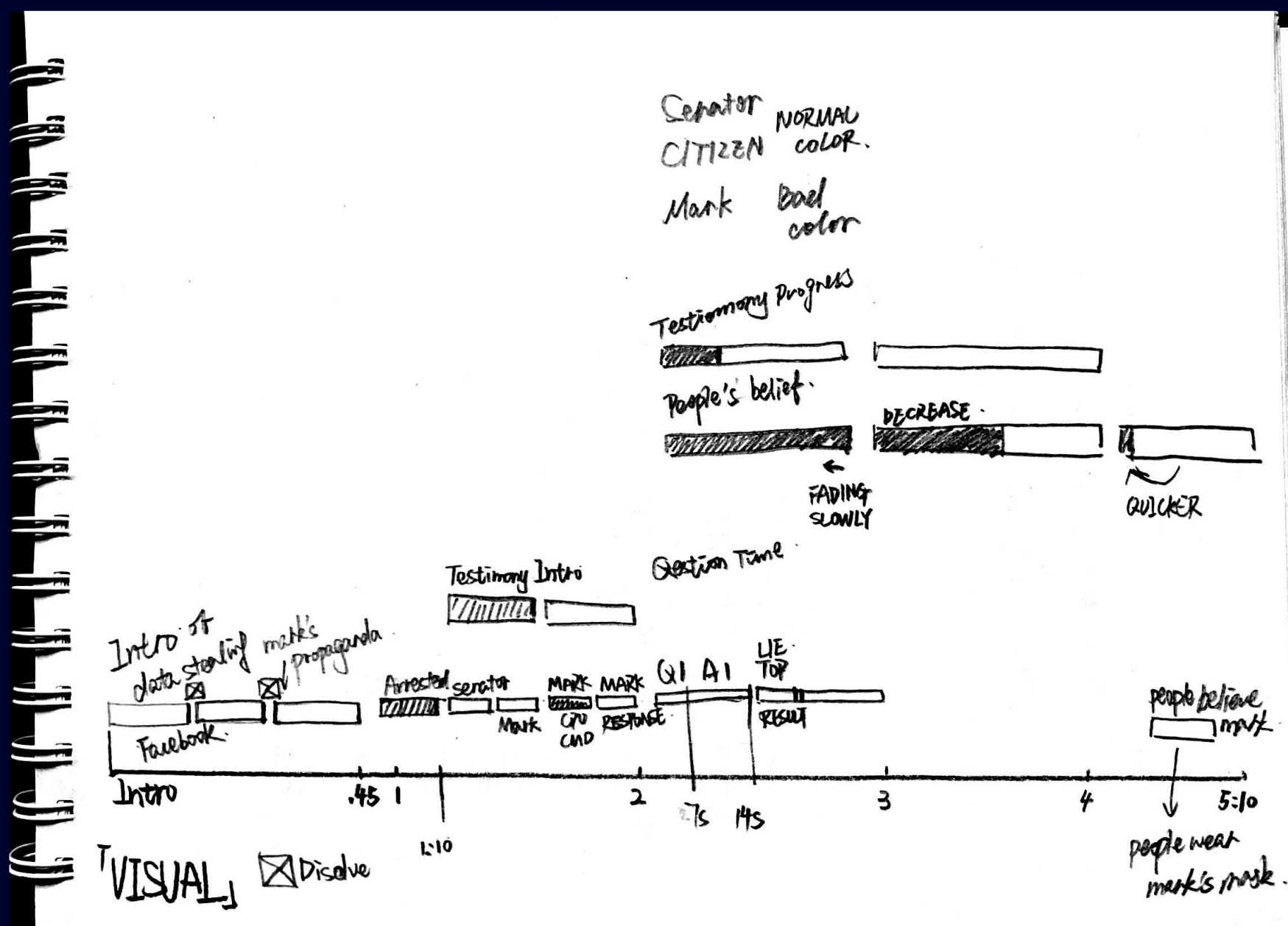
Scene 1 → Mark's Propaganda → Get Arrested (Get caught)

Scene 2 → Testimony → Senator → Instruction's spinning top

Scene 3 → Waiting for Mark's response → Senator's confusion

Scene 4 → Mark froze → *Waiting for system to load* → Response.

Choreography



Audio Design Development

Technique

Tools



REAPER – The ultimate sound composing tool that I use is REAPER. The best thing about REAPER is that it can work simultaneously with the video. Traits like snapping tool, live effects on tracks, timecode set to per frame are handy.

Pr

Premiere Pro – The ultimate video editor. I use the software to gather all the rendered clips choreographically; and it is also a handy tool for simple sound composition, cropping the clips into target square aspect ratio.

Ae

After Effects – Dedicated to Motion Graphic intensive scenes.



TouchDesigner – Graphic filter for some scenes, which is used to differ whether Mark Zuckerberg is controlling people, corresponding to the voice pitching as well.



Iannix – OSC control port



Figma – Poster design

Overall Sound Technique

- Track sorted via names, groups and colour

- Mastered in a balanced dB level

- Marked to differ scenes, featured regions

Concept

After the Cambridge Analytica Scandal has exposed and worsened, the world is waiting for the CEO of Facebook, Mark Zuckerberg's response. He attended the senate's testimony, explaining his knowabouts of the scandal and the working of Facebook. During the testimony, audience picked up and get distracted by his subtle and distinguishing behaviours, including his facial expression, eye contact, his statement and even his unexpected honesty. People get confused when Mark suddenly smiles and then halts it. Alongside with the scandal, Mark's behaviour also becomes the trending controversial topic in the world. People are wondering: what is he really thinking inside and what's the reason behind these behaviours? Is he hiding something from us? Is he human? The press nicknames him ZUCC, YouTubers make parodies of his behaviours. It all becomes a mystery.

This video is a warning of being controlled by social media platforms and also a visual representation of these assumption. It consists of 6 scenes choreographically.

Scene 1: Intro



(sound) Knife is carving out, (visual) unveiling the outline of Facebook icon.

(visual) suddenly changing to black and white horror theme, when the interrogation light emits towards the Facebook icon.

(sound) Someone is striking on the keyboard, (visual) transforming a new form of Facebook, which looks like a claw forming the letter "F", "The Matrix" style code rain comes at top of the screen.

(sound) A horrifying wraith saying "Eh... No!" happens, (visual) Facebook icon zooming in quickly and having a jump scare with a Mark Zuckerberg's face zooming in.

(sound) Zipping out a plastic bag, pouring out loads of coins,

Narration:

This scene is generally narrating how scary the way Facebook treats user data. Unlike their optimistic mission of bringing people closer together, Facebook is secretly proceeding terrible acts.

Sound Design:

The intro generally portrays how a professional thief ruthlessly steals things. Utilizing cutting edge technology, the guys are thinking about themselves instead of doing for the greater good.

The sound still continues after the interrogation transformation means even if they are exposed, they don't seem to be bothered. Instead of stopping and amending, Mark Zuckerberg even tries to scare audience with his image.

The background music is the Christmas rhythm "Jingle Bell" turning from major key to minor key, conveying that in a festive atmosphere, there are still some horrible things happening, which refers to the scandal.

Sound Technique:

Most of the sounding is performed by Foley. The Christmas theme song is played by a QWERTY keyboard and instrumental entitled by the plug-in "HELM".

The background sound is conveying a dark server room, and the sound is automated in terms of panning and volume.





- Challenges: The instrument plug-in HELM has a bug that randomizes instruments, which causes me to check the settings every time I render the session; Using different timecodes scrambles the snipping tool.

- Achievements: The Christmas theme melody and its transformation can vividly emphasize the change of the atmosphere, and it also achieves the musicality of the video.

Scene 2: Mark's Propaganda

(Mark slowing saying):

Obey me!

Privacy doesn't matter.

Let me know you more.

Only in this way,

can protect you,

and your family.

We fight insecurity and loneliness.

Connect with your friends,

connect with me.

The less you know,

the better will be.

I'm Mark,

obey me!

(Audience scream and begging in the background):

Wait!!

No!!

AHHHH!!

OHHHH!!

Narration:

This is the scene that Mark tries to amplify his influence and uses his power to control their users' mind and promote his Facebook app. His voice is full of echoes, and it is twisted into a monster like form of voice. We can hear users' resistance in the background, screaming and begging him not to control them. The scene is inspired by Yuri's Propaganda in Hollywood, Command & Conquer: Yuri's Revenge. The main idea is to use consciousness messaging to spread the control plague.

Sound Design:

The voice is recorded myself using iPhone's stock microphone. During the performance, I intentionally suppress my tone, volume and get close to the microphone to create a creepy, whisper like vibe, and it is also easier to filter out the low frequency of the voice in post production.

Sound Technique:

To Mark's voice, I've featured the sound into 4 different tracks, which is "BG" "Twisted" "Whisper" and "Threaten" and these are all group in a master track. Respectively, these tracks function as:

BG: Anything not set but vague volume. It is the foundation structure of the voice, to solidify it;

Twisted: Major representation of Mark's voice, with lower pitch, enhanced volume and dry boost, heavy reverb. It is to convey the scary and dangerous persona of Mark himself;

Whisper: Major appendix of Mark's voice, with high-pass filter, heavy delays and dynamic pitching. It is to emphasize the brainwashing extent and horrifying perception;

Threaten: Sweetener of some moment. It is enhanced with its volume and scary extent, and it is also the amplifier of mind control power.

To Audience's response, I choose to build the track with multiple samplers controlled by MIDI. In MIDI controller interface – Iannix, I've created a curve playing on loop, and added MIDI triggers to activate scream sounds. Each sound is built by its own sampler and channel so that it won't get mixed.

To tune up this type of sound, I reduce the high frequency area to make them blurrier so that they sound like in the background; additionally, I've added a regular movement circle of left/right channels with LFO and ReaSurround so that they sound dynamically.

- Challenges: It is difficult to control the delay extent, especially Feedback section. I suggest it be modulated under -1 dB. Otherwise, the sound will amplify gradually time after time of the playback.

- Achievements: Inspired by the voices of “supervillain” from superhero TV series, I realise that Mark's voice tweaking must acquire the antagonist mojo, including voice acting and post fine-tuning. I firstly found it hard to get the perception of horror right, which turned out to be a bit laughable in past versions.

Additionally, the breaking news sound is the melody that I wrote when I brainstormed, and the instrument is also chosen in HELM.

Scene 3: Breaking News

Privacy Leak: Breaking News Report

(sound)

News Report 1: Beginning of 2014, many Facebook users were paid to take a personality test, funded by Cambridge Analytica...

News Report 2: This is a story involving Facebook and a company called Cambridge Analytica, which, I know, sounds like a Harry Potter spell that does your homework...

News Report 3: Well Facebook has faced its toughest week,

perhaps since its Inception...

News Report 4: Facebook went offline yesterday for over six hours. Wow, they finally found something they couldn't fix with a horse paste...

News Report 5: Facebook and its group of apps and social media channel went down for most of this day...

(sound) Gate of the prison closes, (visual) Mark Zuckerberg sitting on the court in front of the court table, background is the WANTED wall.

Narration:

Mark's dark secret has been exposed to the public, everybody is noticing the news, and the press is covering all about it. Under the pressure, Mark turns up and gets convicted, the world is watching and waiting for his explanation.

Sound Design:

Piles of news coverages about Facebook overlay each other to create total noise, conveying how severe the problem is. This effect imagines a choreography that Mark Zuckerberg comes out in public under such pressure, which helps audience feel Mark's personal situation at that point. And the report sounds keep playing loudly, which dampens Mark's voice and makes the voice hardly audible as well.

Sound Technique:

In Iannix, I've added routine triggers to activate audience's booing and sighing sounds in REAPER to convey the disappointment about Facebook. In REAPER, several independent tracks are created to play new report sounds.

- Challenge: This is the very first attempt of using triggers in Iannix to connect REAPER. Some samples are too long to play so it causes no gaps between each sound. The solution is limiting the sound samples and creating fade in effects.

- Achievement: The achievements are majorly in After Effects, so I'll talk about it more on visual design column.

Scene 4: People Protesting

(sound) Tragedy music, (visual) Total chaos happens around the U.S Capitol, protestors throw tear gas to the building.

(sound)

Interviewer: Do you think people are angry at that?

Protestor: Absolutely people are angry, and you can feel it. You feel the rage and madness.

(visual)

Protestor angrily claims, TIME magazine zooming in: “Delete Facebook?” request.

Narration:

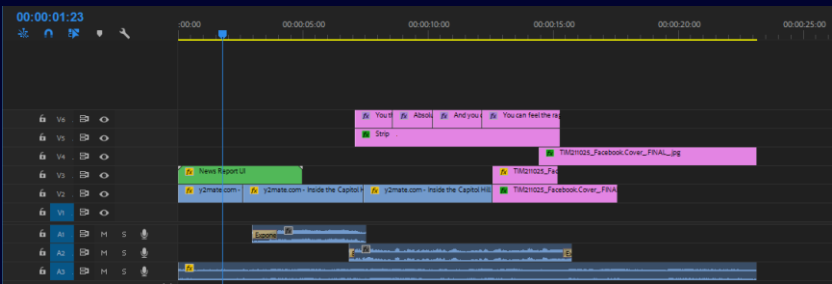
After hearing the news, some people go panicking, and some other people are furious about what Facebook has done. Knowing that Mark is being testifying at senate, they form a protest legion in front of U.S Capitol to voice against Mark Zuckerberg. Because the event is so severe that TIME magazine notices and put Facebook on its cover and headline.

Sound Design:

The tragedy background music is picked from Batman v Superman: Dawn of Justice, when Superman goes to negotiation with the Pentagon. It is the similar madness and rage that come from people, targeting at the person who used to be trusted. And also the question: Delete Facebook? is also the dilemma that puzzles people even to this day.

Sound Technique:

The sound pieces of this scene are composed in Premiere Pro, and it order not to have sounds incoming abruptly, I use the same fade-in technique as in REAPER.



Scene 5: Mark Mind Control Machine Gets Engaged

(sound) Machine starts up, (visual) Command Prompt interface lights up

(visual)

Code inputting: Database is ready... OK!

Connecting to server... OK!

Special Power Engaged

Guess What?...

Mark portrait image is formed with ASCII codes

(sound) Mind control sounds fire up

Narration:

When Mark gets entry to the testimony, his back-end system is unveiled to be ready to mind control people.

Sound Design:

This scene is the visual representation of one of the most doubtful questions towards Mark Zuckerberg: Is he a robot? And the assumption seems to make sense if gathering all of the puzzling behaviours of his, therefore, this scene is the imagined preparation of his mind.

The silence of the scene conveys the mysterious and dark in terms of perception, and it also gets people wondering what he is really preparing.

Sound Technique:

This scene is composed in REAPER, the sounding consists only with the machine humming sound, voice repeating “Obey Me” and mind control sound repeating.

The “Obey Me” whispering also equips with echoes.

Scene 6: Senators Asking Mark Zuckerberg

Ms. Ocasio-Cortez confronts and talks down Mark

Mr. Nelson testifies and gets tamed by Mark

Mr. Graham confronts and gets mind controlled by Mark

Sen. John Kennedy bashes and gets mind controlled by Mark

Narration:

During the battles with these senators, Mark subtly changes his tactics over time to protect himself from being compromised. In the meantime, he engages his “special power” to influence the result of the testimony so that everything judgemental and disadvantageous towards him will be dropped. When faced with edgy questions and interruptions, Mark Zuckerberg suppresses his assault and continues his acting all along. He wants everybody to solidify the concept that he is a polite, honest and normal human.

Sound Design:

In this scene, Mark’s voice is the most significant spot, he dynamically changes his voice based on emotions and motives. To dramatically emphasize his robot identity, the voice is tuned with reverbs and glitches, which will mimic the sound coming out of the metal speaker.

We can also hear the electricity overloaded sound occasionally, it is coming from Mark’s machinery body, which portrays his dedication of handling all the senators.

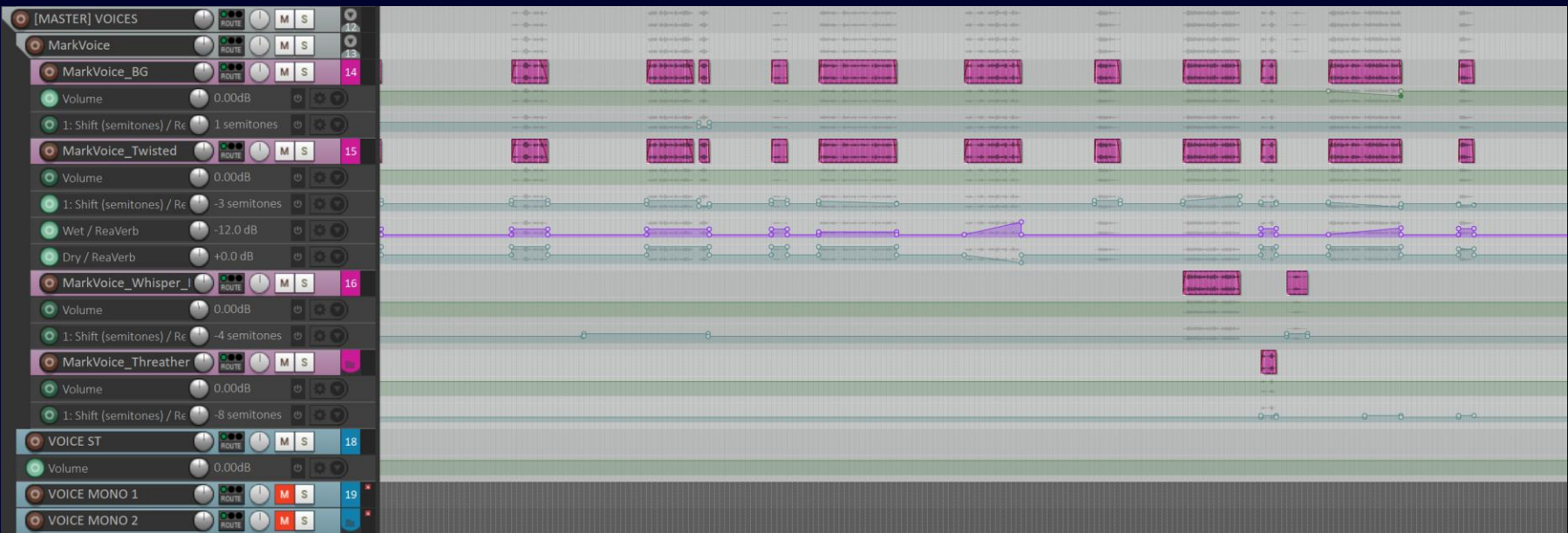
Visually, we can see the codes running behind Mark’s brain, and the codes get more and more complex when approaching to the end.

Sound Technique:

First of all, I've isolated and differentiated all voices from Mark and the senators into its own tracks.



Senators' Voice Track

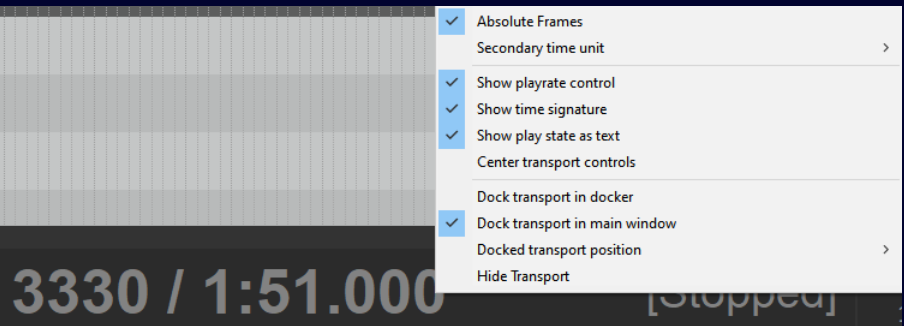


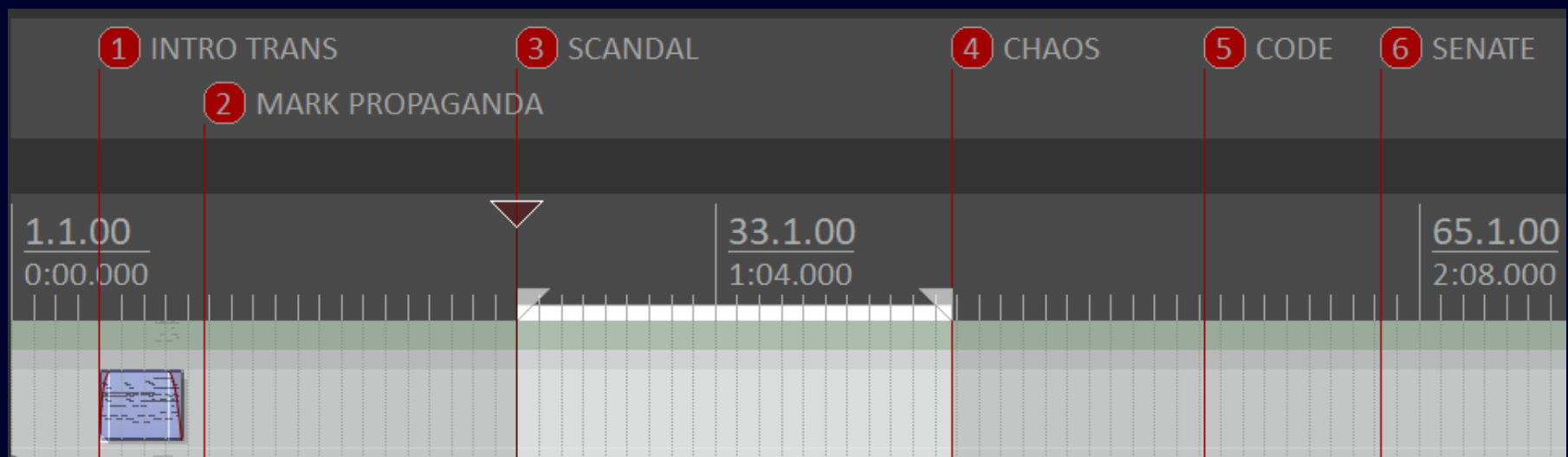
Mark's Voice Tracks

Modulating and Keyframing

The changes are calibrated per frame according to the timecodes.

With the help of the Markers, I can double click to select the target region for tuning.





According to the changes to character's mental state, I've automated the exact properties to correspond:

Shift (semitones) / ReaPitch makes voice pitch up and down: Mind Control dynamics, Temper

Wet / ReaVerb makes voice blurry and scary: Mind infiltration extent

Dry / ReaVerb makes voice clearer and offensive: Mind threatening extent, Booster

Additionally, I have two tracks equipped with Shift (semitones) / ReaPitch and set the numbers contrast to each other so that Mark's voice will simultaneously have childish and monster like voice. I intend to convey the horror behind Mark's persona.

Apparently, when Shift (semitones / ReaPitch) gets lower, and Dry / ReaVerb gets higher, Mark's voice becomes scarier.

Robotic Sound

Effects

Ring Modulator: Trill effects on voice

Echo Generator / ReaVerb: Enhance the length, and the machinery echo effects will be applied.

- Challenge & Achievement: Forming a robotic sound effects and changing its voice properties dynamically: for example, when Mark is angry, what robotic effects will be like
- Dropped idea:
 - Spinning top to detect if Mark is lying, if applied, there would be beeping sounds that reveal the honesty specs. However, it will take the video a lot longer and choreographically scrambled
 - Audience reaction to Mark's saying: Boo for rejection; Applause for acknowledgement. Because the sound structure will be completely mixed and some components will not be heard clearly if applied.

Scene 7: Ending (Protest Stopped, Everybody Becomes Mark)

(sound) Crows beeping, complete silence. (visual) Outside of the U.S Capitol, everybody becomes Mark Zuckerberg's appearance, standing by line.

(sound & visual) Former-Protestor: Mark cares about social media, and he is trying the purify the environment, now nothing is perfect.

(visual) #NoMarkControl. The Choice is yours!

Narration:

Mark's mind control power gets enhanced, and everyone around the U.S Capitol is affected. Besides, during Mark's plan show has on broadcast, more and more people are convinced by Mark's sayings, and their minds become less defensive and weak, which also helps Mark control everyone.

Sound Design:

The silence in the U.S Capitol emphasizes the differences between before the testimony and after. "Sarcastically, it was a chaos just then, and now they are all pro Mark." Nothing but crows beep and the sole sound fades out as well when #NoMarkControl shows. It is the dramatic transformation that warns people in

this society that “Don’t fall for Mark again!”

Sound Technique:

When it comes to people controlled by Mark, they have the similar voice effects as Mark’s. So the voice sounds are shared in Mark’s voice tracks.

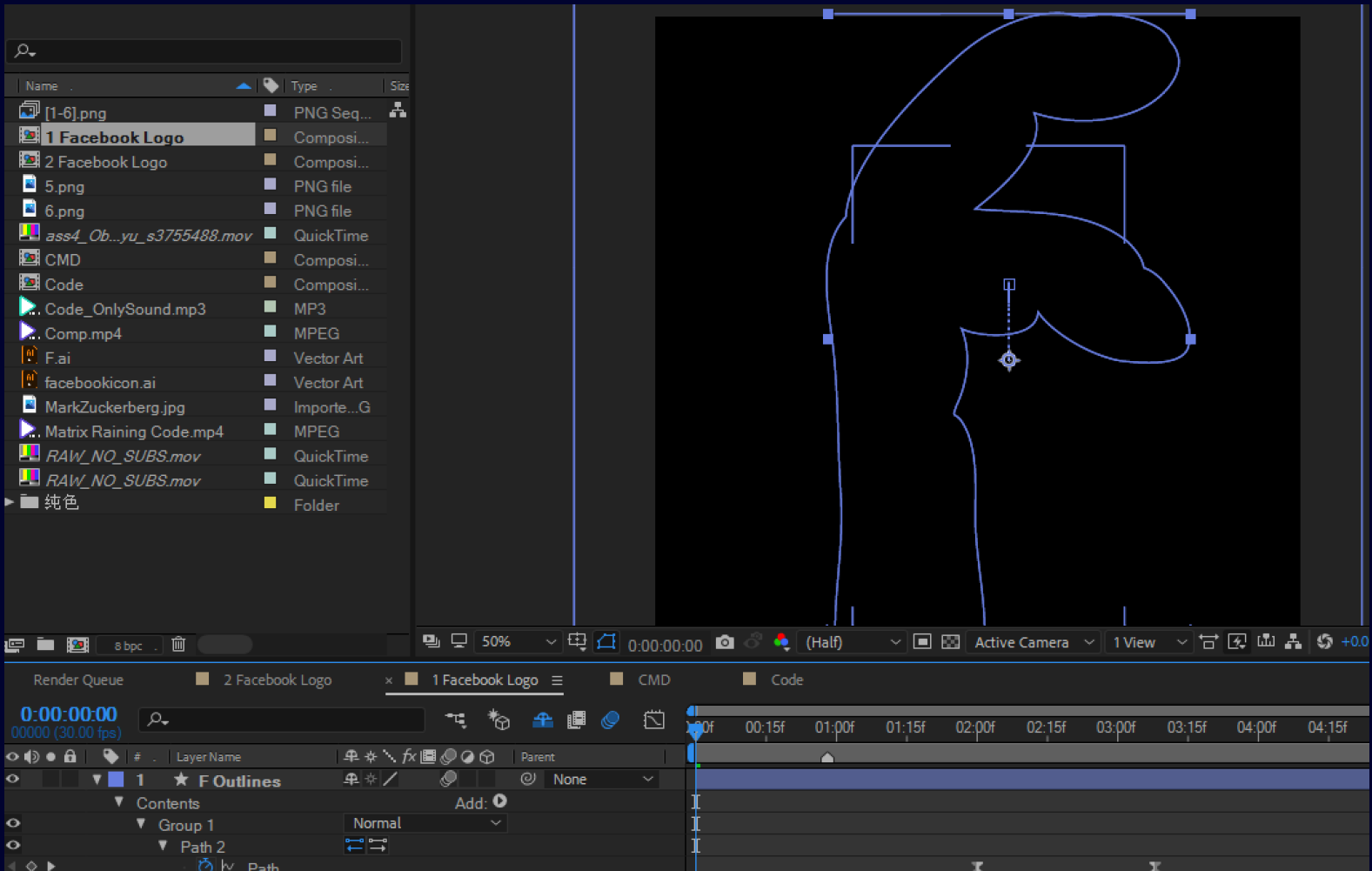
- Challenge: Rather than technically applying piles of effects, I came a long way of conveying sarcasm choreographically in this scene. I used to insert another horror themed sound at the end to emphasize the warning, and I dropped it for better understanding of the topic here.

Score Design Development

After Effects

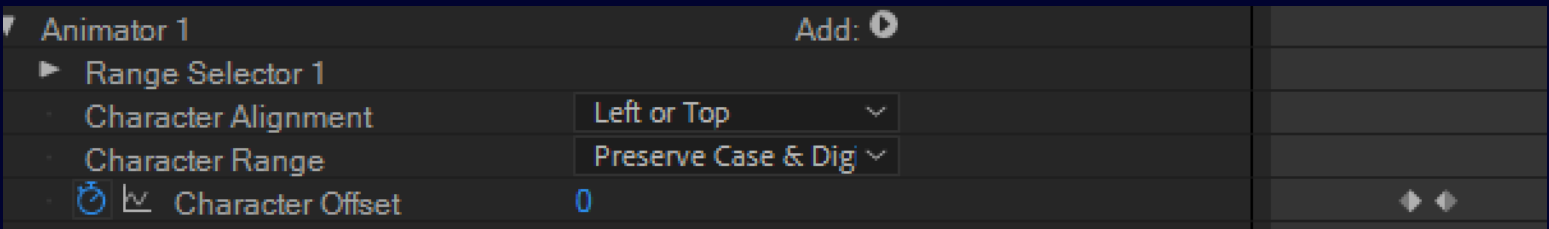
Vector morph transformation

Path keyframing: Copy an original version of Facebook vector on the first keyframe, and paste the tweaked version of the Facebook vector on the next keyframe.



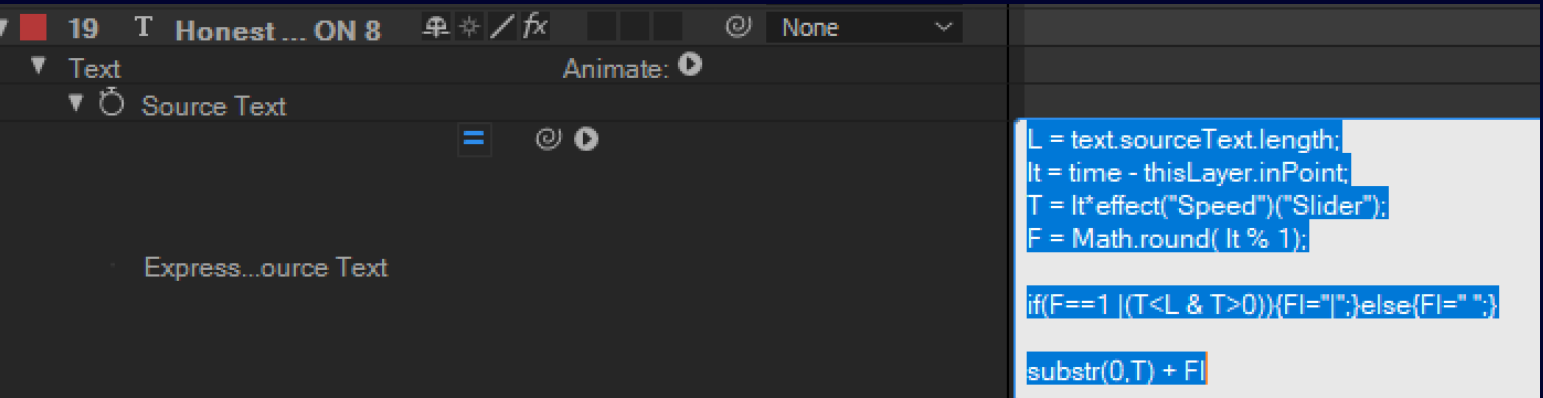
Command line Effect

Keyframing on Character Offset: it can transform the characters into gibberish language, meaning it is loading.



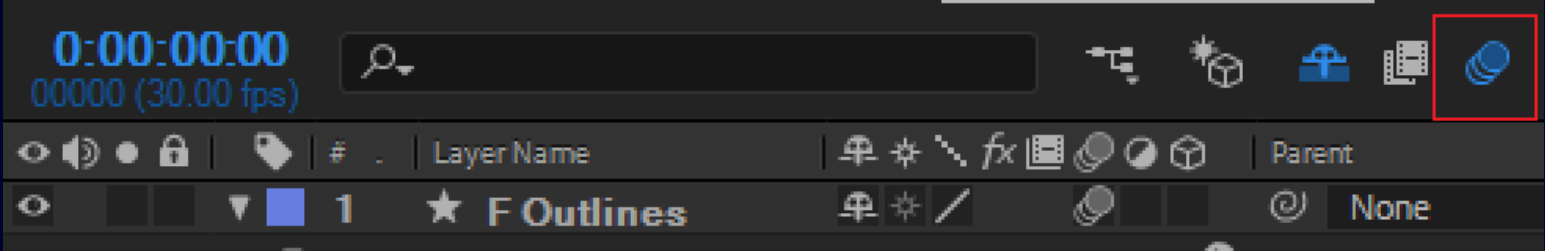
Typing Effect

The expression lines for typing effect.



Motion Blur Effects

Enable the Motion Blur function on every layer and enable manifest button.

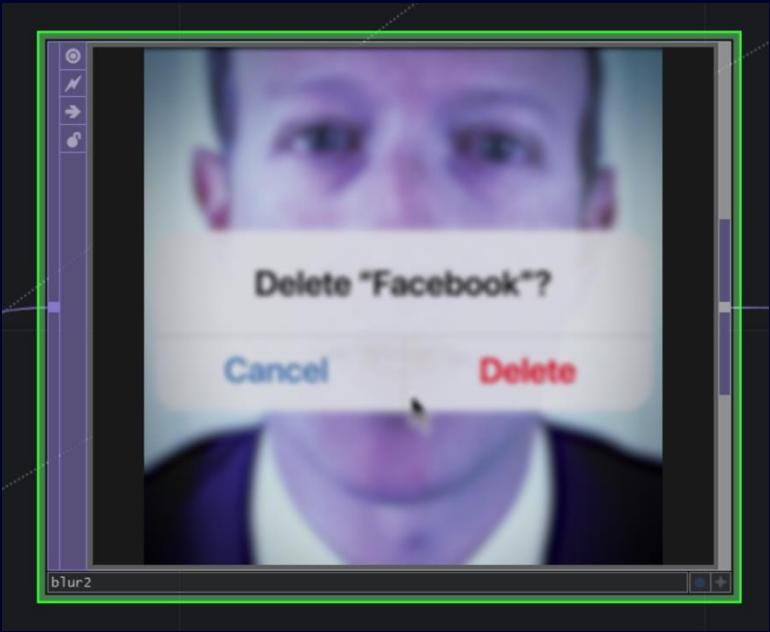


TouchDesigner

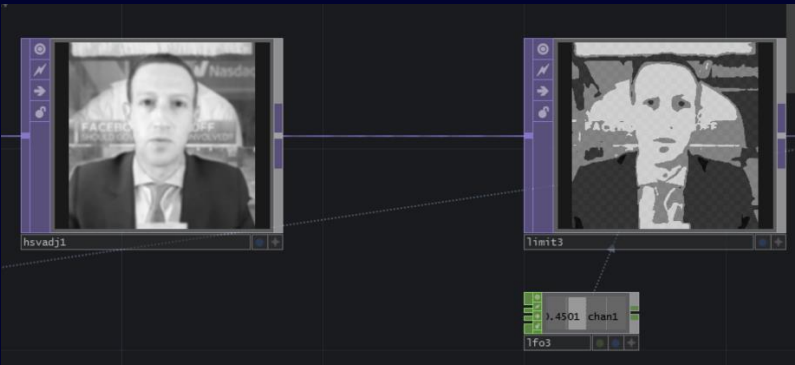
Comic Effects – Limiting colour outputs.

Nodes:

BLUR (TOP) – Reduce the detail extent of the image so that the later effects will be graphically generalized.

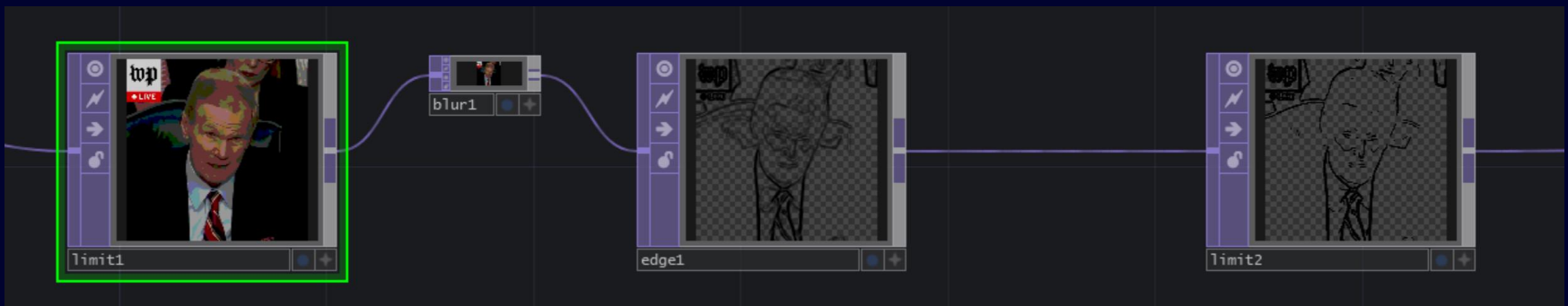


LIMIT (TOP) - The value offset will swap the colour grading on each area and turn up the contrast of the image. With the help of LFO (CHOP), it will dynamically change the colour grading back and forth.



LOOKUP (TOP) – Entitles a new scheme onto the limited image. With the help of Lowest smoothness of RAMP (TOP) and LFO, the colour scheme will dynamically change over time while applying onto the image.

Comic Brush Stroke Effects



First Step: Generalize and filter out the stroke

LIMIT (TOP): Simplify the colour output

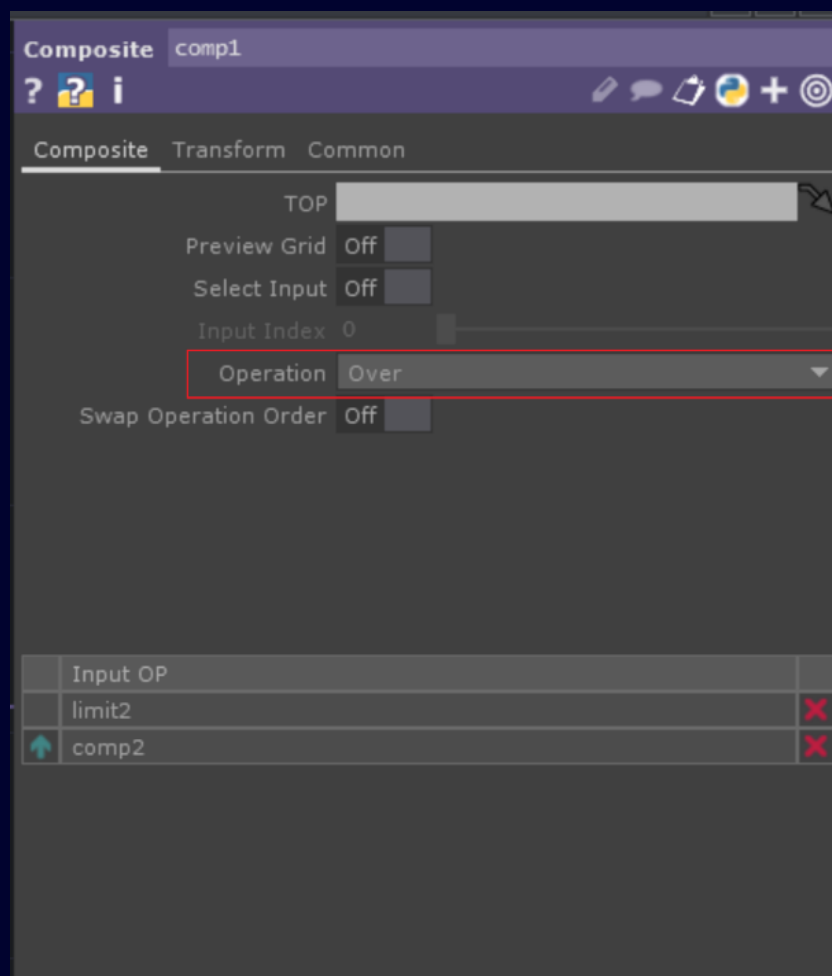
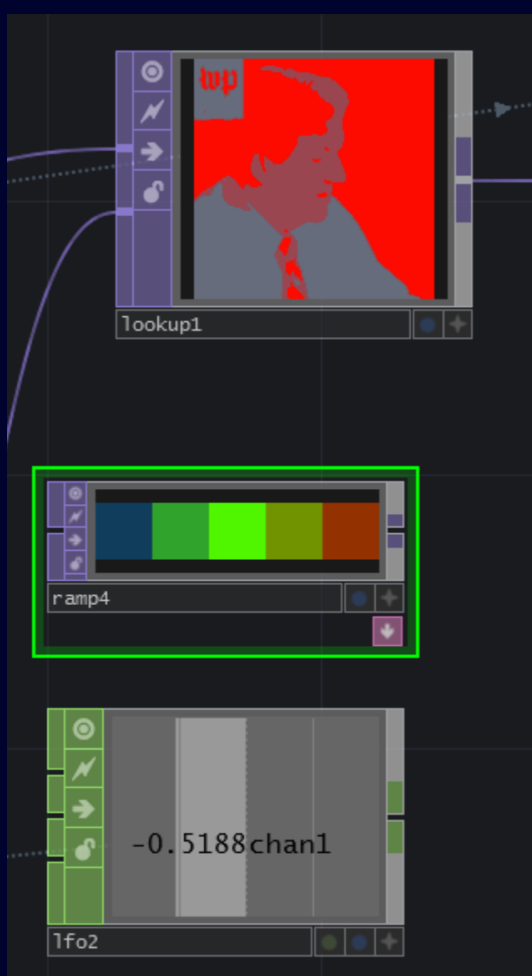
EDGE (TOP): Passes edge and outputs as black stroke

Second Step: Make the stroke edgy

LIMIT (TOP): Turn up the contrast level, defeather the outline

Combine different effects into one

COMP (TOP): Compose two layers into one, with the option of order and operation.



Findings and reflection

Learning

From the beginning of the project, I enjoy gathering all the ideas and record all into texts with images, generating content based on precious theory and sorting media files in a manner.

Respond to the theme

As a digital media practitioner, generating both audio and visual content when crafting audio-visual arts is a challenging part. The project broadens my ability to make content corresponding with each other better.

The video piece is visually themed horror, warning and dark humour, which responds the topic of the propaganda: Don't get controlled by Facebook and Mark Zuckerberg. Such art

forms will be more eye-catching and relatable to the reaction of being controlled.

Deserted Concepts

Throughout the making of the video piece, there are three ideas that I dropped for better understanding and the conciseness of the concept: Spinning top lie detector; Audience reaction during the testimony; and also the interactive video concept that allows users to act like senators to ask questions to Mark.

Self Remark

I could've done better with the sound quality and my voice acting skills to enhance how scary and unforgettable mind

control is in this society, as in “You can’t feel the pain, but you will definitely fear if not coming with me” “You will be destroyed if there is any fight spirit in you.”; Also each scene could’ve been more concise and interconnected more so

that audience won’t feel the abrupt changes through different scenes. Due to different software of the scene making, it takes more challenges to make smoother transitions.

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