

Dark Love: A project on examining negative emotional connections in relation to idol culture

像教：大众偶像文化相关负面情感联系研究





设计背景&目的 Background&Aim

近年来，偶像在亚洲的影响力越来越大，以k-pop文化为主导的粉丝经济和粉丝文化在世界范围内迅速发展。人们把偶像视作是神一样的存在来崇拜、喜爱。

In recent years, idols have become more and more influential in Asia, and the fan economy and fan culture led by k-pop culture have rapidly developed worldwide. People worship and love idols as God-like beings.

本项目旨在重新思考粉丝与偶像之间的关系。对公众对于偶像文化负面情感现象及主要因素进行探究，在分析研究粉丝群体和大众心理的基础上，审视K-POP文化扭曲的产物，并结合现有相关理论进行研究，通过视觉设计来警醒大众，引发公众对于自己追星负面情感经历的思考，重新定义自己与偶像的关系，促进媒体行业健康发展。

The project aims to rethink the relationship between fans and their idols. This paper explores the phenomenon and main factors of the public's negative emotions towards idol culture, examines the distorted products of K-POP culture on the basis of analysis and research of fan groups and public psychology, and conducts research in combination with existing relevant theories. Through visual design, it can alert the public, arouse the public's thinking about their negative emotional experiences of star-following, and redefine the relationship between themselves and idols. We will promote the healthy development of the media industry.

设计简介

Introduction

“人们从来不消费“物”的本身，人们，总是把物用来当作能够突出自己的符号。”——《消费社会》鲍德里亚 1970

如果从宗教的角度去看待爱豆文化，追星的过程则就像是宗教的建立一样。从神的诞生，到神的传播，围绕“物”，粉丝忠实精干的成为了最好的使徒。一个个形形色色的宗教，在缺乏信仰的土地上建立起消费社会的极乐世界。

假设爱豆们是神明，那么粉丝们就是这个神明的传教士摩西。那么饭圈制度就是这个教会的摩西十诫。

从此开始，第一条戒律便是“除了我以外，你不许有别的神。”

"People never consume 'things' as such, people always use things as symbols that can highlight themselves." -The Consumer Society, Baudrillard, 1970

If we look at the idol culture from a religious perspective, the process of star-chasing is like the establishment of a religion. From the birth of God to the spread of God, around the "thing", fans loyal and lean to become the best apostles, Religions of various shapes and colors have built up the elysium of consumer society in a land devoid of faith.

If the idols are gods, then the fans are Moses, the preacher of this god. and the fan culture is the Moses Ten Commandments of this church. From then on, the first commandment was, "You shall have no other gods before me."

THE
TEN
COMMANDMENTS

YOU SHALL HAVE
NO OTHER IDOLS
BEFORE ME

YOU SHALL NOT
PROFANE ME

YOU SHALL
IMPROVE MY
INFLUENCE

YOU SHALL NOT
FALL IN LOVE

YOU SHALL
PUNISH THOSE
WHO ARE
DISLOYAL TO ME

YOU SHALL
SPEND MONEY
ON ME

YOU SHALL PUT
ME AT THE TOP
OF THE
LEADERBOARD

YOU SHALL LOVE
ME

YOU SHALL
ATTRACT MORE
FOLLOWERS

YOU SHALL KEEP
MY
COMMANDMENTS

像教
十诫

除了我以外，
你不可有别的
偶像

你不可亵渎我

你应该提升我
的社会影响力

你不应该坠入
爱河

你应该惩罚那
些对我不忠的
人

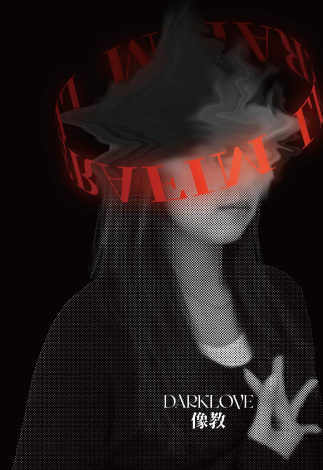
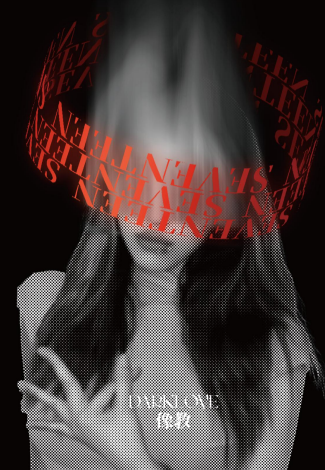
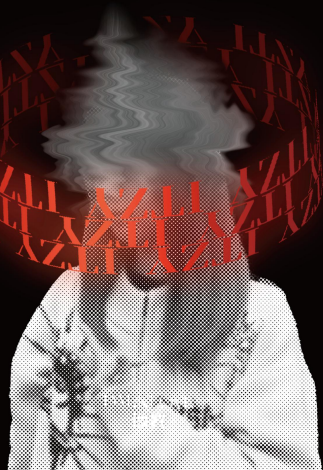
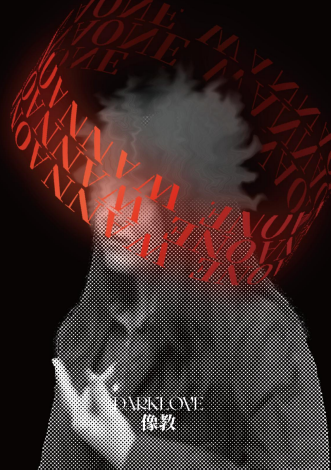
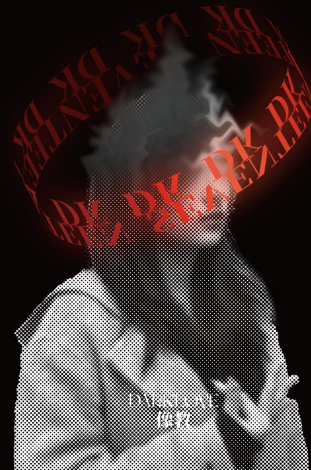
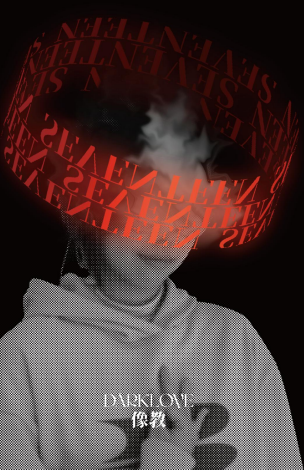
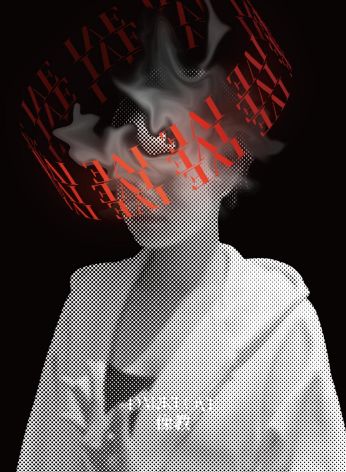
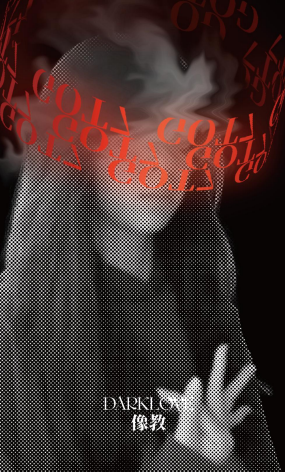
你应该在我身
上花钱

你应该让我在
所有偶像排行
榜的首位

你应该无条件
的爱我

你应该吸引更多
的追随者

你应该遵守我
的诫命





DARK LOVE



牧羊人 - 神

SHEPHERD - GOD



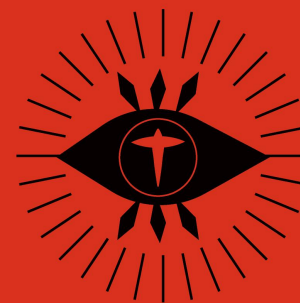
羊 - 追随者

SHEEP - FOLLOWERS



盾牌 - 战斗

SHIELD - BATTLE



眼睛 - 审判

EYES - TRIAL



旗帜 - 认同

FLAG - IDENTIFICATION



锤子 - 不朽

HAMMER -
IMMORTALIZATION



水 - 净化

WATER - PURIFICATION



镜子 - 虚幻

MIRROR - UNREAL

DARK

YOU SHALL HAVE NO OTHER IDOLS BEFORE ME

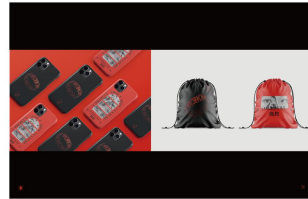
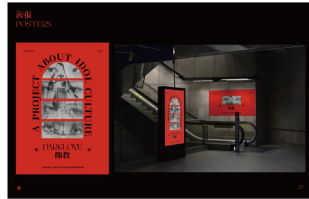
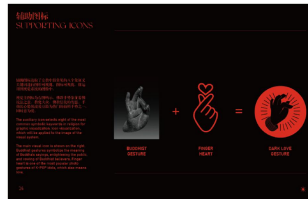
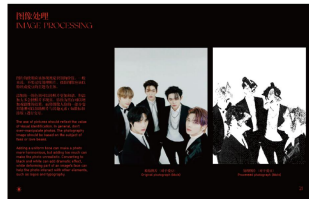
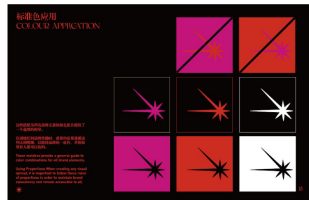
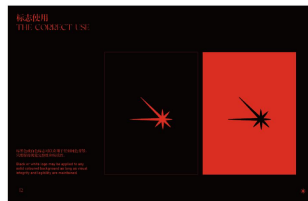
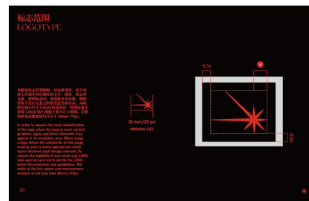
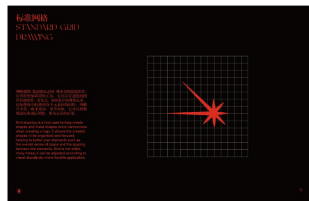
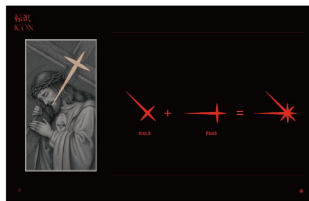
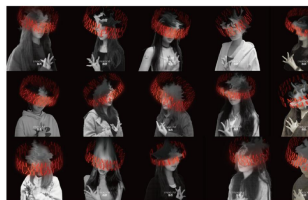
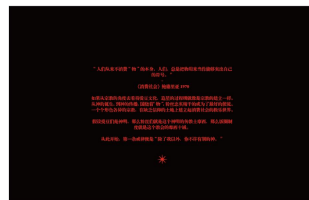
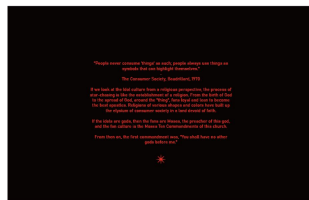
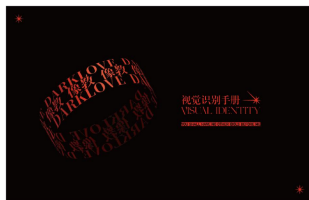
LOVE

DARKLOVE 像教



DARK LOVE

视觉识别系统 VI System



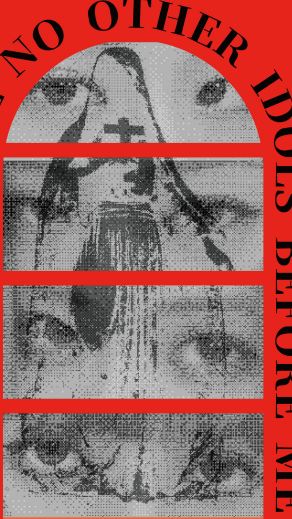
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海报 Poster

DARKLOVE 20 24

YOU SHALL HAVE NO OTHER IDOLS BEFORE ME



* DARKLOVE *
像教

A Project On Examining Negative Emotional Connections In Relation To Idol Culture
大众偶像文化相关负面情感联系研究

DARKLOVE 20 24

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DARKLOVE
像教

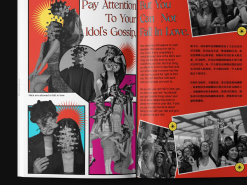
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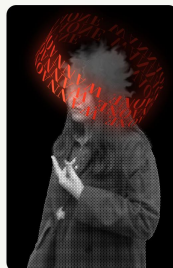
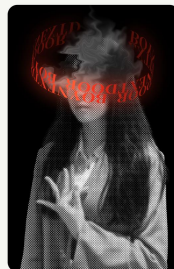
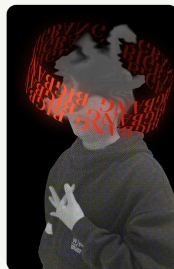
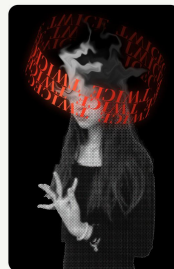
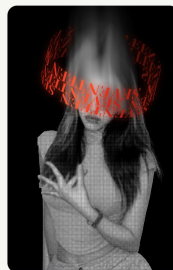
海报 Poster



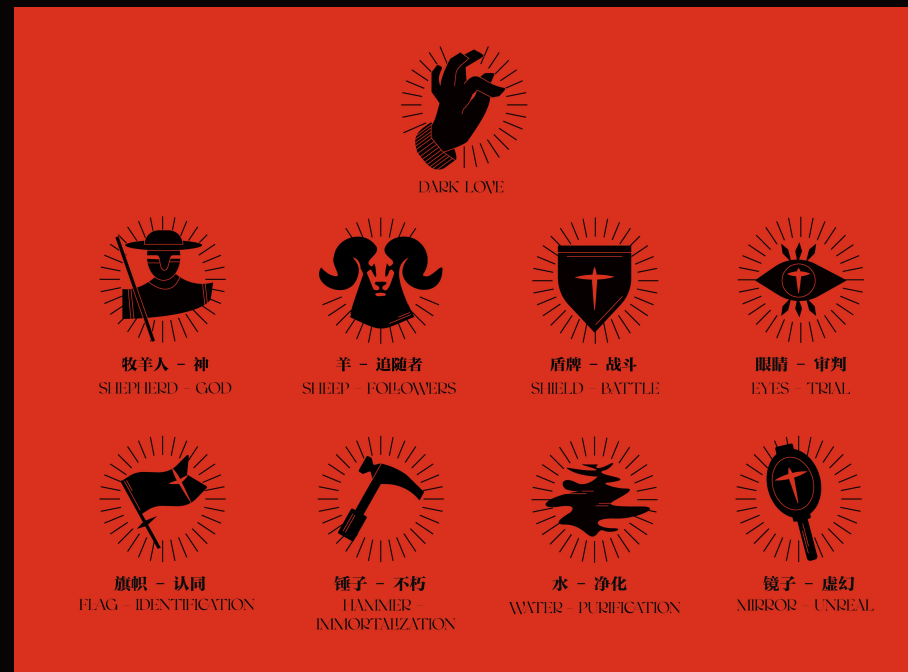
杂志 Magazine



小卡 Photocard



像教符号贴纸 Stickers



像教宣传卡片 Promotional Card

粉丝制度 Fandomship

凝视与窥探 Stare And Snoop

关系 Relationship

Star of an idol and his fans' close relationship

DARK LOVE 像教

粉丝制度 Fandomship

Fandom is a group of fans in which a person belongs to an idol.

To identify a person's followers, the most obvious can be seen from the person's related personal social platform account, such as looking at the avatar he uses, nickname, likes, favorites, comments, voting or sharing information and other clues to see who he belongs to.

像教是一个人所引属偶像的粉丝团。

要掌握一个人的偶像，最显目的可从此人相关的个人社交平台帐户查看，如看他使用的头像、昵称、点赞、收藏、评论、投票打榜或分享谁的信息寻找查看其他所属的粉丝。

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关系 Relationship

In a specific context, the value of an idol is to play a good emotional investment object, he can enable fans to construct a pleasant fantasy, can enable fans to satisfy their attachment instinct, can enable fans to obtain sustenance, companionship and security. They just need the image of an idol to provide the material to weave the fantasy of intimacy.

在特定的语境下，偶像的价值是扮演一个美好的情感投入的对象，能使粉丝建构愉悦的幻想，能使粉丝满足自身的依恋本能，能使粉丝获得成长、陪伴和安全感。他们只是要偶像的形象来提供编织亲密关系幻想的材料。

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凝视与窥探 Stare And Snoop

The new information circulation structure of the Internet is an excellent means of communication. Through micro-blog words, live video and other media, the distance between idols and fans has been greatly shortened. Through frequent disclosure of these forms of idol daily life, the idol is fully "naked" in front of fans, accepting everyone's gaze and prying eyes.

互联网的新型信息流通结构是地好的交流手段，通过微博文字、直播短视频等媒介，偶像与粉丝的距离被大大缩短。通过这些偶像被这些养成或偶像生活日常，让偶像全方位地「裸露」在粉丝面前，接受大家的凝视和窥探。

DARK LOVE 像教

除了我以外，你不可有别的偶像。

YOU SHALL HAVE NO OTHER IDOLS BEFORE ME

DARK LOVE 像教

你要记起那些对我不好的人。

YOU SHALL REMEMBER THOSE WHO ARE ENJOYABLE TO ME

DARK LOVE 像教

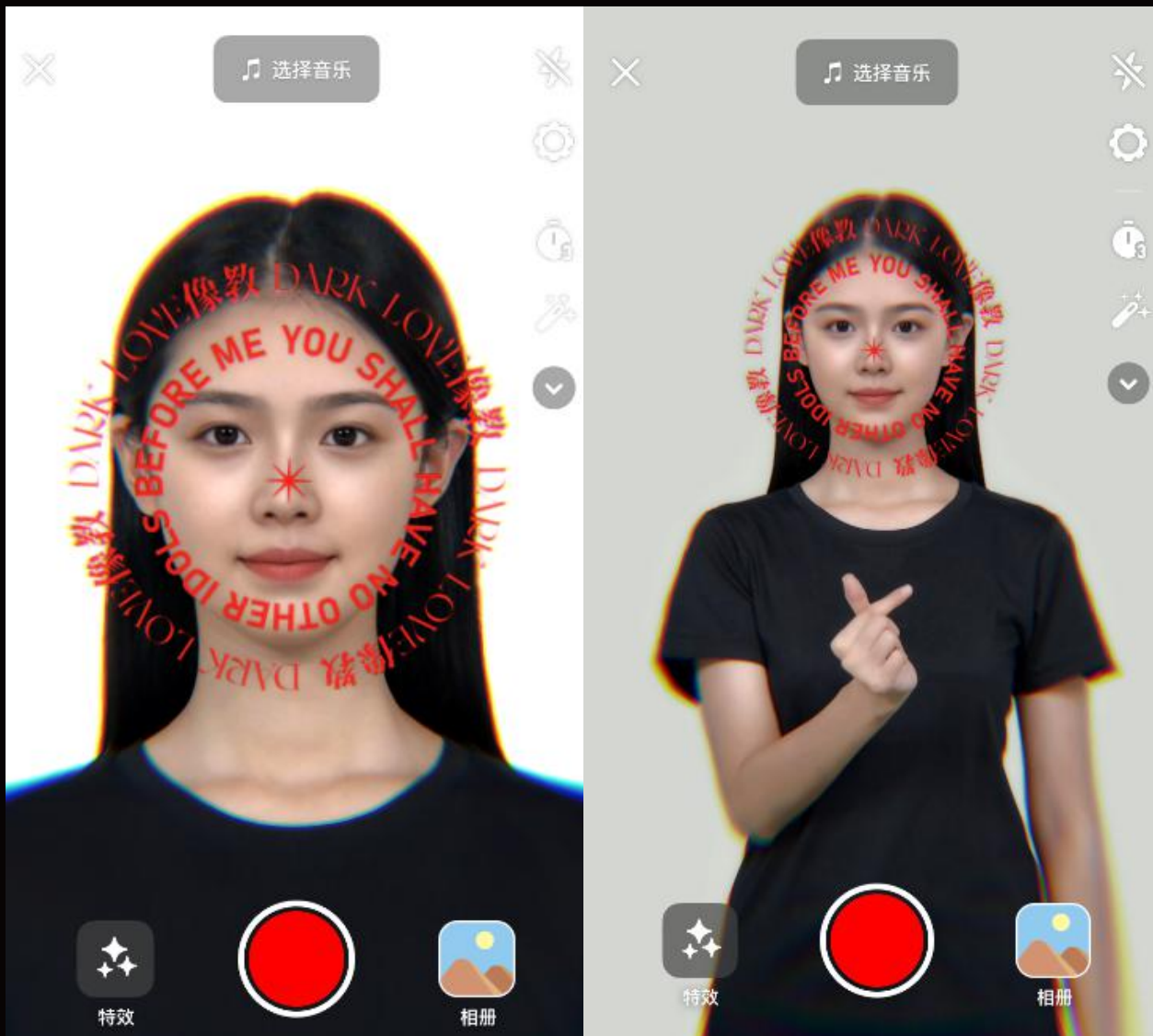
THE TEN COMMANDMENTS

像教十诫

除了我以外，你不可有别的偶像。	你必须在我身上花钱。
YOU SHALL HAVE NO OTHER IDOLS BEFORE ME	YOU SHALL SPEND MONEY ON ME
你不可得罪偶像。	你必须让我在所有偶像排行榜的白投。
YOU SHALL NOT PROFANE ME	YOU SHALL PUT ME AT THE TOP OF THE LEADERBOARD
你必须提升我的社会影响力。	你必须无条件地爱我。
YOU SHALL IMPROVE MY INFLUENCE	YOU SHALL LOVE ME
你不可因别人嫉妒我。	你必须吸引更多的崇拜者。
YOU SHALL NOT FALL IN LOVE	YOU SHALL ATTRACT MORE FOLLOWERS
你必须记得那些对我不好的人。	你必须遵守我的诫命。
YOU SHALL REMEMBER THOSE WHO ARE ENJOYABLE TO ME	YOU SHALL KEEP MY COMMANDMENT

DARK LOVE 像教

面部特效展示 Facial Effects



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