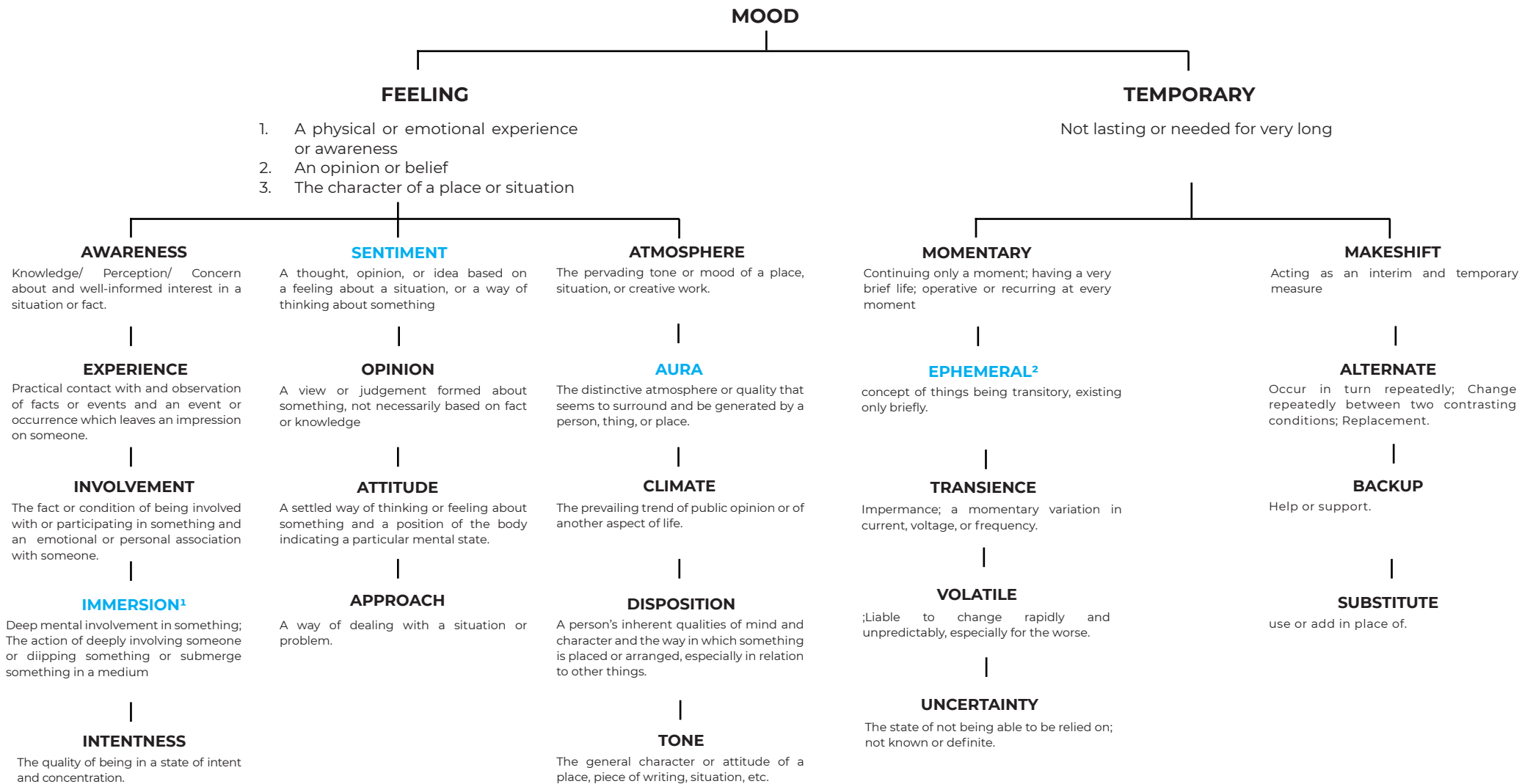


MOOD



MOOD

FEELING

TEMPORARY

Not lasting or needed for very long

- 1. A physical or emotional experience or awareness
- 2. An opinion or belief
- 3. The character of a place or situation

AWARENESS

Knowledge/ Perception/ Concern about and well-informed interest in a situation or fact.

SENTIMENT

A thought, opinion, or idea based on a feeling about a situation, or a way of thinking about something

ATMOSPHERE

The pervading tone or mood of a place, situation, or creative work.

EXPERIENCE

Practical contact with and observation of facts or events and an event or occurrence which leaves an impression on someone.

OPINION

A view or judgement formed about something, not necessarily based on fact or knowledge

AURA

The distinctive atmosphere or quality that seems to surround and be generated by a person, thing, or place.

INVOLVEMENT

The fact or condition of being involved with or participating in something and an emotional or personal association with someone.

ATTITUDE

A settled way of thinking or feeling about something and a position of the body indicating a particular mental state.

CLIMATE

The prevailing trend of public opinion or of another aspect of life.

IMMERSION¹

Deep mental involvement in something; The action of deeply involving someone or diipping something or submerge something in a medium

APPROACH

A way of dealing with a situation or problem.

DISPOSITION

A person's inherent qualities of mind and character and the way in which something is placed or arranged, especially in relation to other things.

INTENTNESS

The quality of being in a state of intent and concentration.

TOPE

The general character or attitude of a place, piece of writing, situation, etc.

MOMENTARY

Continuing only a moment; having a very brief life; operative or recurring at every moment

MAKESHIFT

Acting as an interim and temporary measure

EPHEMERAL²

concept of things being transitory, existing only briefly.

ALTERNATE

Occur in turn repeatedly; Change repeatedly between two contrasting conditions; Replacement.

TRANSIENCE

Impermanence; a momentary variation in current, voltage, or frequency.

BACKUP

Help or support.

VOLATILE

;Liable to change rapidly and unpredictably, especially for the worse.

SUBSTITUTE

use or add in place of.

UNCERTAINTY

The state of not being able to be relied on; not known or definite.

MOOD

A temporary state of mind or feeling;
The atmosphere or pervading tone of something

FEELING

1. A physical or emotional experience or awareness
2. An opinion or belief
3. The character of a place or situation

IMMERSION

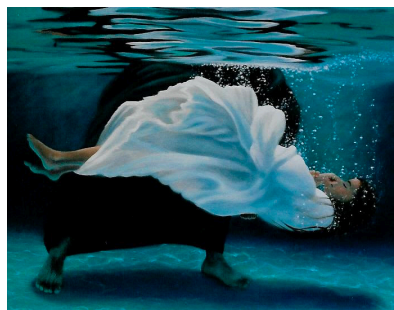
Deep mental involvement in something;
The action of deeply involving someone or dipping something or submerge something in a medium

TYPES OF IMMERSION

IMMERSION BAPTISM

Baptism by immersion is understood by some to imply submersion of the whole body beneath the surface of the water. Others speak of baptismal immersion as either complete or partial, and do not find it tautologous to describe a particular form of immersion baptism as "full" or "total".

This provides a **feeling of acceptance and rebirth**, which creates a **hopeful mood for the person**.

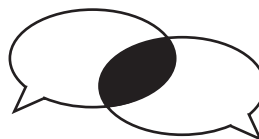


LANGUAGE IMMERSION

Language immersion is a technique used in bilingual language education in which two languages are used for instruction in a variety of topics, including math, science, or social studies.

The overall aim of this language immersion is to foster bilingualism in the people where people are equipped with the universal language used in the country and also their heritage language to prevent a loss of their own roots.

This creates a **feeling of rootedness and enrichment** and **prompts the mood of intelligence**.

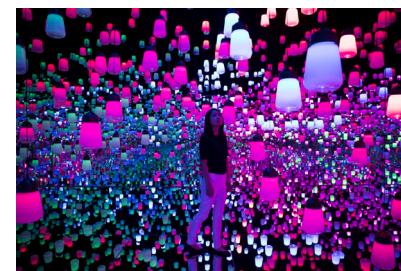


IMMERSION IN ART, MEDIA AND ARCHITECTURE

An immersion in art, media and architecture consists of the following: Getting people to contemplate art using traditional media and collaborating with media technologies to create a vivid sensations of being placed in or surrounded by an artificial space.

Varying from paintings to media art, including virtual realities, it allows people to dip themselves in the art, which can help them to contemplate and experience their life in a created space.

The immersion in art, media and architecture could at times **overwhelm** someone but it could also create a **light hearted and whimsical mood** or a **thrilling and exciting mood**, depending on the genre of the art.



TELEIMMERSION

Teleimmersion is a technology to be implemented with Internet2 that will enable users in different geographic locations to come together in a simulated environment to interact. Users will feel like they are actually looking, talking, and meeting with each other face-to-face in the same room.

With such a new technology emerging, it can create a mixture of feeling – **fear and amazement** as it is cool and scary how technology can breach geographical differences and make things accessible and convenient for people.

Mood: Mixture of creepiness, fear and excitement.



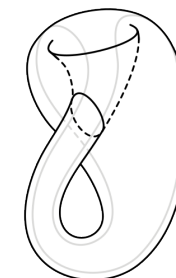
IMMERSION IN MATHEMATICS

In mathematics, an immersion is a differentiable function between differentiable manifolds whose derivative is everywhere injective.

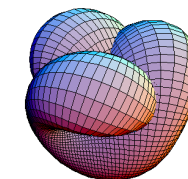
Some examples and the properties to show the product of immersion in Mathematics include:

- The Klein Bottle, which can be immersed in 3-space but not embedded.
- Boy's surface is an immersion of the real projective plane in 3-space; thus also a 2-to-1 immersion of the sphere.
- The Morin surface is an immersion of the sphere; both it and Boy's surface arise as midway models in sphere eversion.

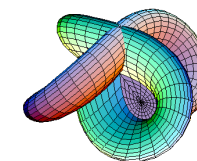
The immersion in Mathematics induces feeling of **amazement** due to the observation of how the use of formula and mathematical theories and solution, can create dynamic shapes. Mood felt could be **dynamism** due to the abstract structure it has.



3D shape of
The Klein Bottle



Boy's surface



The Morin surface

CONCLUSION: LINK BETWEEN IMMERSION, FEELING AND MOOD

Just like mood – where one is aware of how they feel during that moment or period of time – immersion requires one to be focused/ aware of the space/ reality they are situated in and identify what they feel or sense, so as to make sense of the state of mind and world they are situated in.

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MOOD

I

FEELING

I

IMMERSION

I

CONCLUSION

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IMMERSION IN ART, MEDIA AND ARCHITECTURE

The immersion in Art, Media and Architecture focuses on absorbing viewers into the art space/ work by **tapping onto their visual, audio and kinesthetic senses** so as to allow them to escape into the world interpreted by the artist and develop a **sensual and perhaps pleasurable mood** from the experience.

IMMERSION IN ART, MEDIA AND ARCHITECTURE

NARRATIVE IMMERSION

Narrative immersion occurs when players/ audience become invested in a story, and is similar to what is experienced while reading a book or watching a movie.

It is further divided into similar categories, but called them sensory-motoric immersion, cognitive immersion and emotional immersion, respectively. In addition to these, they add three new categories:

1) Spatial immersion

Spatial immersion occurs when a player/audience feels that he or she is really “there” and that a simulated world looks and feels “real”.

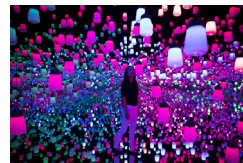
2) Psychological immersion

Psychological immersion occurs when a player / audience confuses the game with real life.

3) Sensory immersion

The experience of entering into the three-dimensional environment, and being intellectually stimulated by it. The player/audience experiences a unity of time and space as the player/audience fuses with the image medium, which affects impression and awareness.

The sequential steps into dividing the form of immersion can create a **comprehensible yet thrilling feeling** as the viewer/player is convinced into the world they are in, which allows them to anticipate this **sensual** mood.

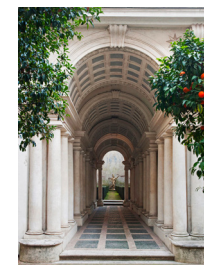


TROMPE L'OEIL (TRICK EYE)

Traditional artists and architectures exploited 'Trompe l'oeil', a French phrase translating to 'trick of the eye', to create surprise, entertainment and delight. Walls and ceilings were painted with the intention to fool the viewers into thinking that the space was real.

Vanishing points were located, unusually, outside of the painting, and the viewpoint was often set up in a way that when entering the room the fresco provided a view from the angle at which the monocular perception would be the same as the 3D perception of the imaginary space.

This trick eye technique of making art and architecture creates a **confused feeling at first but amazed** interesting visual due to the deception perceived from the work itself. At the same time, due to the 'realness' of how it looks, it interstingly creates a **chill and breathtaking mood**, where you just want to appreciate the beauty of the artwork.



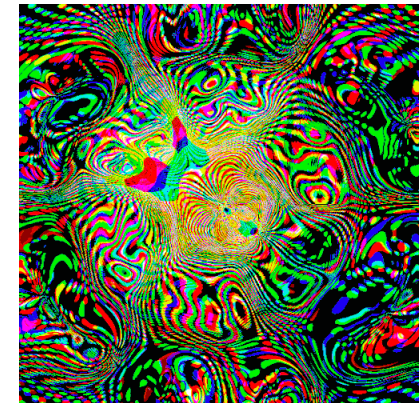
AESTHETIC ILLUSION

Aesthetic Illusion is a type of mental absorption which describes a generally pleasurable cognitive state that is frequently triggered by various media or other artifacts. Recipients can be drawn into a represented world imaginatively, emotionally or, to some extent, rationally and experience the world, the characters and the story in a lifelike way.

Aesthetic illusion is hence a double-layered phenomenon in which recipients constantly fluctuate between their “virtual” body on the level of immersion (primarily imaginatively and emotionally) and their “real” body on the level of rational awareness and distance.

Examples: Alice In Wonderland, Harry Potter series and travelogues.

This aesthetic illusion could induce a **psyched feeling** as the viewer has been completely immersed into such a phenomenon, which possibly results in an **exciting yet ominous mood**.



IMMERSION IN ART, MEDIA AND ARCHITECTURE

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AESTHETIC ILLUSION

Aesthetic illusion is a type of immersion that taps onto the human senses, mainly audio and visual, with a storyline that results in a **psyched feeling**, and hence leading to an exciting, confusing and **ominous mood**.

IMMERSION IN ART, MEDIA AND ARCHITECTURE

INSTALLATION ART

Installation art is an artistic genre of three-dimensional works that are often site-specific and designed to transform the perception of a space. Generally, the term is applied to interior spaces, whereas exterior interventions are often called public art, land art or intervention art; however, the boundaries between these terms overlap.

The feeling induced from installation art is a mixed of **confusion, curiosity and amazement** because it requires one to decipher the meaning of the installation and observe the structure so as to contemplate on the art. As installation art can be quite static at times, the ambience of the installation art can be **chill** most of the time, unless audio and kinesthetic senses are activated.

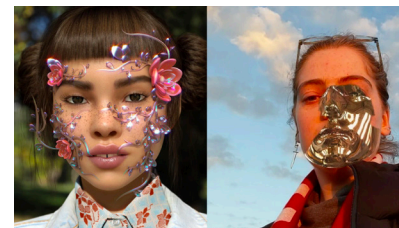


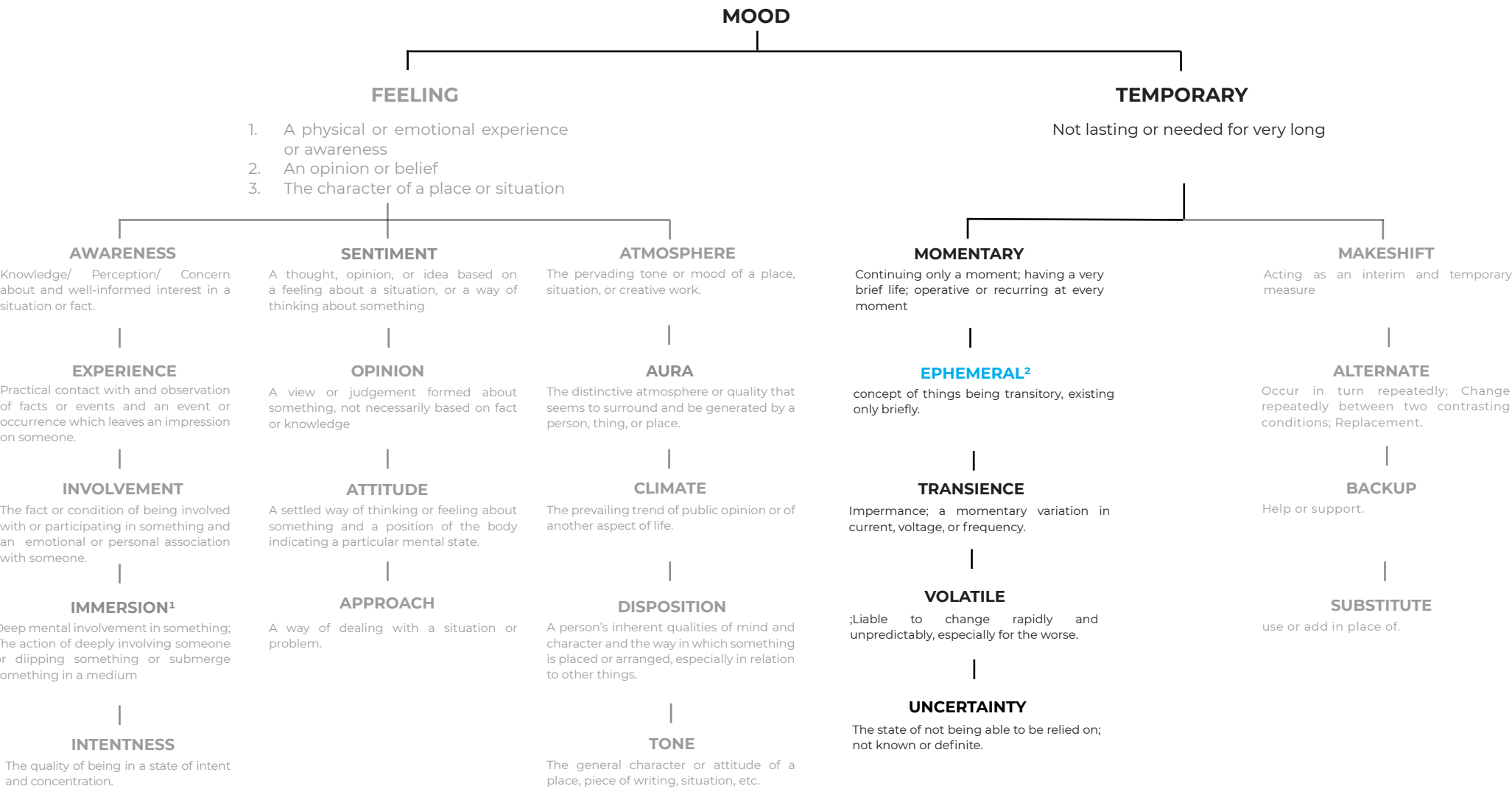
AUGMENTED REALITY

Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory.

The overlaid sensory information from AR can be constructive (i.e. additive to the natural environment), or destructive (i.e. masking of the natural environment) and this experience is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment. In this way, augmented reality alters one's ongoing perception of a real-world environment, whereas virtual reality completely replaces the user's real-world environment with a simulated one.

The AR has been used for playful purposes and thus with the creative uses on filters, it gives off **a quirky and funky feeling**, which creates a **light hearted, playful and aesthetically pleasing mood**.





MOOD

A temporary state of mind or feeling;
The atmosphere or pervading tone of something

TEMPORARY

Not lasting or needed for very long

EPHEMERAL

concept of things being transitory, existing only briefly.

CONCLUSION: LINK BETWEEN EPHEMERAL AND MOOD

A mood cannot sustain itself as the feeling itself is instantaneous and temporary. Likewise, ephemerality conveys the idea of its impermanent nature, which induces visceral feelings of valuable, loss, indifference and a for some, mood of calming nostalgia.

TYPES OF EPHEMERAL

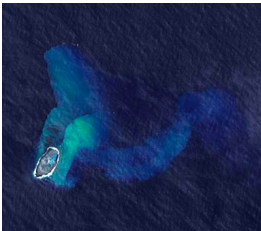
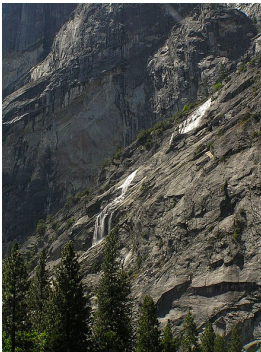
EPHEMERAL IN NATURE

Ephemeral in nature conveys the concept of relative existence in nature where the environmental body itself happens to **exist for a short period following precipitation or snowmelt. It is not intermittent or seasonal.**

There are also ephemeral islands that appear due to volcanic activity increases their height above sea level, but **disappear over several years due to wave erosion, which implies the impermanence of the land.**

Thus, the temporariness varies in water and land as ephemeral streams occur as **a response to rainfall**, thus the period of time it could exist ranges from **a few hours to weeks depending on the climate regime.**

Thus, this induces a feeling of **melancholy and pity** as the beauty of such ephemeral is so short-lived and for some, it could remain undiscovered due to the lack of access to it. However, the mood one can get from observing such ephemeral nature is a mix of **refreshing, calm and reflective mood** due to the serenity of the view and the sound it produces when it interacts with other forms of nature.



EPHEMERAL IN ARTIFACTS

Ephemeral can also be used as an adjective to refer to a fast-deteriorating importance or temporary nature of an object to a person. In the case of artifacts, some media and artworks are classified in this ephemeral category due to the temporary nature of the materials used or the content itself. The longevity of the artwork depends on the environment's effect on them – It could range from **a few seconds to a season** depending on the genre of the artifact.

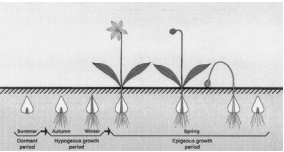
Such temporariness can create two kinds of feeling: one, **indifference and hence forgettable** and two, **funny, amazed and hence impressionable**. These two outcome implied that the time sensitive nature of the work motivates the creator to be strategic so as to successfully capture the attention and impression of the viewer, which can end with **an enlightened and inspired mood.**



EPHEMERAL IN LIVING ORGANISMS

Some living organisms especially plants and animals can be considered as ephemeral due to the **short seasonal lifespan** they have. More uniquely, they usually wait for the best or right conditions for a brief period of gestation.

As there are many different species, which are bigger and better, and some of them look about the same, this temporariness they possess can make them **forgettable and induce feelings of indifference.** The mood garnered can be **calming** as they grow silently without anyone noticing.



EPHEMERAL IN TIME

Time itself is ephemeral when it is perceived in stages of life. For instance, a childhood stage is ephemeral as it does not last for a very long period of time and it can be brief. Also, a phase in life is also considered ephemeral as it only existed in a short period of life. The stages in life are generally **less than a decade** as things can change drastically in a span of three to five years. However, for the real change or transition to happen is about ten years.

Because time is fleeting, we tend to forget and take things for granted and at times when we reflect, we will **regret** the time wasted. But at the same time, we will **reminisce and reflect** on those days as those ephemeral phases could be the best days of one's life. Thus the **mood can be nostalgic** when looking at the ephemerality of time.

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MOOD

TEMPORARY

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CONCLUSION

A mood cannot sustain itself as the feeling itself is instantaneous and temporary. Likewise, ephemerality conveys the idea of its impermanent nature, which induces **visceral feelings of valuable, loss, indifference and a mood of calming nostalgia**.

EPHEMERAL IN ARTIFACTS

Due to the nature of the artifacts which requires them to deliver content within a limited time frame, the temporariness motivates creators to impose an **impactful feeling** so that viewers can remember and enjoy their works. This ephemeral artifacts hence sparks off an **inspiring and enlightened mood**.

TYPES OF EPHEMERAL ARTIFACTS

BRANDS AND CONTENT

Many brands nowadays are considered ephemeral assets as they have equipped themselves with ephemeral contents, which simply put, any visual content - video or photo - that is only available for a certain period of time.

Some examples would be the social media landscapes like Instagram (instastory) and snapchat, whose contents last for a day.

Since brands use ephemeral contents to execute digital marketing, consuming such content will usually leave you with **subtle yet impactful memories that leaves a deep impression on you**.



FILM

A film made by a particular sponsor for a specific purpose other than as a work of art may be called an ephemeral film, because the **film itself can continue to exist after the social or commercial context for its creation has disappeared**. In this case, amidst all the intense feelings the film wants to convey due to its genre, it can result in an **enlightened feeling** because of the social and commercial message of the film, which helps people to contextualise the film and develop a **perhaps tense mood** from it.



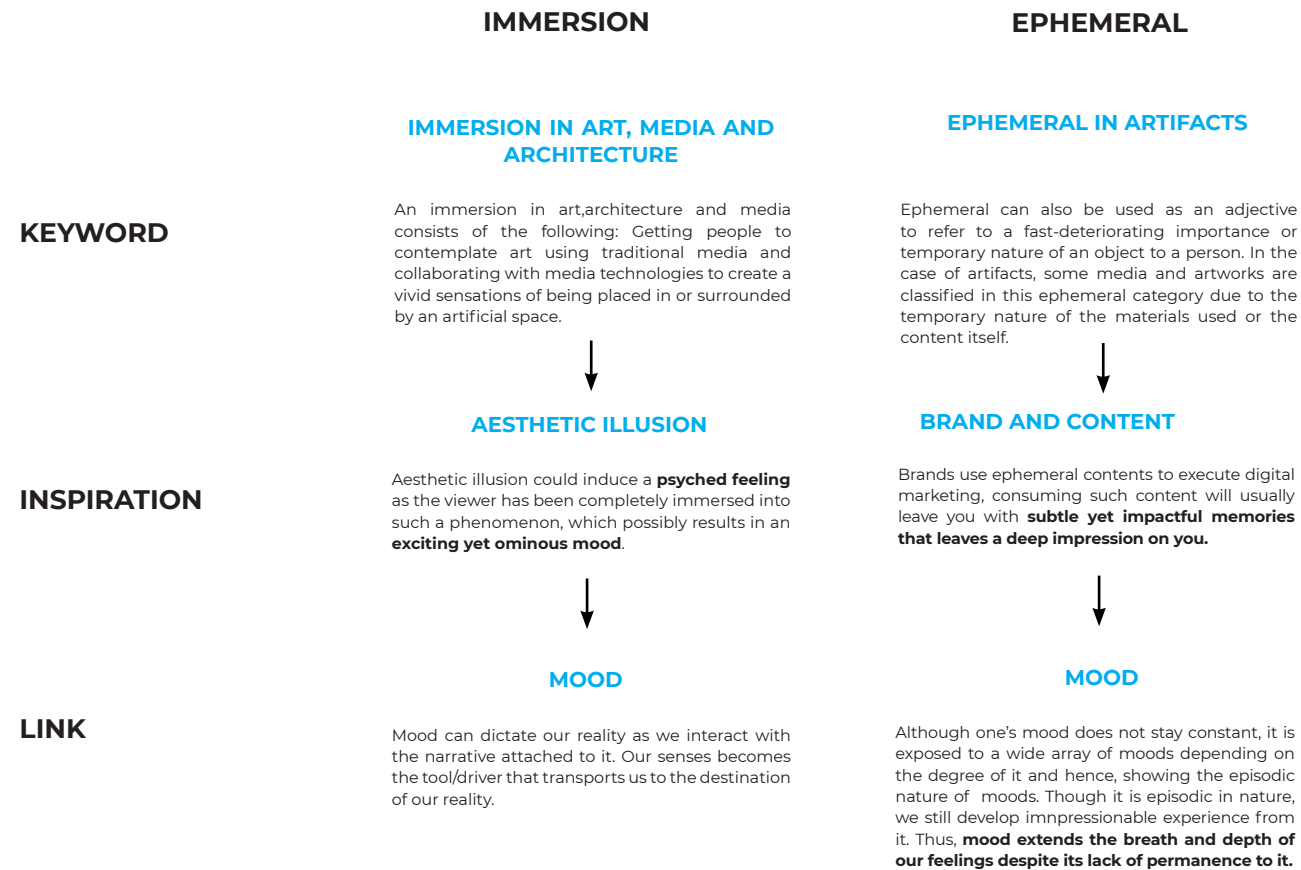
ART

A number of art forms can be considered ephemeral because of their temporary nature. Early land art and all sand sculptures, ice sculptures and chalk drawings on footpaths are examples of ephemeral art.

Knowing that these artworks will fade away within a few minutes or weeks due to the environment, viewers could be feeling **more appreciative** towards the artwork. Unless there is a social context to the art, it usually conveys a more **light-hearted and amazement** mood, partly due to the intricacies in details and the smart use in its materials.



Concept Building



Conclusion

MOOD

Aesthetic illusion has the ability to capture our consciousness and through this power, it can be a passage to shape our perception and feelings.

At the same time, the brevity in today's brands content a wide array of emotions and dips us into the breath and depth of our feeling.

In this way, mood taps on the human senses to convince a change in our perception of the world (immersion), where we develop varying degrees of intensity in our sentiment. Besides, it leaves an impression on us despite the lack of permanence in its duration.