Mythology

Type Driven Design

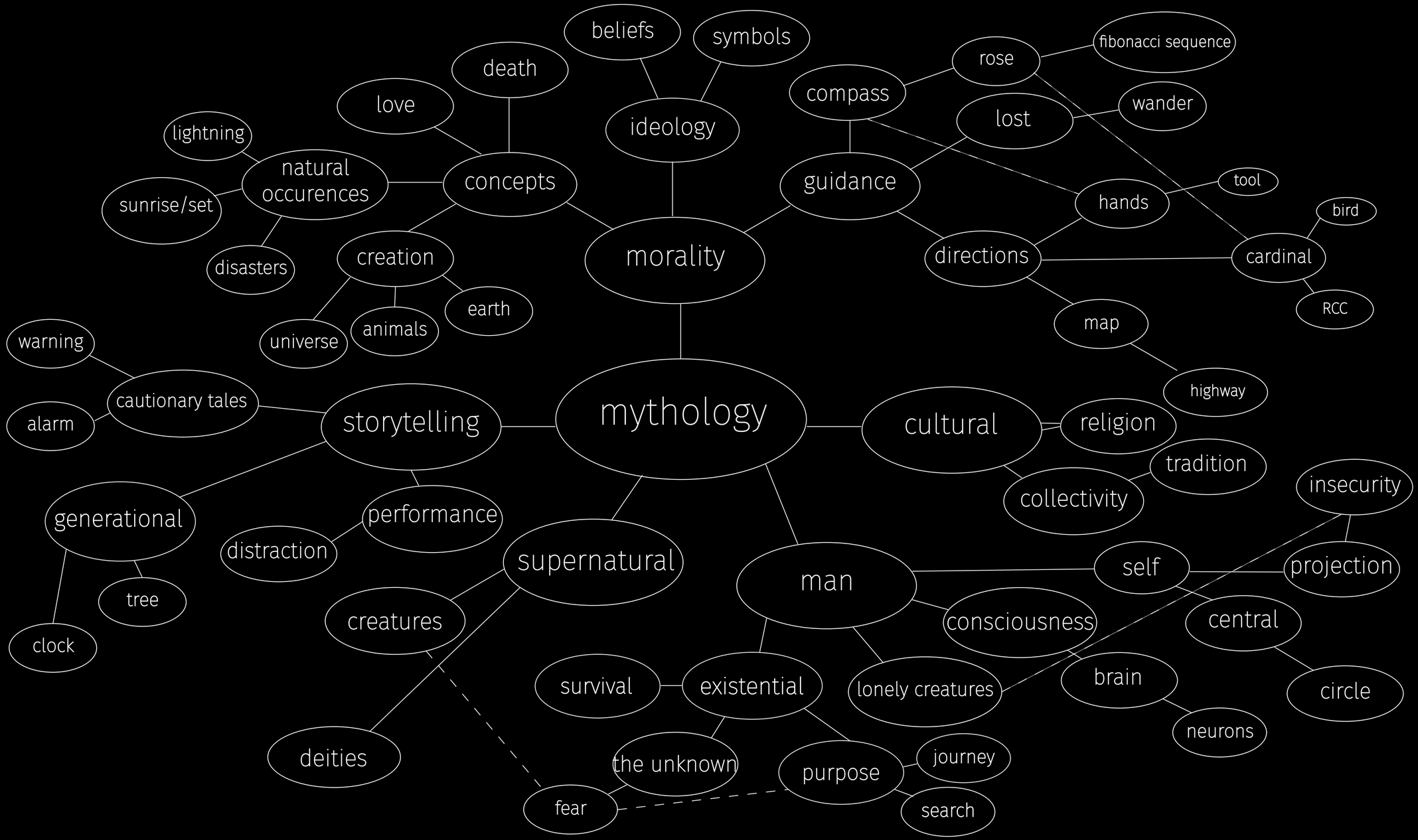
Alaijah Hampton

word list.

mythology: an allegorical narrative; myths dealing with the gods, demigods, and legendary heroes of a particular people

- man
- deities
- storytelling
- narration
- culture
- tradition
- explanatory
- existential
- anxiety
- morality
- ethics
- identity
- guidance
- collectivity
- conceptual
- abstraction
- comprehension
- fear

mind map.


beliefs
symbols
death
love
ideology
lightning
natural occurences
concepts
sunrise/set
disasters
creation
universe
animals
earth
morality
compass
rose
fibonacci sequence
lost
wander
guidance
hands
tool
directions
cardinal
bird
RCC
map
highway
warning
cautionary tales
alarm
storytelling
mythology
cultural
religion
tradition
collectivity
generational
performance
distraction
tree
clock
supernatural
creatures
deities
man
consciousness
self
projection
insecurity
central
circle
brain
neurons
lonely creatures
survival
existential
the unknown
fear
purpose
journey
search

written treatment.

Mortality, morality, our existential purpose, and creation are all explained through various mythologies and cultures. Man roots and projects their greatest insecurities within these myths: fear, anxieties of the unknown, and ultimately, our incessent need to fully understand the enviroment we live in. Focusing on this idea, mythology will be explored through the lens of technology by taking a look at humanity's usage of it. This provides an objective view of what mythology means.

mood board.

enab
take
that
to
laughter
am a firm
of us have to choose
futures. Everything

mood board.

Y — O — U
Chapter
Influence by design
Los Angeles
Tokyo
— W I L L
Individual Man
Season 001
B E
A Y
O K
Autumn/Winter
2013
2139 Placentia
Costa Mesa

MELANCHOLY

EVERYTHING
IS CHANGING
EXCEPT TIME

script.

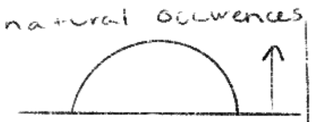
Isolated creatures. Haunted by their own consciousness, one that manifests existential dread. They rely on elaborate myths filled with common motifs and allegories to ease these anxieties. A distraction from the unknown. The unexplained, once understood, holds no power over the meek minded. Creation, natural occurences, mortality, all stripped of their potency. They seek guidance: The ending of their meandering suffering. They seek security in self. They seek to know the answers by questioning the world around them, but never take the time to look within. For God did not create mankind, mankind created god.

brainstorming.

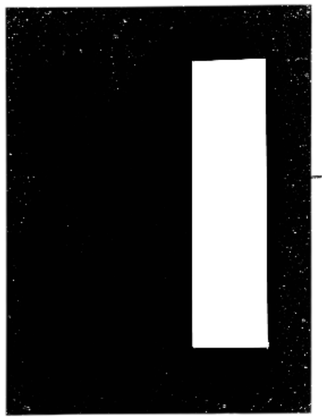
- lonely creatures / anatomy — "i" => turns into human body?
- consciousness / brain — neurons

creation / earth / universe / animals

universe => earth
↓
natural occurences
↓
sunrise => sunset
↓
mortality



deities => greek sculpture
↳ projected type



"They rely on elaborate MYTHS filled with commons MOTIFS and ALLEGORIES."

text multiplies into square zooms out, is a dot. transition to: "a distraction from the unknown"

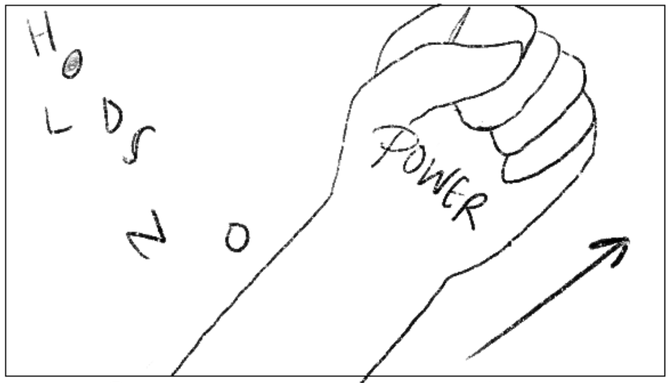
block of text
- underlined words

break grid by moving to the left w/ text fragments following like broken glass

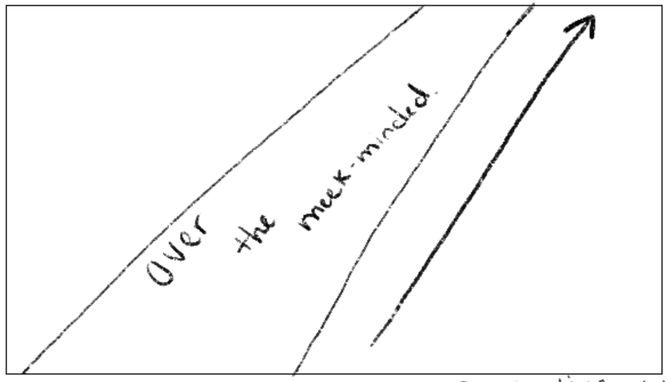
storyboard.

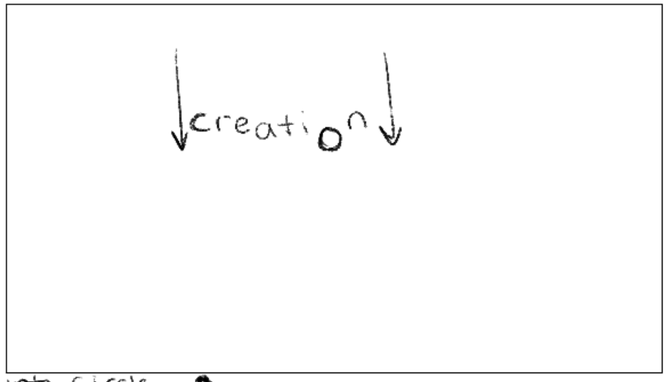
* Layout subject to change => transitions the same
- old anatomy drawing
isolated creature
HAUNTED BY THEIR OWN
CONSCIOUSNESS
that manifests existential dread
"I" becomes human being
They rely on elaborate
MYTHS
filled with common MOTIFS and ALLEGORIES
link takes over
page => turns black
text multiplies into square shape
to ease their anxieties.
a distraction from the
UNKNOWN
THE UNEXPLAINED
ONCE ONCE ONCE
understood
- "," = text of previous frame
match cut zoom into dot
glitch transition
pan up
- opening/exit of a cave

storyboard.

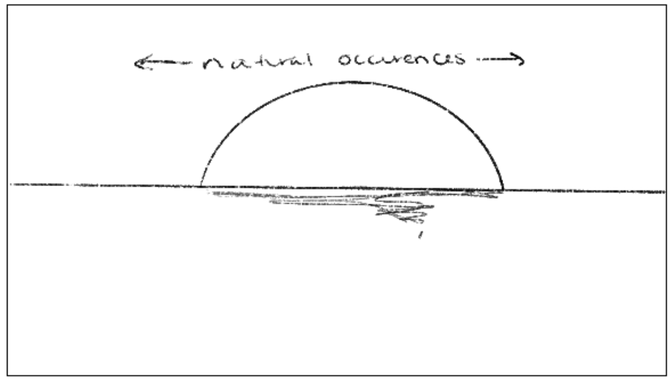


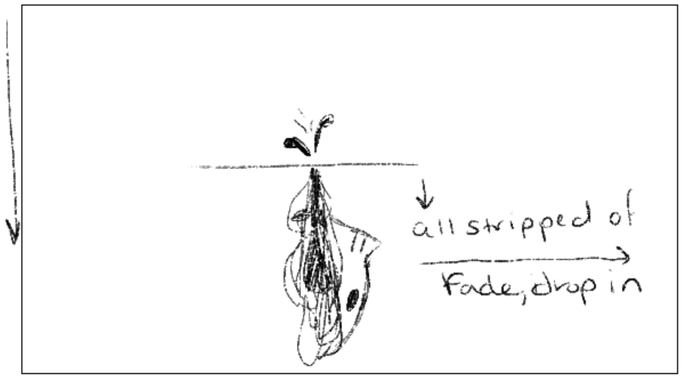
-fist breaks through text
↳ sculpture





turns into line, turns into circle

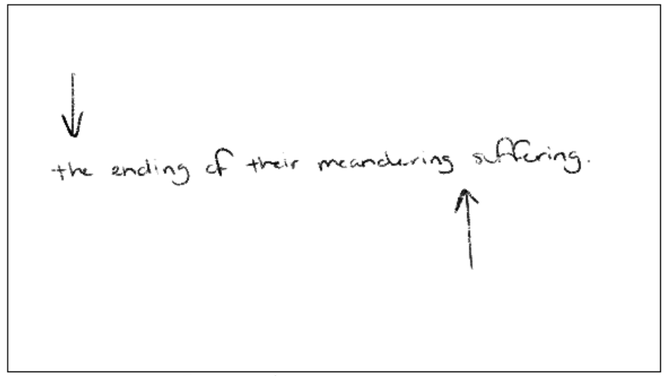




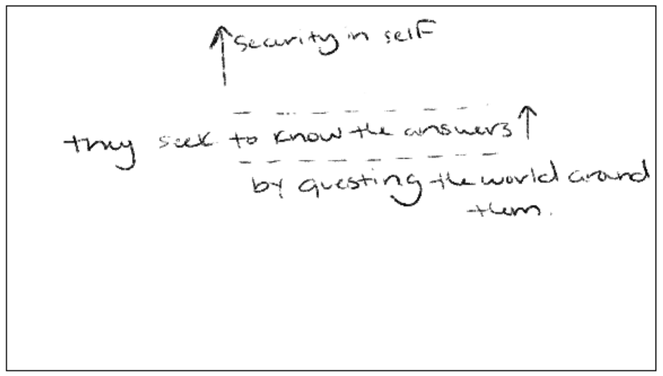
Sun shoots up, drops below line => transforms into black cloud underwater ⟹ skull morphs from cloud

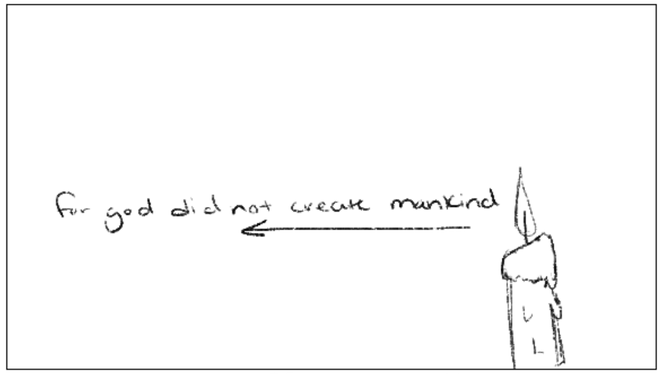
comp follows flow of type

storyboard.

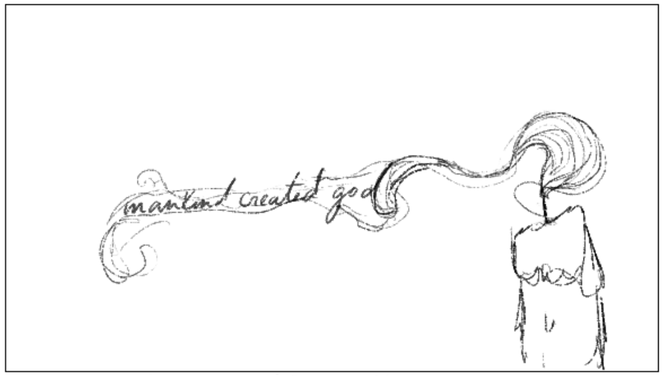


words float in





- echo effect on candle video.



- words seen in smoke