



PROJECT BRIEF

An interactive website & a conceptual film integrates experimental media across virtual fashion, algorithmic-generated 3D abstract models, 2D collages, music, design fiction and conceptual thinking.



Feature:

- ModernSkyLab, Shanghai, Interactive Video Jockey material: Interactive media operated by Christina Yang
- Student Film Selection, A Shaded View On Fashion Film (ASOFF) 14
- Student Film Selection, Melbourne International Animation Festival, 2022
- Student Film Selection, Australian International Animation Festival, 2022

In collaboration with Yang Hu, Amorphous Studio

Role:

Art Direction & Conceptualisation: Christina Yang & Yang Hu
3D Model Characters: Christina Yang
Architecture: Yanghu
Abstract algorithmic generative shape: Christina Yang
HTML: Christina Yang
Virtual Fashion: Amorphous Studio

Film:

Storyboard: Christina Yang
Animation: Yanghu
Lightning: Christina Yang
Timeline: June-October, 2021
Studio: Less is More, RMIT University
Tutor: Dr.Karen ann Donnachie



RESEARCH: Imprints of times

THE POSSIBILITY OF VIRTUAL FASHION AND COLLAGE

With the pandemic has becoming a big topic over the globe since two years ago, we put our eyes on one of the affected

"We try to create a new fashion narrative for the 21st century because we really believe that we need to look at ourselves in the mirror and see if our vanity really needs to harm the planet in this way."

Amber Jae Slooten

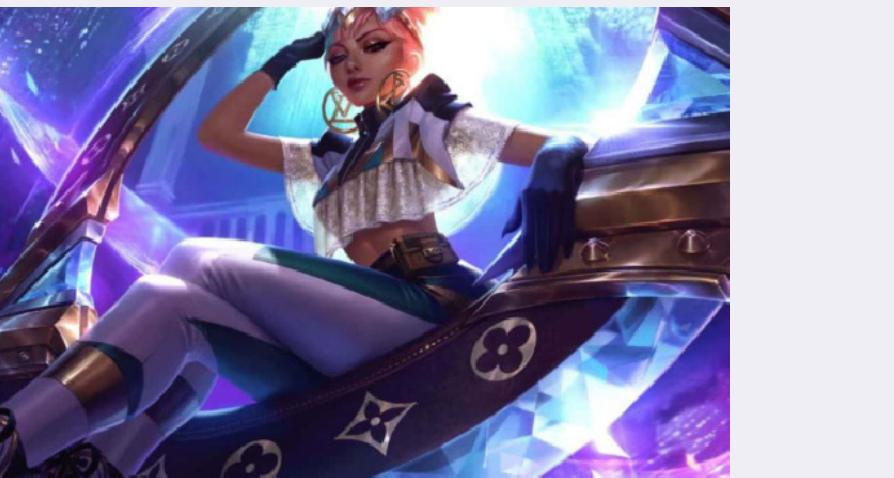
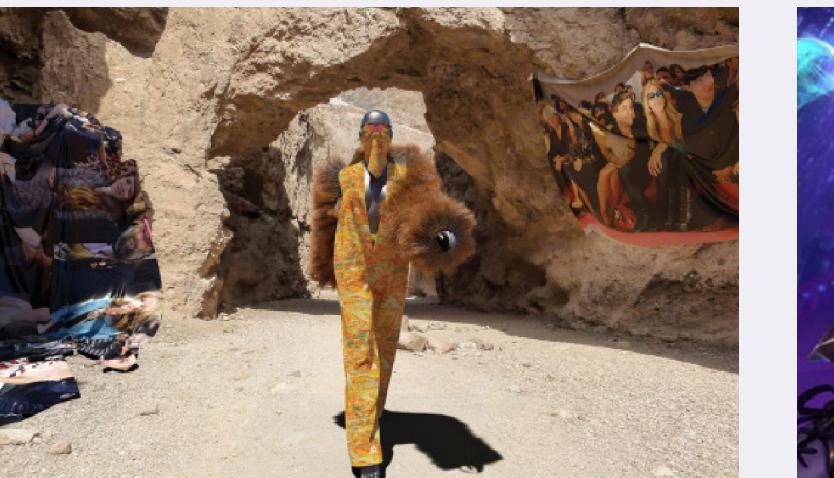
On one hand, the almost shut-down environment of fashion market stimulates the rising of virtual fashion. **We can always believe in the creativity in human-beings as when there is a problem, people can always finds their ways out.**

• Ads that bring potential clients

Without doubt that, the appearance of virtual fashion not only solve the lockdown problem, but also brighten up a larger demographic of potential clients. Firstly, as data shows that, the number of gamers keeps rising since the pandemic strikes, brands put their design in gamers avatars to make ads, being utilised as triggers encouraging clients to buy in real world.

• Environmental Sustainable & Open imaginations with less physical limitations

Secondly, virtual fashion has been an affective solution to the environmental pollution that traditional fashion market has been causing. It is indeed more sustainable compared to the traditional production. Besides, the less concern for the environmental issue, designers, fashion lovers are encouraged to open imagination more with less physical limitations.



(<https://mbamci.com/why-is-fashion-entering-into-the-virtual-world/>)

RESEARCH: Literature review 01

SOCIOLOGY STUDY UPON 2 NARCISSISM: THE SELF ILLUSION

Grandiose Narcissism versus vulnerable narcissism in threatening situations: emotional reactions to achievement failure and interpersonal rejection

Avi Besser & Beatriz Priel

This study compared grandiose narcissism and vulnerable narcissism in terms of emotional reactions to threats involving achievement failure and interpersonal rejection.

It was hypothesized that grandiose narcissism is associated with vulnerability to achievement setbacks. In contrast, vulnerable narcissism involves sensitivity to shaming interpersonal experiences.

Experiments (n=448)

Method:

each participant was asked to **imagine 1 of 4 randomly assigned hypothetical scenarios** intended to evoke the threat of high- (n = 117) or low- (n = 105) level interpersonal rejection; or high- (n = 108) or low- (n = 118) level achievement failure.

Findings:

1. In the **high achievement-threat group**, but not in the high interpersonal-threat group, **grandiose narcissism** significantly predicted **greater change in negative outcomes**.
2. In the face of a **high-level interpersonal threat**, but not a high-level achievement-threat, high levels of **vulnerable narcissism** were significantly associated with **greater change in negative outcomes**.
3. These findings illustrate how different types of threatening situations vary in their relevance to grandiose narcissism as compared to vulnerable narcissism.

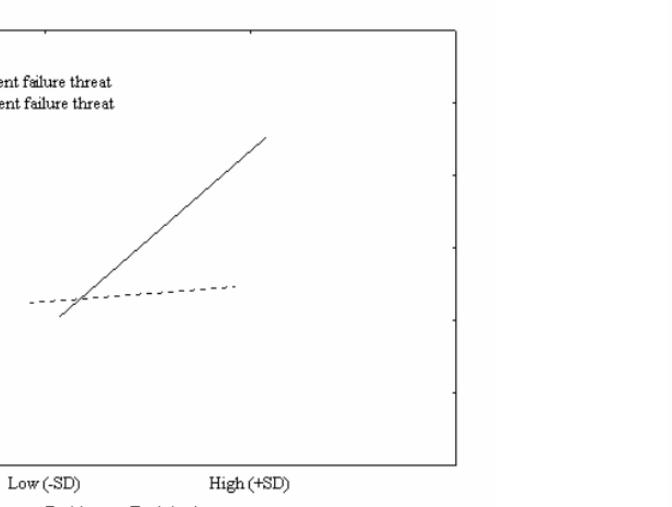


Figure: The general pattern plots of the simple slopes for significant two-way interactions for the associations between the Grandiose narcissism Entitlement/Exploitiveness subscale and the change in negative emotional responses following exposure to high- and low-level threats of achievement failure.

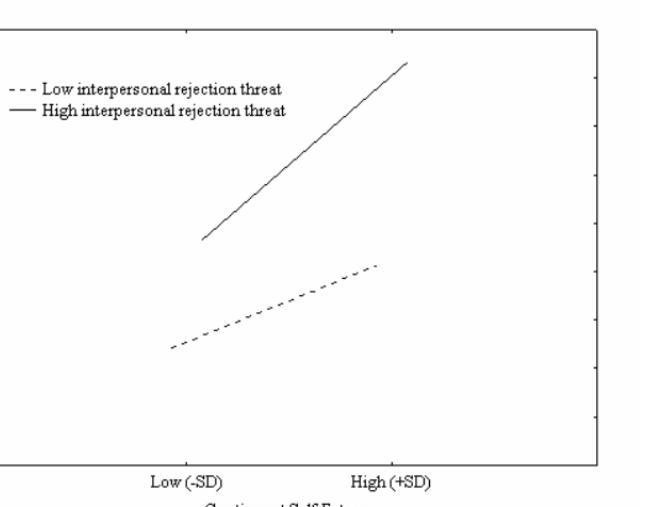


Figure: The plots of simple slopes for significant two-way interactions for the associations between the Vulnerable narcissism Contingent Self-Esteem subscale and the change in negative responses following exposure to high- and low-level interpersonal rejection threats.

RESEARCH: Literature review 02

PERSONALITY PSYCHOLOGY STUDY UPON THE DARK TRIAD

The Dark Triad traits and individual differences in self-reported and other-rated creativity

Peter K.Jonason, Rookaya Abboud, Jordi Tomé, Melanie Dummett, Ashleigh Hazer

Keywords:
Narcissism
Machiavellianism
Psychopathy
Dark Trial
Creativity

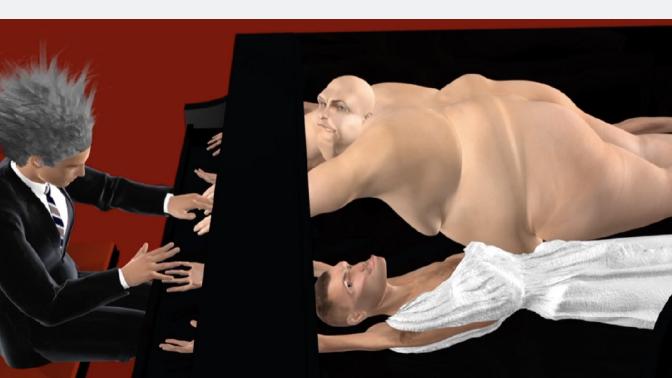
Research goal:
In order to test this "delusions of grandeur" hypothesis, we examine whether narcissism is correlated with self-rated and other-rated creativity.



Discussion:

1. We found that narcissists tend to think they are creative but other people (four raters) disagree (Foster et al., 2003, John and Robins, 1994).
2. Machiavellianism and psychopathy were correlated with **how harm-based participant's responses were rated but narcissism was not**.
3. **Psychopathy may suffer diminished creativity**; an effect that remained even when controlling for time taken to complete the task. This suggests that **the lack of creativity is unlikely to be a function of impulsivity or a characteristic tendency to rush**. It may be that some other aspect or correlate of psychopathy is responsible for the lack of creativity in psychopathy.

RESEARCH: Related works



Dream Journal
by Jon Rafman

"All I want is a dreamless sleep."

We are very inspired by the dark magical dream of Jon. We used his film 'Dream Journal' as a visual inspiration.



Eyes Wide Shut
A film by Stanley Kubrick

Society is often portrayed as a masquerade.

We are inspired by the metaphorized society into a masquerade. The complexity of social relations in the masquerade inspired us to choose 'Ballroom' as the location where the story we created take place.



CONCEPTUALISATION: The Ballroom

Concept:

Who we are as designers and creators?

This work is an exploration and reflection of ourselves as creators.

We wrote a short story (currently in continuous creation) to discuss when **creators** are dominated by a strong desire for expression and get lost in the journey of hunger for inspiration. We visualized the discussion through the narrative video.

When creators are obsessed with the illusion they have built, at the same time they are also using this way to shape their personal self-esteem. Fragile narcissists are not very good at using self-improvement strategies to regulate self-esteem, and often must rely on external feedback from others to manage self-esteem.

They experience greater anxiety when developing relationships with others, are highly alert to separation clues, and experience greater pain during separation because of the fragile nature of their self-esteem.

By creating the character image of the heroine **Elena**, we hope to build an image-a creator who devotes all her time and energy to her delusion and paranoia in the process of seeking inspiration, and use it as a means of taking the physical and psychological. Violence, sexual desire and moral panic, the desire for expression is like a wonderful catharsis, tempting narcissistic creators to become its slaves.

Expected Outcome:

1. Interactive website:

- Setting of Ballroom with the set-up characters based on our fiction
- User would be virtually walk around the website
- User can pick different garments for Elena with collages to try on
- When the fitting is done, website takes user to the film automatically

2. Conceptual film

Why collage?

1. Correspond with the studio brief: collage festival

2. By studying with Dr.Donnachie, we are fascinated by the flexibility, variety, **ruin and reconstruct process of collage-making**.

3. Alignment of the physical action and virtual

Script play

Elena (Heroine)

Steve (Hero)

Blair (Landlord lady)

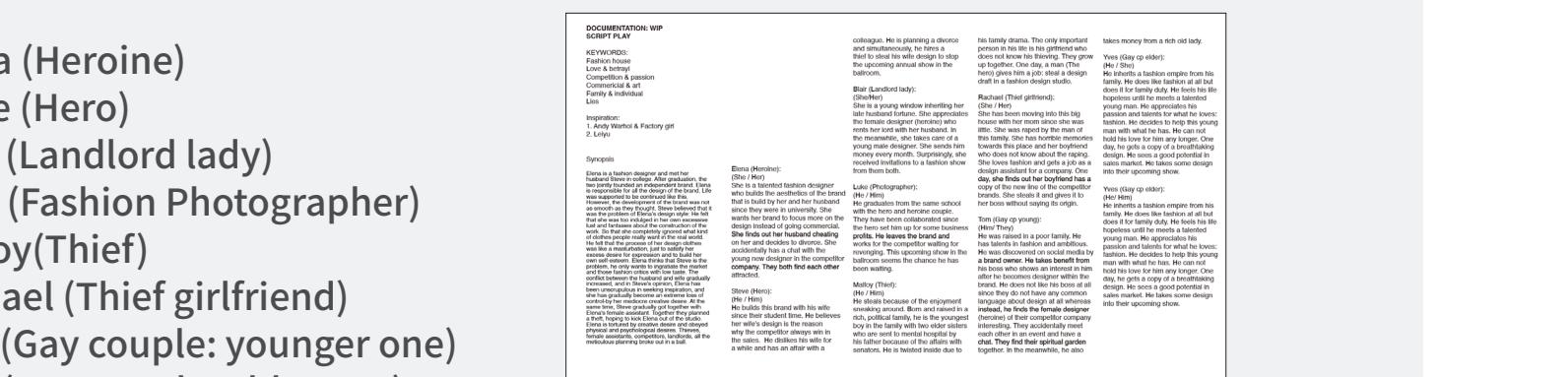
Luke (Fashion Photographer)

Malfoy(Thief)

Rachael (Thief girlfriend)

Tom (Gay couple: younger one)

Yves (Gay couple: elder one)



DOCUMENTATION OF DESIGN

Keywords:

Dramatic
Irregular - Dark Triad
Fantasy
Related to persona setting

Software:

ZBrush
Cinema4D for texturing
Octane material renderer

Inspiration:

1. John Galliano 2003 Dior Haute Couture Show
2. Bauhaus Oskar Schelemmer



The Ballroom

Keywords:

Medieval-based
Dark dream
Surreal
Shapes with models

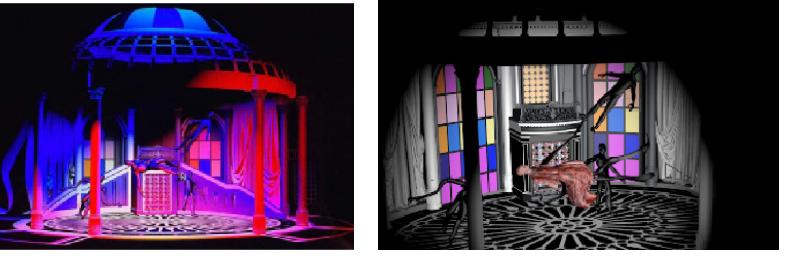
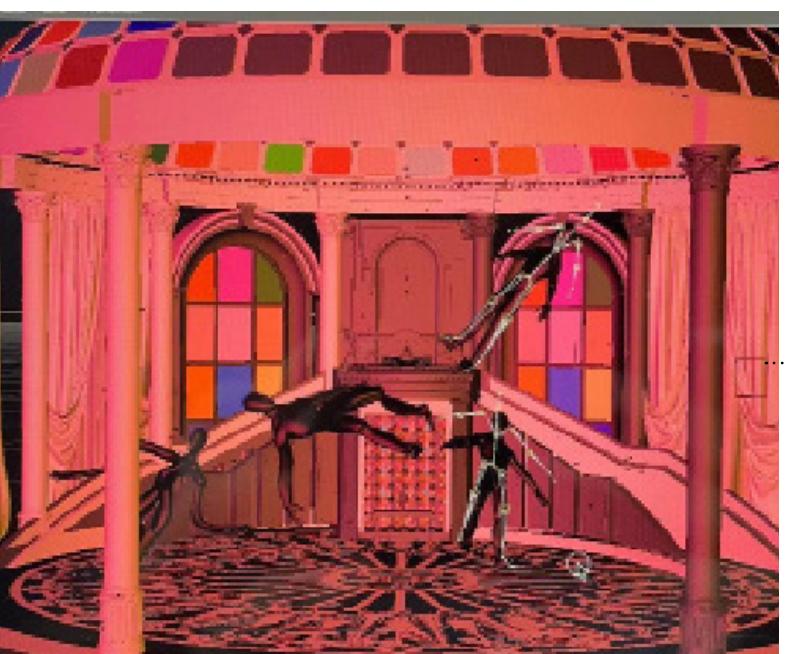
Software:

Cinema4D
Grasshopper
Octane lightning



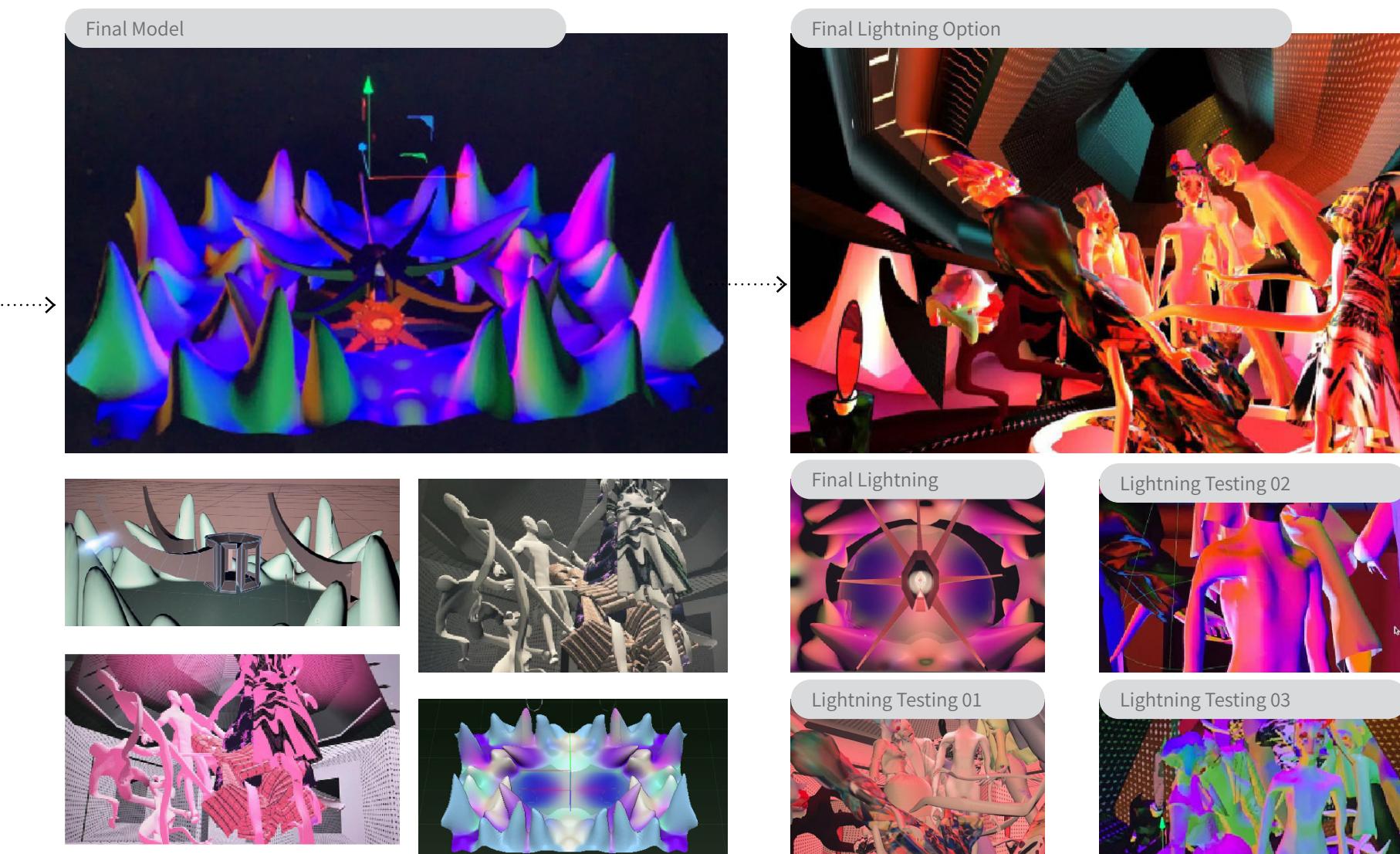
Experiment 1: Medieval-like buildings

The initial outcome can not match the vide with the characters we created.



Experiment 2: Algorithmic generated abstract shape

We tried another direction in shaping the ballroom as an abstract shape in Grasshopper. The model comes out well. The models were exported as fbx in C4D for lightning testing.



We still saved the model as a material for further application in the video for storytelling.

Ballroom

Interactive Coding

The difficult we needed to solve was the dress up function.

Initially I searched some codes from others but soon I realized that I couldn't just directly combined them with the roam codes. Because when threejs did the first perspective, the mouse was automatically hidden, and when users pressed esc to find the mouse, they would jump out of the model. In order to fix that, we needed to separate them, made the dress up function became a independent page.

I found the sample from three.js website that has exactly the same functions that I wanted to achieve:

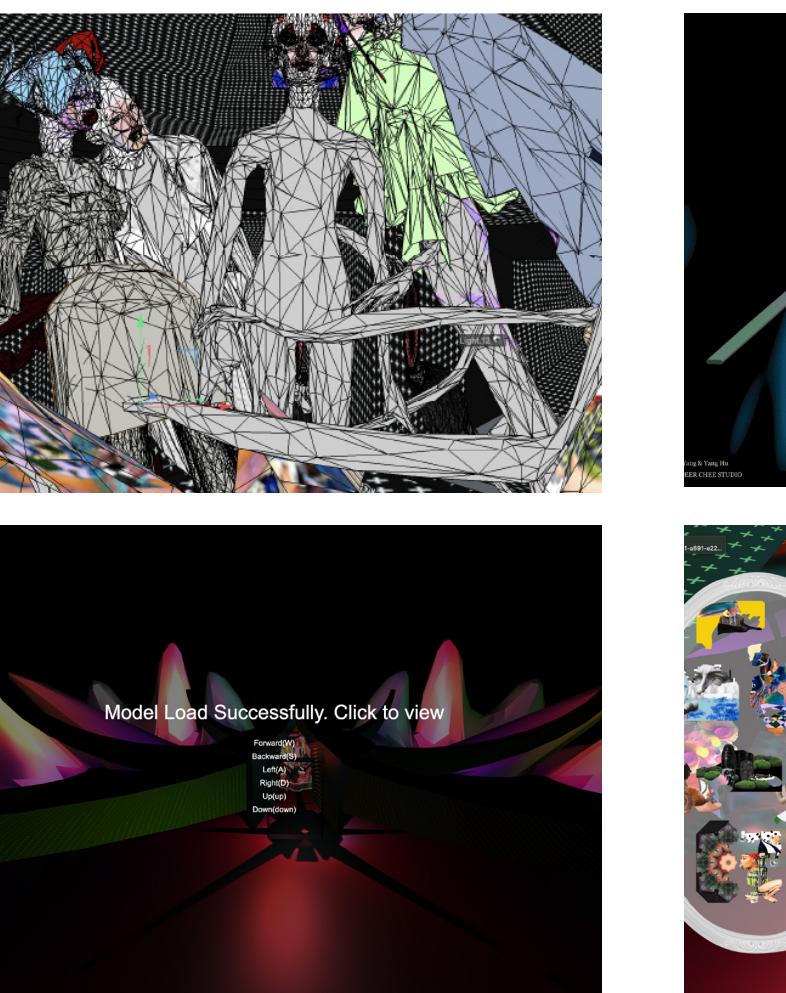
sample: <https://carvisualizer.plus360degrees.com/threejs/>

code: <https://github.com/heavis/threejs-demo/>

Project code: <https://github.com/yanghu199/LESS-Ballroom>



Reference Code



```
loadBgModel()

window.addEventListener('resize', onWindowResize, false);
for (let i = 1; i <= 7; i++) {
  document.getElementById('dress' + i).addEventListener("click", function() {
    currentScene = 'outer'
    this.style.display = 'none'
    document.getElementById('personId').style.display = 'block'
  })
}

document.getElementById('homeId').addEventListener("click", function() {
  currentScene = 'inner'
  this.style.display = 'none'
  document.getElementById('personId').style.display = 'block'
})

document.getElementById('personId').addEventListener("click", function() {
  currentScene = 'outer'
  this.style.display = 'none'
  document.getElementById('homeId').style.display = 'block'
})
```

My Code: Change collage



```
function loadModel(modelId, clothId) {

  fbxLoader.load('fbx/ballroom-position.fbx', function (object) {
    scene.add(object);
  });

  function loadBgModel() {
    fbxLoader.load('fbx/ballroom-position.fbx', function (object) {
      scene.add(object);
    });
  }

  function changeImage() {
    let id = this.id
    scene.traverse(function (child) {
      if (child.name == 'dress') {
        child.children[0].material.map = textureLoader.load('fbx/dress/' + id + '.png')
        child.children[0].material.needsUpdate = true
      }
    });
  }

  function changeDress() {
    scene.traverse(function (child) {
      if (child.name == 'dress') scene.remove(child)
    })

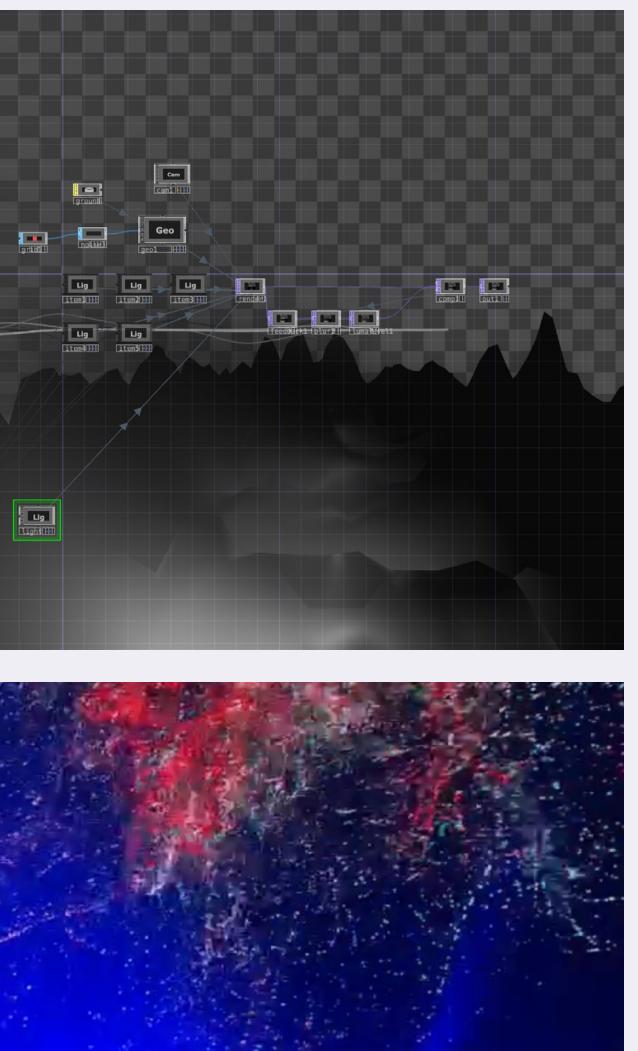
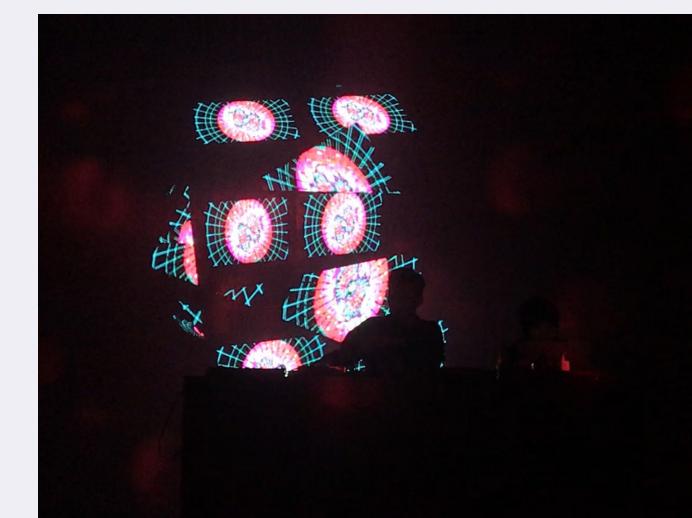
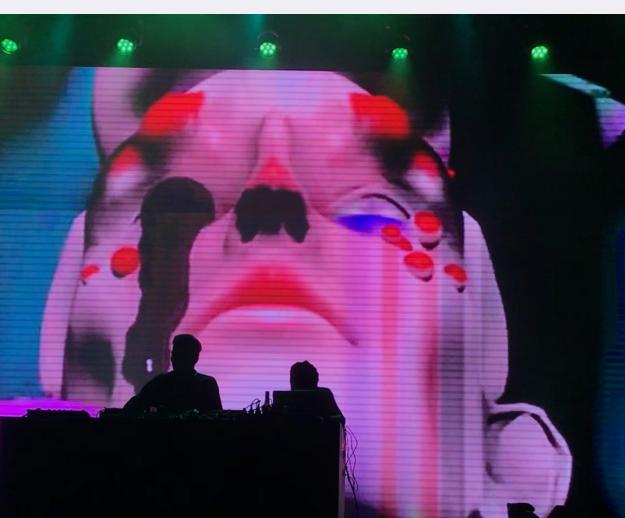
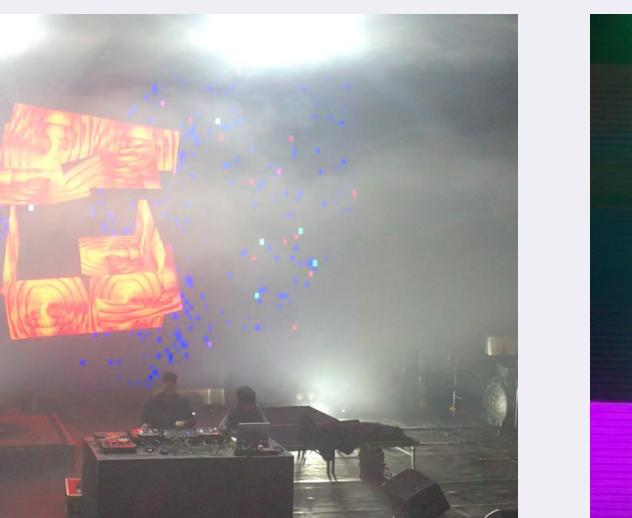
    fbxLoader.load('fbx/dress/' + this.id + '.fbx', function (object) {
      object.name = 'dress'
      scene.add(object);
    });
  }
}
```

My Code: Fitting (Change garment model)

Video Jockey with

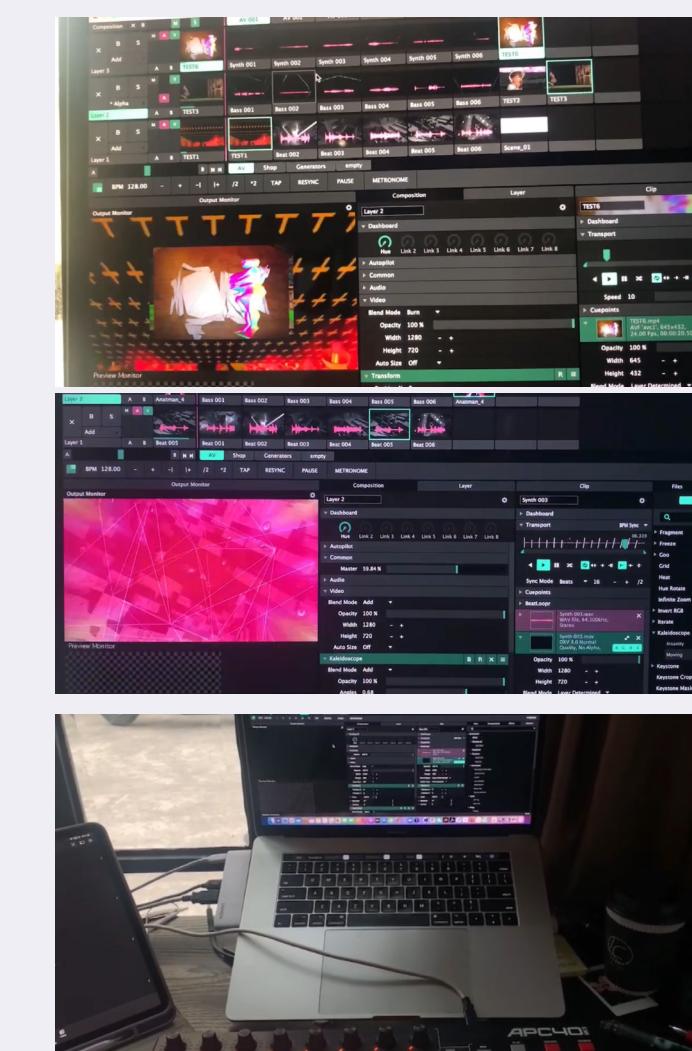
Keywords:
Interactive Media
Video Jockey
Music (Techno)

Software:
TouchDesigner
Resolume



Testing

TouchDesigner Workdesk



Testing

Ballroom

We got invited by ModernSkylab Shanghai to participate as digital artists to mix 'Ballroom' with real-time music as a supported visual material. Yang could not attend due to the pandemic lockdown in Guangzhou. Therefore, I experimented and reproduced 'Ballroom' and had my first time ever experience as a VJ on the stage.

I used Resolume to build the module for recreating videos. Touch Designer was used as a real-time interactive agency to flow the reproduced visuals with the sound.