

# PROJECT 1

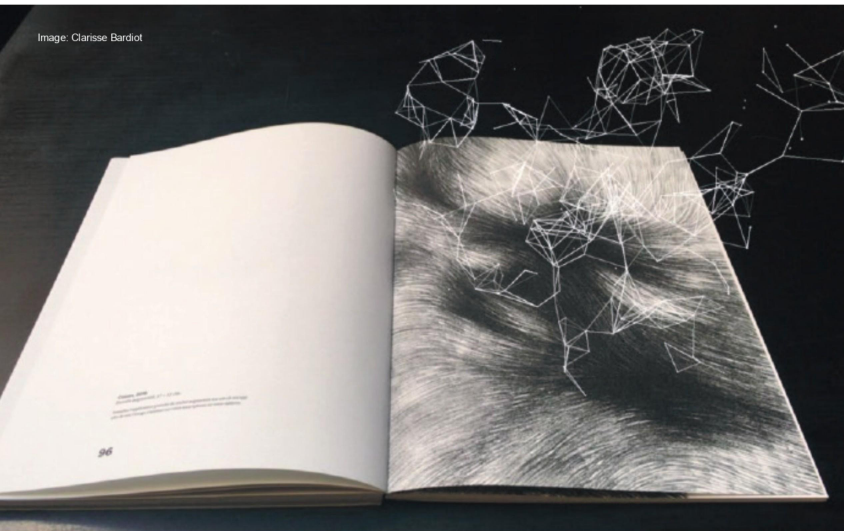


Image: Clarisse Bardot

## Project 01

Publishing Forms

*"Once the book becomes electronic or hybrid, the permanence, immutability and stability typical of physical books is likely to mutate into dynamic, modular, and participative forms."*

– Digital Publishing Toolkit Collective, From Print to Ebooks: A Hybrid Publishing Toolkit for the Arts, 2014

Design Lab ARTD6116  
Launch Week 1 30/01/25  
Crits Week 5 24/02/25

### The brief

How might we re-imagine content beyond a static page?

Using the given text, create a published object that amplifies the content in new and exciting ways. This project explores different approaches to organizing, designing, and distributing information in a published form, online and offline.

### Overview

Today, "making [information] public" is not a fixed activity but something that can be hybrid and connected, offline and online. We share content through interactive channels that can communicate beyond the page. But is this activity lost within the noise of modern communication? What are the actual benefits of the digitization of content? Do some forms of content still work better on paper? Are we genuinely utilizing the full potential of digital formats?

We would like you to reflect on the book as an interactive object and an object of communication; books — novels, dictionaries, catalogues, instruction books, recipe books, travel guides, picture

books, and photo books, all need to communicate and impart information. Analogue books are interactive — think about turning the page, flipping through forwards and backwards, using an index. What can new digital tools offer us within this communication? You can take these ideas further by deconstructing the book and reconstructing it in your way.

This project actively encourages alternative ways of approaching the book form to explore experimental design methods and bring your original static content to life.

### Task/s

#### Part 1 UNDERSTAND WEEK 01

Explore your given texts fully and think about the following:

- the meaning of the text
- tone of voice
- key words and adjective words
- the narrative structure

#### Part 2 PLAY WEEKS 02-03

From work undertaken in the Understand stage, you must plan to design this into a new publication form. Be playful and have fun; it's really about your creative ideas at this stage. We will also have book-binding workshops in these weeks.

- decide who your audience will be for your communication
- consider how your given narrative can be expressed through our layout and visual design choices
- consider imagery and sound
- consider the most appropriate channels and tools to activate your content

#### Part 3 AMPLIFY WEEKS 04-05

Create the final publication.

You will be assessed on the appropriateness of your output, how this has been elevated beyond the original static content, and your overall craft skills in presenting the final design.

### Project Aims

This project aims to engage in experimental practice-based research to further your understanding of the book and publications as objects of communication. You will identify how the alternative book format can function as a practical, interactive object of information and storytelling, how your ideas can be curated and presented experimentally, and how concepts and content can work together.

We expect you to push the limits of a publication, to overturn common preconceptions of the printed page whilst making an object that the reader can pick up, enjoy and understand. In short, we are looking for a new type of Publishing Form that works in terms of effect and storytelling and the documentation of ideas that must be aligned with the content.

Think carefully about what a book does and how you can make it do more by adopting the format. Think about loose leaves, fold-out pages, supplements, and multiple volumes;

### Project Staff

Andy Lapham  
Danny Aldred  
Jennifer McHugh  
Tracey Bush

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### Academic Integrity

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant Health & Safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory and relevant training, and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal form and/or a specific risk assessment

<http://wsa.wikidot.com/healthandsafety>

think about incorporating hyper-links; you can incorporate motion design or sound; think about boxes and other containers as books; think about shape, size and volume. What is suitable for your chosen audience? It could be a printed publication, an e-pub, a web-based or a combination. Your Publication Form may be completely book-like in form but hybrid within its function.

### The deliverables

- (1) Your finished Publishing Form containing the full text. You can use imagery, and audio. Created by you or online repositories of public-domain content to consider during this stage: Internet Archive; Flickr or Wikimedia Creative Commons; various individual institutions releasing archival content online (eg Met Museum, Getty Foundation, British Library, etc)
- (2) Minimum of 2 x Sketchbooks of research
- (3) Evidence of experimentation and idea development

### Resources

Internet Resources <https://queer.archive.work/library/download/> <https://oa.letterformarchive.org/> <https://toolkit.press/index.html> <http://avant.org/> <https://print.are.na> <http://p-dpa.net>  
– Post-Digital Print, The Mutation of Publishing since 1894, Alessandro Ludovico  
– From Print to Ebooks, A Hybrid Publishing Toolkit for the Arts, DPT Collective  
– Collect the WWWorld, The Artist as Archivist in the Internet Age, LINK Editions  
– Public Domain imagery <https://guides.library.harvard.edu/law/pd-cc>

### Project mode

This is an individual project, but please take advantage of the availability of your peers to critique and test your project throughout.

### Considerations

You must decide how you will present your ideas within the structure of a new book form, considering the beginning and end and how you could use sequence or narrative to create a 'journey' through your book.

### Making

This will be assessed on your technical and processing skills and your craft skills in presenting the design visuals and final published form.

### This project focuses on the following module learning outcomes:

- |    |  |
|----|--|
| A1 | the lab project topic and an advanced understanding of a research topic                                  |
| A2 | theoretical underpinnings of design research and practice-led research.                                  |
| B1 | independently select and effectively employ advanced media production and design research methods;       |
| B2 | analyse complex range of material, identify and communicate a clear research focus.                      |
| C1 | communicate the process and outcomes of design activities in a range of outputs including an exhibition; |
| C2 | collaborate effectively on a group project and manage your time proficiently.                            |
| D1 | demonstrate exploratory, experimental and critical approaches to design via speculative outcomes;        |
| D2 | define a design approach and research focus;   |
| D3 | write reflectively and critically debate module's key themes at an advanced level.                       |

# Project 1. Publishing Forms.

Article: Ghosts in the Machine.

## 1. Core Theme.

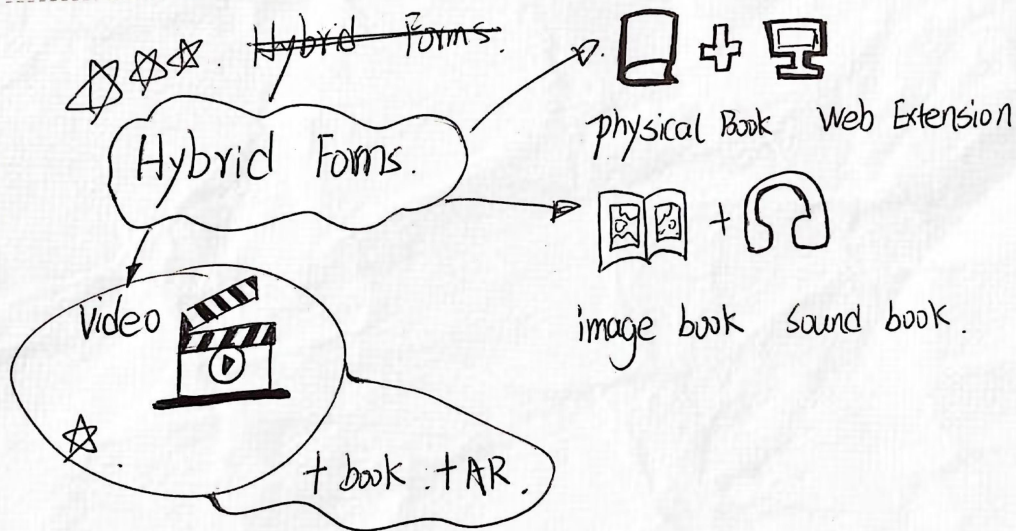
This is a philosophical critique of whether, in a world dominated by AI and digital technology, human beings are voluntarily abandoning their "human" subjectivity and becoming abstracted and manipulated "ghosts" in the system.

## 2. Tone.

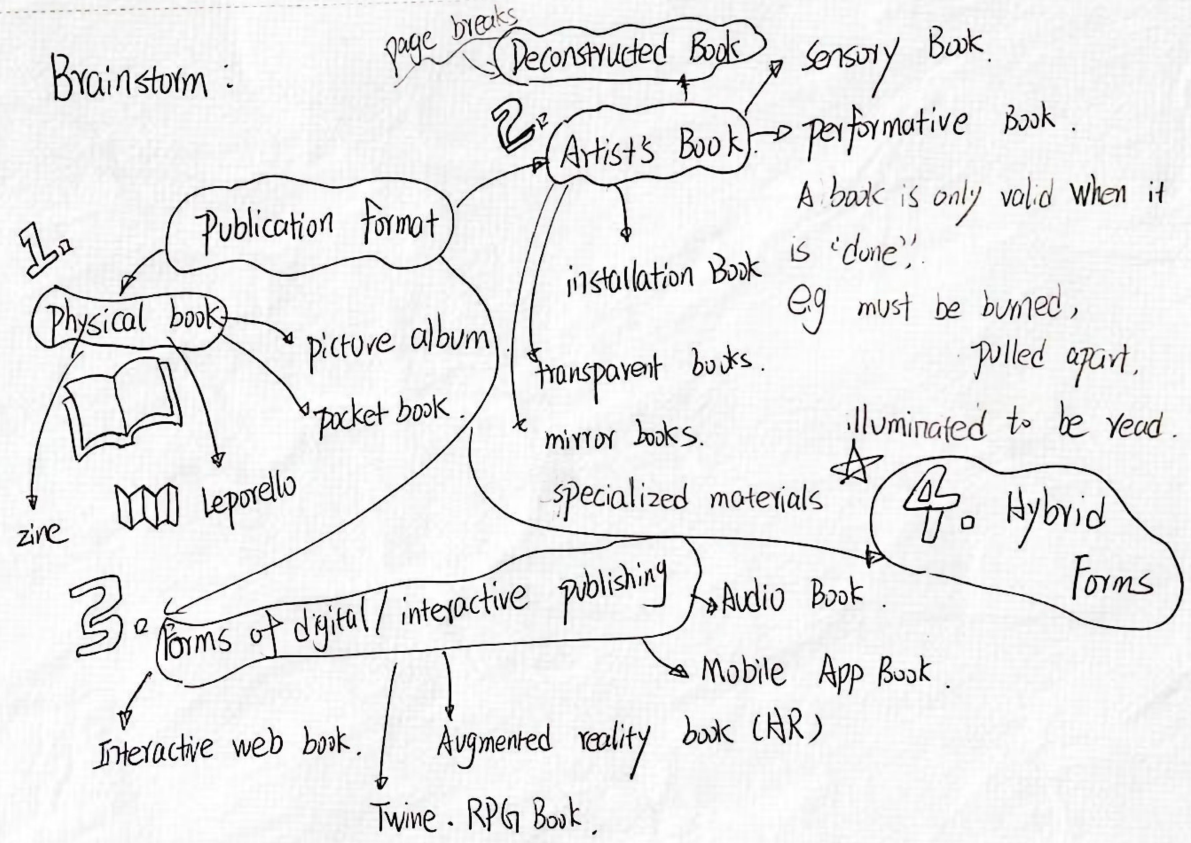
Alarming, critical, with a touch of philosophical sadness and poetry

## 3. keywords.

Ghost, Machine, Digital Self, Surveillance, Immersion, Technological Desire, Immortality, poetic subjectivity, Secret Garden

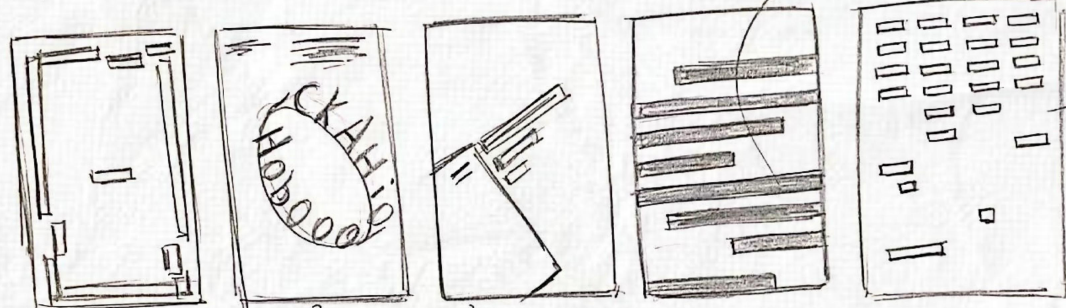


## Brainstorm:



SKETCH BOOK

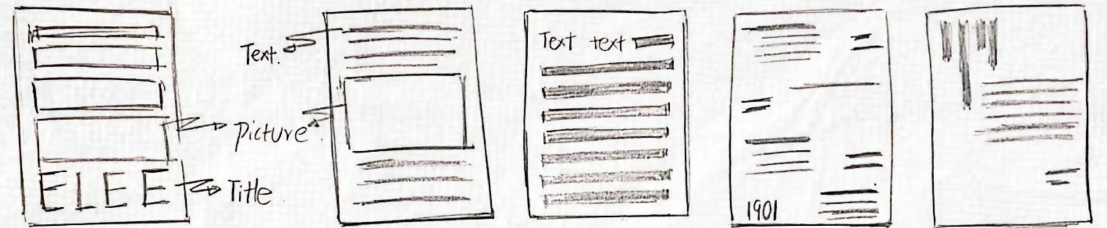
Draft book.



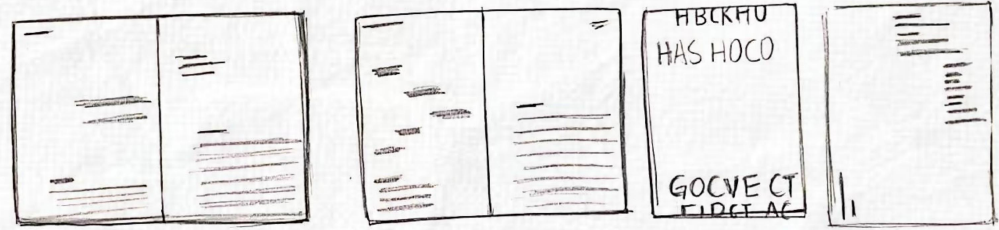
1. cover (of the book) 2. 3.

white letters on a black background

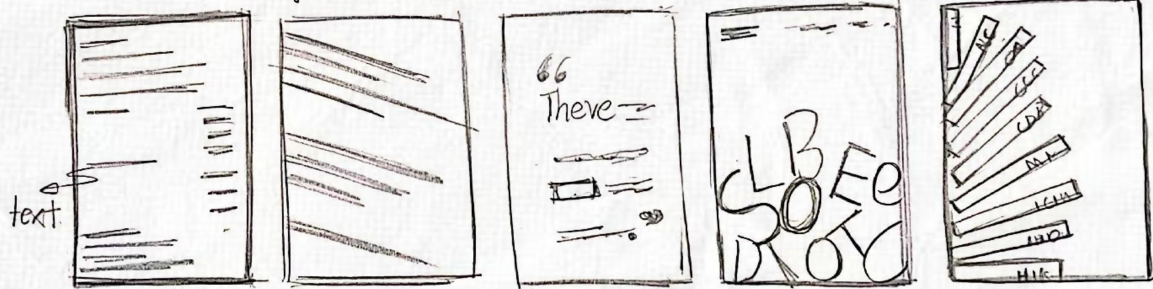
Graphic: represents dissipation.



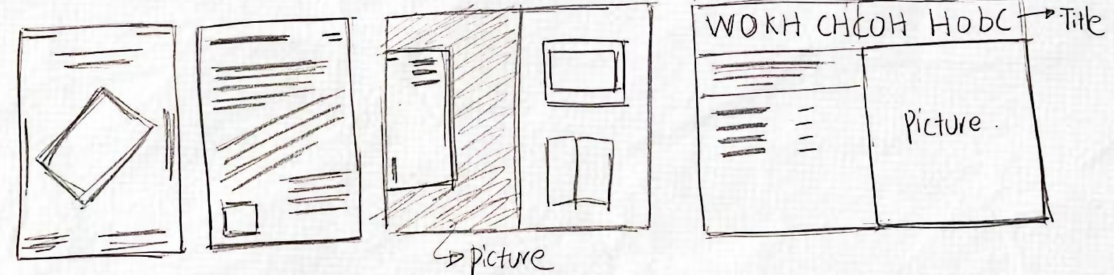
Text. Picture. Title



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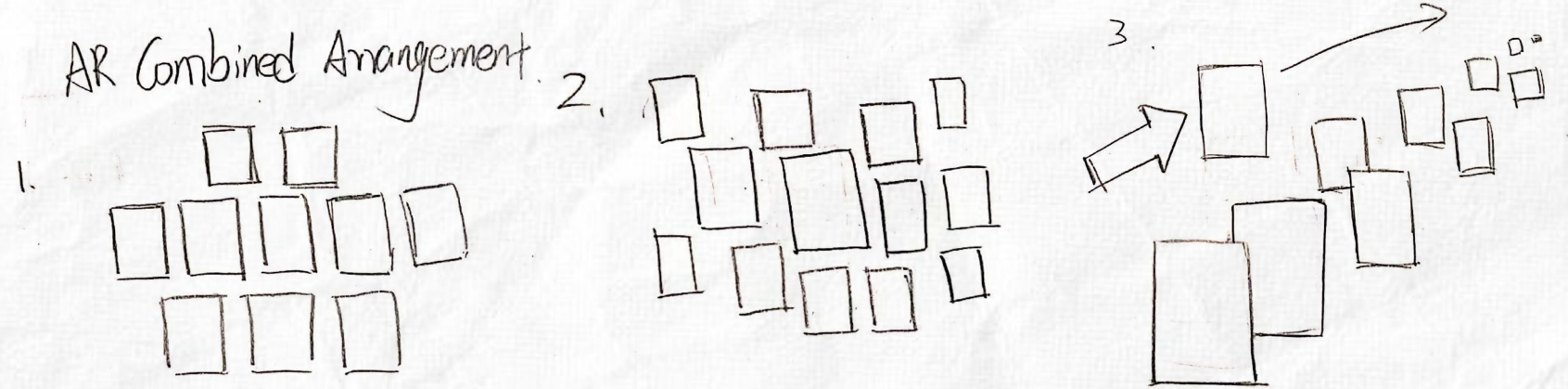
text.



WOKH CHCOH HOB Picture. Title

picture

AR Combined Arrangement



SKETCH BOOK

## Form of publication

The task of this project is to create a new way of publishing our given text. The title of my text is Ghosts in the Machine.

### 1.Core ideas of the text

The phenomenon of the gradual “ghosting” of humanity in the age of digitalization and artificial intelligence is explored. The article argues that technology is no longer a mere tool, but an overwhelming presence that reshapes human thought, behavior, creativity, and even ways of being. Human dependence on technology, fantasies of digital immortality, and the tendency to surrender our bodies, emotions, and consciousness to the dominance of machines are leading us to a future of “self-deletion.”

### 2.Tone of Voice

Critical + Philosophical + Poetic Fusion

Critical: in-depth critique of AI, digital governance, digital utopias (e.g. Metaverse and Neom), digital censorship, techno-myths, etc.

Philosophical: extensive references to philosophers (e.g. Derrida, Arendt, Deleuze) & theoretical works for abstract reflection.

Poetic language: the author uses a wealth of metaphors (e.g. “secret garden” , “artificial soul” , “digital nervous system” , “machine god” ) to create a sense of literature. ") to create a sense of literature.

### 3.Key concepts

Technology Related

AI artists, digital nervous system, algorithmic control, cloud computing, surveillance

Human condition

Digital ghosting, poetic subjectivity, whimsical annihilation, emotional erasure, self-deletion

Philosophical theory

Artificial soul, leviathan, shadow banning, atopian age, technological sovereignty

Space and Society

Metaverse, neom, isolation, virtual habitat, deserts of the real, secret garden

Art and Creativity

Frida Kahlo, the broken column, creativity, originality, finitude, aura (benjamin)

## 4.Narrative Structure

The entire essay follows a clear and layered structure, progressing from philosophical foundations to real-world critique, and ultimately to poetic reflection:

### 1. Historical Review and Theoretical Origins

By referencing Descartes, Gilbert Ryle, and Koestler, the text introduces humanity's long-standing philosophical anxiety about being replaced by machines.

### 2.Political Modernity and Technological Sovereignty

Drawing on Derrida's reading of Hobbes, the essay argues that the modern state has become an "artificial soul" governed by technology.

### 3.The Fusion of Culture and Technology

Through examples like Metropolis and Frankenstein, it illustrates how cultural works have long warned against technological fantasies.

### 4.Critique of the Contemporary Technological Landscape

By comparing McLuhan and Williams, the text explores the tension between digital determinism and social agency, asserting that the "Digital Nervous System" has overtaken human cognitive frameworks.

### 5.Observations of Present-Day Symptoms

It analyzes Neom and the Metaverse as symbols of technological utopias and virtual isolation, constructing a vision of the "Atopian Age."

### 6.The Conflict Between AI and Human Creativity

Through the contrast between Frida Kahlo and AI-generated art, the text critiques the emotional emptiness and mimetic nature of machine-made creations.

### 7.Whimsical Annihilation and Self-Ghosting

The concept of "Whimsical Annihilation" is introduced, emphasizing that humanity is actively participating in its own erasure.

### 8 Seeking a Path to Redemption

Using the "Secret Garden" as a metaphor, the essay calls for a quiet, non-programmed space of self-awareness in an age overwhelmed by technology.

# Hybrid Foms—Book

**Core Concepts**

- Digital Ghosting
- Atopian Age
- AI Artists
- Soulless
- Dehumanizing
- Deserts of the Real
- Imitative
- Shadow Banning
- Algorithmic
- Neural Network
- Immortality vs. Finitude
- Melancholy
- Finite
- Whimsical Annihilation
- The Secret Garden

**Digital Technology leads to the "Ghostification" Of Humans**

**Impact of Digital Ghosting**

Impact on individuals:  
 - Loss of identity  
 - Separation of individuals  
 - Loss of individuality  
 - Loss of individuality  
 - Loss of individuality

**Artificial Soul**

**"This sovereignty is like an iron lung, an artificial respiration, an artificial soul!"**

**THE BIRTH OF POLITICAL MODERNITY AND MACHINE THINKING**

Just as the machine revolution was the beginning of human beings reducing their dependence on nature, the machine revolution was the beginning of individuals being reduced to a mere function of the machine. The machine revolution was the beginning of the individual being reduced to a mere function of the machine. The machine revolution was the beginning of the individual being reduced to a mere function of the machine.

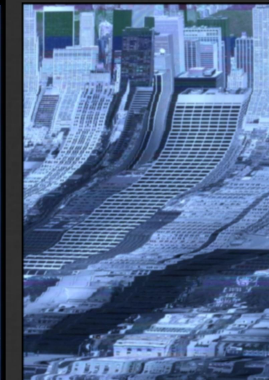
**HOW TECHNOLOGY SHAPES MODERN SOVEREIGNTY**

**IMPACT OF DIGITAL SOVEREIGNTY ON SOCIETY**

**"We need to break out of our virtual isolations and return to the deserts of the real."**

**WHIMSICAL ANNIHILATION**

AS DIGITALIZATION AND ARTIFICIAL INTELLIGENCE GRADUALLY PENETRATE INTO HUMANKIND, WE WILL ONLY GRADUALLY ACCEPT THE CHANGE BRINGING ABOUT BY TECHNOLOGY. THE DESIRE FOR DIGITAL SOVEREIGNTY AND TECHNOLOGICAL PROGRESS IS A NATURAL CONSEQUENCE OF HUMAN ANNIHILATION. A SELF-EXTINGUISHING OF THEMSELVES. THESE THINGS WILL ONLY BE DONE TO THE POINT OF THE PHYSICAL, MATERIAL AND FINANCIAL. THESE THINGS WILL ONLY BE DONE TO THE POINT OF THE PHYSICAL, MATERIAL AND FINANCIAL. THESE THINGS WILL ONLY BE DONE TO THE POINT OF THE PHYSICAL, MATERIAL AND FINANCIAL.



**The atopian age and social isolation**

Human connections with the real world are reduced by digital space, leading to increased isolation and despair.

With the advancement of digital technology, humanity has gradually entered the "Atopian Age", where the distance between reality and visibility becomes blurred, leading to weakened identity and social discrimination. Although technology aims to connect the world, it has, in fact, created "digital islands", causing individuals to feel increasingly isolated within virtual spaces.

Neon, as a symbol of future cities, enhances the sense of distance and isolation, and also intensifies the paradoxical connection between people and nature. Meanwhile, the distance between the virtual and the real, it distances individuals from real-life experiences. This contrast weakens the technology and simultaneously fosters and disrupts the human sense of belonging.

In digital interpersonal relationships, individuals often feel a sense of distance and isolation, leading to increased feelings of loneliness and anxiety. At the same time, digital surveillance and algorithmic recommendations further isolate people from society, making it difficult for them to recognize diverse perspectives.

In the future, if humanity continues to rely on "virtual spaces", the sense of distance in the real world and internally. However, if a balance is achieved between the virtual and the real, reconnecting with the physical world, the "Atopian Age" could be transformed into a place where individuals rediscover their sense of belonging.

**NEOM FUTURE CITY PROJECT IN SAUDI ARABIA**

**AI VS. HUMAN CREATIVITY**

With the advancement of artificial intelligence, machines have gradually acquired the ability to create art and design. However, human creativity is still irreplaceable. AI can generate images and designs, but it lacks the emotional depth and cultural context that human artists bring to their work.

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**THE SECRET GARDEN AS HUMANITY'S REDEMPTION**

FRIDA KAHLO (THE BROKEN COLUMN)

ROBOT ARTIST AI DA'S WORK

**THE SECRET GARDEN AS HUMANITY'S REDEMPTION**

THE SECRET GARDEN AS HUMANITY'S REDEMPTION

**THE SECRET GARDEN**

BY MOVING AWAY FROM DIGITAL DISTRACTIONS, HUMAN BEINGS CAN REDISCOVER CREATIVITY AND THE MEANING OF EXISTENCE.

With the increasing penetration of digital technology into every aspect of human life, we are gradually surrounded by an invisible digital network, losing direct contact with the real world. Against this background, the secret garden has become a symbol of rediscovery of self and humanity. It not only represents a space away from the interference of technology, but also a way to return to the origin, to re-establish the connection between man and nature, between man and himself.

In this "garden", individuals are able to break away from the algorithm-driven rhythm of life and reexperience the significance of emotion, creativity and finitude, thus recovering the "poetic subjectivity" that has been eroded by digitalization.

**GHOSTING**

**ARTIFICIAL SOUL**

**ATOPIAN AGE**

**AI ARTISTS**

**SOULLESS**

**DEHUMANIZING**

**DESERTS OF THE REAL**

**IMITATIVE**

**SHADOW BANNING**

**ALGORITHMIC**

**NEURAL NETWORK**

**IMMORTALITY VS. FINITUDE**

**MELANCHOLY**

**FINITE**

**WHIMSICAL ANNIHILATION**

**THE SECRET GARDEN**

"Our desire for a certain transcendence has led to a particular fetishization with technology that was hurting us towards oblivion!"

Arthur Koestler

Yohji Yamamoto: "I think perfection is ugly, somewhere in the things humans make, I want to see scars, failure, disorder, distortion."

"This sovereignty is like an iron lung, an artificial respiration, an artificial soul!"

Jacques Derrida: "So, the state is a sort of robot, an animal monster, which, in the figure of man, or of man in the figure of the animal monster, is stronger, etc., than natural man, like a gigantic prosthesis designed to amplify the power of the living."

Marshall McLuhan: "Foregrounded The Problem Of Technology, Especially Its Violence And Depoliticization, As Arising From The Triumph Of Calculative Thinking."

"Such Annihilation Today is Whimsical to A World That is Encouraged to Believe That It Can Technologically Remove Itself Out Of Every Problem."

Hannah Arendt

**GHOSTING OF HUMANITY AND TECHNOLOGICAL SOVEREIGNTY AND SOCIAL ISOLATION**

**AI VS. HUMAN CREATIVITY DENIES HUMANITY'S REDEMPTION AND ETHICAL CHALLENGES**

**DISCOVERY OF THE SELF**

**HAVE WE FINALLY BECOME GHOSTS**

The Machine

Machine

Have we finally become ghosts in the

Machine

**"WILL WE REMAIN GHOSTS IN THE MACHINE, OR REDISCOVER ESSENCE OF BEING HUMAN?"**

**Video + AR**

## Testing and exhibiting



[AR test video](#)

[E-book-video](#)

[AR exhibiting video](#)

