

人情債



Video Production
Duration: 1 Month
Tool: Handheld gimbal stabilizer, JianYing, AE, Procreate
Group Project
Position: director, photographer, main editor, sounds
specialist, painter, actor.
2023

Favoritism Dept

https://youtu.be/yUT_3IfmG2I

May 2023, "Favoritism Debt," video production. Position: director, photographer, main editor, sounds specialist, painter, actor. A combination of film and animated videos using After Effects and Jianying describes a world that relies on a favoritism network points system for survival. Made in "Language for Audio-visual Design," Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai, Guangdong, China.

Division of labor

Rainy Ophelia Angel: Animation, Dub, Acting

Angel: Photography, Main editing, tone+dub adjust, Certificates, Video call

Rainy: Editing, Favoritism Network, Favoritism Credits, Art Sticker

Ophelia: Editing, Advertisement After Effect, Music Effect



Culture Background



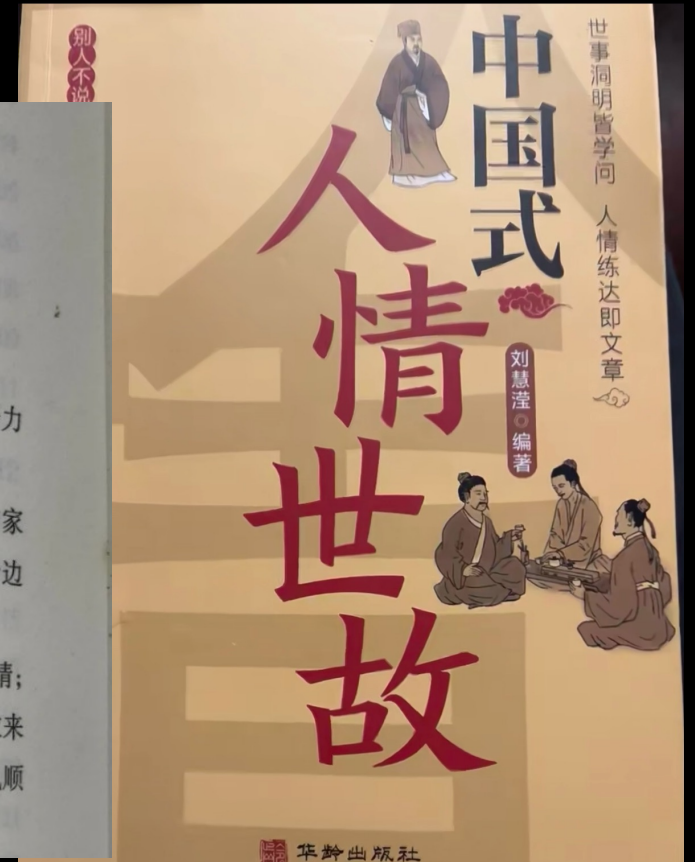
在中国 80% 的事情由人情决定

懂“中国式人情”不栽跟头

我们生活在一个现实的社会。你无法改变环境的时候，就必须改变自己，努力让自己适应这个社会。如果不想处处碰壁，你就必须懂得一些人情世故。

人情，在中国的表现方式是多种多样的。与领导的关系、与同事的关系、与家人的关系、与朋友的关系、与亲戚的关系、与同学的关系、与老乡的关系……身边的每一个人都要用心维护，否则一个不小心，就会得罪了谁，给自己招来麻烦。

“人情”在社会生活中扮演重要角色。例如，孩子上学找个好学校，要靠人情；毕业了想找份好工作，有人推荐就要比自己硬闯更有成效；企业之间合作，想拉来大客户，要靠人情；做推销、卖保险，也只有维护好了人情，才能在工作上顺风顺水。

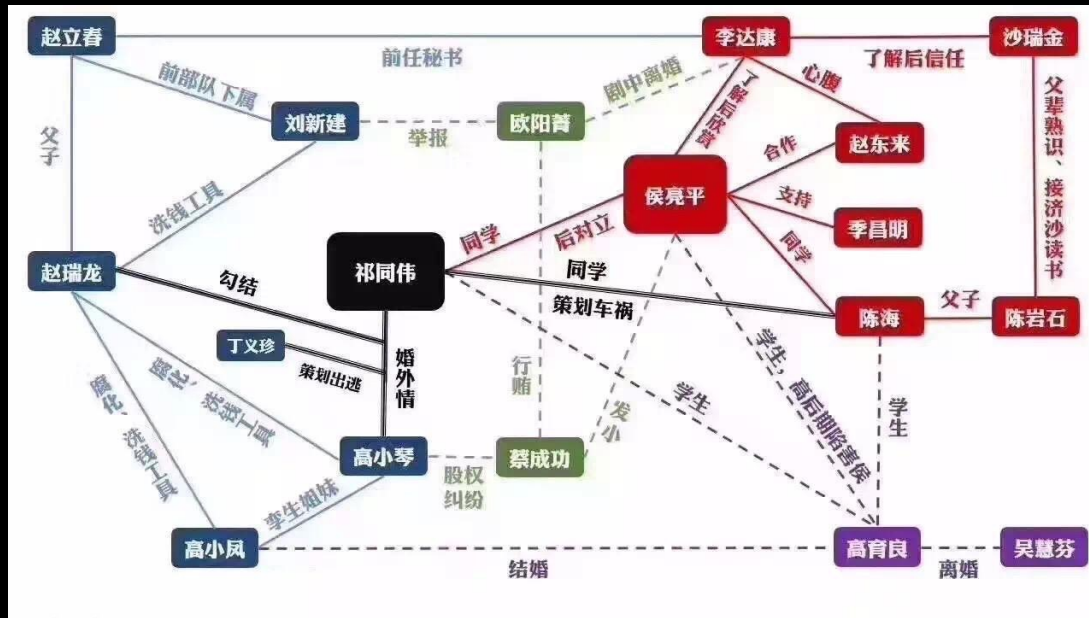


China is a society based on human relations.

we call that “人情世故 favoritism”

Culture Background

Networking is also often used to gain resources, build trust and conduct business transactions.



● 个体的社交网



The Rules of
Favoritism
Points world

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graph TD; A[The Rules of Favoritism Points world] -- red line --> B[人情网]; A -- red line --> C[人情积分]; B --- D[Favoritism Network]; C --- E[Favoritism Points system]
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人情网

Favoritism
Network

人情积分

Favoritism Points
system

Favoritism Network



We all have such a **favoritism network** in our lives.

There are all the relationships that we can use and relationships with these people

ROSE

人情积分



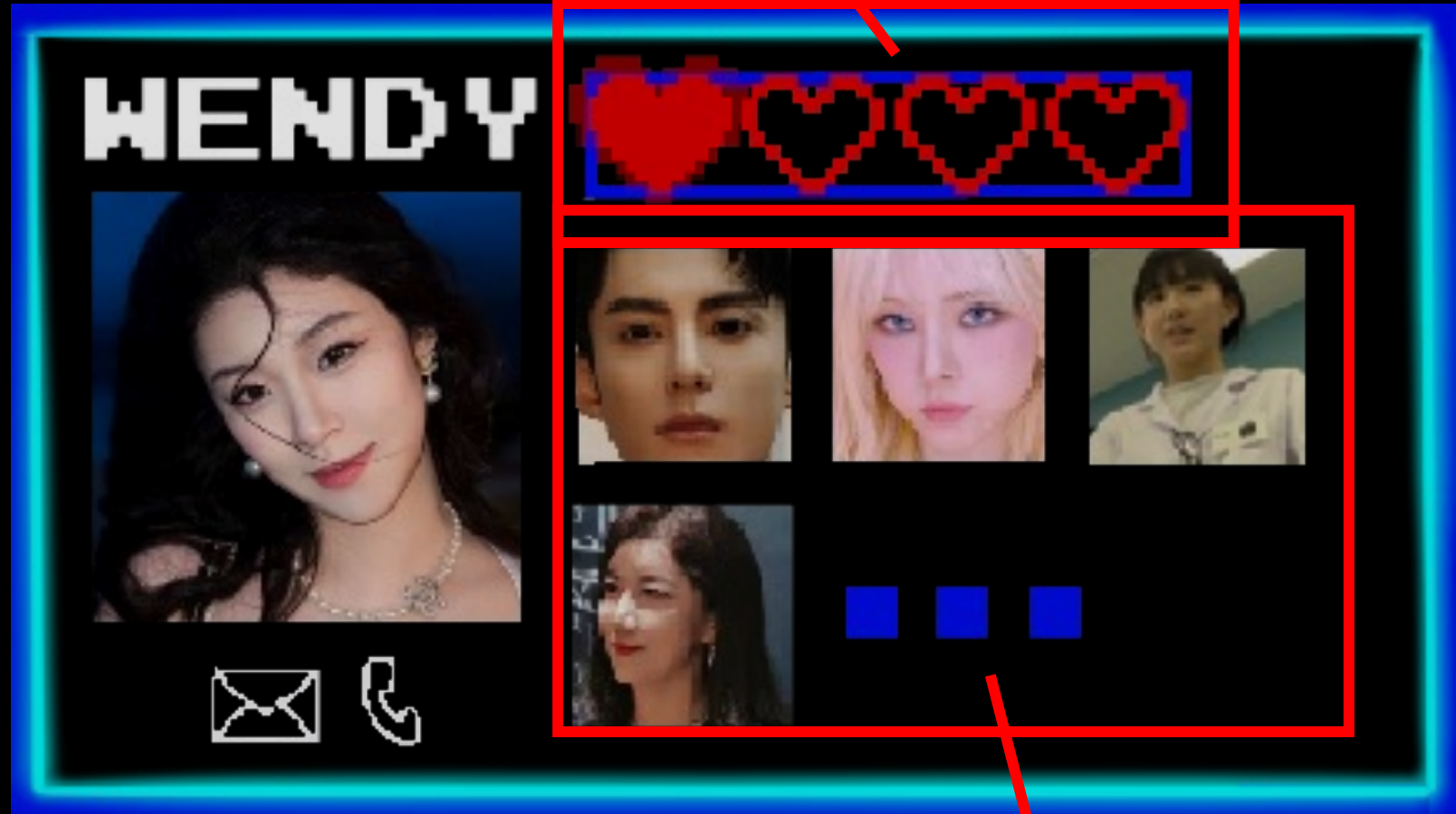
妈妈
大便艺术协会



男友
清华大学

When you select a person, you can view their profile, which will show you the value of their Favoritism Points and the relationships they have.

Favoritism points

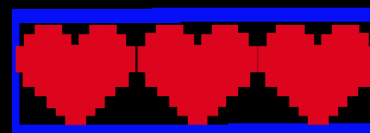


You can see the profile here

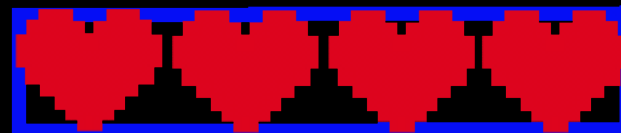
**Relationships of Wendy
that can be used**

正在使用人情积分系统

POWER
UP



POWER
DOWN



The second part is the Favoritism Points system

When you help the person, the Favoritism Points will increase

When you need help from the other person, you need to use the favor points, and the favor points will decrease

When the favor points reach zero, the relationship will be broken



When the favor points reach zero, the relationship will be broken

The favoritism network can't be used any more because the protagonist of our story only wants to use favors to enter the Golden Hall for the exhibition.

第一幕

"人情积分，您生活的好帮手"

"您积攒人情积分更好的选择，xxx 化妆品"

"送一杯奶茶 3 个人情积分，日常积分的首选"

巅峰 周边美术学院

小好给朋友带去了一杯奶茶，朋友开心的接受了。

小好转头看了一眼自己的记分表，暗暗地松了一口气

(不是出自朋友感情，而是为了积分送出的奶茶)

在眼前出现消息提醒 (出现方式: 手点击放大) 小好打开手机看到了关于 在“黄金大殿”展出作品都走上了人生巅峰的信息 (社交网络帖子)，虚荣心驱使他产生了也要在“黄金大殿”办展览的想法。

决定了，我也要在黄金大殿办展览，这样我就能飞黄腾达！

他所做的第一件事情就是打开了关系网。

让我们看看关系网。

一边找，嘴里一边嘟囔“这个是北京大学的学生”“这个的姐夫之前是银色酒店的老板”“这个的爸爸是协和医院的医生”

“这个…什么都不会，没用”

“哦，找到了，没记错的话，这家伙的妈妈是美院的教授吧？这家伙是谁来着，好像是初中一个班的”说着打开了这个人的个人信息（主页上有各种关于这个人的可利用的关系，以及人情积分）“人情积分还挺高的呢。”

办展找关系过程：

1.找初中同学 Rose 的亲属关系 uncle——“大便艺术协会会长”帮助她得到艺术家身份的认证

Jane：Rose，你能帮我个忙吗？

Rose：啊。。。我记得你以前。。。

Jane：都是不值一提的小事！我正为了展览的事情发愁呢，听说只有属于大便艺术协会的艺术家才能在黄金大殿办展览，真不知道怎么办好（图穷匕见）

Rose：哦！这好办啊，我的舅舅就是。。。。。。。。

事情办成后，人情积分减了一大半

2 . 找大学舍友 Wendy

回到关系网

“艺术家身份有了，接下来就是参展，我想有谁的关系可以用上…对了！Wendy 家里很有关系来着，但是人情积分并不多了…算了！就用这一次吧，下次再攒回来”

拨电话界面 wendy 头像，接通

Jane：好久不见，最近怎么样了

Wendy：挺好的，你呢

Wendy：挺好的，你呢

Jane：还好吧，刚刚得到了大便艺术协会的认证，就是缺少一位伯乐。是这样的，黄金大殿最近在招募参展的艺术家，你不是有关系么，能不能帮我联系一下要个名额？

Wendy：啊？好像不太方便吧。

Jane：我以前经常帮你占座，之前你住院我还陪过你呢，就帮老朋友这一次呗？

Wendy：。。。好吧。。。那我尽量吧

3days later

Wendy：你那事帮你搞定了，真是很麻烦，我厚脸皮找了不少人，馆长答应应了。

Jane：太好了，我请你吃顿饭吧！

Wendy：不用了（Wendy 拒绝了给出人情积分，两人人情积分变为负分）

3.万事俱备，展些什么呢。

终于可以在黄金大殿办展览了！

“诶，你怎么在这？”

“我想进黄金大殿办展览，但实在是太难了，我只能在这外面”

独白：“呵呵，谁叫你没我这样的人情网呢？”

4.

“哇，这就是黄金大殿，我也要成功咯！

这儿不错，就在这里展出吧

让我来看看有什么可以展展出的？

嗯。。这个？不行

这个呢？也不行

要不还是看看人情网吧？

这。。这是怎么回事？

不！这不可能是真的！”

5.

走出门口

叹气

“哎，

鼓掌声

”

太好了我终于在黄金大殿办展览了，怎么没人来看。算了，用人情积分叫他们来看看吧。

Jane 发现自己关系网里只剩下全部是灰色的头像，为了办这个展览，他已经欠了一大笔人情债。

赞助商 策展人

Script

Act I
"Humanity points, your life's good helper"
"Your better choice to accumulate favor points, xxx cosmetics"
"Send a cup of milk tea 3 people points, the first choice for daily points"
Capstone Peripheral Art Institute
Xiaohao brought a cup of milk tea to her friend, who happily accepted it.
Xiaohao turned her head to look at her score sheet and secretly sighed with relief
(Not out of friend affection, but for the points sent out milk tea)
After a message alert appeared in front of his eyes (the way it appears: hand click to enlarge), Xiaohao opened his phone and saw the information (social network posts) about the works exhibited in the "Golden Palace" that had taken him to the top of his life, and vanity drove him to the idea of also having an exhibition in the "Golden Palace". The idea of having an exhibition in the "Golden Palace" was driven by vanity.
I decided, I want to have an exhibition in the Golden Palace, so I can be a great success!
The first thing he did was to open a network of contacts.
Let's see the network.
While looking, he muttered "this one is a student of Beijing University", "this one's brother-in-law was the boss of Silver Hotel", "this one's father is a doctor of Union Hospital".
"This one...can't do anything, it's useless."
"Oh, I found it, if I remember correctly, this guy's mother is a professor at the beauty school, right? Who is this guy, seems to be a class in junior high school" said opened this person's personal information (the home page has a variety of available relationships about this person, as well as favor points) "favor points are quite high. "
The process of finding connections for the exhibition:

1. find a relative of Rose's junior high school classmate uncle - "the president of the poop art association" to help her get certified as an artist
Jane: Rose, can you do me a favor?
Rose: Ah.... I remember you from before.
Jane: It's all so trivial! I'm worried about the exhibition. I heard that only artists who belong to the Poop Art Association can have an exhibition in the Golden Hall, so I don't know what to do.

Rose: Oh! It's easy to do, my uncle is

After the thing is done, the favor points are reduced by half

2. find college roommate Wendy
Back to the network
"Wendy's family has a lot of connections, but I don't have a lot of favor

Script

points...forget it! Let's use them this time and save them for next time."
Dial the phone interface wendy avatar, connect
Jane: Long time no see, how are you doing?
Wendy: Fine, how are you?
Jane: Fine, just got certified by the Poop Art Association, just missing a booster. The Golden Palace is looking for artists to participate in the show.
Wendy: Huh? It's not very convenient.
Jane: I used to take a seat for you, and I even accompanied you when you were hospitalized, so why not help an old friend this time?
Wendy:.... Okay... I'll try my best.
3days later
Wendy: I took care of that for you. It was a lot of trouble. I had the nerve to ask a lot of people, and the curator agreed.
Jane: Great, let me buy you a meal!
Wendy: no need (Wendy refused to give the favor points, the two people favor points to negative points)

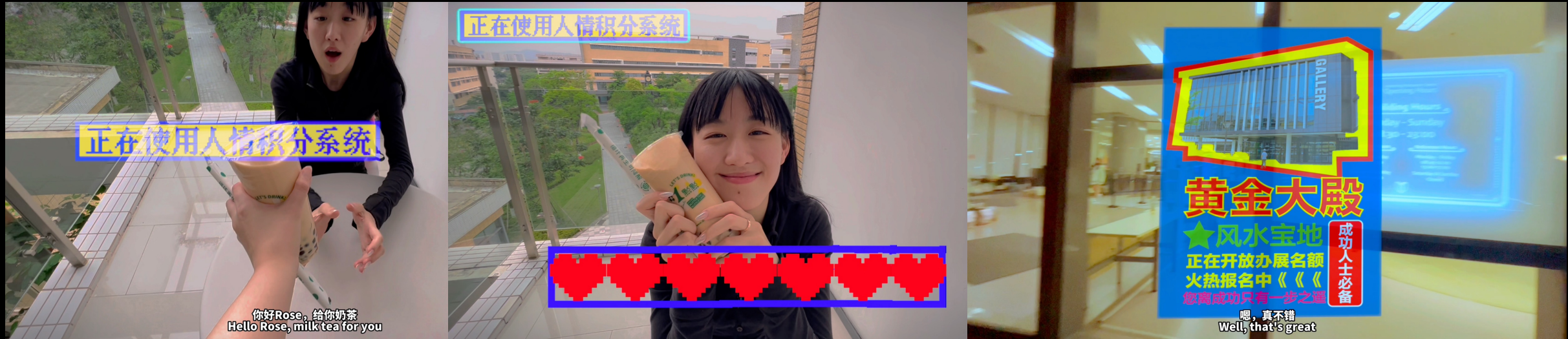
3. All things are ready, what to exhibit.

Finally, we can have an exhibition in the Golden Hall!
"Eh, why are you here?"
"I want to enter the Golden Hall to do an exhibition, but it is too difficult, I can only be here outside"
Monologue: "Oh, who asked you not to have a network of favors like me?"

4.
"Wow, this is the Golden Hall, I'm going to make it too!
This is a good place, let's exhibit it here.
Let me see what I can exhibit.
Hmm. This? No.
How about this one? No.
Why don't we look at the Human Interest Network?
This. What is this?
No! This can't be real! "
5.
Walk out the door
Sigh.
"Oops.
Applause"
Great I finally had an exhibition in the Golden Hall, how come no one came to see it. Forget it, use the favor points to ask them to come and see it.
Jane found himself in the network of relations only all gray avatars, in order to do this exhibition, he has owed a large debt of favors.
Sponsor Curator

Content

First Act



How the favoritism world works,
Keeping in touch with friends together is
just for the favor points.
In order to succeed, the protagonist has to
start using the human network

Second Act



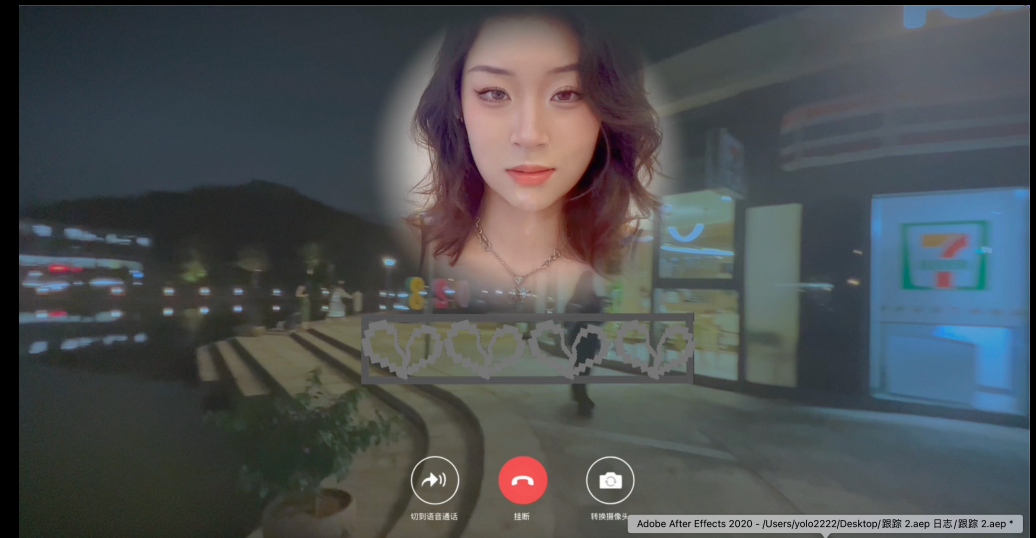
Use your favoritism net to find useful connections



Contact useful relationship-rose
Her mom is the president of poop art

Second Act

- After getting the Golden Poop artist status
- Contact Wendy for the Gold Hall artists exhibition quota
- (Use the old friendship to blackmail her)



Third Act



There are no usable connections, and people who are considered useless end up being successful.



30

·
高清



Cinematography

00:00:00



First-person game view

Handheld gimbal stabilizer

+

Cell phone wide angle shooting

3

1

0.5x

全景

人像

照片

视频

电影效果

慢动作

影



Mise-en-scène



World of favoritism debt



Highly saturated warm colors

With High Favoritism Credits friend – Positive



Cold Blue reflects Cold Society



Cyberpunk tones Favoritism network



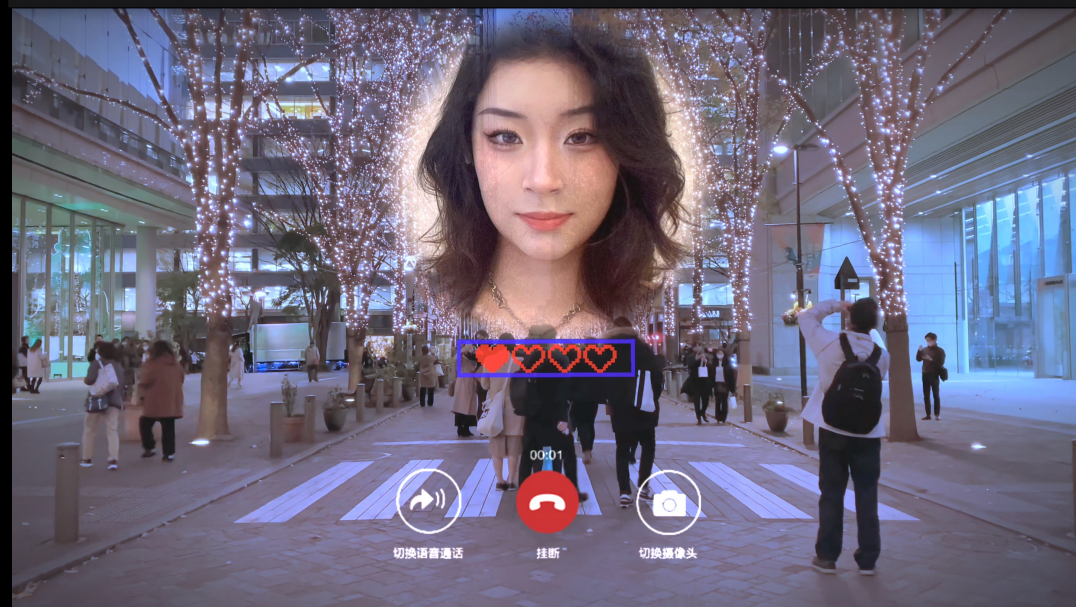
Enthusiastic humane friends
Highly saturated bright yellow

Gold NFT Certificates of Artist Associations



Lack of favoritism credits

Video Call in Extended Reality



Video calling while Walking

Transparent
Layers



Get Help +
 Not help back for long
 = Running out of Favor Credits
 = Broke relation





Golden Yellow Tone = Golden Hall + High Vanity



Positive color - contrast - climactic reversal of story



目次

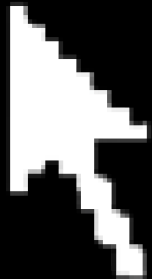
Sound and effect

8bit style

soundtrack



8-bit style is an art style or design style inspired by the graphic and audio representations of early 8-bit computers and game consoles.



AE technique

- Here we imagine a technology of the future."
- **“Brain connect reality”** technology,
- Passing advertisements can be enlarged at will, pulled to the side of the road to watch,
- We **used mapping technology** and animation technology to combine virtual images with real video



New Ugly Style Design



- Breaks away from traditional aesthetics
- Combining seemingly un-designed elements.
- It features hasty distorted typography, rough and crude imagery, and a careless design style, all of which leave a profound impression on people.



We chose the same style to make the Poster of Golden Hall

- 1. The use of strong visual impact, highlighting the dignity of the place of gold hall
- 2. Essential for successful people", these pompous promotional words explain why the main character wants to have an exhibition here, because he wants to reach the top in one step.

人情債



Favoritism Dept

THANKS

References Video

<https://www.pexels.com/zh-cn/video/6444411/>