

# **PROCESS REPORT**

**An Entrance into The Cyber Rabbit Hole:  
“Guardians of The Amazon(Full Documentary)” on Youtube.**

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## Why is it so hard to understand conceptual art?



Marcel Duchamp, Fountain, 1917,

<Creative Act>

Artists actively depend on the contributions of viewers in order for their work to be completed.  
Duchamp challenges the authority over their art. - Thomas Laval

# Strategy of Experience

Layer of Understanding the Subject :

To express how the conceptual art can have different understanding depends on the audience. A gallerist and a waiter wouldn't have the same understanding in conceptual art.

**VISUAL COMMUNICATION**



**CONCEPTUAL APPROACH**



**PERSONAL MOTIVATION**

# Element 01 : Illustration





## **Visual Communication :**

Reference : “Guardians of The Amazon(Full Documentary)” on Youtube.

### **Topic : Deforestation**

#### **Element**

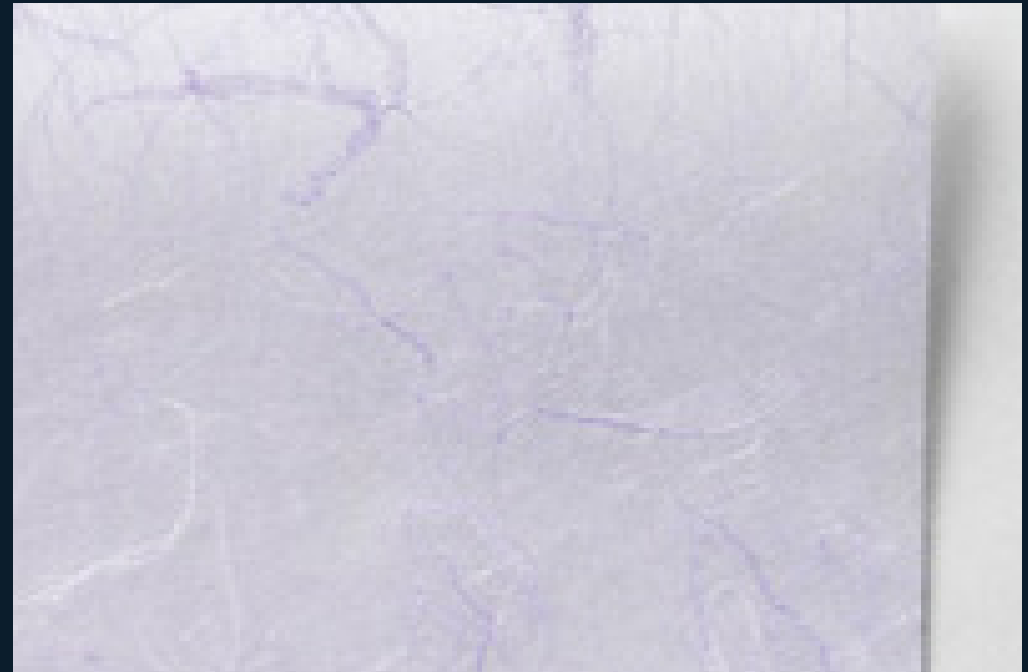
- 01 : Laercio Guajajara / The guardian of the Amazon Tribe**
- 02 : Cockstur Coral / Symbol of bravery in difficult situation**
- 03 : Endangered Animals / Giant Otter, South American Tapir, Red-Face Uakari, Hyacinth Macaw, Jaguar**
- 04 : Burning Tree / Refers to the forest burning on 2020.**
- 05 : Industrial Machine / The representation of deforestation**

## Next semester : Production Process

Idea 01 : Light panel (Hand-made)



Idea 02 : Japanese Traditional Washi Paper / 雲流紙



## Conceptual Approach : Description of about 300 words

- Harder to approach than illustration -

Rabbit Hole to the Cyberland / How Internet can be addictive

The connection to deforestation :  
“Guardians of The Amazon(Full Documentary)” on Youtube.



Visualizing the gate of the rabbit hole :  
The very first video before keep clicking ‘Up Next’ on Youtube

Presents how internet is connected everywhere, and it is almost impossible to avoid using technology

# DIGITAL RABBIT HOLE : CYBERLAND





## Visual Communication

## Conceptual Approach (harder to approach)



An Entrance into The Cyber Rabbit Hole: "Guardians of The Amazon- Full Documentary" on Youtube.

This illustration displays the story of the Guardians of The Amazon from youtube. It is about the main character, Learcio Guaijajara from a tribe in the Amazon rainforest, and is protecting the forest from loggers. The animals surrounding him are endangered by the deforestation, and the plants are originally from this area. The industrial machine on the right bottom is one of the biggest reasons for deforestation, and burning trees on the left refers to the rainforest burning during summer 2020.

However, this artwork is also about visualizing the gate to the Cyber Rabbit Hole. Have you ever noticed spending more than 2 hours scrolling through your phone and clicking through the links on your desktop? Well, welcome to the Cyberland, you are now on Alice getting lost in the digital world. In the contemporary era, digitalization invaded everything in our life, and everybody is concerned for the addiction to internet culture, mainly on Youtube and Social Media. Rabbit Hole is a metaphor of this phenomenon; how people get addicted to the internet, and how hard it is to get out. The Rabbit Hole refers to Alice in Wonderland, when Alice chased the rabbit and dugged into Wonderland. Once she is into the world, it is almost impossible to get out. The algorithm of Youtube and Social Media platforms can observe users and speculate what kind of content users like to consume.

The worst case scenario of this phenomenon can be explained by observing QAnon and fake news. QAnon was born after Donald Trump and Hillary Clinton's presidential election. It produces fake information, and people promote conspiracy theories on the internet. Many people still worship this movement, and they are as much affected as bringing violence.



# RESEARCH PAPER :

## The Facts in Cyberland Vs Reality

The Information Gap from Scholarly Books to 'Quality' Youtube Videos

The QAnon phenomenon and the impact to the internet culture

How Youtube changed its algorithm to show more diverse contents

Challenging the 'quality' of the video



Compared schholary book with Youtube video  
/ By searching *Impact of deforestation*

# PROCESS : Experimentation on Youtube

## EXPERIMENT 01:

Keep Clicking “Up Next” for 10 times and see the difference  
Looked up “Deforestation of Amazon.”

### *The first video;* **Guardians of the Amazon (Full Documentary)**

291,833 views, Feb 19 2020

Fight between tribe and logger

<https://www.youtube.com/watch?v=BdTAbgPQuNI&t=4s>

### **Illegal Loggers: The Tribe Waging War in Amazon**

709,241 views, Apr 17, 2015

<https://www.youtube.com/watch?v=HAgoyQs8GYk>

>Then the topic changed. Keep clicking the “Up Next.”

### **The World’s Most Dangerous Journey? Dateline.**

2,389,771 views, Dec 18, 2016

Talk about the jungle full of drug traffickers in Colombia

<https://www.youtube.com/watch?v=4mXHhky-xsA>

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### **China’s Vanishing Muslims: Undercover In The Most Dystopian Place In The World. VICE News.**

5,557,220 views, Jun 29, 2019

<https://www.youtube.com/watch?v=v7AYyUqrMuQ>

### **Women are trying to escape Saudi Arabia, but not all of them make it | Four Corners. ABC News In-Depth**

6,455,899 views, Feb 4, 2019

[https://www.youtube.com/watch?v=4\\_NppxAt\\_cY](https://www.youtube.com/watch?v=4_NppxAt_cY)



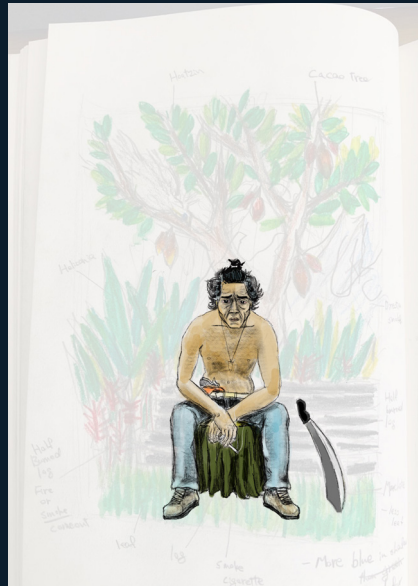
# PROCESS

Medium : Procreate, Illustrator, Photoshop, Ink, Acrylic, Choacoal

Compose on  
Paper or Procreate

Create shape on  
Illustration

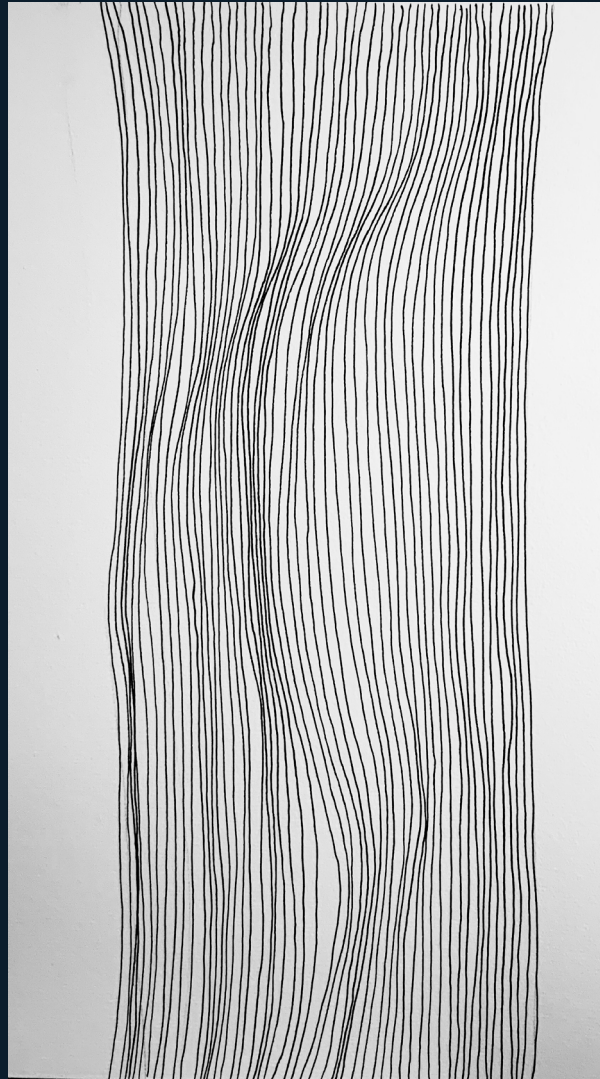
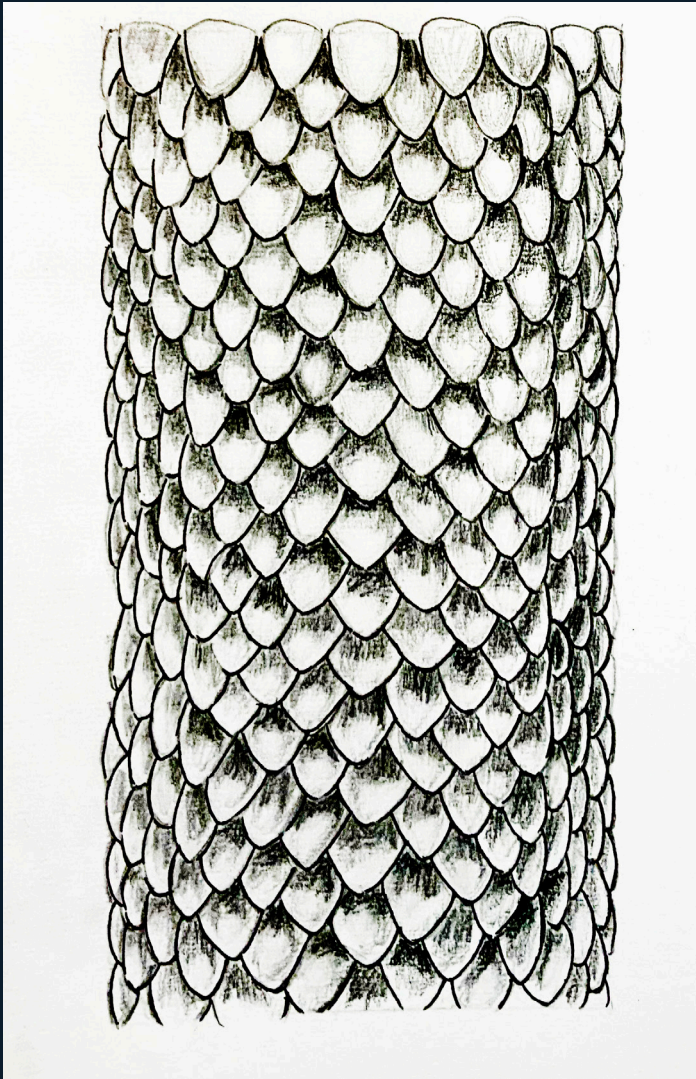
Add texture on  
Photoshop



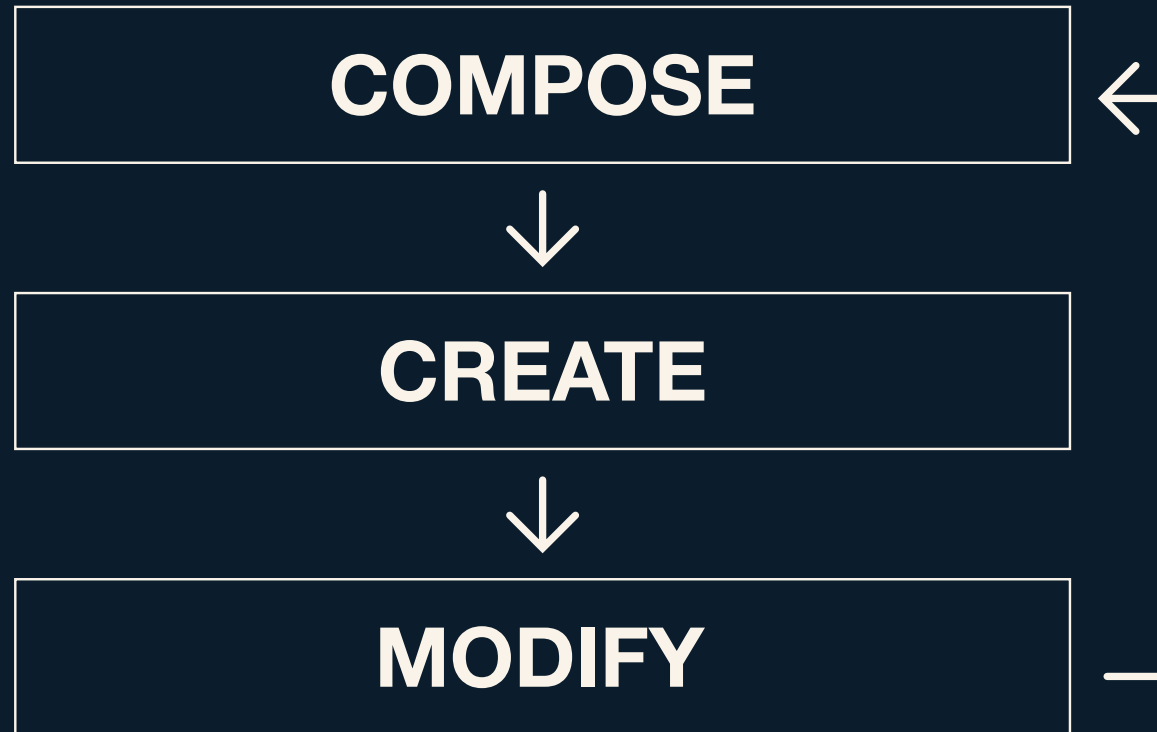


# PROCESS

Some of the texture is hand-drawn.



## PROCESS : Endless “Rabbit Hole” of Creation





# PROCESS : Check the detail on the right dimension

