

# MR. MISINFORMATION

#PHOTOGRAPHY #CONCEPTUALDESIGN

## THE BRIEF

This project started with a heavy thought: how suffocating it feels to drown in the endless noise of the internet. We live in a world choked by information and poisoned by untruths, and I wanted to capture what that digital pollution actually does to a person. The goal was to create a visual echo of our current reality, something raw and relatable for anyone who has ever felt overwhelmed by a screen. Mr. Misinformation isn't just a title; he's the physical ghost of the internet age, caught between controlling the chaos and being crushed by it.

## THE PROCESS

To bring this to life, I wrapped a room and my brother in raw newspaper, trapping him inside the literal text of the world. I set him between two glowing computer monitors and bathed the space in a cinematic haze of purple and blue light, the cold, artificial colors of a screen late at night. We built the narrative in just two moods. First, he looks straight into the lens, sharp and intimidating, embodying the aggressive power of a spreading lie. Then, the energy drains away; he leans back against the paper walls, utterly defeated, showing the quiet exhaustion of being consumed by the very pollution he created.

## THE OUTCOME

In just two frames, the project captures the whole heavy cycle of the modern internet: the initial rush of power versus the quiet, inevitable burnout. Mr. Misinformation proved that you don't need a massive studio to say something loud. By mixing the cold glare of technology with the crunchy, chaotic texture of real newsprint, the final pieces hold up a mirror to the exhaustion we all carry around in our pockets every day.

## MR. MISINFORMATION

