

CASMOSIS

Brief :

Umuzi has approached you, providing the following brief:

They would like a subject matter that tells an authentic South African story at the level of Vice Magazine. You have been tasked to create a photo and video essay that critically analyzes this topic. You may use a combination of found footage with your own - 10% found footage, 90% your own.

They ask you use design thinking to reach a final big idea and prove its relevance. Photo Essays make use of accompanying text to tell the narrative and explore the subject matter. Video Essays make use of accompanying narration to explore the subject matter.

Work in pairs.

Concept Name : Buridan's Ass

Buridan's ass is an illustration of a paradox in philosophy in the conception of free will. It refers to a hypothetical situation wherein a donkey that is equally hungry and thirsty is placed precisely midway between a stack of hay and a pail of water.

Empathy

- What motivates a decision ?
- How do we relate reason to what we do - Simple as picking toothbrush in a store ?
- Is it impossible to have Identical yet separate choices ?
- Could distance be a logical explanation which stimulates preference ?
- Are you assertive of your decisions ?

Big Idea

Life without Decisions

Rationale

There is one human being facing the demon that is...decision. When his thoughts lead him to consider a decision, a portion of the face contracts to a different direction and is dispositioned at that point.

Once that consideration is fueled by feelings such as desire. The distorted part of the being's face, further stretches out & become a new variation of his own face. Depicting a new version of this being who made a particular decision.

However because of the inability to be decisive and stand firm on a decision, the variation of the being's face reverts back to a distorted/fractured version of the original face.

Big Idea

In Decision

Execution

Long Exposure

Rationale :

Long Exposure was used to communicate how feelings, such as desire fuel a person to make a decision.

On one side, one decision brings feeling of solace & relief. The other decision speaks to discontent.



Rationale

This picture the subject forsakes his dream for the reality that ultimately makes him miserable.

This is a sad reality that any can relate to : Having to choose a career that sustains your livelihood over the reason why you are grateful to draw breath



Execution

Cubism

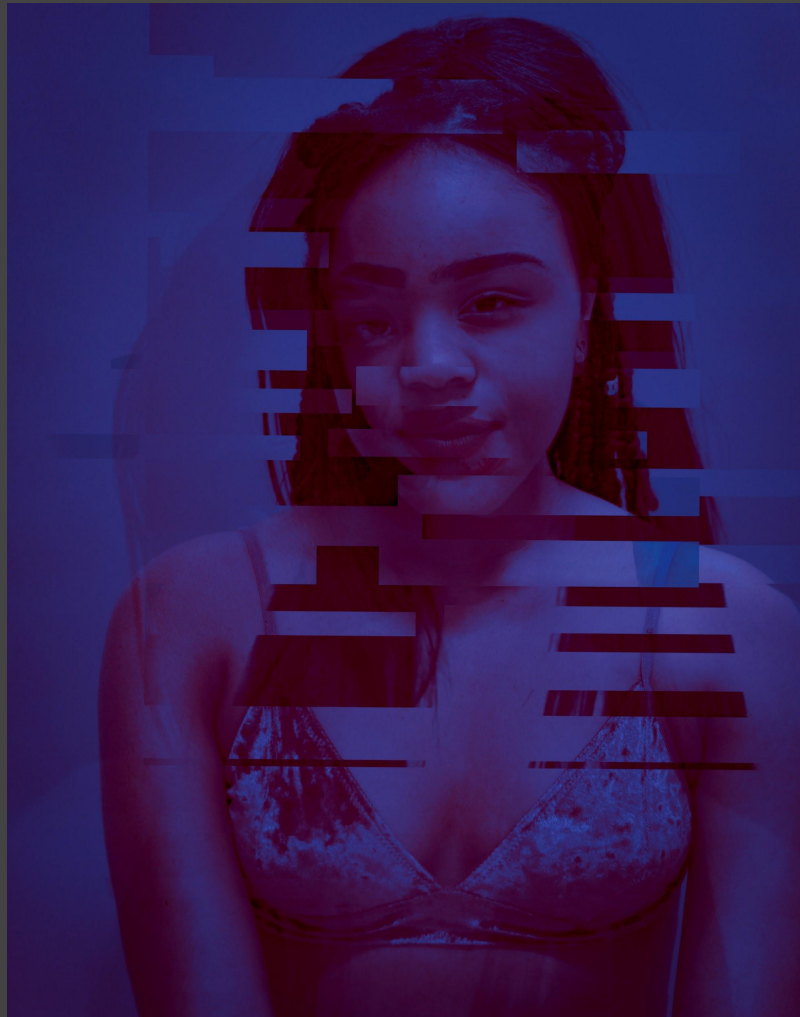
Rationale

This image speaks about the conflict that happens in one's head when contemplating a decision. How many times have you been challenged by a decision that you have to make? This image probes this phenomenon



Rationale

There are two women in the subject's life that had a huge impact in his life. When subject thinks about both these women, seems as if both these ladies merge into one filling the gaps each other's imperfections.



Execution three

Fracture

Rationale

The decision of forsaking the dream is not a choice one makes without consequences. In this picture, the subject seems to be “stalked” by the deferred dream. This dream seems to call the subject urging him to pursue his purpose.



Rationale

One way or another, we all know who or what we are but because of society's norms, we silence the desire to be ourselves. In this picture, the viewer peaks into the subject's deepest desire: to be themselves and accepting this version of himself. However the decision of not acting on this wish "fractures" his outlook on essentially who he is.



Video



Credits

- Writer - Tshepo Molefe
- Director - Caswell Lengoabala
- Photographer - Mo Matli
- Editors - Mo Matli and Caswell Lengoabala
- Actors - Nhlanhla Mdanyana
- Voiceovers - Zepto and Bonko

Fin.

Thank You.