

Study Abroad Programme

BA (Hons) Graphic Communication

Unit 7 International Placement

**Bachelor of Arts (Hons) in Design Practice**

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## **1. Introduction:**

The boundary between design and art is ambiguous. There are moments when the both co-exist or separated. Regularly, we have been calling to those who seek improvement within specific media as designers, while those who prioritize expression over the needs of others have been called artists.

However, as the world undergoes rapid changes, there is an inclining need for multidisciplinary approaches rather than reliance on a single medium such as illustration, film, or animation. There are one example which is (1) The High Line, a multidisciplinary spatial design project that transformed an abandoned railway track in New York City into an urban park. This project is participated by architects, landscape designers, urban planners, ecologist, artists, and local community activists. The project has come to represent not only a park, but a venue connecting between nature and urban. This fascinating shift in the times is evident not only designers, but also artists.



Figure 1. The High Line in New York (Source : Curved New York)

(2) While art has traditionally developed based on tradition and convention, from the late 19th century to the present, it has embraced a spirit of modernist experimentation that reflects social change and technological advancement.

One the representative example is (3)Nam Jun Park's Video art, which is widely recognized for its fusion of electric technology and media with music, philosophy, and visual art. By creating works that engage the audience not only through sound but also through visual experiences, Paik adopted an approach that facilitated direct communication with viewers. He is regarded as a pioneer who explored and established the integration of disciplines- an idea that has become central to contemporary artistic discourse.

In the Illustration project at Camberwell College of arts, I, having long held a strong interest in the humanities, politics, society, and philosophy, and psychology chose Human culture without any hesitation. While many number of weighty topics came to mind, I wanted to deal deeply into one fundamental issue that a core problem embedded within human society.



Figure 2. Paik Namjoon (1932~2006 (Source : [guggenheim.org](http://guggenheim.org))

## **2. Media Manipulation**

We have been undergone cycles of changes and struggle for survival and progress. From the violence necessary for survival.

from early human civilization's violence for survival, (1) America's slavery and systematic exploitation and inequality to African Americans, to (2) women's suffrage in 20 century, human has been struggling to secure survival and rights. The fundament of those struggles are not only keening human's survival, but also reflecting a continuous change to break up the boundaries of convention and move toward a better society.

We should always previse traditions, customs, and which is considered normal. Throughout history, removal harmful practices and deep-rooted corruption has been a crucial process in preventing those in power from controlling the masses. For the representative example, (3) Stalin, after eliminating political rivals such as Trotsky, forged historical records. Through this, he suppressed critical thinking among the masses and maintained his power. In the end, such manipulation and propaganda weakened people's ability to recognize and judge accurately, making it easier for controlling the masses.

This phenomena continue to persist in modern society and are especially evident in the recent history of South Korea. (4)Particular political factions and legacy media in South Korea have been promoted their pro-socialist inclinations under the label of progressive. As a result, although direct threats such as (5)North Korea's missile tests, nuclear provocations,(6) GPS jamming, and (7) espionage disguised as labor union activity within South Korea, these progressive forces have continued to defend North Korea's position to serve their own agenda. Because of those turmoil, (8) Mr. Yoon Seok Yeol, a president in South Korea declared martial law. However, the imposition of martial law was eventually overturned through a parliamentary vote.

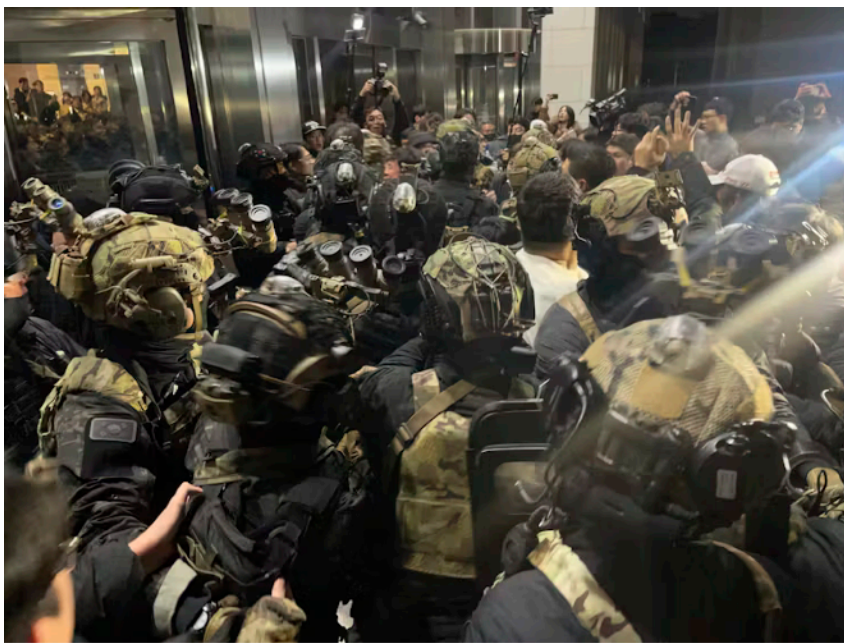


Figure 3. At the time of martial law, December 2024 (Source : The conversion)

Following this, (9) South Korea's legacy media spread false news, including claims of presidential dictatorship, attempted coups, and assassination plots targeting his political rivals. These manipulation led many South Koreans to be misled. However, over time, as the true of these political forces and media outlets has come to light, an increasing number of people are beginning to awaken from their own ignorance and misconceptions.

I think the fundamental reason false political forces and media have come to dominate the mainstream lies in the public's uncritical acceptance and blind belief. Repeated manipulation of records and propaganda come to be accepted as truth is not because of who spread the lies, but because of those who believe them and continue to support them.

This project is not simply an attempt to enlighten others, but a warning about the dangers of relying solely on one's limited knowledge and perspective when people judging reality. When masses are swayed by distorted information crafted by those in power, they risk losing their ability to think independently-their opinions, identity and agency become controlled. This ultimately hinder the progress of society, leading to regression rather than advancement.

### **3. About Project**

I would like to tell the story of "Vision". "Vision" is not simply as the act of seeing through eyes, but as broader perspective shaped by individual experience and intention. The "Vision" is closer to a perspective than mere physical sight, it is about what one chooses to see through a personal lens, rather than what is objectively visible.

Each people lives different environments and experiences each other, and they see the world based on their unique circumstances which they underwent. Even when people faced with the same event or object, they often arrive at whole different conclusions. This is because each person's vision is shaped by perception and personal perspective.

In this work, I deal to address eyes as a perspective as the cognitive framework through which that visual information is interpreted. If the eye is a window to the external world, perspective is the internal filter that reforms what enters through that window.

This relationship is not merely philosophical or abstract. Differences in perspective have consequences in real social and political event. A same event can hold different meanings depending on who is recognizing it, and divergence can lead to misunderstanding, conflict, or even societal issues.

Through this project, I aim to emphasize the importance of classifying between seeing and interpreting, and to encourage reflection on how these processes shape our perception of reality. In-depth understanding and more meaningful dialogue can only emerge when we face and reflect on the limitations of our own perspective.

### **3-1. Film**

The core theme of this film is causality.

Every single phenomenon happened in the world is interconnected within the vast flow of cause and effect. No event arises in isolation, rather each is the inevitable result of a series of small actions- much like the butterfly effect.

Destruction and chaos also do not emerge independently. These occurrences are not merely the result of negative circumstances, but can stem from various causes such as the relentless desires of humankind or the ripple effects of seemingly trivial incidents. Therefore, I believe that instead of dismissing destruction and chaos as purely negative, we must strive to understand their underlying causes.

I structured the film in to two chapters in order to convey this message effectively.



## Chapter 1 : The Birth of an Event and Its Consequences

The first chapter demonstrates the story of an entity that, upon its formation, it becomes aware of the world through vision. It presents a contrast between two perspectives: the fish eyes, meaning the general public indifferent to the causes of event, and the human, who seeks to know, observe understand them.

Just like a painting that requires countless brushstrokes and revisions before reaching completion, the final scene carries my intention the viewer naturally into the next chapter.

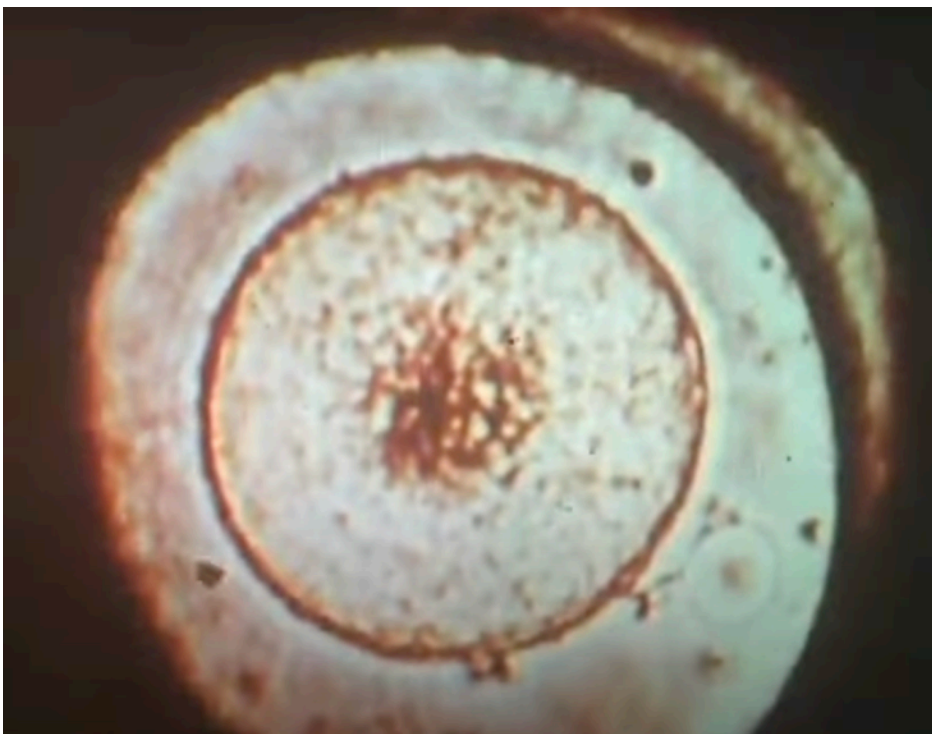


Figure 4. The birth of an Event in Chapter 1.

## Chapter 2 : The Destruction Caused by the Event and the Emptiness That Follows

In the second chapter, the paint from the first chapter no longer represents deconstruction alone, but changes the shape of figures who witness it. These forms ceaselessly shift, making it difficult to distinguish right from wrong. Even when they attempt to reverse what has occurred, the paint cannot be returned to the brush.

Ultimately, they watch the irreversible unfold before them, only to realize too late what has happened. They close their eyes—thus beginning the cycle once again.



Figure 5. The Destruction in Chapter 2.

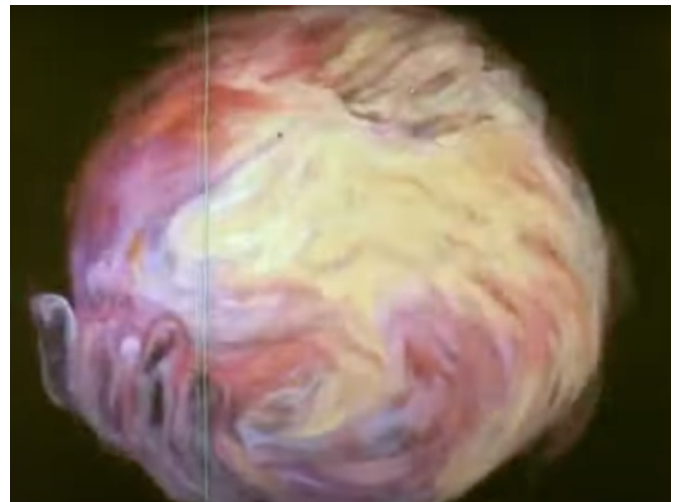


Figure 6. Chaos in Chapter 2.

### **3-1-1. Flim Process**

The most time-consuming aspect of this project was film production. Especially, I dedicated more than three weeks sorely to digging to find materials that could satisfy both the visual and conceptual aspect of the film through Archive.org website. During this process, I reviewed over 200 films, focusing on those featuring circular shapes at the center. It was painstaking process, as I often had to abrogate that was visually compelling but thematically incompatible. Nevertheless, I was able to curate and choose a nice selection of footages. I was especially drawn to a series that featured a paint which like visual effect with smooth transitions. This series aligned remarkably well with the thematic and conceptual intentions of my project.

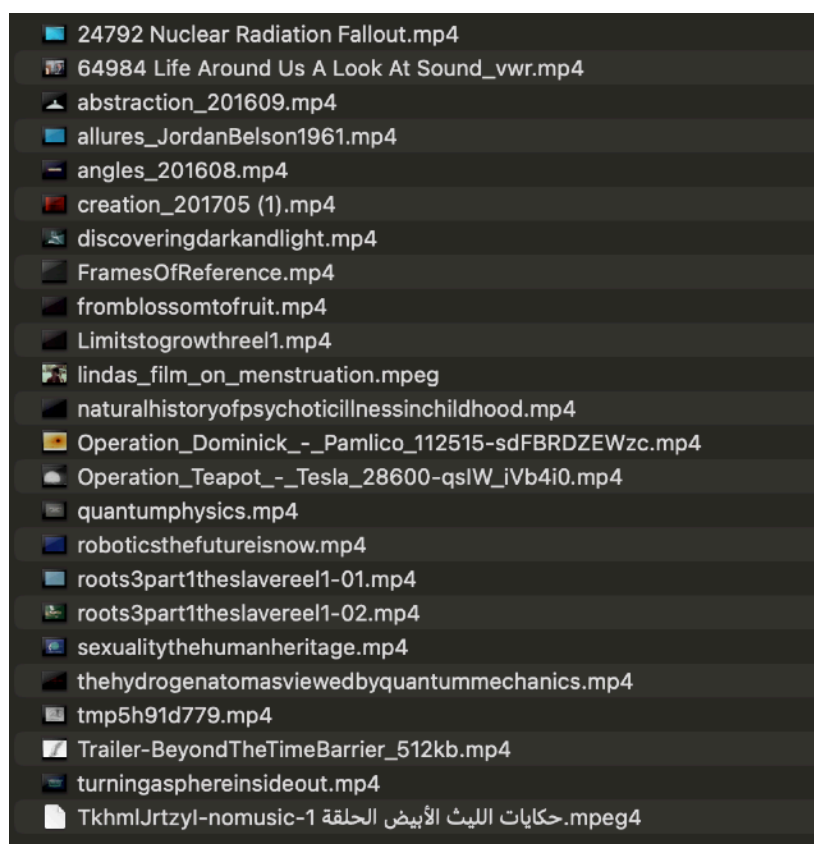


Figure 7. Footages Dump

I also dedicated on sound work as much effort as the visual work. The previous intention was to use repetitive sounds where the beginning and end of the track shared the same sonic elements, differentiated only by pitch. I planned to convert these samples into virtual instruments through digital process. I got inspired by an artist I listened during a video seminar, I also considered incorporating traditional sounds from religious or minority cultural contexts at the beginning of the track. However, I eventually decided against this direction, as I felt that it would be ethically irresponsible to use religiously and culturally specific elements for the sake of aesthetic atmosphere alone without a proper understanding of their meaning.

Then, I developed a second concept that divided the soundtrack into two parts: light and dark. In the light section, I used moderate drum and bass lines, blending them with media-derived sound sources to represent distorted realities. In contrast, the dark section incorporated heavy bass lines and electronic sounds to emphasize the destructive consequences of causality.

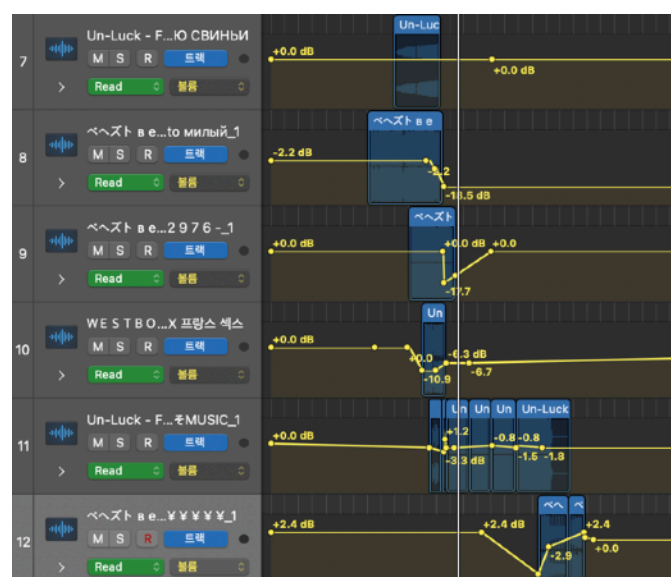


Figure 7. Sound Design, Logic Pro

### **3-2. Publication**

The core theme of this publication is "Small Effect".

When we see the event that occur within our society from a micro-level perspective, we come to understand that everything originates from individual opinions and opposing viewpoints. In this process, conflict inevitably arises.

Human interaction begins the moment we face one another. The conversations and debates we conduct are shaped by our personal experiences and background. When we come into contact with someone else's worldview, our own perspective begins to expand.

These individual events and interactions gather and connect, gradually forming bigger societal phenomena. Furthermore, the outcomes of countless personal exchanges give shape to the society we live in, and ultimately, to the world itself.

While I could have used color to express the diversity of opinions among people, I chose black and white as the conceptual foundation of this publication.

I observed that many individuals in contemporary society tend to accept black and white thinking. I have often seen people uncritically adopt the political stances of the groups or countries they support, driven by loyalty rather than reflection. Such biased allegiance not only undermines one's subjectivity but also renders individuals vulnerable to social control

#### **4. Reflection**

In my view, contemporary society and the people are not as mentally as healthy as they once were. We live in an era where expressing one's belief is often dealt with discomfort or even hostility. As a result, we are voluntarily surrendering the very rights our ancestors once fought so hard to attain.

The glory of the past, when individuals were willing to sacrifice and struggle for their convictions, seems to be fading. Nowadays, the world is filled with violence and hatred. We must ask ourselves. Which direction are we heading?

This Camberwell project allowed me to capture the world as I see it, using only limited media sources. This project was made with my existing skills of video and sound design. In my way, I see parallels with the interdisciplinary nature of Nam June Paik's artistic approach.

If this work can move the audience and inspired them to reflect or improve the way they live, then I think it becomes more than just art. It becomes design.

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