

Project 01

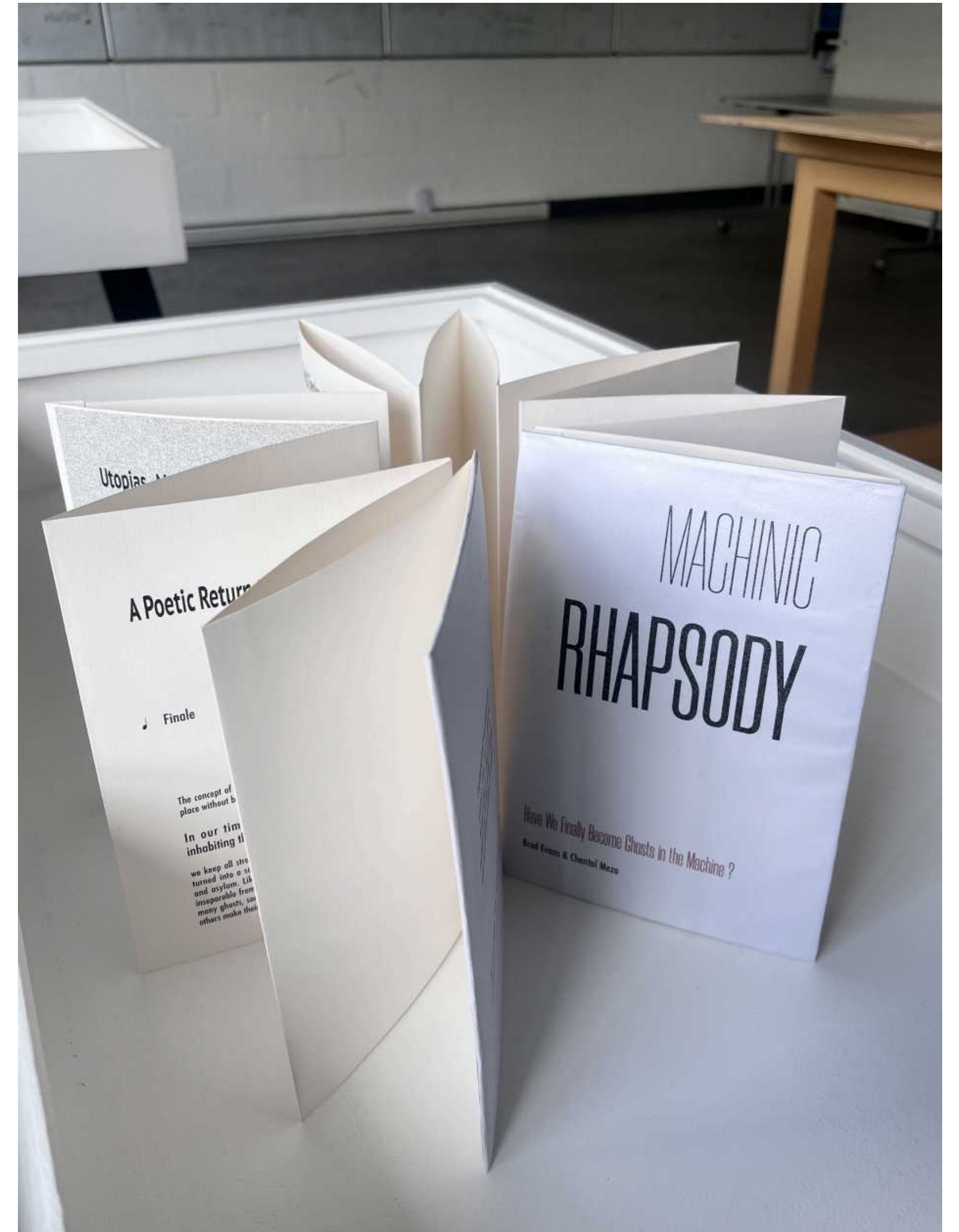
Machinic Rhapsody

Accordion Book

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Text Content

Name: Have We Finally Become Ghosts in the Machine?

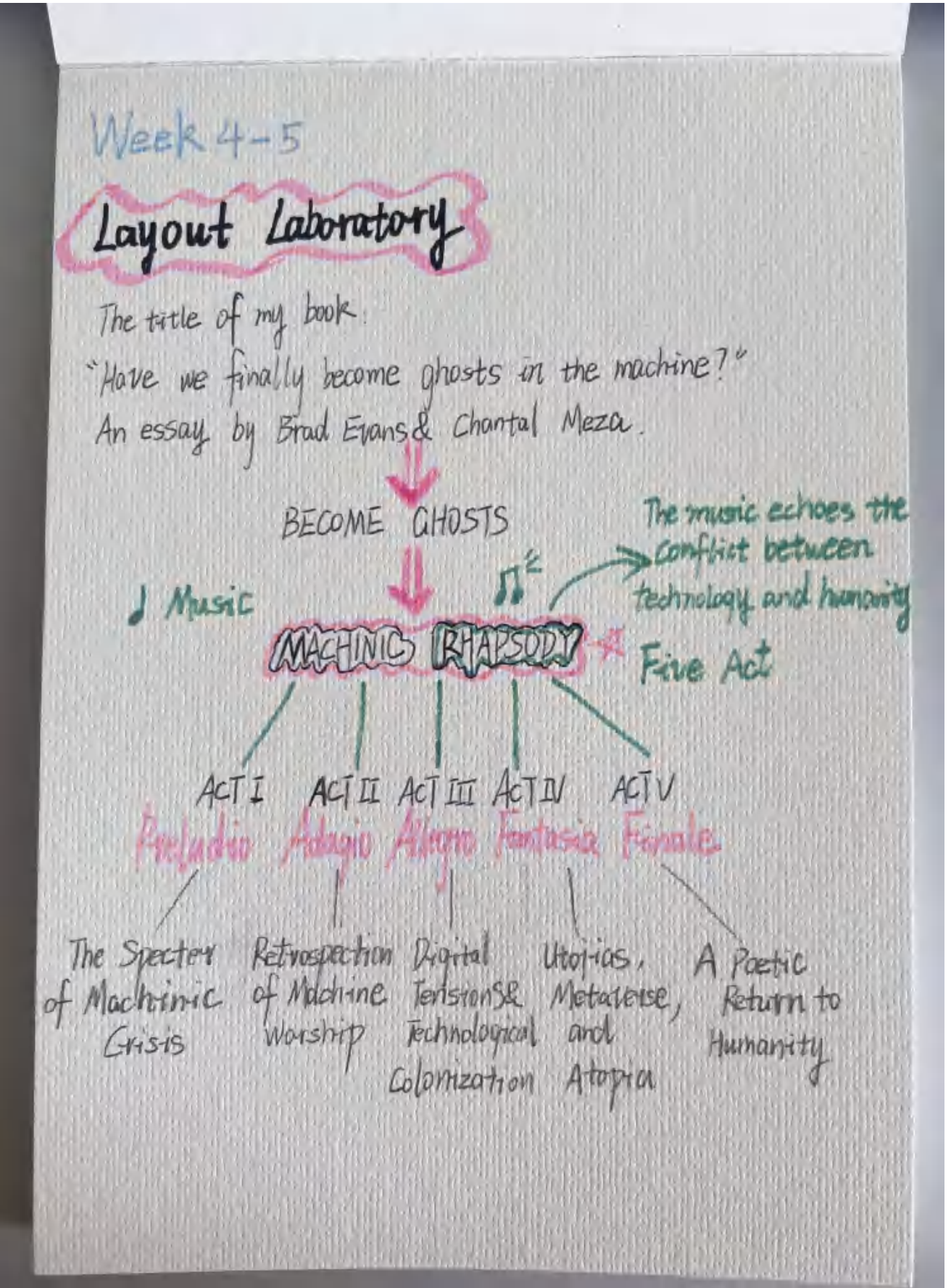
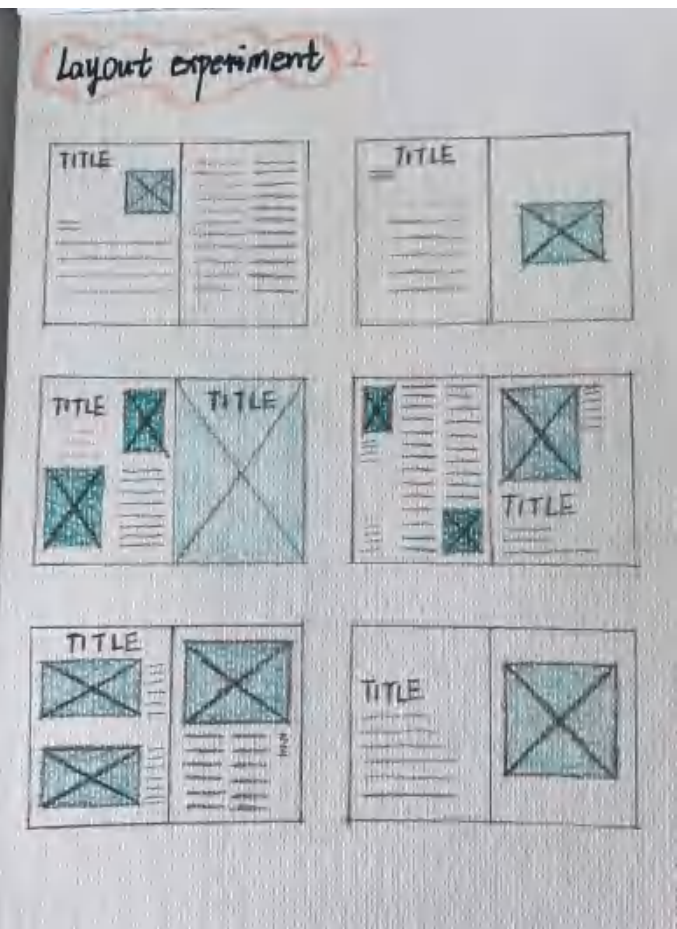
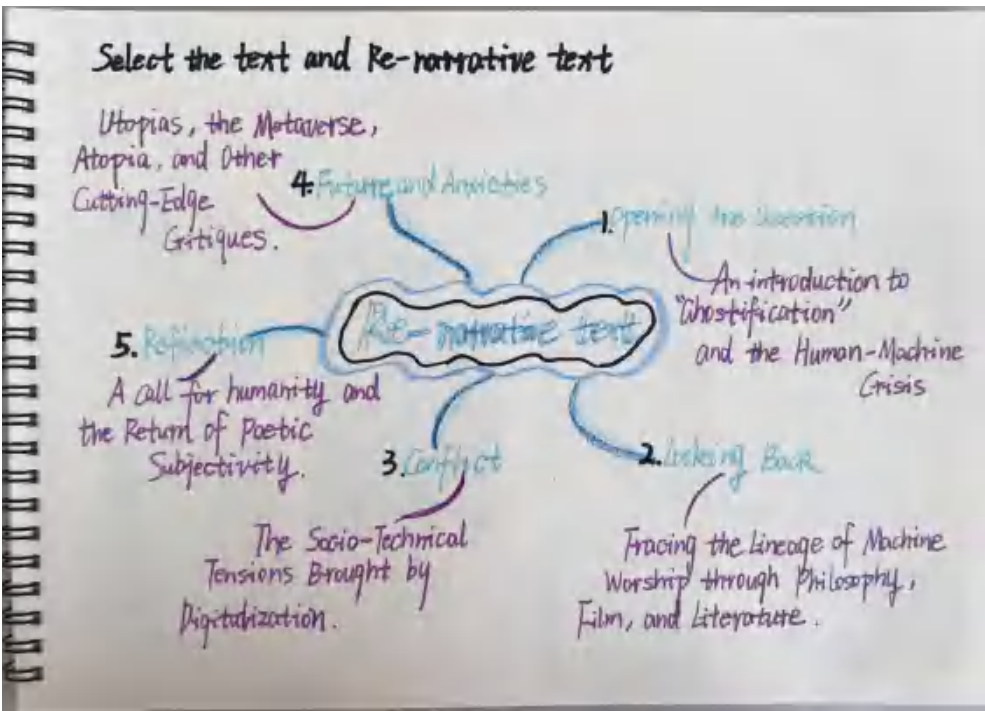
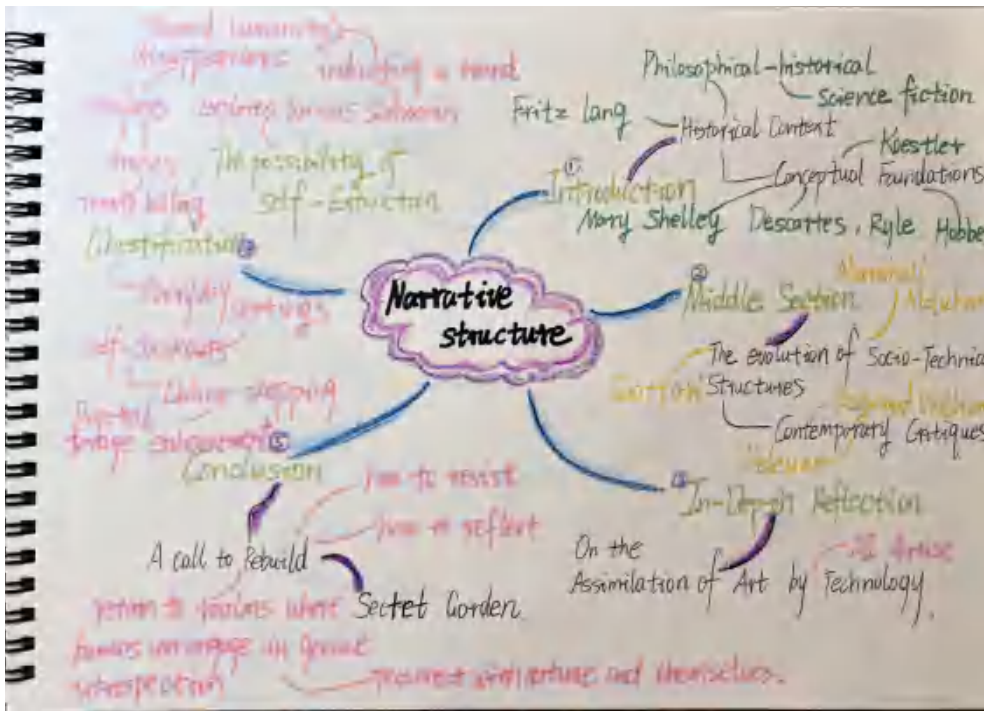
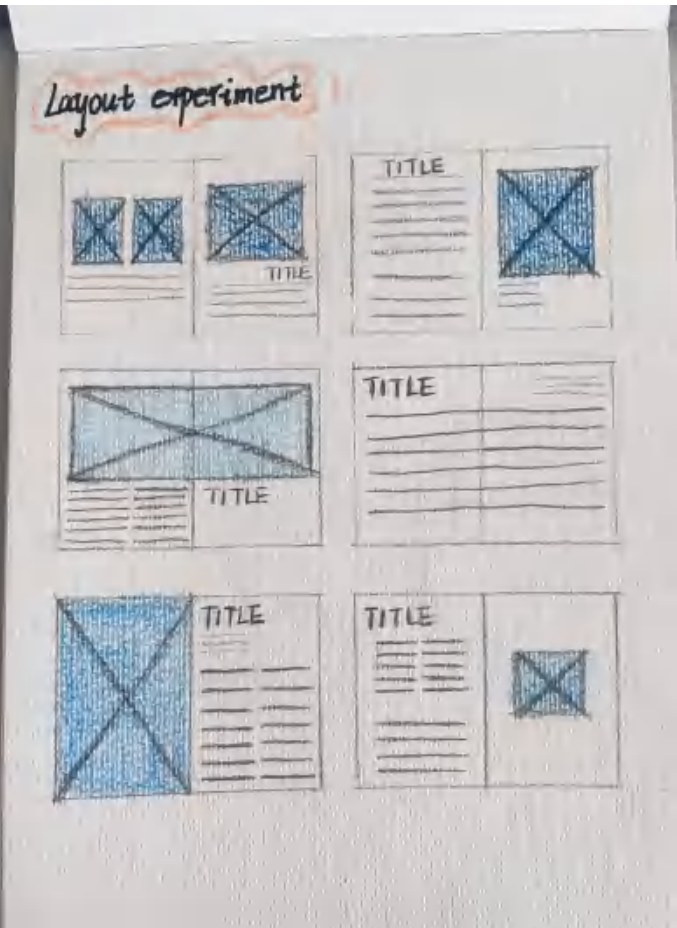
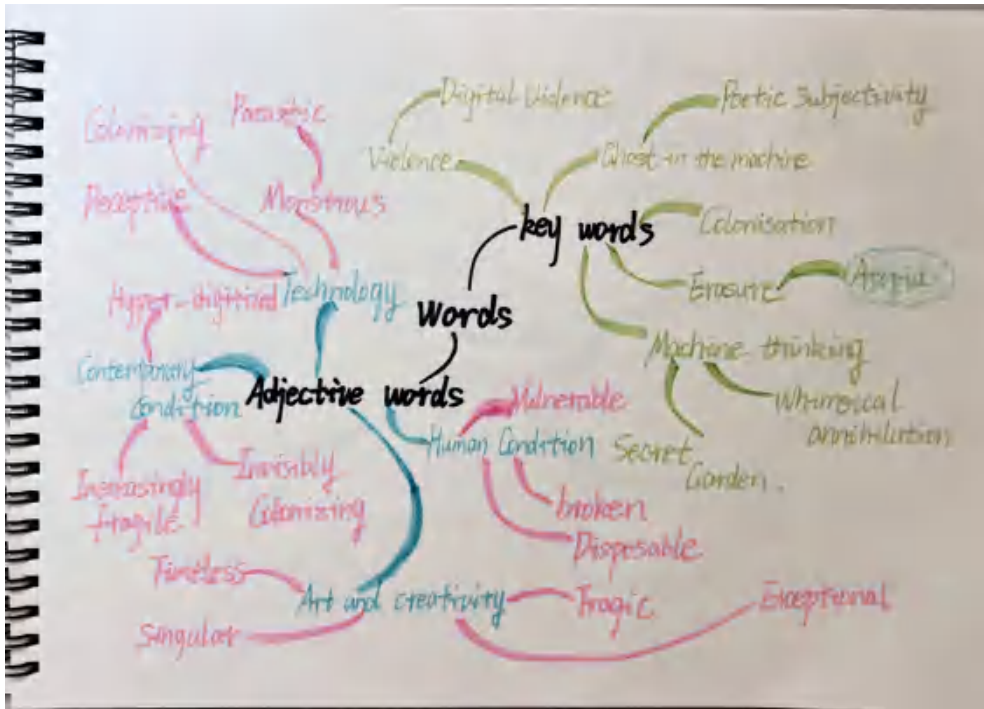
An essay by Brad Evans & Chantal Meza



Project's Central Theme:

Based on the text, the core inquiry is how advanced technology (from the industrial era to the digital age) gradually colonizes and redefines human existence and identity, causing people to wonder if they have become “ghosts in the machine,” as they seemingly lose agency and creativity amid a digital progression that promises freedom and advancement.

Sketch (Partial)



Sketchbook Video



Video Link: https://youtu.be/8PtKJBQk_9Q

Why is it called “Machinic Rhapsody”?

Overall Concept:

Treat the Text as a “Machinic Rhapsody,” Using Musical Elements to Echo the Conflict Between Technology and Humanity

Characteristics of Rhapsody:

“Rhapsody” typically consists of multiple movements or sections, marked by wide-ranging styles and intense emotional shifts.

Core Themes:

Machine worship, ghostification, Atopia, digital colonization—reappear like recurring “motifs” in a rhapsody, undergoing variations across each chapter (act).

Why an Accordion Book?

Accordion format → “Musical rhapsody” approach

1. Continuous Unfolding → Immersive reading, like a scroll or musical score

2. Form & Content → Each act’s emotional shift = each fold’s reveal

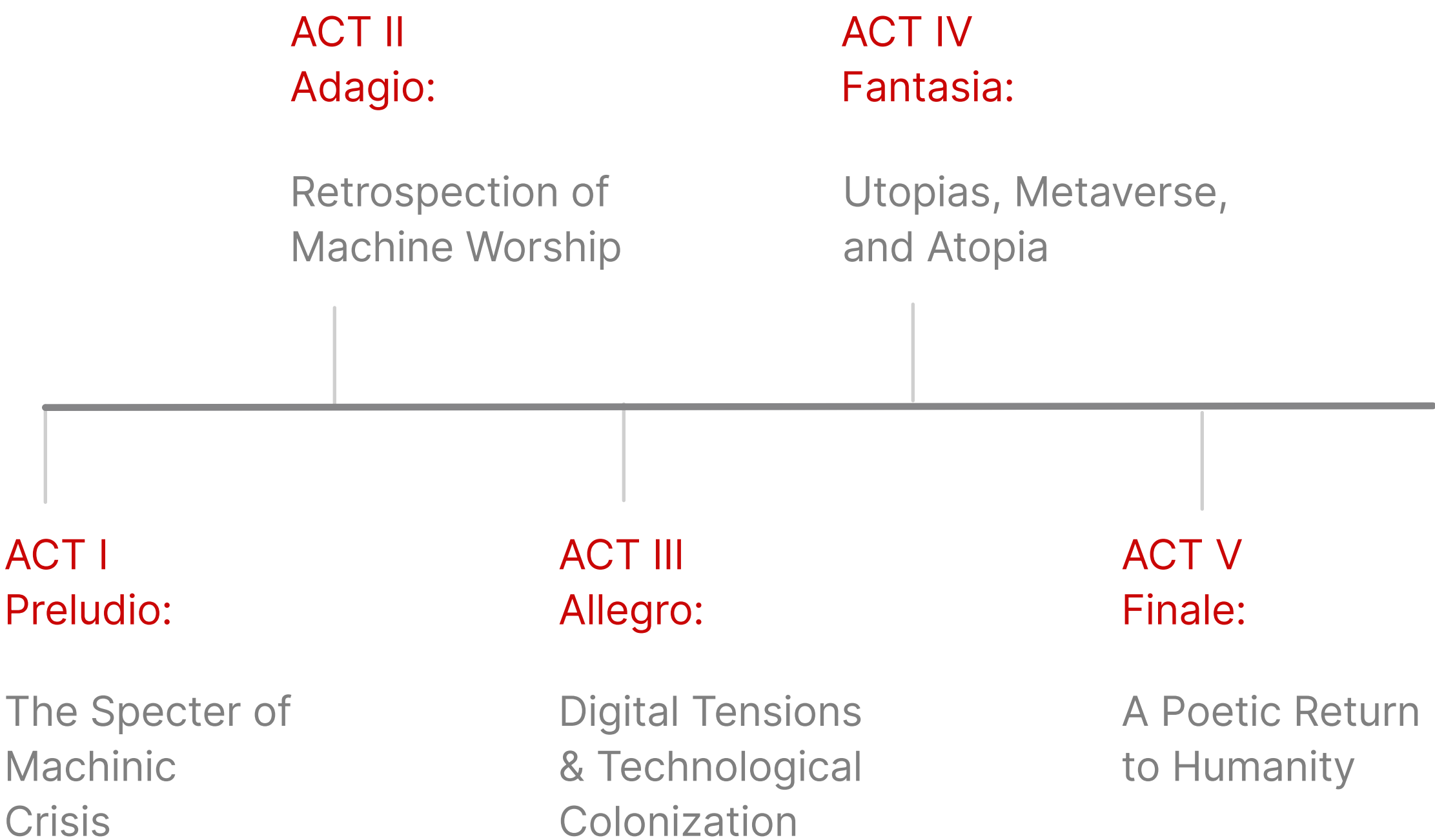
3. Interactivity → Readers can flip pages at their own pace, controlling their journey.



The chapter structure

Five-Act Rhapsody:

Preludio, Adagio, Allegro, Fantasia, Finale



Color & Layout

Color:

- Black, White, Gray base;
Red as a highlight for key terms
- Conveys modernity and focuses attention on pivotal ideas.

Ample White Space:

- Encourages reflection;
- uncluttered, letting text and images stand out.

The color and images reflect each act’s content, blending aesthetic with philosophical critique.

Reflection

Why This Image on the Final Page?

- **Unstoppable Force**

The erupting volcano symbolizes overwhelming power, mirroring how technological changes can be unstoppable.

- **Human Fragility**

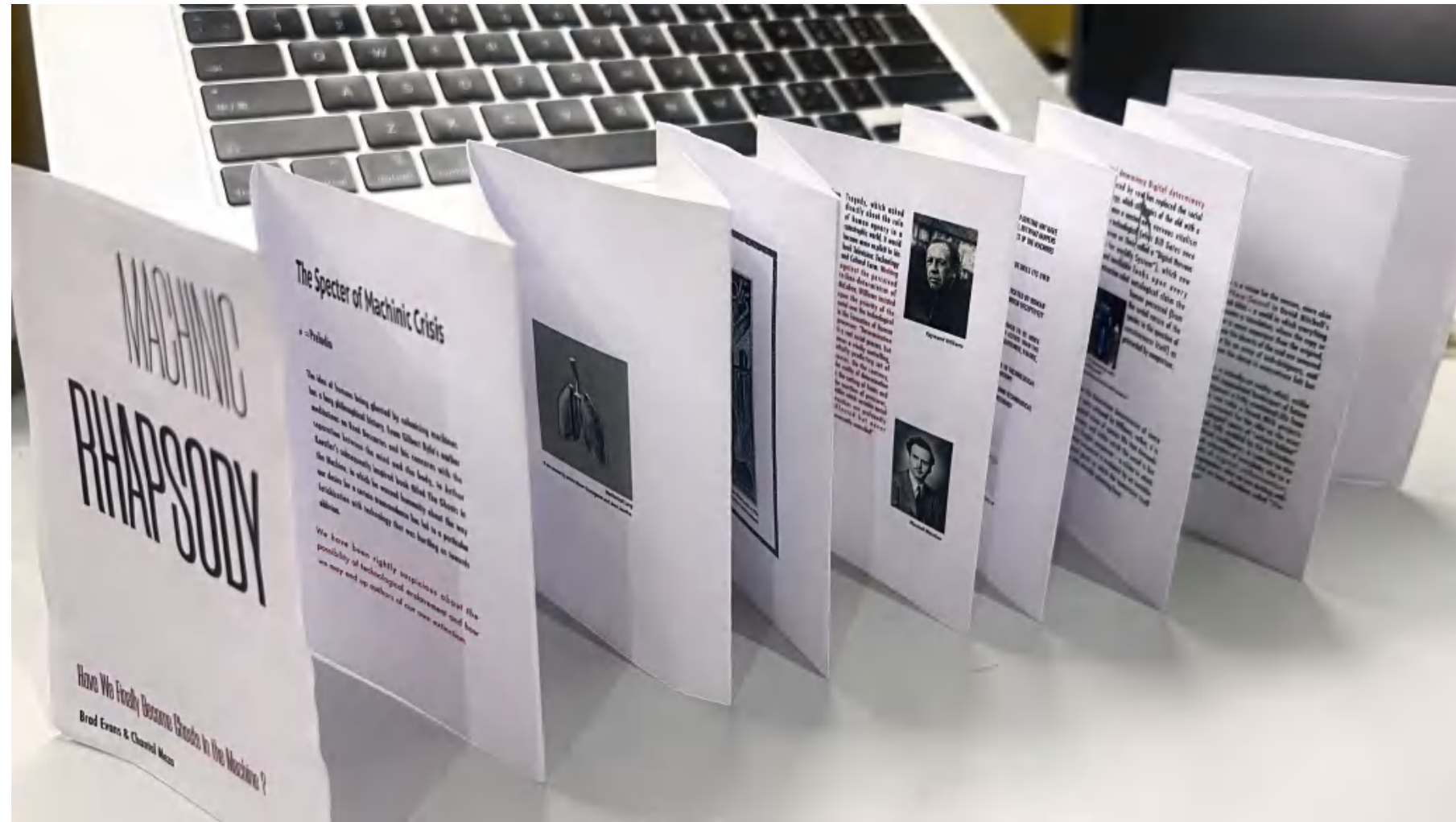
The lone bird highlights our vulnerability—a small presence against vast disruptive forces.

- **Reflective Conclusion**

By placing it at the end, this stark image invites a moment of contemplation. As we confront a world of hyper-digitization and “Atopian Age” scenarios, the photograph underscores the question: How do we maintain human agency when surrounded by immense powers—be they natural or man-made?



Zine



Outcome

