



itz.lily.xo's world



itz.lily.xo visual treatment

jacob's world



Why These Visual References?

For itz.lily.xo's streams, we decided to go for a neon theme within her world on the internet. Since Jacob is trying to make his avatar appear real as possible, he is trying to emulate other female streamers including their mannerisms, aesthetics, and online culture. In terms of the visual appearance to the character of itz.lily.xo, we've taken the concept of the 'vtuber' which typically has a cartoonish appearance and merged it into the world of attractive AI Instagram and TikTok influencers who have that realistic, uncanny valley appearance to them. This allows Jacob to fool his audience into thinking that itz.lily.xo is a real person.

This neon theme is also reflected in the sound design as the streams are filled with various internet bells and whistles whenever donations and messages occur to stimulate the dopamine rush that Jacob feels when he performs as itz.lily.xo. The shot composition of itz.lily.xo being the point of view of her webcam puts the audience in the shoes of Jacob's audience to emulate what it would be like to watch one of these streams.

To contrast this, our visual inspiration for Jacob's real world is drabber and more grounded in its theme. The greys, browns and whites used allow a juxtaposition to exist between his real world and his itz.lily.xo streams. Jacob attending a private boy's school as well helps create a stark difference visually while also staying on theme as this sort of setting that indoctrinates patriarchal traditions and roles.

The sound design also contrasts the streams as it is the diegetic sounds of the school or his home life that are far from the gamified world that has been created within the streams. Shot composition assists in contrasting the two worlds where the intimacy of stream is lost to wide shots and mid shots that make Jacob appear smaller than his online counterpart.

Images Referenced:

ae.saejin - (TikTok influencer) [tiktok.com/@ae.saejin](https://www.tiktok.com/@ae.saejin),
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lilmiquela - (Instagram influencer) [instagram.com/lilmiquela](https://www.instagram.com/lilmiquela),
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