

I now understood my attempts to create an immersive and interactive data experience was limited by exploring and experimenting with the structure of Old Media (film and radio). My intention to introduce the contemporary theme of data pushed me to create prototypes using synthetic media. Now I needed a symbol of synthetic media that represented the human/computer dynamic relatable, approachable, and understandable.

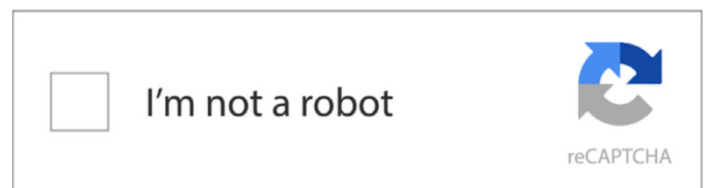
A conversation with Nathan McWilliams, a Product Design Masters student gave me the idea to use the iconography of CAPTCHA to explore my ideas.

Nathan's into his music, and often attends live gigs. Music ticket sites, similarly to online clothing shops often get targeted by bots attempting to mass buy stock. Websites in general require a level of security to determine whether a user is a human or not.

Nathan told me that when he would tick the 'I am not a robot' check box too fast, he would get rejected by the website, thinking he was a computer.

He would purposefully mis-click the check box, and move his mouse slowly around the web-page before finally checking the check-box, convincing the CAPTCHA that he was a human, allowing him to buy music tickets.

This insight perfectly captures the impact of synthetic media on our behaviours and reflects what we now accept as 'normal' in society.



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Bypass the established narratives about the present and future that create the hypnosis of normality, and in doing so allow for an emotional connection with the raw weirdness of our times, opening up an array of possibilities.”

Anab Jain - The Purpose of Speculative Design and Other Such Practices.

