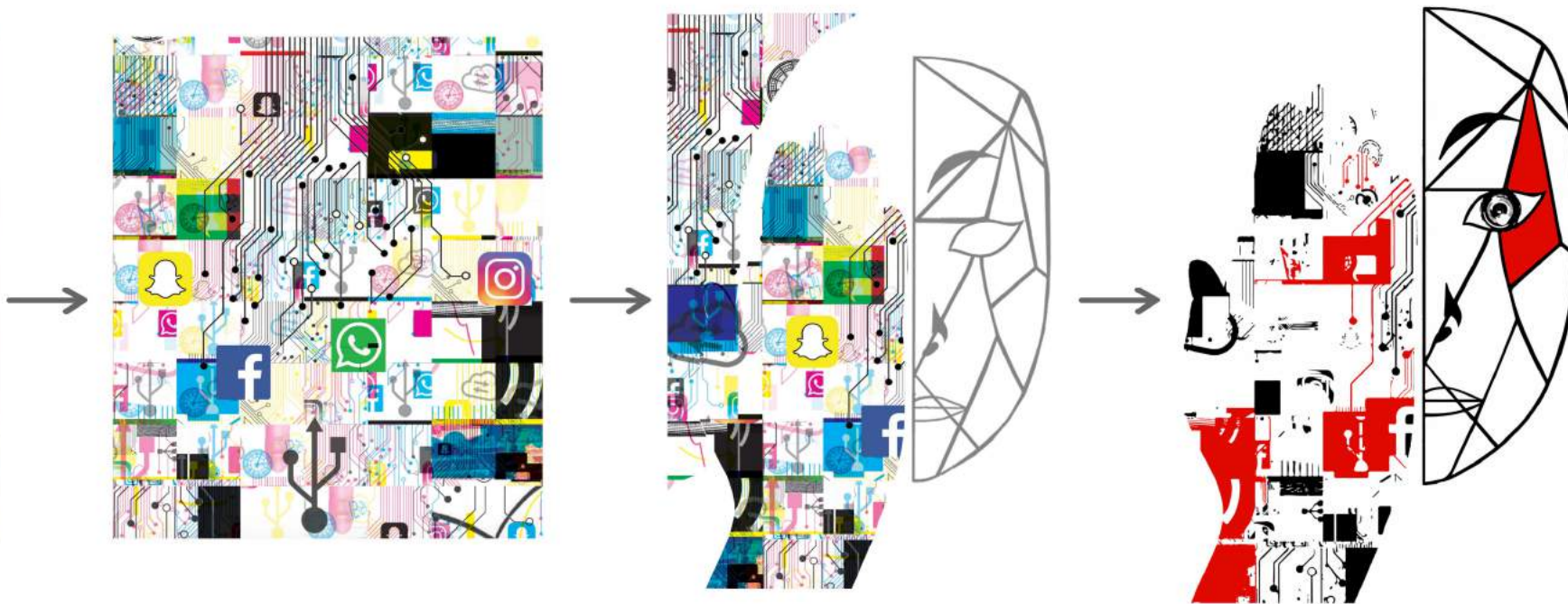
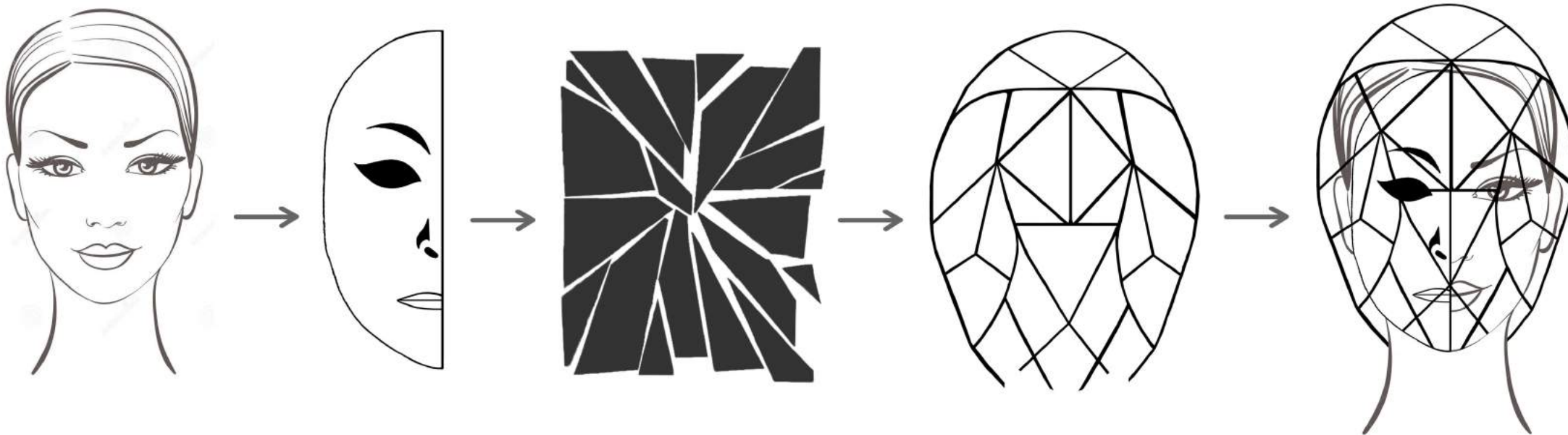
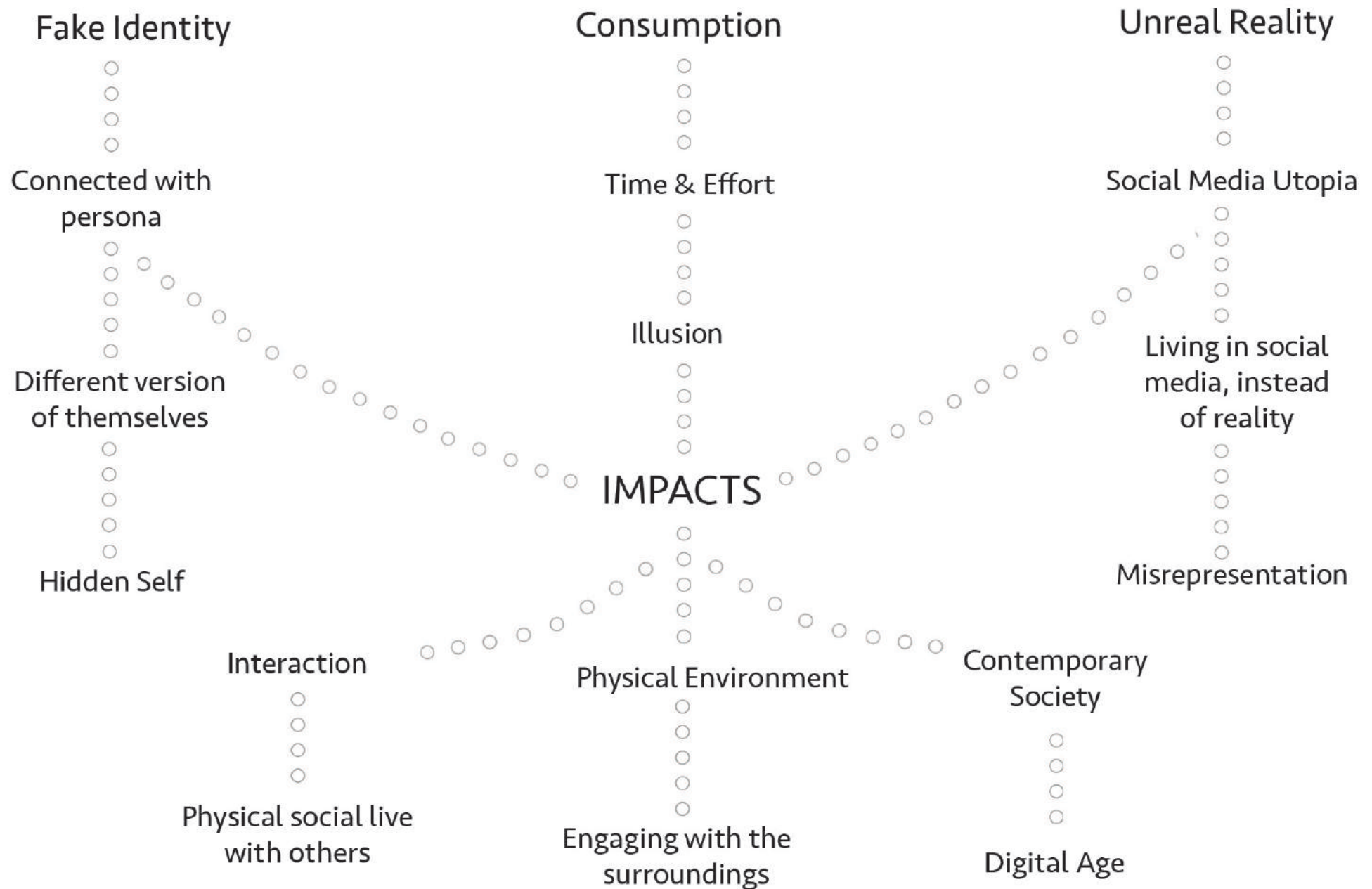


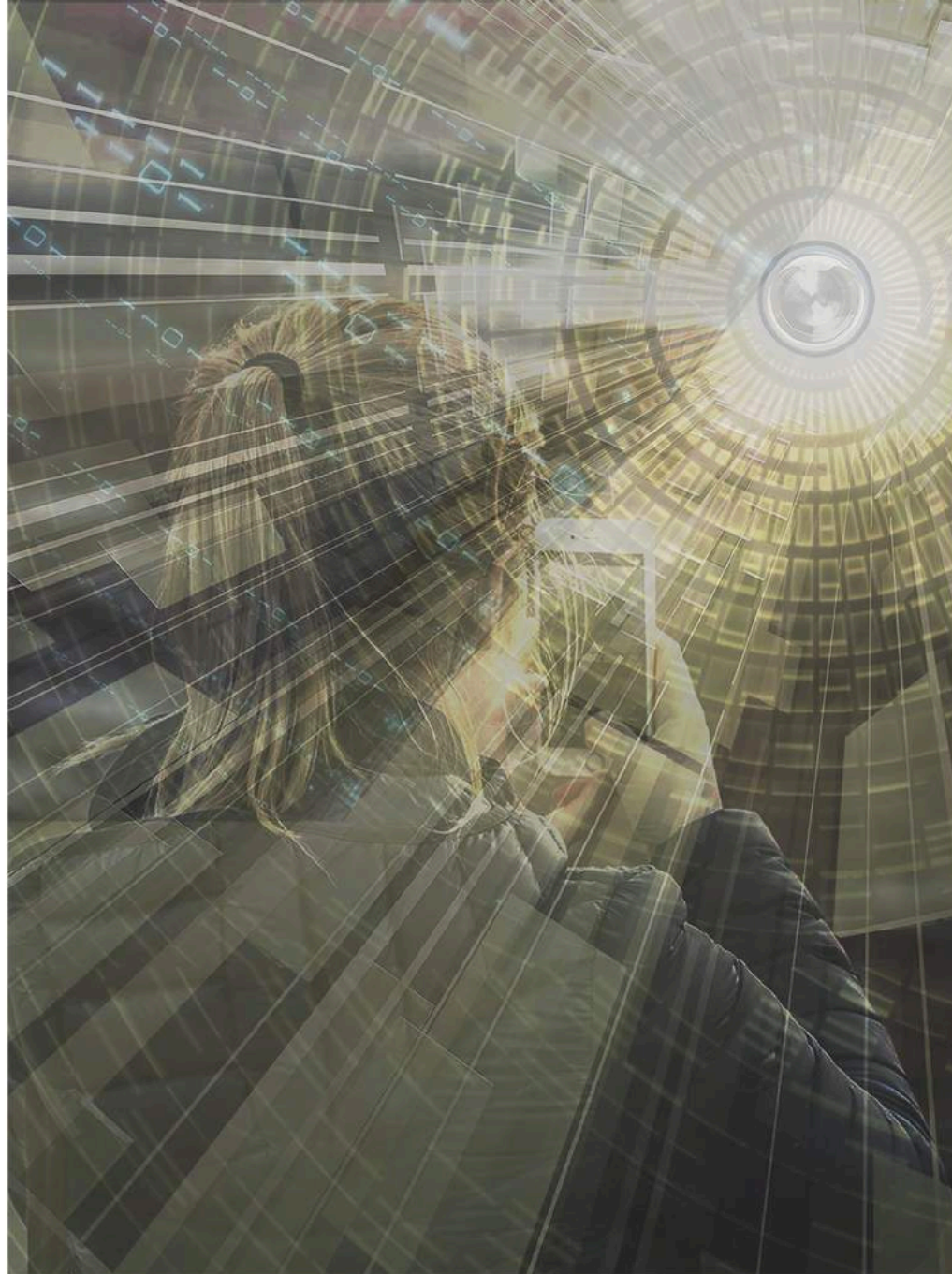
Design Research Project

FMP practical investigation on how does selfie photography through social media represent an identity in the digital world.
An evolving unreal reality of visual communication of online personas in contrast to real-world personalities.



Issues...





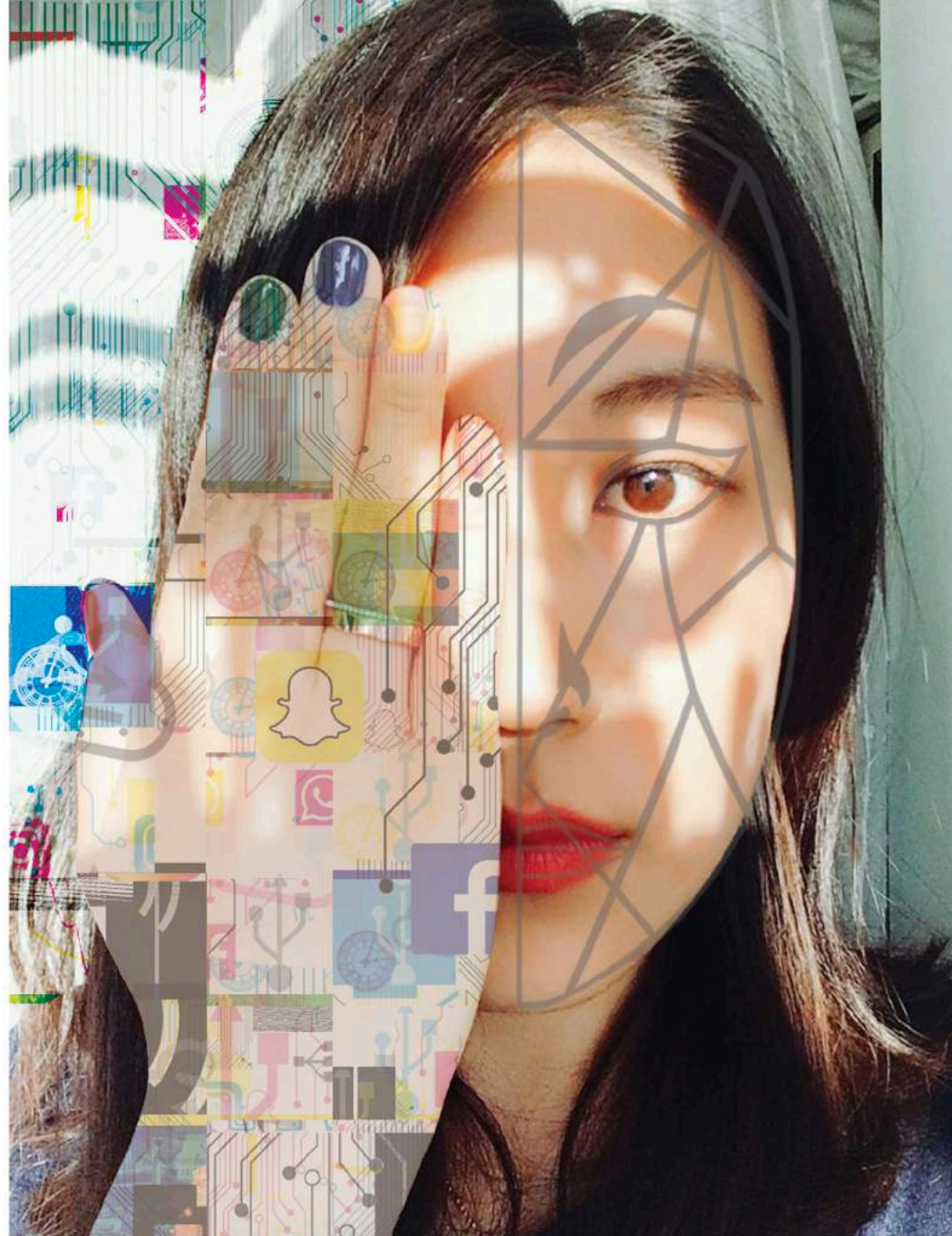
Visual communication

Selfie photography shows how an experience is being expressed in an artful way. The photographer continuously duplicates themselves to extend the quality of their character. A vision of double identity that is visually appealing to be perceived by the spectator. This is a new approach of how contemporary society contacts the masses within the digital age.



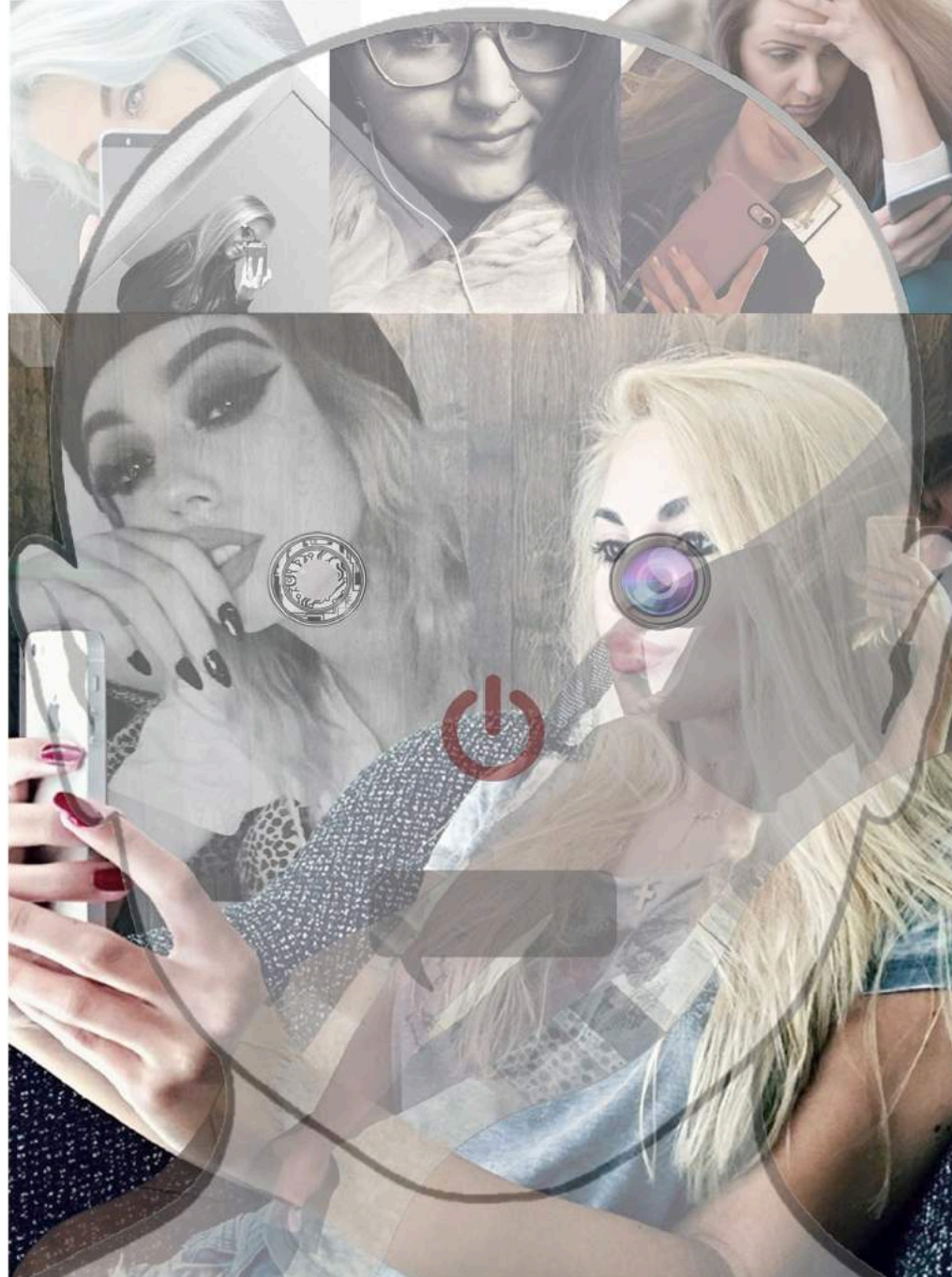
Unreal Reality

The digital world gives users the possibility of living within a new space of existence. Generating a different form of reality that brings the real world into the virtual world. The relationship with digital reality becomes apart of culture with the extension of identity that changes the thoughts and feelings of: emotion, memory and understanding the external world.



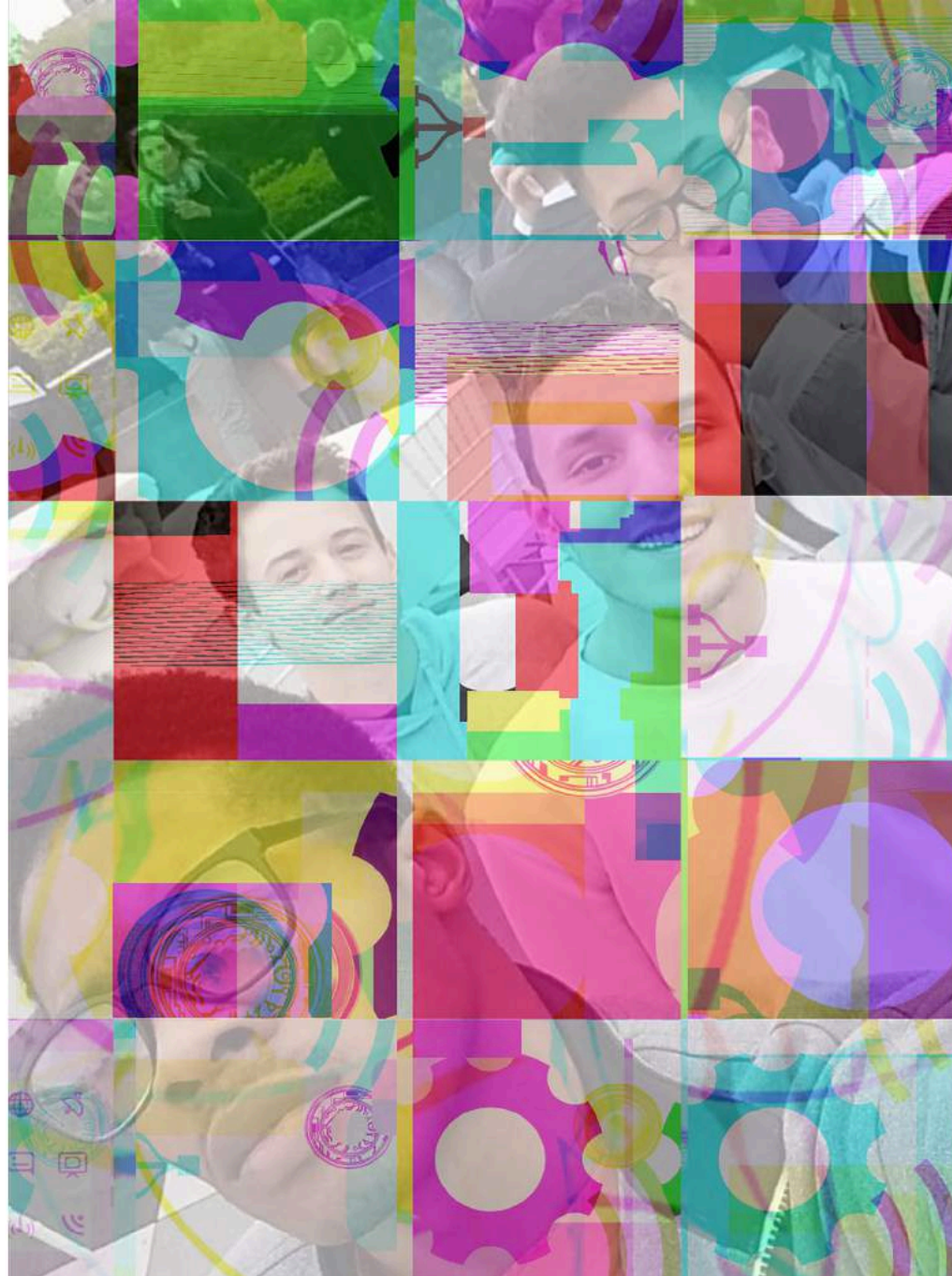
Emotional attachment

Users have the ability to create an online persona that can be designed to structure an identity. The physical person embodies this image in personally. Influencing the individual's behaviour to be recognise and judged in a visible way. This dependence on the reactions of others for likes and comments, sacrifices the individual's true happiness.



Real-world Vs. Online Persona

In the real-world a person's personality is different than their online persona. Forming an illusion that an individual's identity online reflects oneself in the real-world. A persona online is being promoted each time a happy selfie is being shared socially. The problem rises when the amount of time and effort is being spent perfecting the online persona.



Representation

A person's social media profile is designed in a way to present the audience how the user wants to be perceived by others. Individual lives are not represented by the photos being shared. The user displays what a person looks like and who they are. Yet at the same time does not show the whole self. In effect impacts physical interactions with others.

