



Subject:

Date:

1, Based on my research on traditional Chinese horror elements in contemporary cinema, I have identified the following sub-questions and conceptual themes for my practice:

Sub-question:

How can a “beast-faced human body” character design reflect the fear, ritual, and spiritual tension found in traditional Chinese folk beliefs?

Keywords:

Traditional horror, beast-faced humanoid, folk belief, Shan Hai Jing, visual fear, immersive imagination

Concept:

The central concept explores the liminal image between human and deity, revealing how traditional horror culture constructs visual rituals and spiritual authority.

2,

Whether human characteristics (gender, skin texture) remain visible

Integration of deities or creatures from Shan Hai Jing

References to mythic guardians, gate spirits, or tomb beasts

Measured through surveys/interviews

How do viewers react emotionally to the image? Is there cultural recognition?

3, Literature:

Mythical figures from Shan Hai Jing (Yingzhao, Taotie, Xingtian)

Visual culture theories

Studies of folk rituals and religious imagery



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Film references:

The Possessed — rural faith systems and ritual horror

Incantation — horror constructed through belief and taboo

Personal experience:

Visiting temples and museums to study gate guardians and beast motifs

4, Photographs of temple sculptures, ritual masks, bronze patterns, and inscriptions

5, Already have character sketches, designed a beast face human figure, head reference to the elements of the Classic of Mountains and Seas and the five elements corresponding to the animal elements, the body structure has a human skeleton, but with a sense of mystery and charm texture.

Sound: Ambient breathing, whispers, and temple bell sounds to enhance immersion

6, Information to collect:

Initial emotional reactions: fear, curiosity, reverence, confusion?

Cultural associations: do viewers connect the image to Chinese tradition?

Most impactful elements: face? story? posture? symbolic design?

Goals:

Assess whether the design evokes a sense of spiritual horror or cultural memory

Understand contemporary reactions to traditional deities as horror imagery

Identify which visuals or narrative cues most effectively communicate the theme