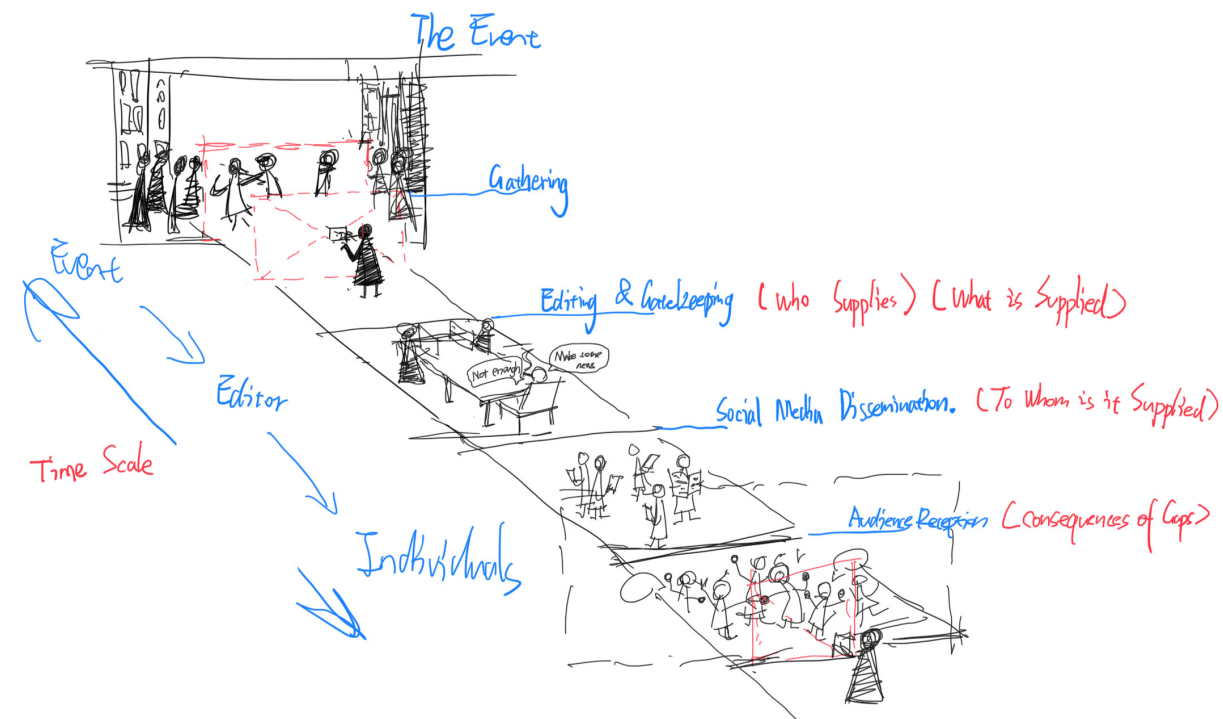# superFUTURES Project Portfolio

MA Interior Design | 2025
BAIZHEN (ISAAC) PAN

Semester 1

Semester 1

News Information Chains

Media Manipulation

House of Cards (2013)

"You don't take power. You earn it. But to earn it, you have to manipulate the truth."

The Post (2017)

Meryl Streep
Tom Hanks

A Steven Spielberg Film

The Post

"The press was to serve the governed, not the governors."

Media manipulation has a powerful influence on how people understand the world. By controlling narratives and deciding which stories to highlight or hide, it can shape public opinions and emotions.

This manipulation often serves specific goals, such as political agendas, commercial interests, or ideological biases. In politics, it can sway elections or create divisions. In advertising, it drives consumer behavior.

Delayed Information During Early COVID-19 Outbreak in Wuhan

Event in Wuhan (Stage 1)

Li Wenliang's Warning (Stage 2)

Government Denial (Stage 3)

Spring Festival Travel and the Outbreak (Stage 4)

Information gaps can impact public perception of events. Whether due to misleading news, lack of transparency, or the rapid spread on social media, these information gaps can distort public opinion and create misunderstandings about the facts.

Video

PAUSE. THINK. CHOOSE.

"IS THIS YOUR THOUGHT, OR THEIRS?"

"WHY DO YOU FEEL ALL THESE EMOTIONS?"

This film encourages viewers to reflect on the emotions triggered by news—whether anger, happiness, or anxiety—and question whether these reactions are being inßuenced by the media. It urges us to pause, think, and consider multiple perspectives before forming conclusions. By doing so, we can gain a fuller understanding of the events unfolding around us.

https://www.youtube.com/@BaizhenPan

0:44 / 2:05

Pause.Think.Choose.

Baizhen Pan
1 subscriber

Analytics   Edit video

👍 0   👎   Share   Promote   Download

Semester 2

Policy

The policy aims to reduce media manipulation and close information gaps, helping people better understand the truth and avoid conflict. An independent global organization called Prism is created, similar to Michelin. Each year, Prism secretly investigates news outlets to check their sources, verify facts, and detect emotional or false reporting.

Top-performing media outlets are awarded 1-star, 2-star, or 3-star ratings. Every outlet starts with 12 points per year. Points are deducted (3-5 points) for false reporting or emotional manipulation, depending on the severity. If an outlet loses all points, it is banned and shut down.

Global Media Integrity Policy (GMIP)

POLICY

The Prism Awards

Draft
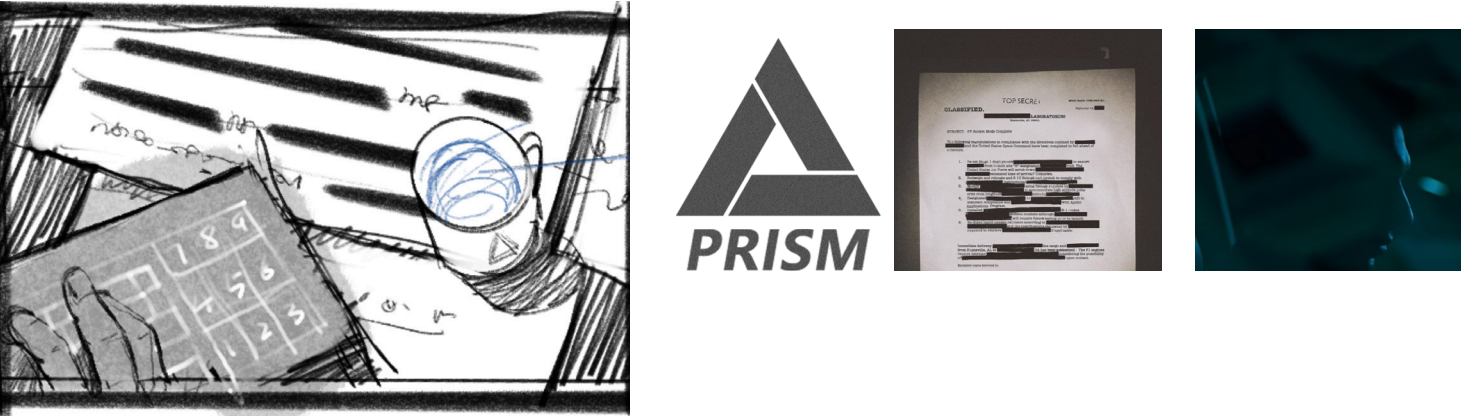
Mark is investigating an international conflict news story and discovers many inconsistencies and hidden information.
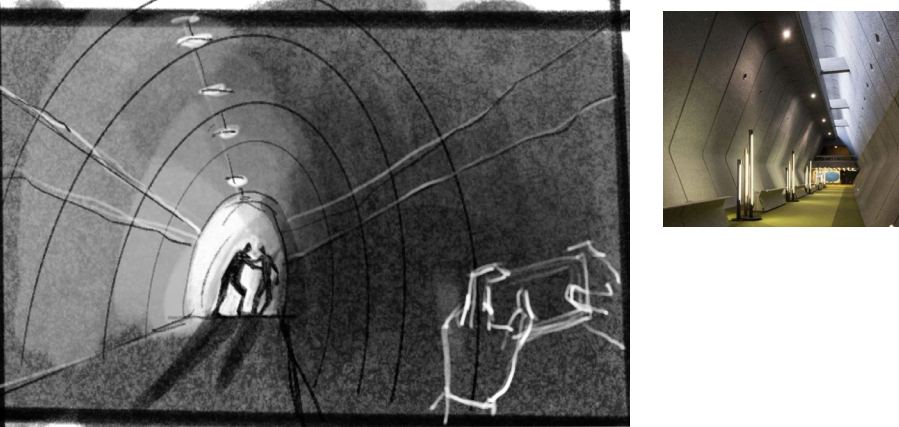
Reporter Mark sneaks into a government hospital and talks to real victims. Their stories don't match the news.Mark secretly records the interviews on his phone as evidence.

Mark is preparing to present his findings at the Prism council meeting. He has uncovered the truth behind the event, but revealing it could escalate the conflict even further. Now, he is struggling with a dilemma—should he expose the truth, or is maintaining global stability more important?

Semester 2

3x3

Trailer

https://www.youtube.com/watch?v=qO9IsZ9kycE
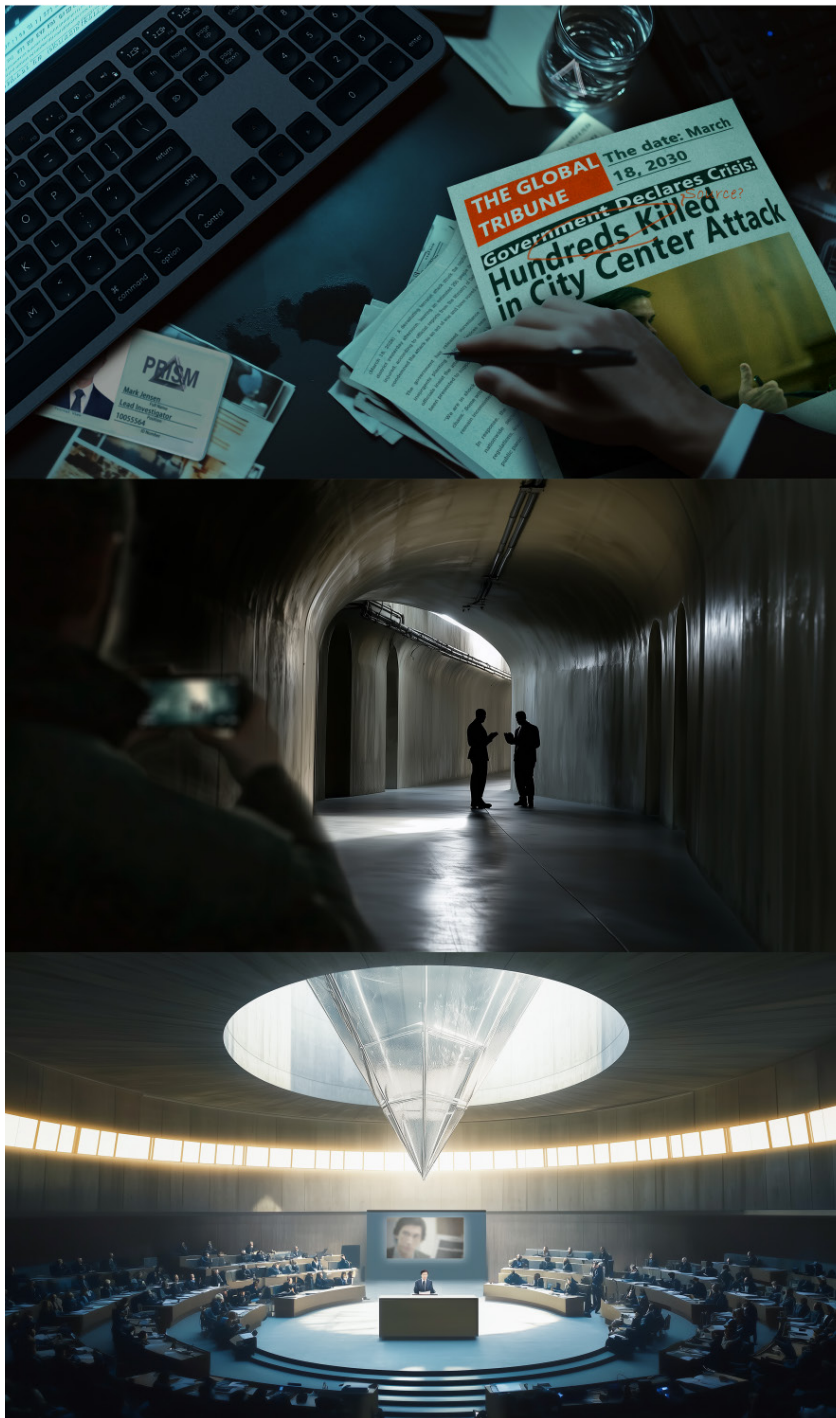
Semester 3

Information Crisis in the Real World

Facebook and Instagram get rid of fact checkers

GETTY IMAGES

BBC accuses Musk of enabling misinformation

Corporation bosses issue warning as they vow to expand controversial fact-checking unit

Craig Simpson
Arts Editor

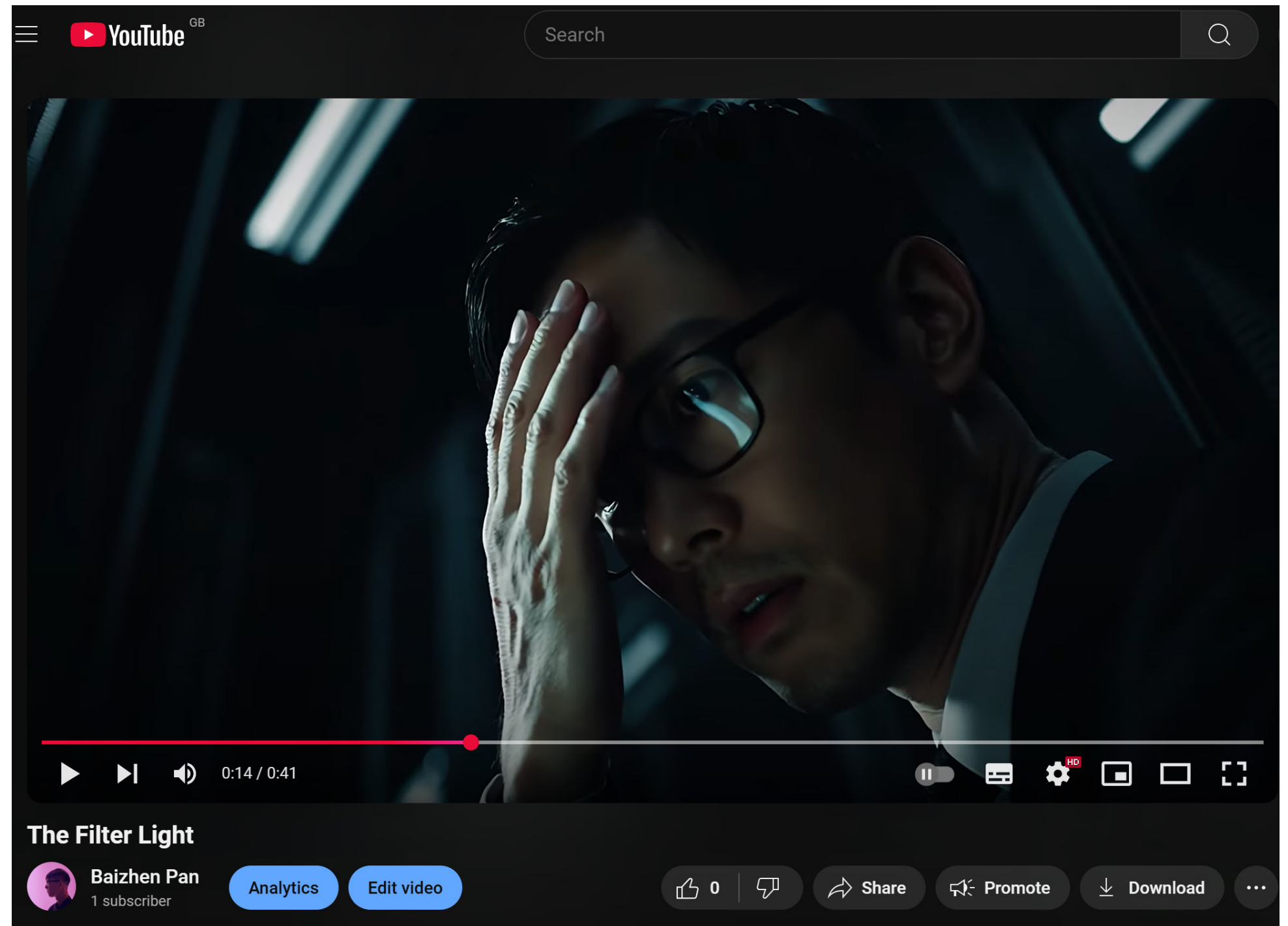**Related Topics**
BBC, Elon Musk, Social media, Tim Davie, Fake news, Meta

31 March 2025 6:44pm BST

💬 113

🎁 Gift this article free

Elon Musk's decision to relax content moderation on X was highlighted by the corporation in its annual plan Credit: Jamie Kelter Davis/ Bloomberg Finance LP

The BBC has claimed that Elon Musk's commitment to free speech on social media is enabling the spread of misinformation...

The AI fakes fuelling Trump-Zelensky row (and how to spot them)

Part of **Other Side of the Story**

🔖 Save to My Bitesize

Few things in recent times have set social media spinning quite like the row between US President Donald Trump and Ukrainian President Volodymyr Zelensky at the White House back in February. It prompted multiple false or misinformed posts which have helped to spread fake news to millions of people. Here's a rundown of some of them.

AI videos of Donald Trump and Volodymyr Zelensky

Shortly after February's meeting in the White House, the internet was flooded with fake videos of Trump and Zelensky's meeting, including one that showed Zelensky punching Trump, and another where Trump claims Zelensky bought his suit on Temu.

Artificial intelligence has improved a lot in recent times, and can look very realistic, so it's important to take a step back before sharing videos like this with your friends or family. It's a good idea to look out for any **signs that something may be artificially generated**, including:

Governments not protecting press freedom, report says

ANADOLU VIA GETTY

Gaza is one of the deadliest places in the world to be a journalist, according to Reporters Without Borders

In this age, there are significant information gaps and widespread media manipulation. **Social media** spreads misinformation, **AI** generates fake videos and images, and **governments** control and distort mainstream narratives. These factors increase conflict and misunderstanding among people, leaving the public unsure of what the truth really is.

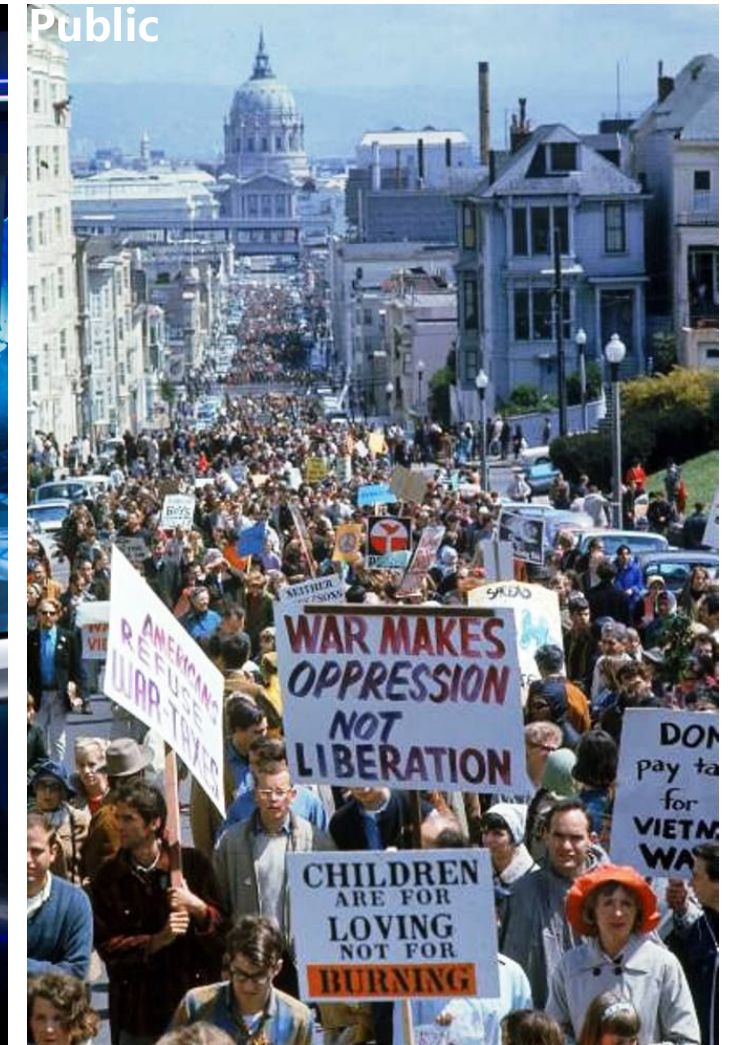# Supply Chain
-Key Roles in the Information Supply Chain

Event

Government

Media

Public

A **real-world incident** that starts the flow of information. It provides the raw facts before anyone else influences them.

Officials and **authorities** who manage or respond to events. They can provide official information or control what details are released to the public.

News outlets and **journalists** who gather and report information for the public. They act as intermediaries, turning raw events into news stories.

Everyday **people** who receive and interpret the information. They are the audience but also active participants who can share and discuss the news.

Supply Chain Landscape

Event

Gathering

Editing

Dissemination

Audience Reception

Information gaps can impact public perception of events. Whether due to misleading news, lack of transparency, or the rapid spread on social media, these information gaps can distort public opinion and create misunderstandings about the facts.

Policy

FOUNDING	GOAL	HOW IT WORKS
Proposed in 2025 at UN ethics summit	Reduce media manipulation	Outlets start with 12 points/year
By Finnish journalist-ethics scholar	Close information gaps	Prism secretly investigates outlets
Headquartered in The Hague	Prevent conflict	3–5 points deducted for manipulation
		0-point = banned, high score = ★ rating

Policy
-Prism

Ref: In 1973 The Legendary Music Album "*The Dark Side Of The Moon*" was Realeased.
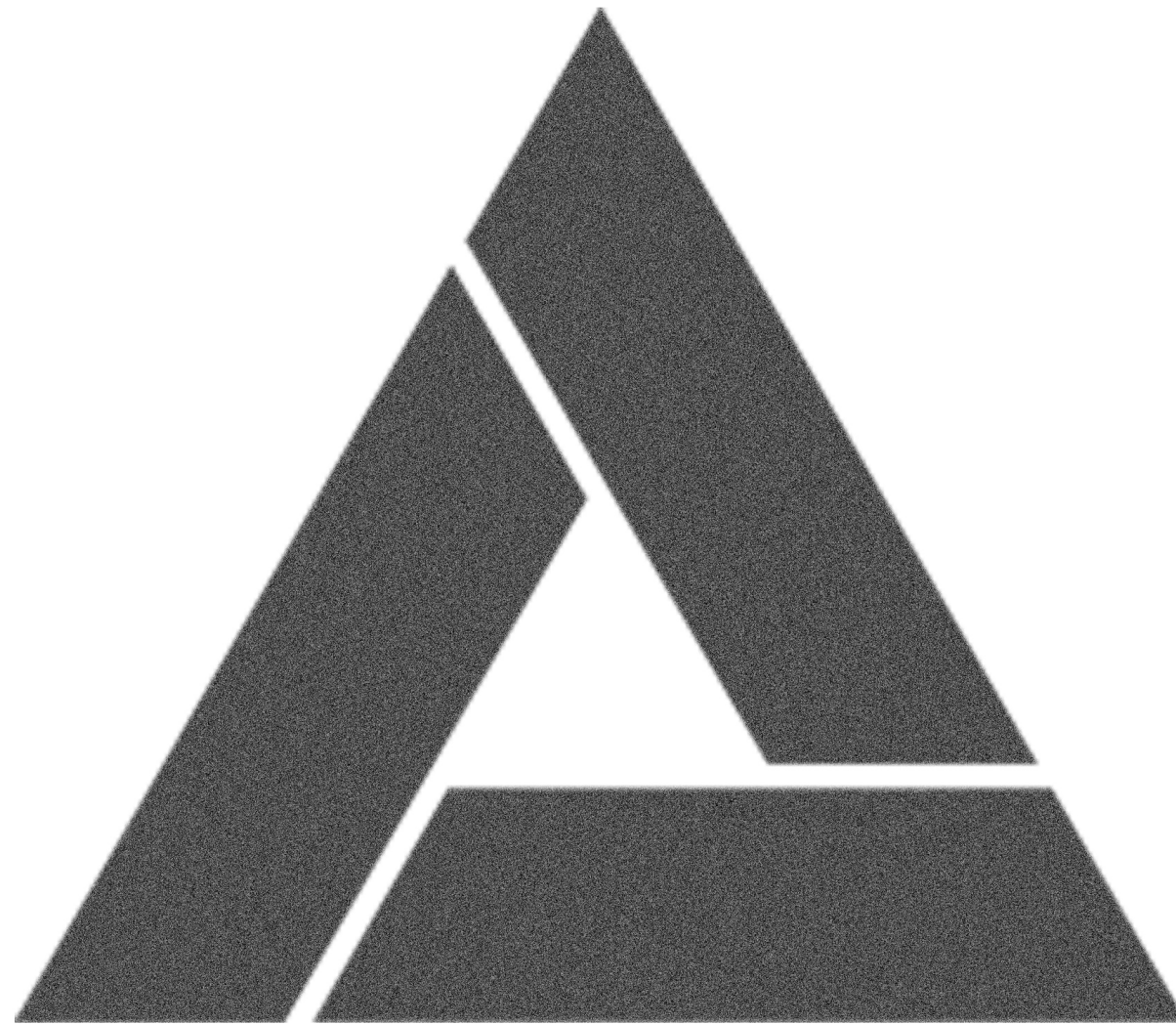
Prism represents **transparency, truth, and fairness** in journalism. Like a real prism disperses light into all its colors, Prism ensures news is presented from multiple perspectives without distortion.

Timeline

2035: Prism faces its biggest credibility crisis yet

2032: "The Information War" begins – GMIP is caught in a global crisis

2027: First major media company is banned for severe disinformation

2025: GMIP (Global Media Integrity Policy) is officially launched

World Setting

"**What if a global institution controlled media ratings — who decides what's true?**"
This led me to create "***Prism***", a fictional body that evaluates media credibility, and to write the story 《*The Filter Light*》.

• **Political**: Global power shifts, rising distrust in national media

• **Environmental**: Suppressed climate data, silenced ecological disasters

• **Technological**: AI-generated content floods the infosphere

• **Truth & Control**: No longer local — information governance is global

• **Why The Hague**: Neutral ground for global regulation, symbol of justice

Character Profiles

Each character design was developed using AI image generation(MidJourney), guided by detailed prompts based on their narrative role and personality.

Screenshots below show the creative process and prompt inputs used to visualize each protagonist.

Mark Jensen – A meticulous data analyst at Prism, loyal to the system— until the truth forces him to question everything.
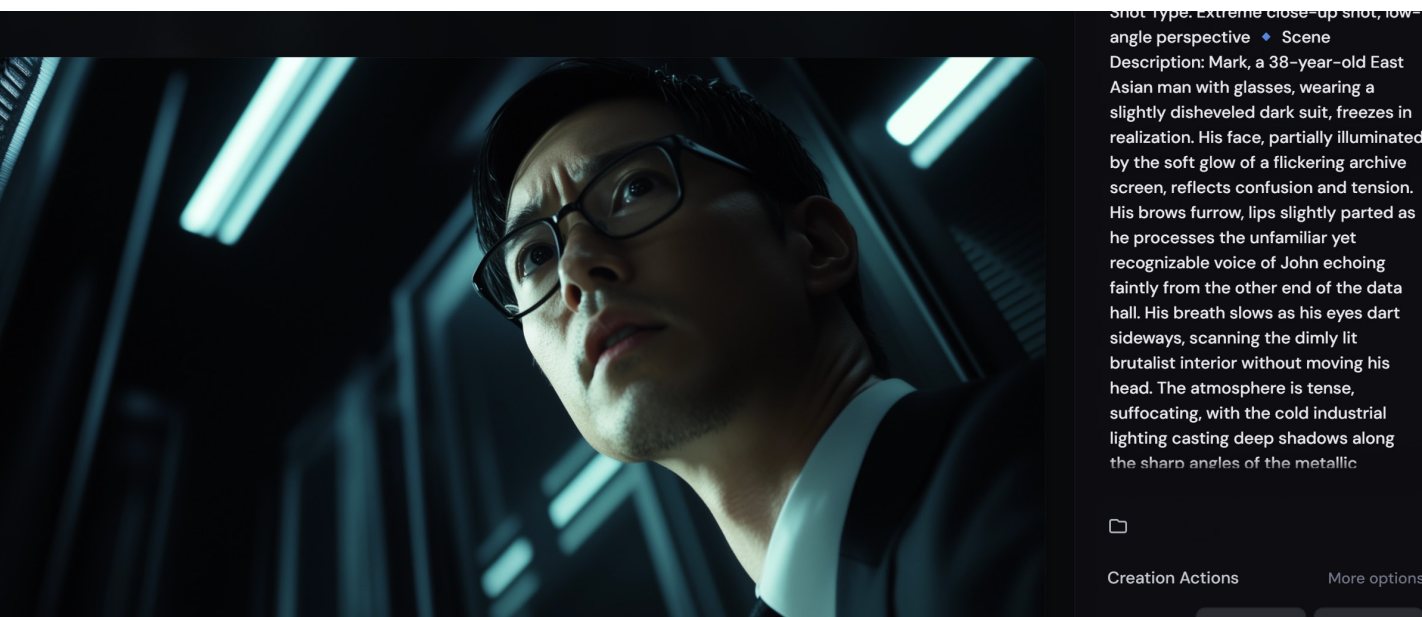
Elena Whitmore – A reform-minded executive who suspects internal corruption but struggles to prove it—until Mark's findings connect the
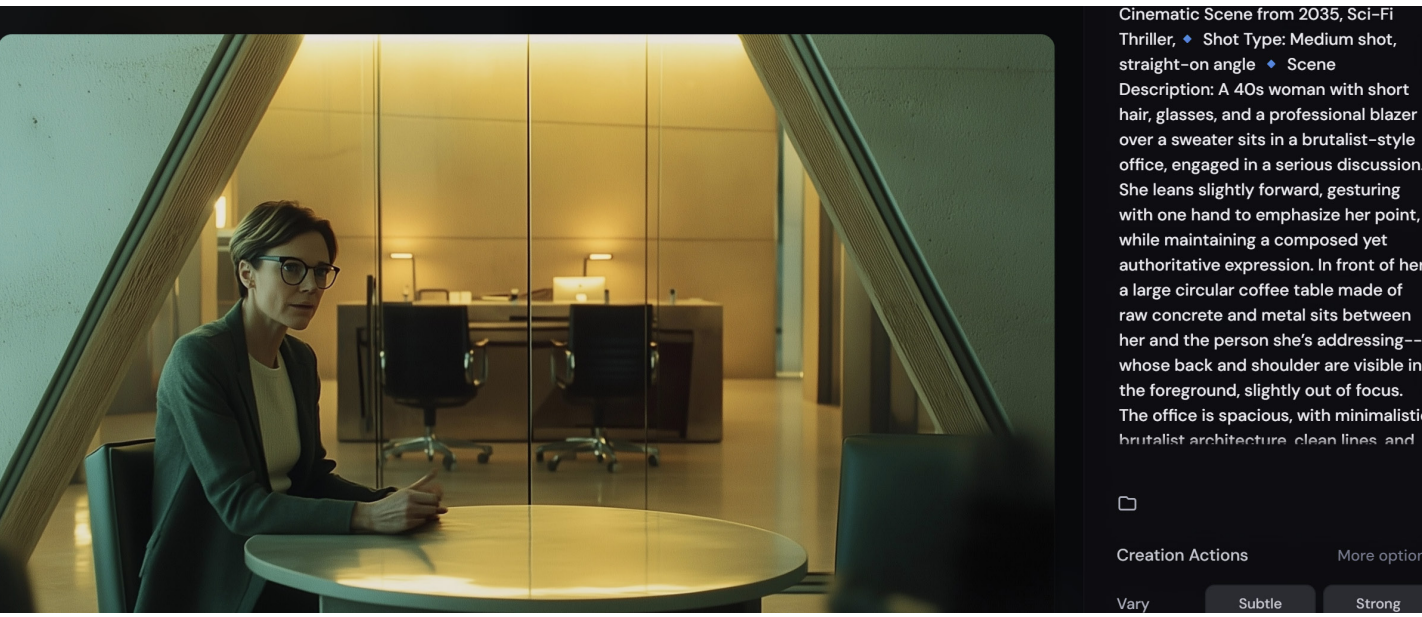
John Caldwell – The authoritative face of Prism. He believes information control is necessary to maintain global order—even at the cost of transparency.

Architecture

Reference
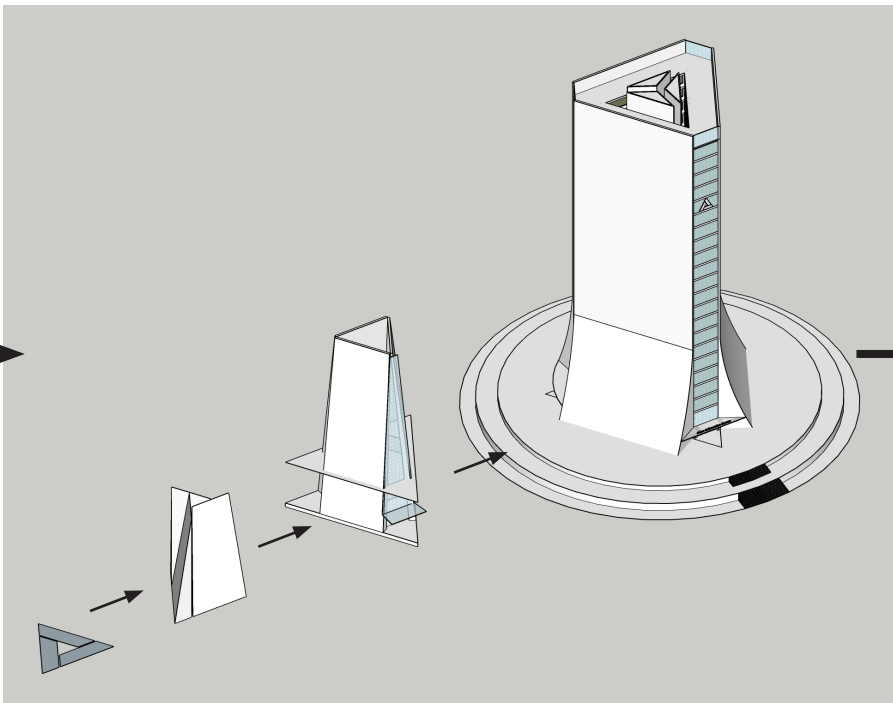
Conceptual Development
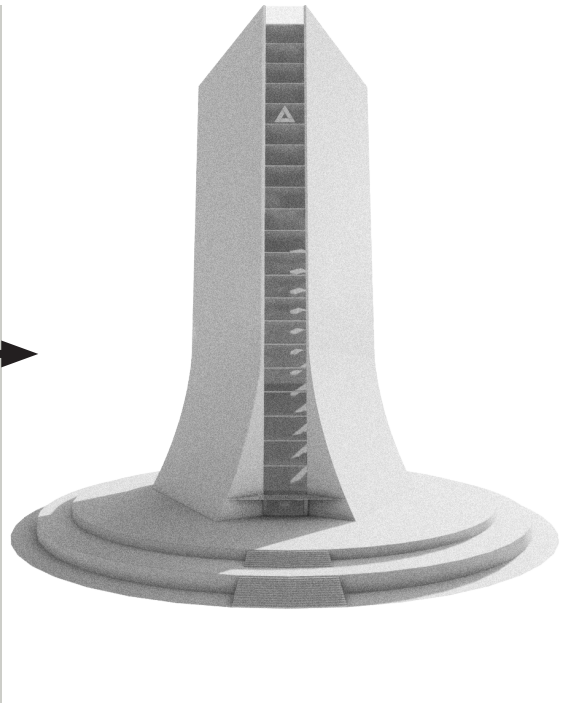
Formal Exploration
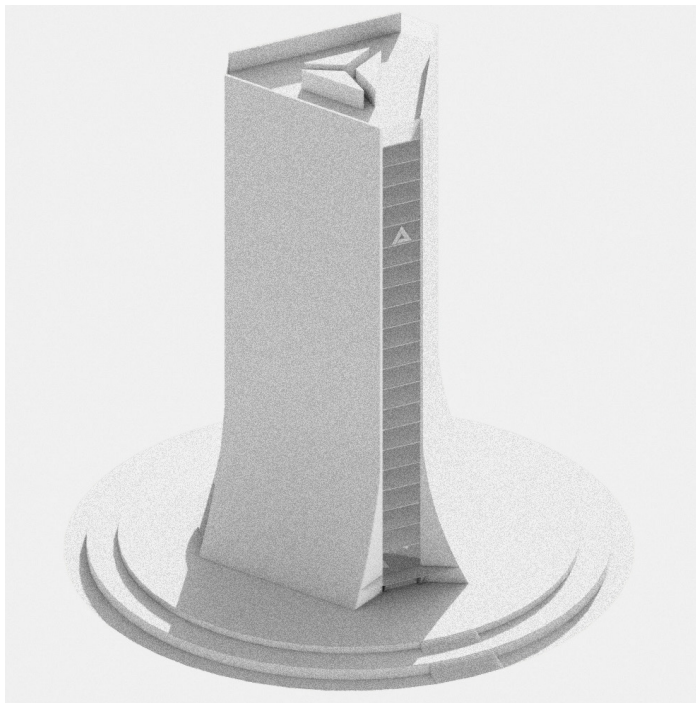
Final Visualization

Prism Information Bureau embodies **authority, timelessness, and precision** in its design. The layout follows a triangular balance, symbolizing stability and structured oversight. Its severe brutalist architecture reflects its role as a guardian of truth, while its minimalist yet imposing aesthetic ensures a neutral, institutional presence that stands beyond fleeting trends.
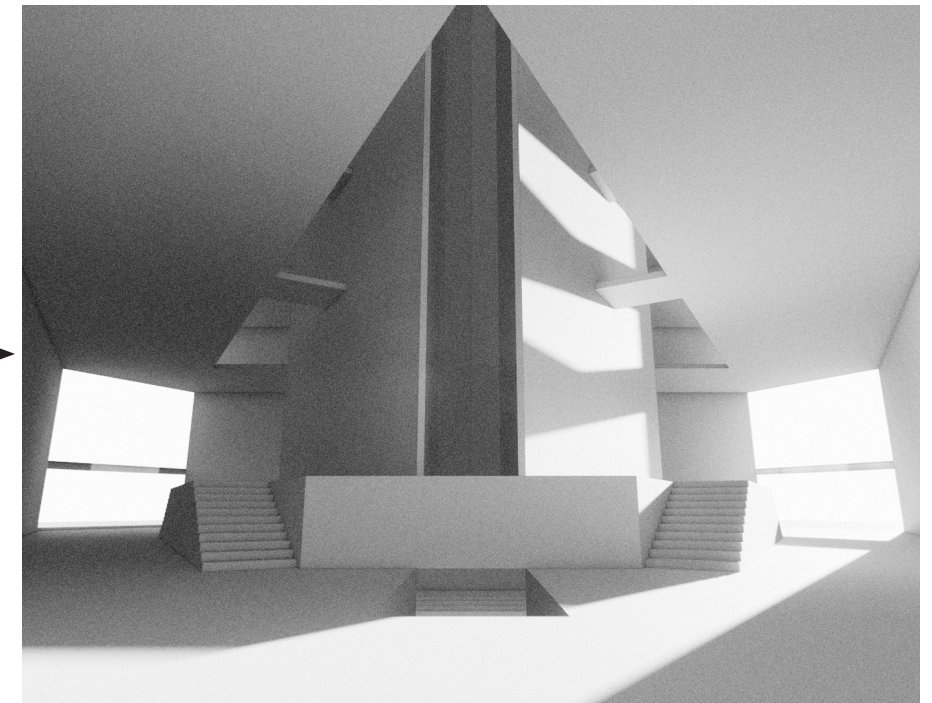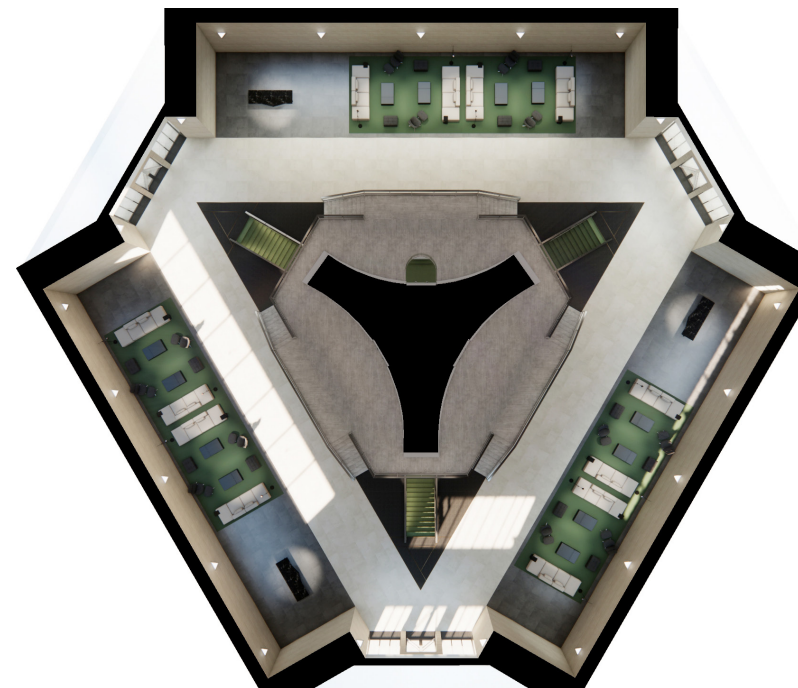
Scenography
-Main Lobby

Reference
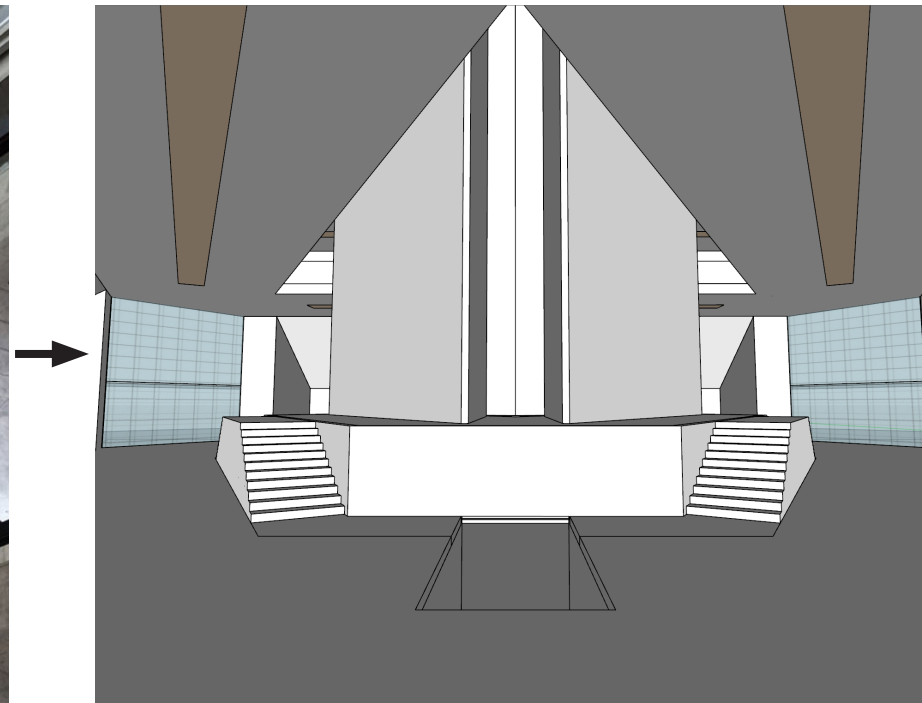
Conceptual Development

Formal Exploration

Layout

Final Visualization

The lobby is monumental yet minimalist, defined by geometric precision, clean stone surfaces, and sharp angular forms. A central descending staircase leads to a lower-level chamber—the entrance to the Prism Council, reinforcing a sense of depth, secrecy, and authority.
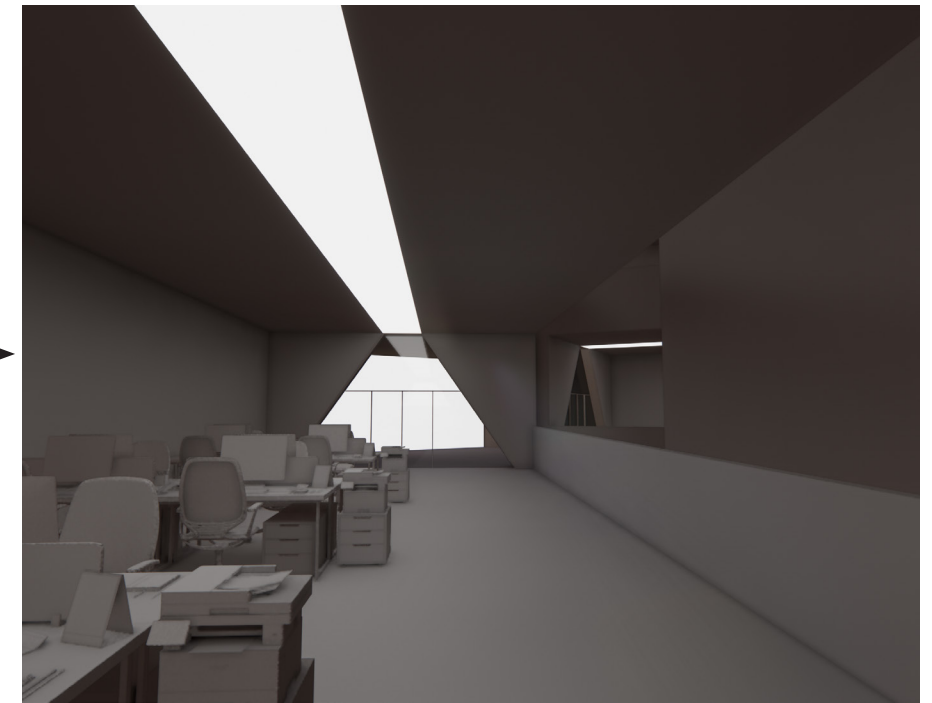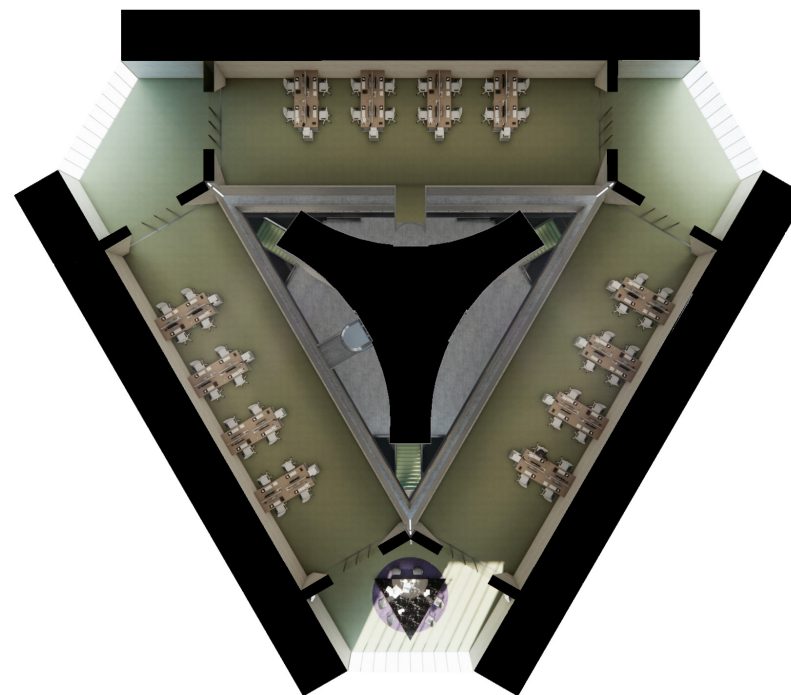
Scenography
-Prism office
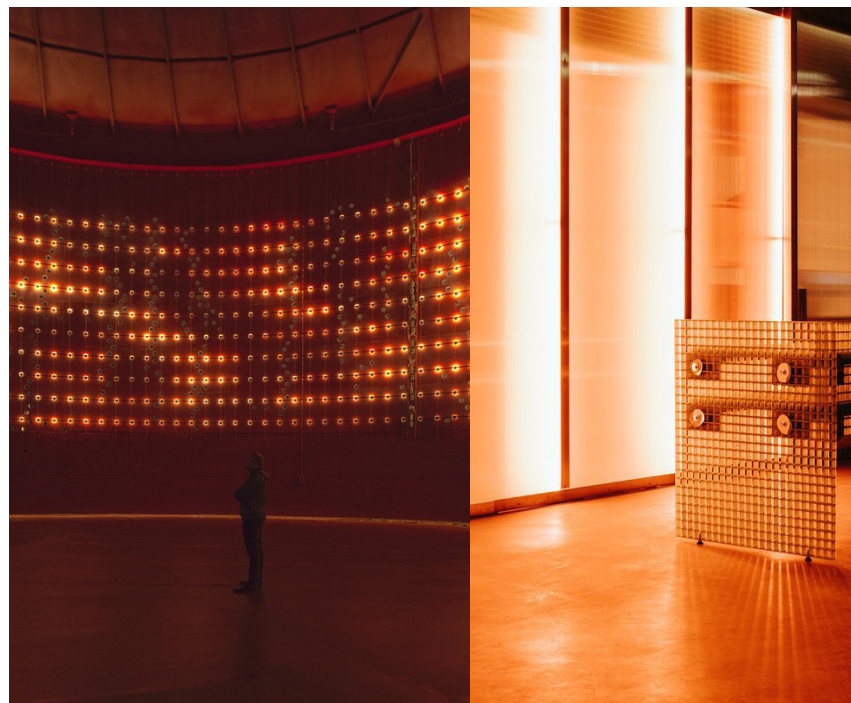

Reference
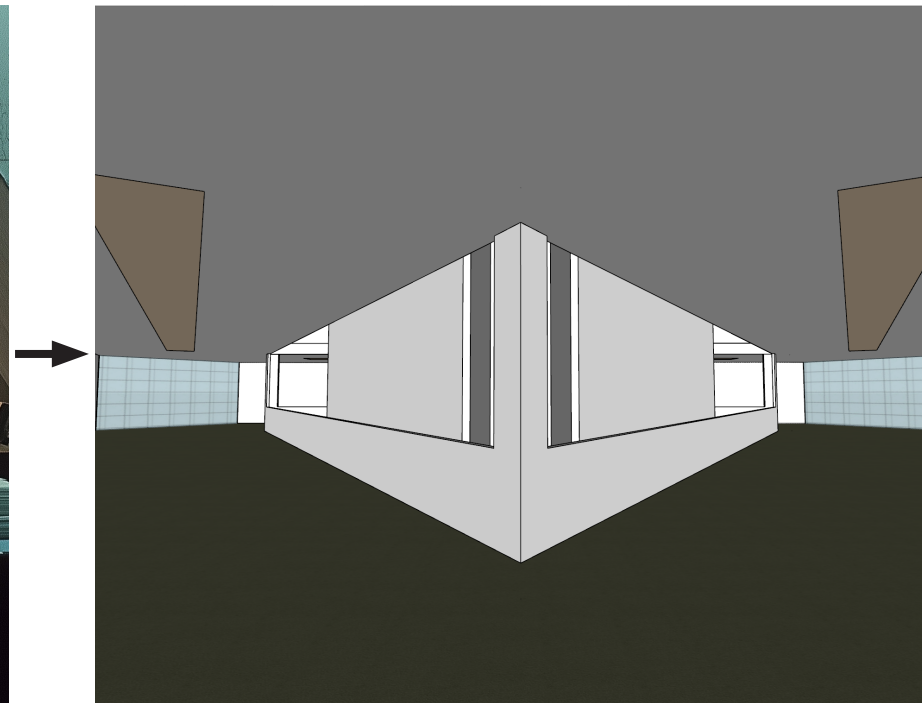
Conceptual Development

Formal Exploration
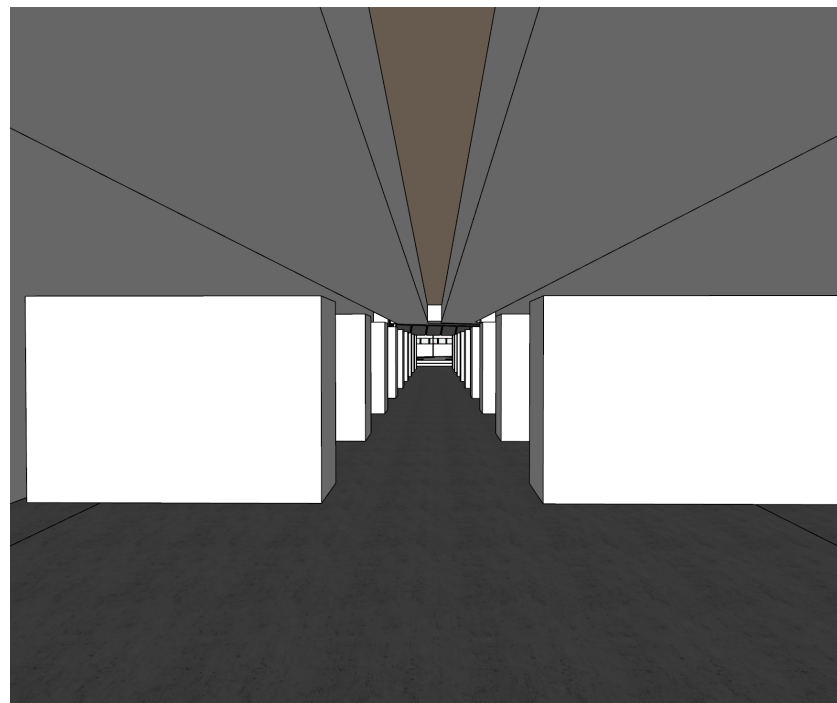

Layout

Final Visualization

The Prism Office features a brutalist yet refined design, with triangular wall structures creating a sense of order and hierarchy. The space is defined by clean geometric lines, raw concrete surfaces, and controlled lighting, reinforcing an atmosphere of discipline and authority.
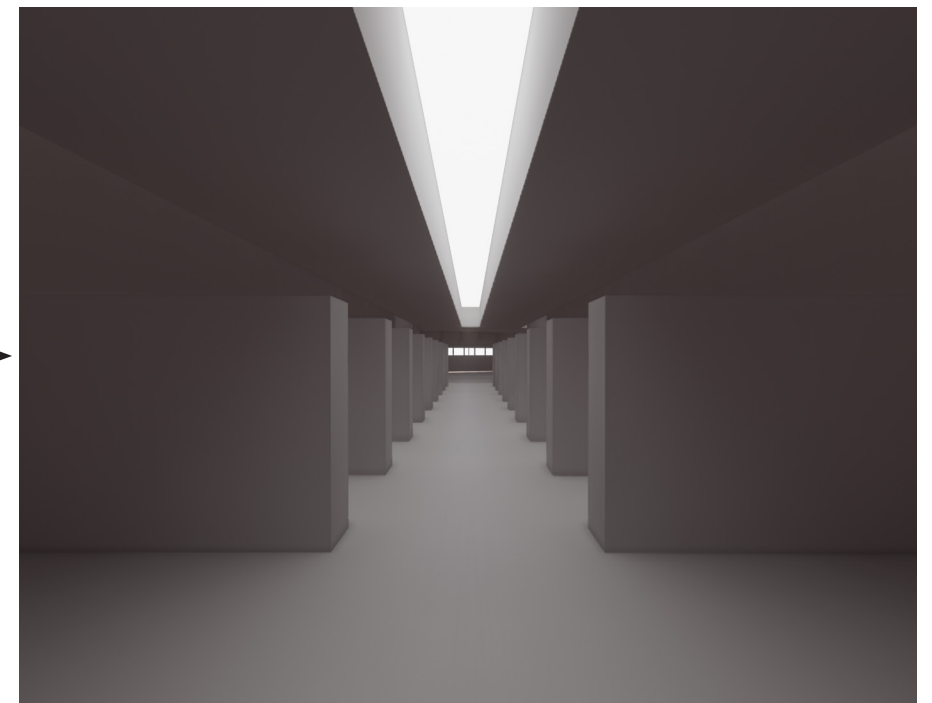
Scenography
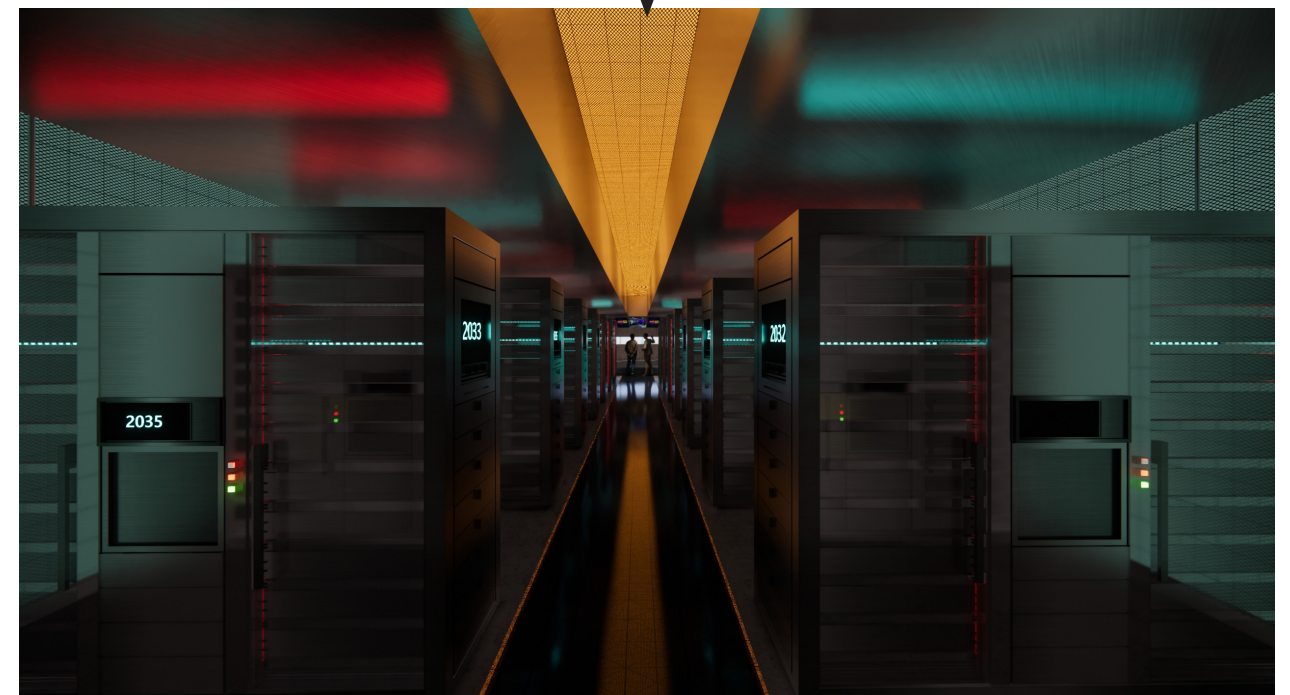**-Data Archive**

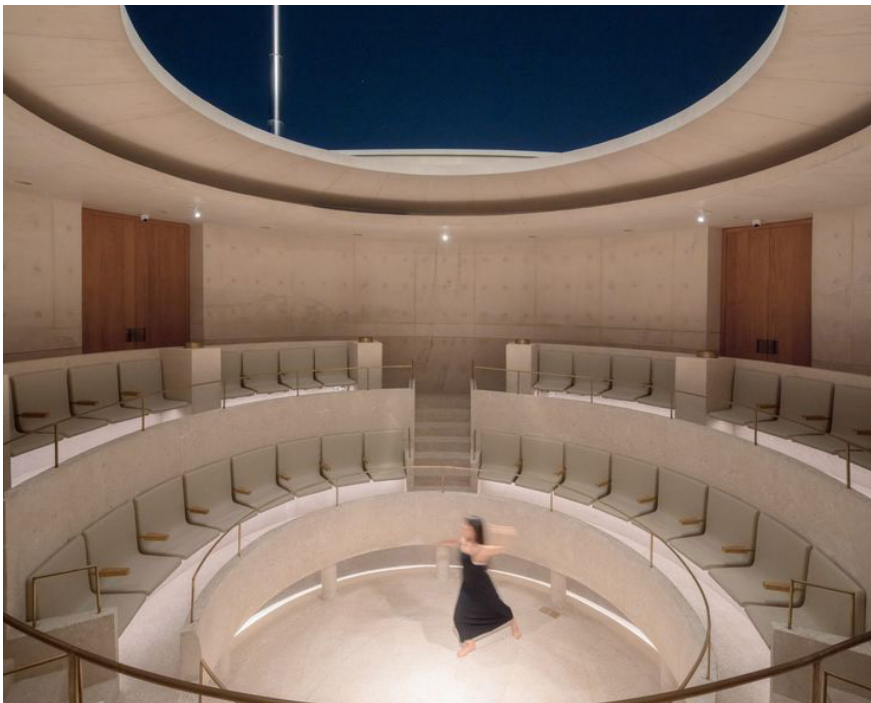Reference

Conceptual Development

Formal Exploration

Final Visualization

The Prism AI Data Archive is a retro-futuristic, functional space, lined with towering data cabinets and glowing interface panels. Muted metallic tones, dim overhead lighting, and soft mechanical hums create an atmosphere of quiet precision and controlled access.
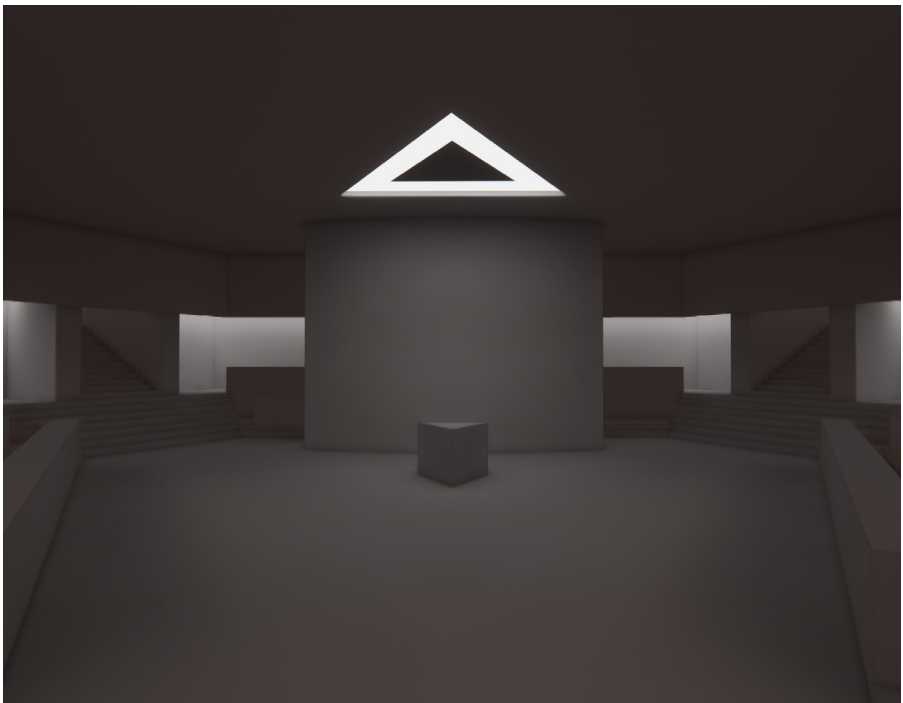
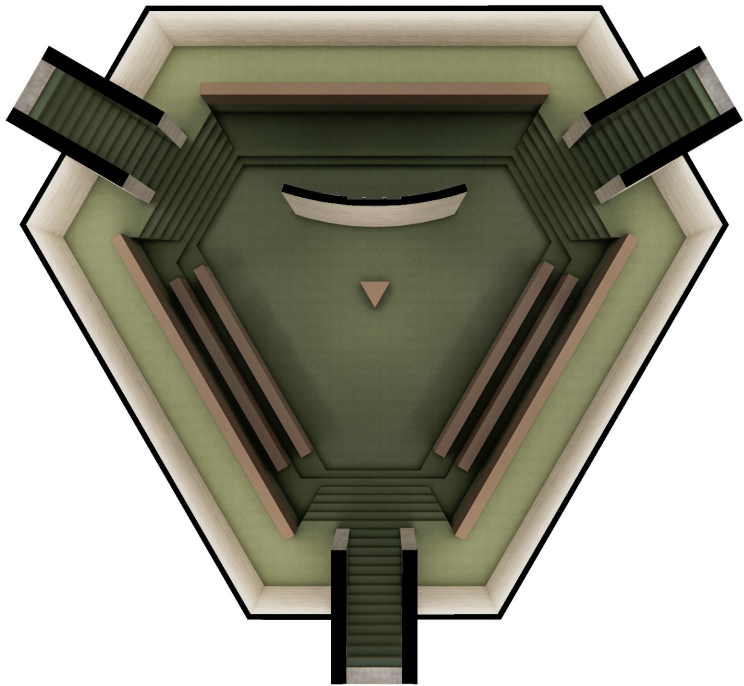# Scenography
-Council Chamber

Reference
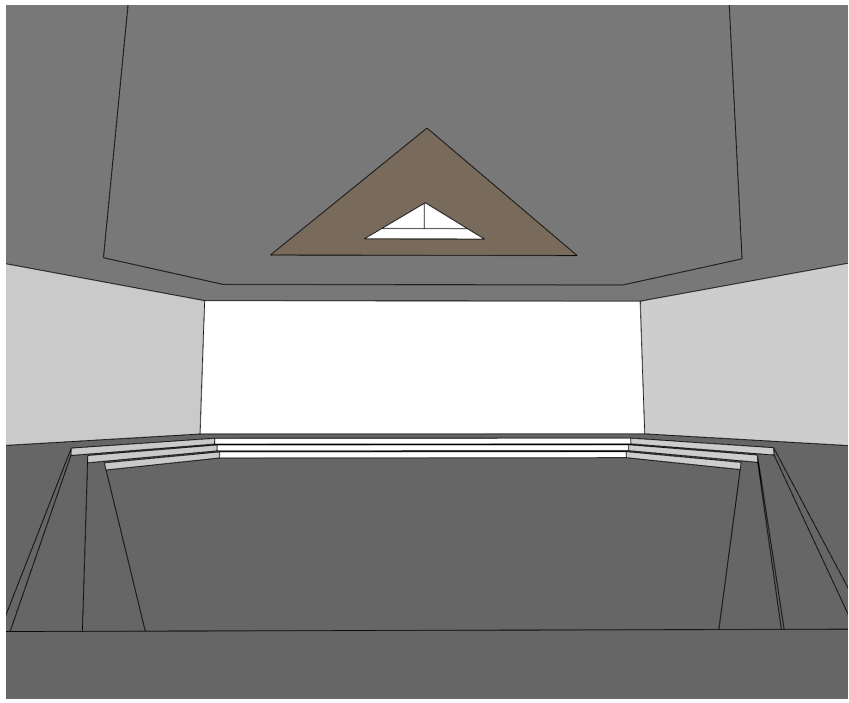
Conceptual Development

Formal Exploration

Layout

Final Visualization

The Prism Council Chamber follows a linear, hierarchical design, emphasizing order and authority. Towering brutalist walls frame the space, leading toward a central elevated podium where key decisions are made. Overhead, a suspended crystal pyramid refracts light, casting angular shadows that symbolize scrutiny and control.
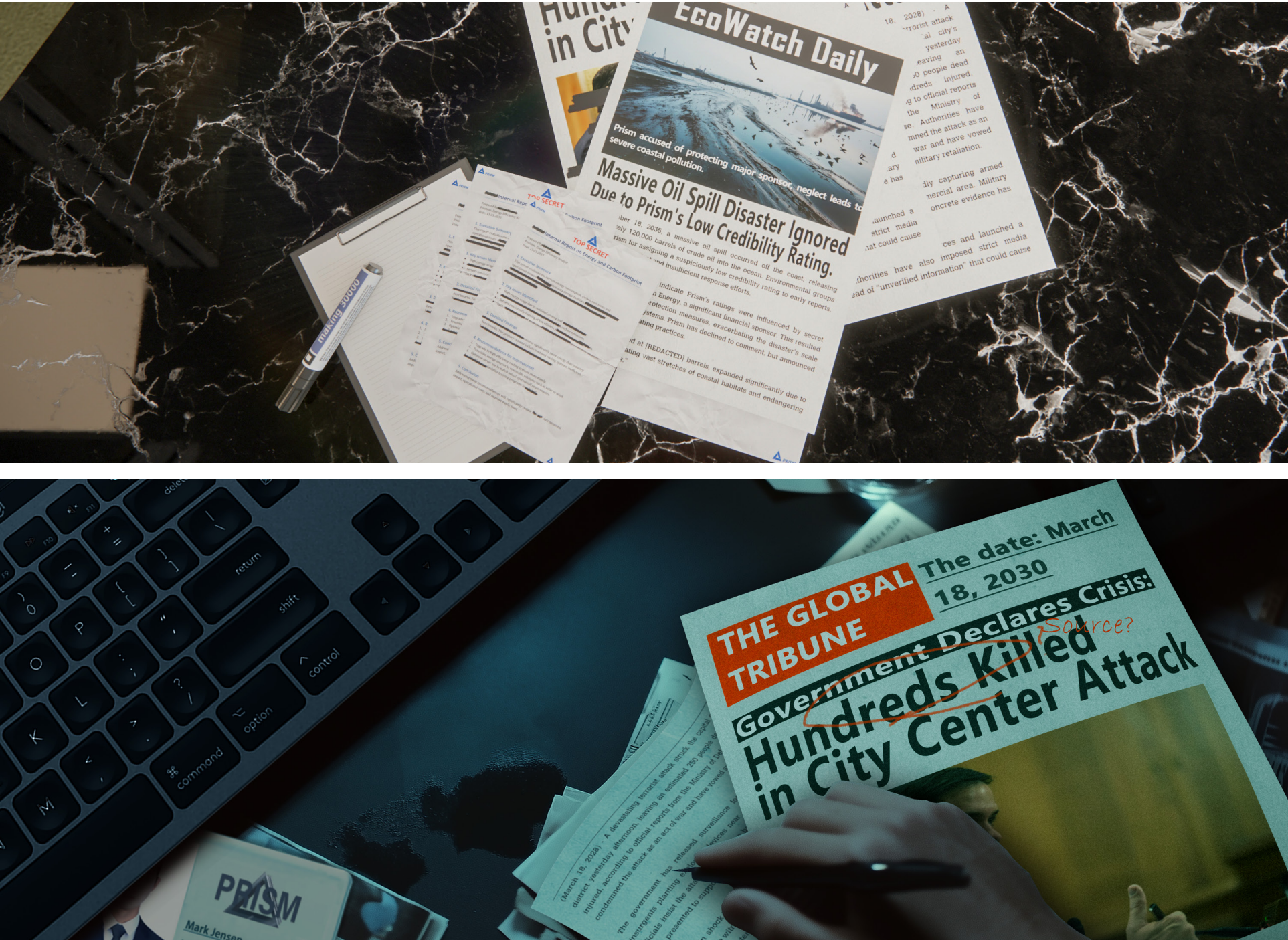
Key Props
–Badge
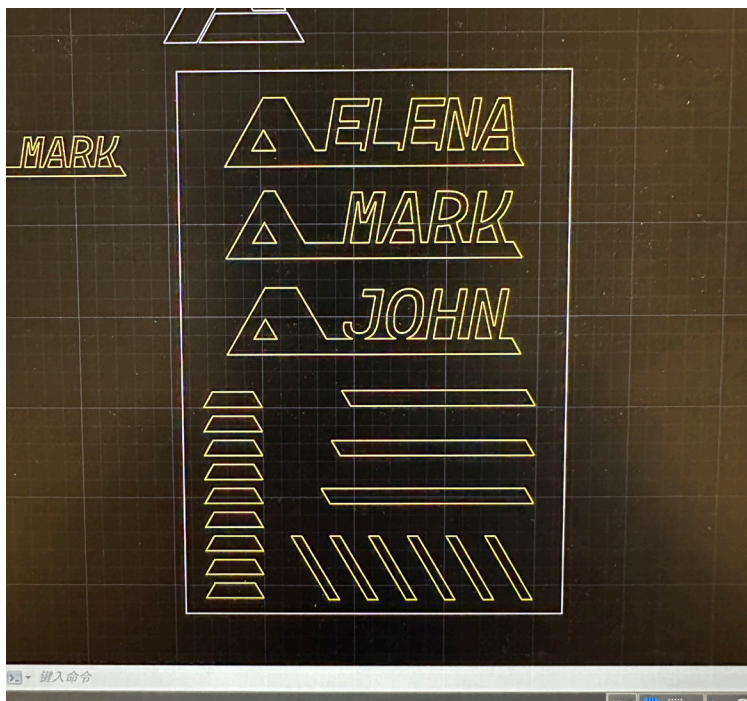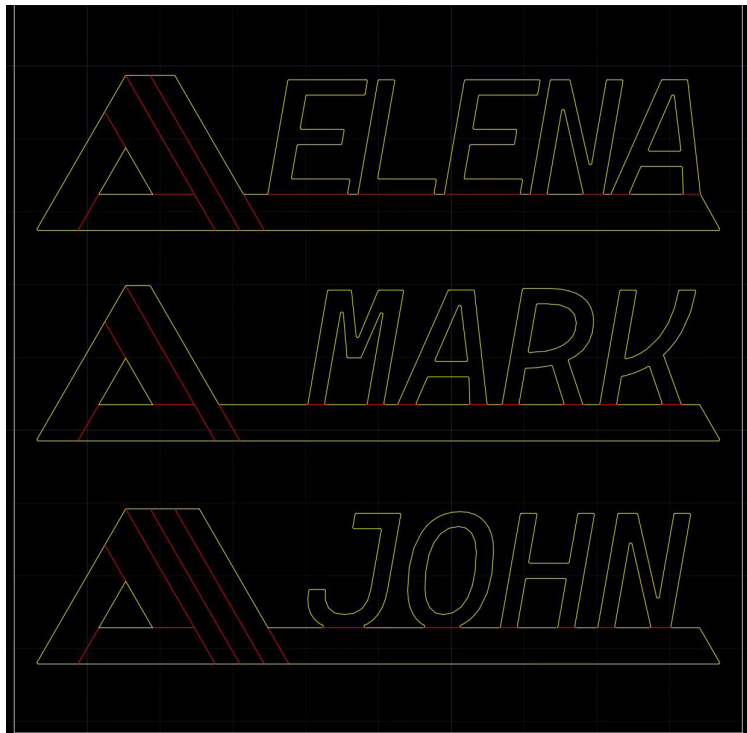
These name badges were created for the three main Council characters — Mark, Elina, and John — to visually distinguish their identities in key scenes. The process involved vector drafting in CAD, laser cutting, and material testing for finish and durability.

The props include classified reports with redacted sections and newspapers with altered headlines. Crisp paper, precise redactions, and neatly stacked documents reflect bureaucratic control and information manipulation.

Storyboard

1. The massive Prism headquarters stands tall at the center of the city plaza, a symbol of control and trust.

2. Today marks the 2035 Prism Awards ceremony and the announcement of global media ratings.

3. John, the conservative leader of Prism, steps onto the stage, announcing the latest media rankings.

4. On social media, a journalist questions why Prism downplayed a nuclear pollution incident.

5. Two hashtags trend online: #PrismTruth vs. #PrismCorrupt—public opinion is deeply divided.

6. John is seen shaking hands with a high-ranking government media representative.

7. Inside Prism's offices, the atmosphere is serious and methodical—this is where truth is supposed to be judged.

8. Mark, focused, sits at his workstation, processing an overwhelming amount of data.

9. A breaking news report is displayed on his screen: "Government officials confirm 250 deaths."

10. Mark frowns—something about the numbers doesn't add up.
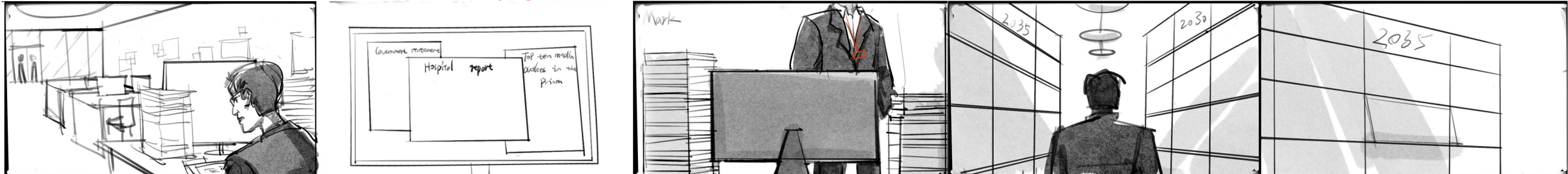
11. In the distance, John and a government official emerge from John's private office.

12. Mark cross-checks the official death toll with AI surveillance data—there's a clear mismatch.

13. Determined, Mark decides to access deeper records in the AI database.

14. He enters Prism's highly restricted data archive room, the nerve center of media regulation.

15. A close-up of the 2035 cabinet—Mark reaches for the records on the terrorist attack.
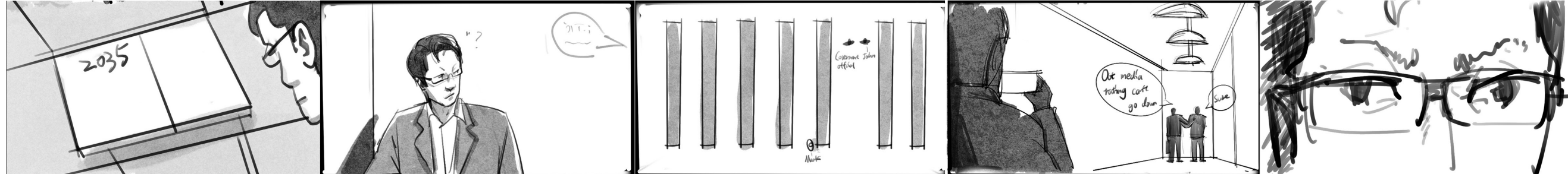
16. As he scans through massive amounts of stored data, something stands out—some news flagged as false by AI has been manually altered.

17. Suddenly, Mark hears a faint noise nearby. His posture stiffens as he realizes—he is not alone in the archive room.

18. From a top-down view, Mark cautiously maneuvers around the archive shelves, staying out of sight.

19. Peeking through the shelves, he sees John deep in conversation with a government official.

20. Mark secretly records as John agrees to manipulate media ratings. And shocked by what he just captured.

21. A sudden hand lands on his shoulder—Mark freezes.

22. He turns—it's Elena, a reformist leader within Prism. She quickly pulls him aside.

23. Elena whispers, "What you saw is just the tip of the iceberg. Prism needs to change."

24. She places confidential documents on the table—years of controversial cases and suppressed reports.

25. Just then, the office door handle turns—someone is about to enter.

Storyboard

26.John enters the room, his presence immediately shifting the atmosphere.

27.The tension between the three is palpable—an invisible battle of ideals.

28.John coldly states, "If Prism collapses, do you really think the media will be better off?"

29.Elena, frustrated, snaps back: "We cannot keep covering this up!"

30.A tense standoff—neither side is willing to back down.
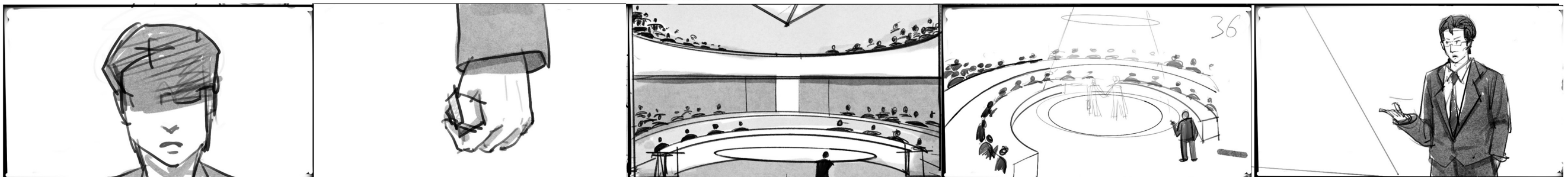
31.Mark remains silent, his belief in the institution he served for years crumbling.

32.His grip tightens around a USB drive—he knows next week's Prism council meeting will change everything.

33.Mark stands inside the grand Prism council chamber, a massive crystal pyramid hanging above.

34.Determined, he reveals the truth, using projection technology to display the video of John's secret deal with the government.

35.One by one, Mark exposes Prism's crimes—from covering up the terrorist attack to its AI system's enormous carbon emissions.

36.The council meeting is being broadcast live to the world.

37.Outside Prism headquarters, a growing crowd gathers—some in protest, some in support.

38.Inside, heated discussions erupt among council members and journalists.

39.Suddenly, the live broadcast flickers—interference disrupts the stream.

40. The screen distorts, and the words "FAKE" repeatedly flash over Mark's footage.


41 Mark's microphone is abruptly cut off—John has orchestrated this.

42.He accuses Mark of personal bias, claiming the "evidence" is fabricated to dismantle Prism's authority.

43. Elena realizes this is a well-planned takedown by Prism's conservative leadership—she can do nothing.

44.The meeting concludes. With no "valid" evidence, Mark is officially dismissed and placed under investigation.

45.Mark walks out of Prism's towering headquarters, his figure dwarfed by its sheer scale.

46.Journalists and protesters surround him—some hail him as a hero, others condemn him as a traitor.

47.Inside a dimly lit Prism office, an unknown figure watches the scene below, sipping tea.

48.smirk.

Cinematic Moments
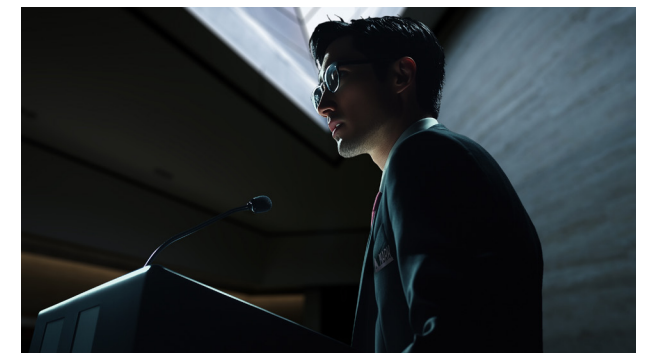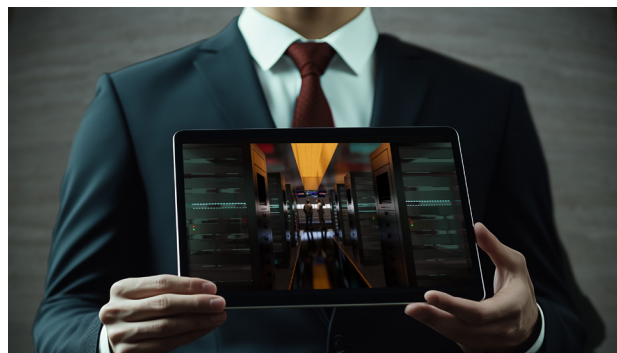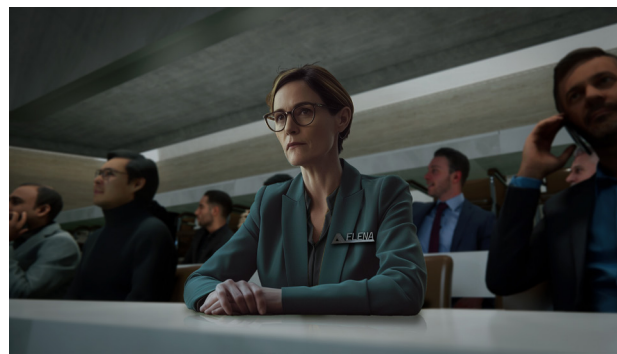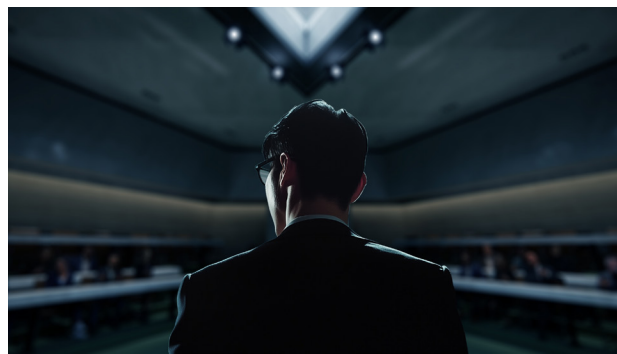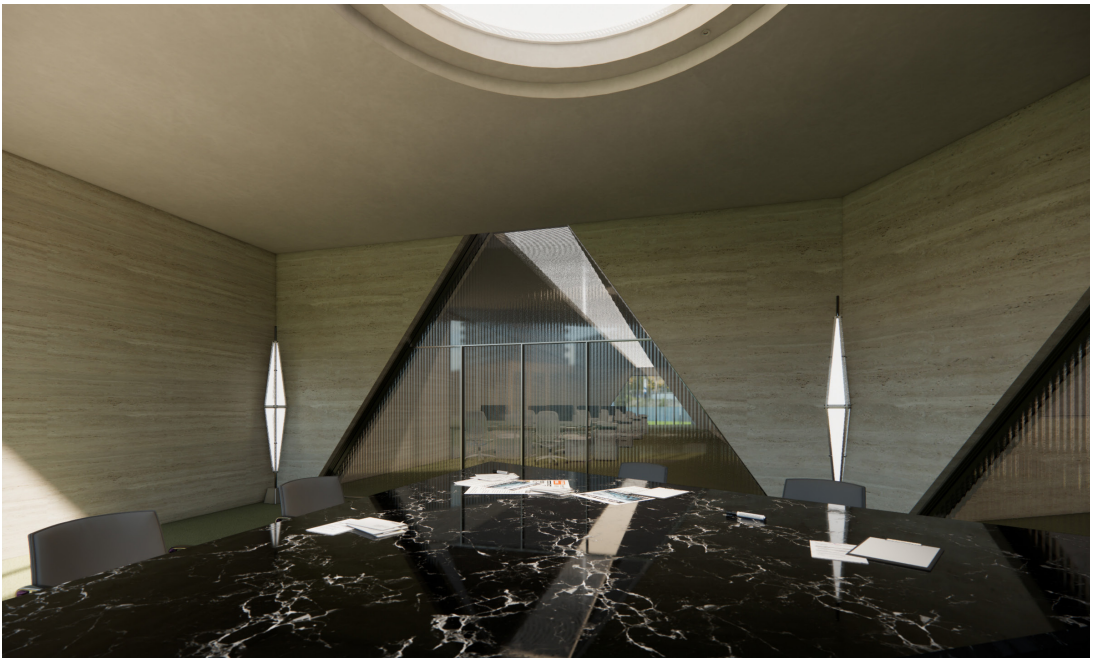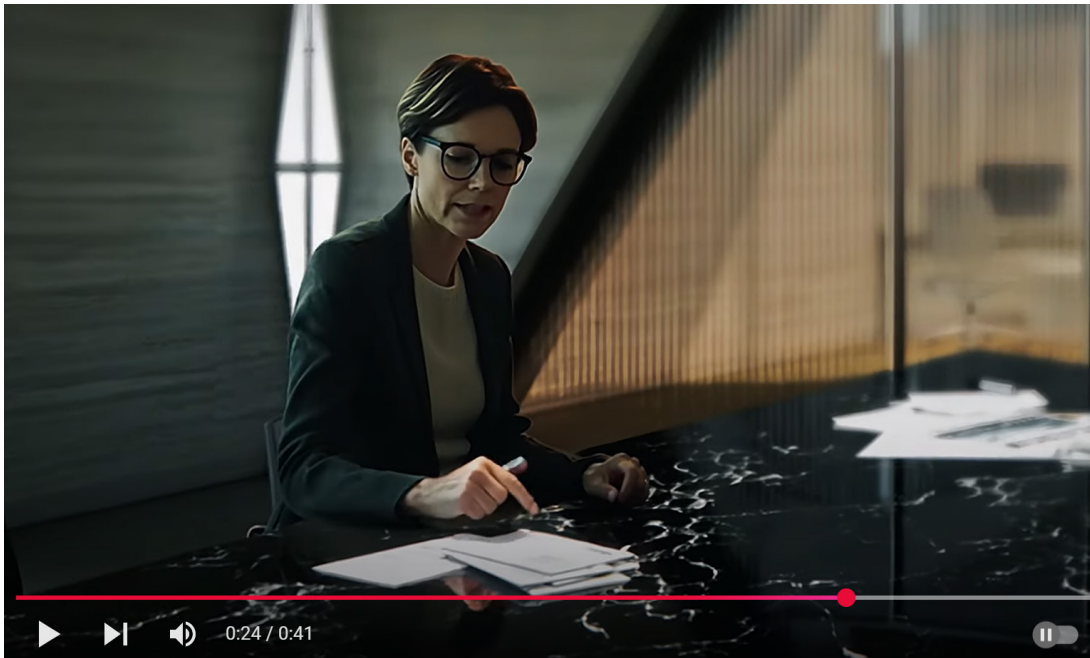
Visual Development

Generated by Midjourney

Cut out in Photoshop

Composited in Photoshop

Modeled in SketchUp & Rendered with Enscape

Generated by kling

Voice Syncing Process
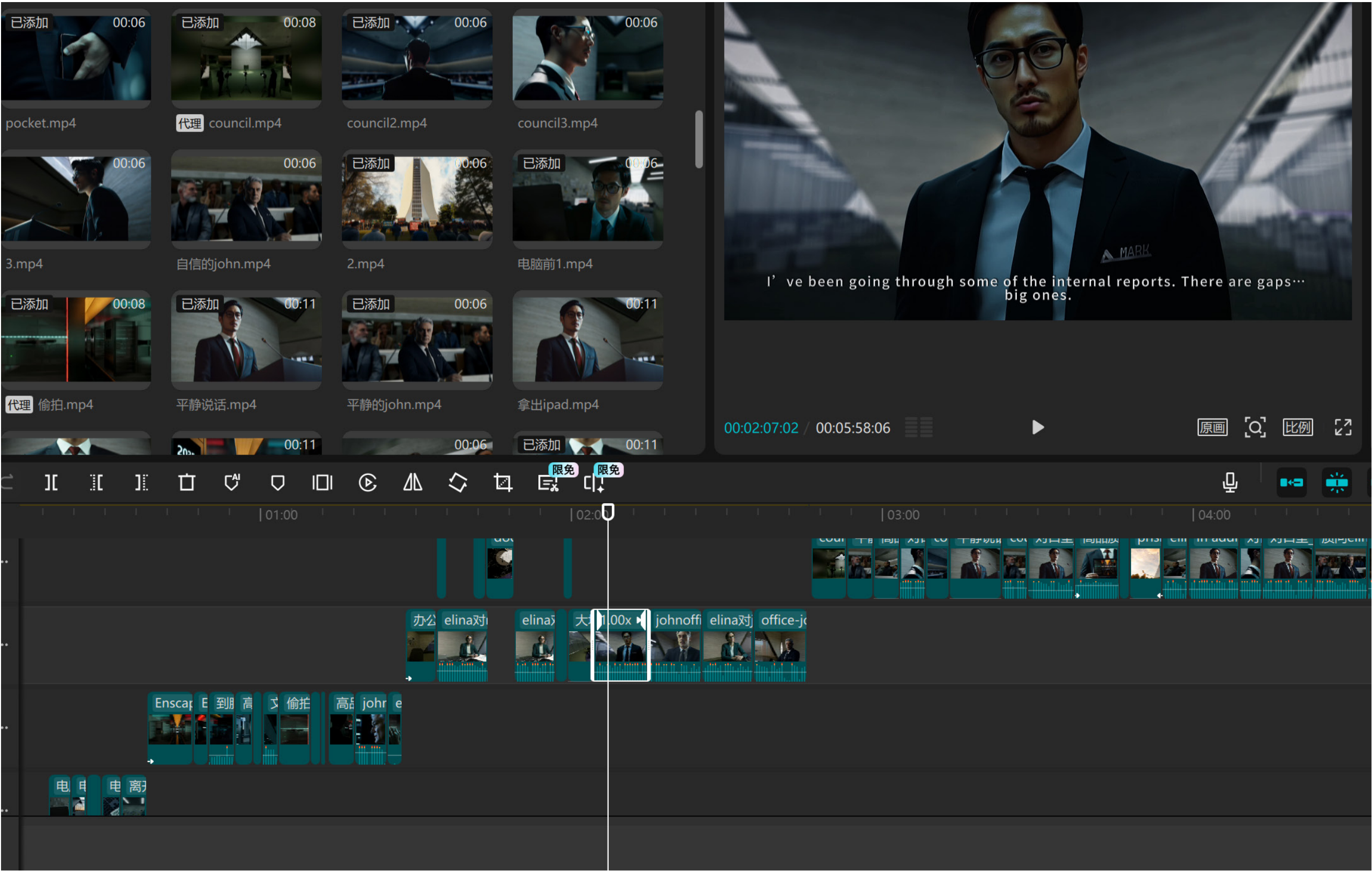

This page documents the process of syncing recorded voiceovers with character animations using AI tools. Audio clips were tested and refined to match lip movements accurately, ensuring expressive and believable delivery in key scenes.
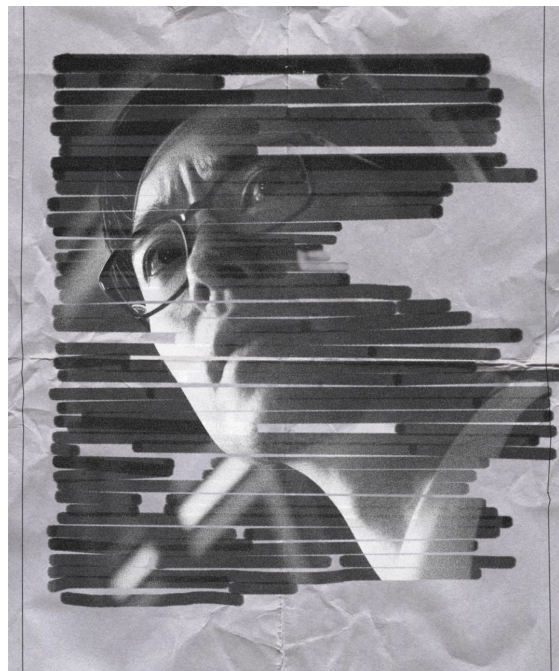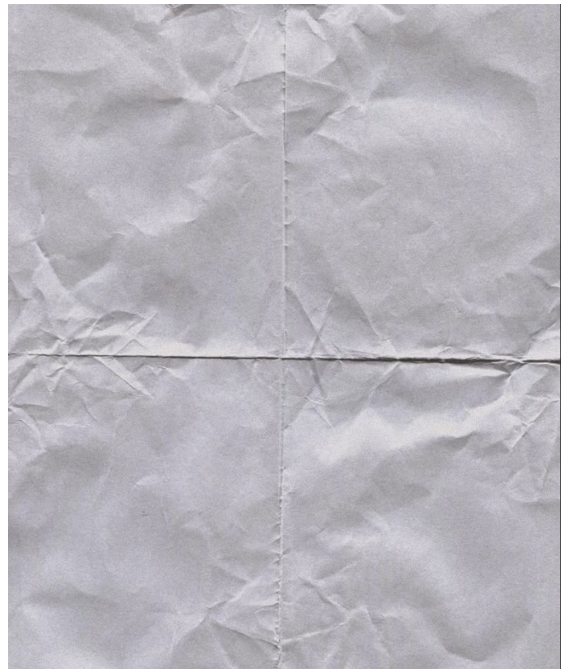
Video Editing Process

This page documents the video editing workflow using CapCut. The timeline shows how scenes, voiceovers, subtitles, and transitions were layered to construct the final narrative. Footage was arranged with precision to maintain pacing, tone, and coherence throughout the film.
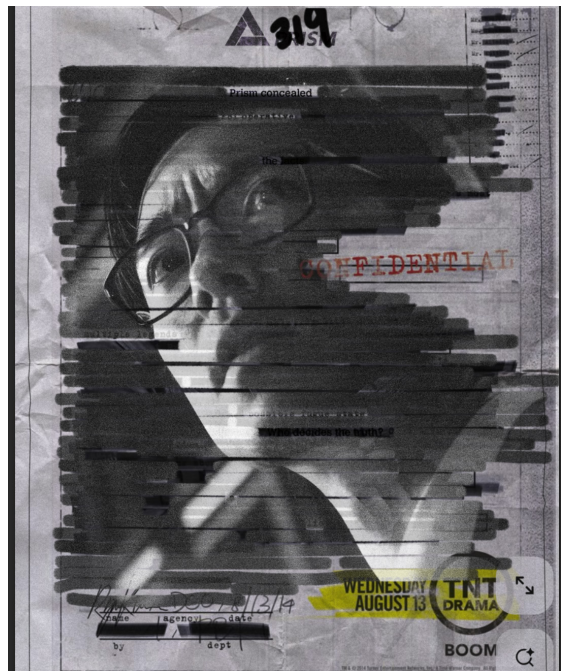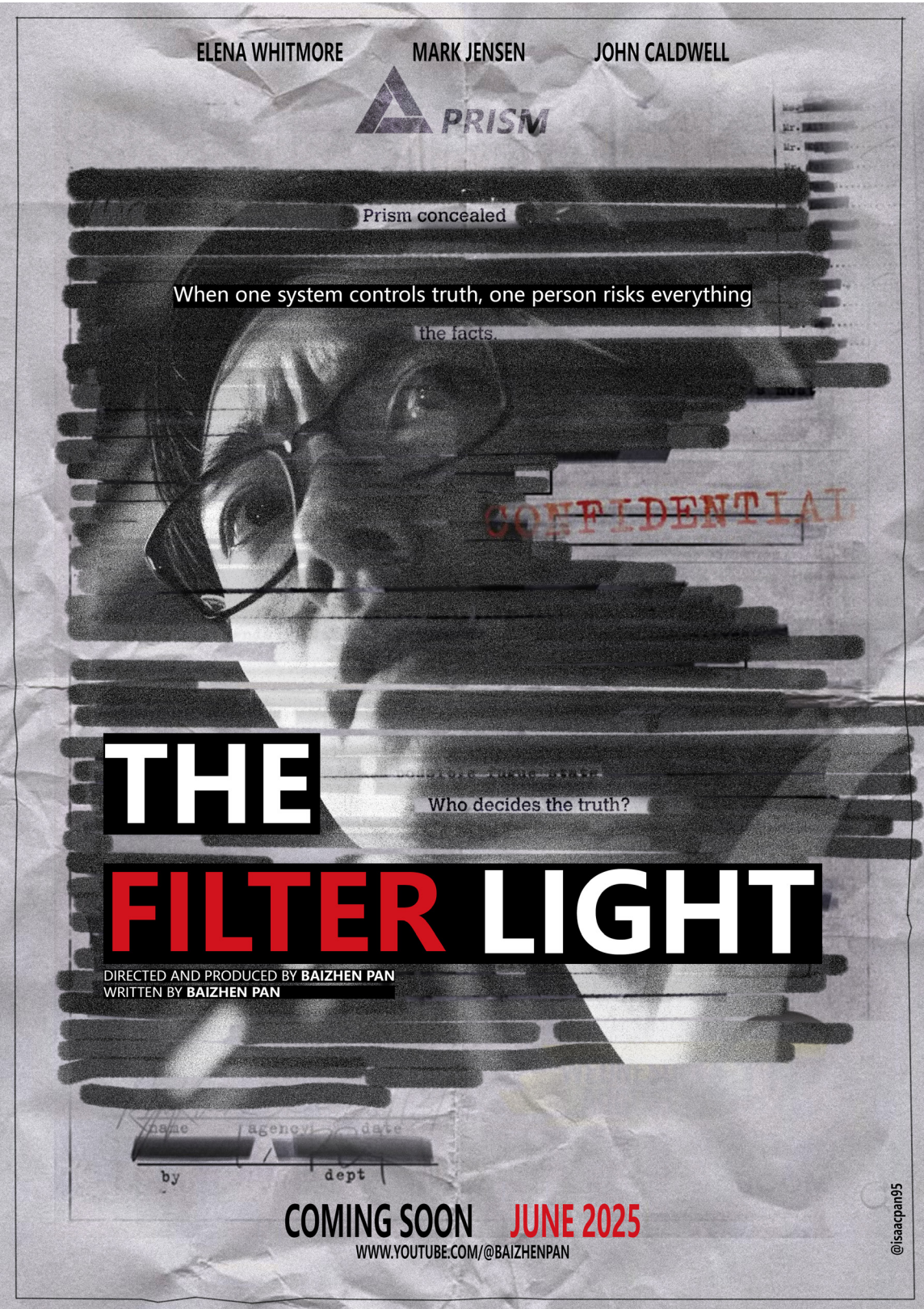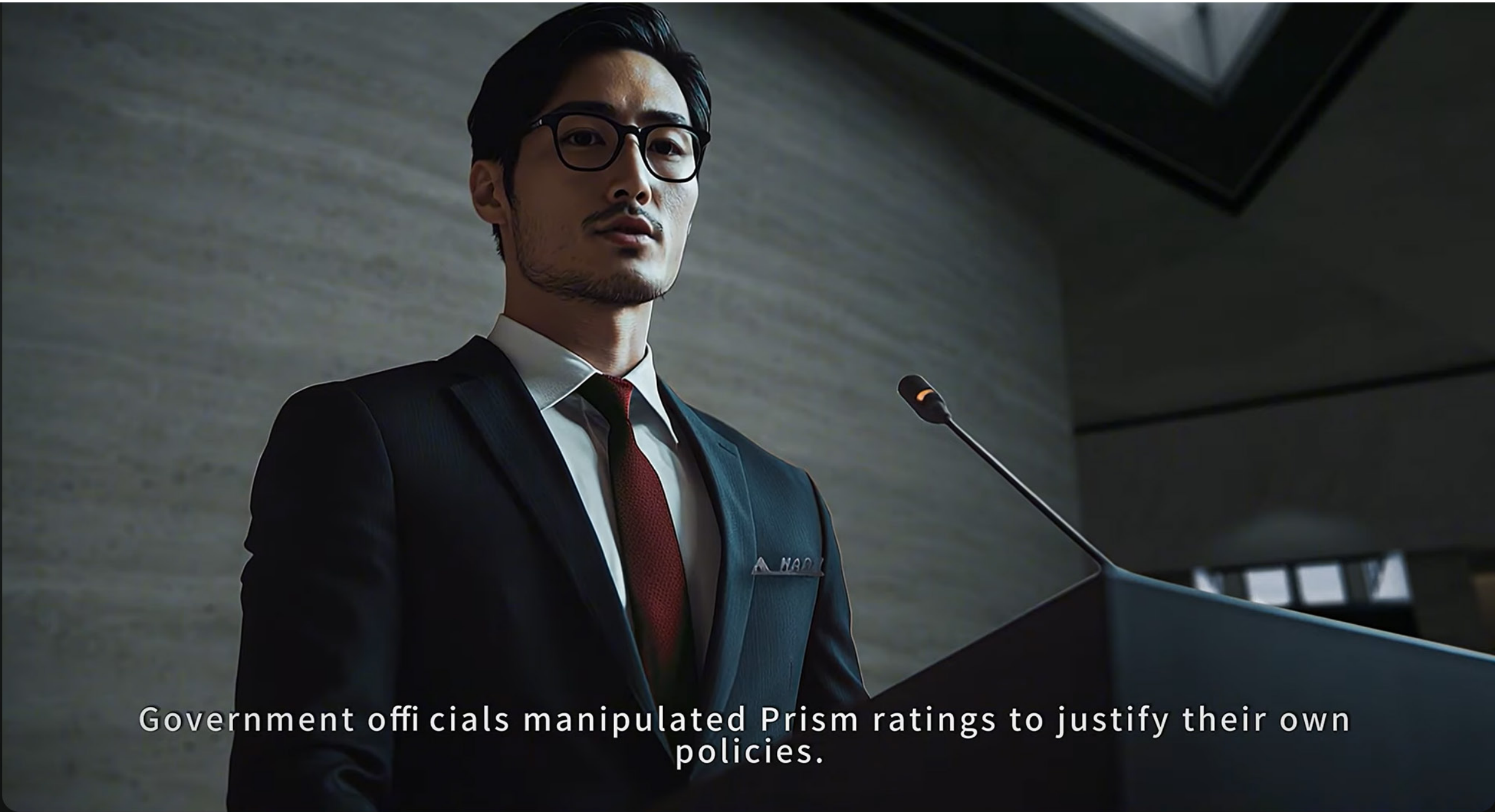
Poster Design

This page shows the step-by-step process of creating the official poster for The Filter Light. Starting with a portrait of the main character, I layered it with a scanned crumpled paper texture to create a raw and classified-document feel. The redacted visual treatment and stamped typography reference government secrecy and censorship, reflecting the core themes of the film. The design evolved through several iterations, with attention to contrast, typography, and narrative symbolism.

Film

https://www.youtube.com/watch?v=A3UpHwTufck

Government offi cials manipulated Prism ratings to justify their own policies.

THE FILTER LIGHT

Baizhen Pan
1 subscriber

Analytics Edit video

👍 0 👎 ↗ Share 📢 Promote ⬇ Download •••

In 2035, where the global media watchdog Prism controls truth through ratings, one man dares to expose its buried lies   — and faces the consequences of challenging the system.

Reflection & Next Steps

This short film was a personal challenge—I completed it independently, combining AI tools with my understanding of cinematic language and spatial aesthetics.The hardest part was directing AI-generated expressions and actions, but I learned to write precise prompts to guide the result.

Through this process, I gained confidence in using AI creatively and learned how to communicate complex topics more clearly.More than proving a truth, my goal was to remind people to look from multiple angles and not be controlled by media or emotion.

This was a final student work. Moving forward, I'll continue in spatial design, possibly exploring film or stage environments where space tells a story.