

*Discuss your creative process in completing your satire performance video. How did you come up with the idea? How did you execute your idea? Discuss editing strategies. What did you add on? What did you remove?*

When thinking of potential subjects for satire, I quickly realized that I wanted to comment on the relationship our culture has developed with productivity. Feeling the need to be productive somehow as much as possible is something that I have to reconcile with myself, as it seems to have seeped into the status quo.

In concept, it's not harmful to be thinking of things you would like to work on, since having goals to work towards are somewhat essential in living a fulfilling life. What harms us as a whole is when we let ambitions rule our lives, foregoing our own basic needs in the name of progress. As soon as the motivation behind working towards our personal goals feels like more of an external need rather than an internal desire, we run into conflict with ourselves. For the most part, this conflict of interest within our individual worlds is the byproduct of a capitalist culture that feeds us the constant message to expand ceaselessly. Without stopping to acknowledge where the desire to pursue bigger and better things at all times comes from, it's easy for any individual to self-criticize and feel like they're falling behind. In reality, success is relative, and self-defined.

Following this trend, there should be someone to capitalize on this feeling of toxic productivity. Introducing, Do More Shit Incorporated, the premiere hustle culture paraphernalia production company.

When writing the script for *The Electra-Sphere* commercial, I wanted to play off of the tropes of tech companies as much as possible. Claiming to solve problems that don't really exist in the first place, marketing their product features as life-changing, and selling us on the idea of becoming something greater with their device. The recent launch of Apple Vision Pro and AI tech startups have been an inspiration in this regard. If you have the time and/or interest, Eddy Burback has an excellent satirical review of Apple's headset on his channel [here](#) that provides a lot more context for the same feeling I tried to convey of the dissonance between our reality and what dystopian corporate motivations want for our reality.

It's always important to remember what the default message has become.

You can't fall behind in your life, it's yours. No-one can determine what success looks like but ourselves.

*What was your performance satirizing?*

*Hustle culture, Silicon Valley tech startups, AI bros... Commodification of the individual. You are no longer just a person free to enjoy life with this mindset, you are a brand. But as a brand, your first priority becomes profit...*

I forget where I heard this, but the idea has stuck with me, the world will always ask more of us if we let it. Boundaries are important, not only for navigating interpersonal relationships, but allowing ourselves to be affected by the notions constantly surrounding us. Without protecting this boundary of principles, we can fall prey to the commodification of the individual. In which, you are no longer just a person, free to live life on your own terms and your own pace, but a brand. By default, this transition from personhood to brand identity as an individual implies that we must expand our business, expand our potential. The technology that runs our lives is increasingly restless, therefore we have mirrored this tendency in ourselves. It's more important than ever to remind ourselves that we are human, and we deserve to treat ourselves like it. We are not a machine to be optimized, we are valid.

The world will always ask for more from us if we let it. we're human, so it's important to be human. Stop treating ourselves like machines to be optimized and perfected. The world will continue to demand more from us if we let it.

*What did you notice about yourself as a creator, director, performer, editor, and sound designer? Strengths? Weaknesses? Use examples from this module as well as other modules.*

*Commitment to an idea, execution... Everything must be bigger on camera.*

Throughout this course I felt consistent in committing to the first idea that struck me as interesting and feasible. Rather than overthinking what would work, I felt good about creating what interested me as best I could. Art is all about the execution of an idea, regardless of what tools are available, so I was glad I could make use of some tools I have practice in to bring these ideas to life. Each module having the door open to creative potential for every student's project was an exciting practice in following our ideas through, and I was happy to see others' interpretations every time.

*Describe how different disciplines intersected in one or more of the modules (literature, cinema, theatre, music, digital media, visual art, etc...) in this course.*

DISCIPLINES:

*PERFORMANCE ART / acting for the camera  
filming, basic shot setups, lighting and mic  
script writing + improvising  
voice acting / character performance  
video editing, sound design, graphic design*

SATIRE

I refuse to comment on the folly of man.  
*"To err is human; to forgive, divine"*