DarkFi Art & Media

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> "We fear the dark, but ironically it is our fate to live in the dark" - Carl Sagan

People associate dark with negation. In ancient times, the dark was associated with the liminal spirit world. Part of our work is to reverse this psyop.

Negativity is not bad in itself but should not be the central focus. When people are afraid, they instinctively do not want change and become conservative. We are futurists and our goal is to inspire people into action.

Negativity just causes people to become passive and reactive. Instead we have to be actively moving and creating the future.

The other trap is cyberpunk dystopia. This is the default tech aesthetic, which darkfi is especially heavily linked with. It is so easy when creating visuals to just tap into this default wellspring. But dystopia is negative.

We are not fringe extremists living in an overwhelming dystopia, we are a big lunarpunk movement fighting for freedom and justice. We have power and are strong. Uplifting vibes.

Our aesthetic inspo is nature, math and aliens. We have to create a new aesthetic.

Audience

We are a biz and while we have our own voice, we have to not just preach to the choir but actually talk to the people. The concerns and interests that the people have.

Also DarkFi is not a cool niche art project for our cyberpunk friends, but big and popular movement to change humanity.

We are excitement, adventure and growth. Expanding. For more info on audience analysis, see the other doc attached (we need to update this).

One thing is we are veering too much into doomer incel energy vibe. We should balance this out a bit more otherwise we corner ourselves into a dead end. We can do a bit more kawaii aesthetics, anime, experimental and non-srs gamer vibez.

App UI

We must be cool. The app must be an experience. Narrative and look. It must feel like you are in the future.

UX although important is secondary to aesthetics and style. The app must be fun and exciting. This is a very important area to collab on.

Currently in the app, we are doing stabilization work. The next main task will be creating the main menu. Then we can expand on apps.

The app will be fully configurable with plugins and themable like apps used to be such as winamp. We can begin work on multiple themes, although probably 2 main themes to start is good so we don't spread ourselves too thin.

3D, Motion and Interactivity

We can play with these elements. The app is actually written in a 3D engine so we can do 3D UI elements. We can even make a 3D metaverse inside of it running over p2p.

Since it's our own app, we also have great freedom to play with making interactive game style menus with motion and effects.

We can do special effects like ripples or blur using shaders.

One challenge is making inventive creative graphics while being efficient with our usage of space. Maybe one idea is picking spots like the main menu where we can waste space and be decorative.

Themes

The app will be themable. Maybe we can have the main default one and a pink theme.

Because we have themes, we can even experiment with designs that are less efficient in using whitespace but way more creative and aesthetic.

Concept

We should also experiment with UI concepts. One source of inspo is video game menus. With the concepts we should come up with the most crazy motion interactive designs that are intangible. This allows us to fully explore the design space.

Right now our imagination is too constrained by the boring world of apps. Everybody is afraid to try new things. That is not us. We will excite people with the future.

Maybe figma is too constraining even because you can't do animations or 3D there. Might be better to use photoshop or blender for this.

Experiment. We don't have to create one concept UI. We should create a library of many snippets. Cool things we come up with. Interesting elements or crazy things. Who knows what we can integrate. We should try many things.

Creativity is good.

Metaverse and Radio/Dukebox

We gotta conceptualize this a bit more. But the app is like get online and then enter the world. Join the community. Things for people to do and have fun. The radio could be cool but who controls it? How does it work? We need a bit of ideation on this. Is it pay to play?

Urbit has a hacker house on gather town which is kinda fun. Now it's easy to make pixelart assets with AI so making 2D games could be easy. We can even do a 3D metaverse.

Fashion

DarkFi is not a tech company but a fashion brand :) Our aesthetic is really cool and people love our fashion. People at events come up to us asking where to get the merch. It's genuinely popular and cool.

With the stickers we realized there is no single preference. Instead everyone prefers a different style. So with the swag we can keep releasing new lines and new items.

To promote these, we can collect footage of us in the swag doing cool shit like working out, shooting guns, people partying, whatever.

Also we can create some elite level uniforms with capes. Ceremonial. There was also a cool intricate metal pendant we were working on that we should get printed. We can even sell these as elite level artifacts.

We can do media campaigns. If people have above a certain level of followers they get discount or get it for free. The only condition is they should post a pic with the merch.

Anime SciFi Movie

Rose did a talk at the last devcon about the lunarpunk future. The time was too short so it was rushed and the audio isn't great.

[Lunarpunk Endgame by Rachel-Rose O'Leary | Devcon SEA](#)

We have been meaning for a while to make a blogpost of it, but actually with midjourney now we can just animate the images. So we can make cool animated videos now. We may as well just make the Rose talk there but as a proper long animation fully explaining the ideas.

We have been developing the concept for an agorist anime scifi set 10000 years in the future which we wanted to release on netflix. We can begin to actually just make it probably with midjourney.

The main need we have now is more narrative and writing development that can lead the artists direction. This is an ongoing discussion about ideas we need to all be continually having about the creative direction.

Web Redesign

The DarkFi website needs to be updated. We need to have more sections with content. The main work is actually writing the technical content.

But since the website was designed, our aesthetic has evolved and refined. So we could improve the look and design. However this is not so much a huge deal.

Memez

Make more memes. I have a big collection. It just requires someone good at this to be going through the meme formats, and proposing to repurpose them to the artists. Possibly broski might be good at working on this.

Video

Propaganda

The current vids on social media are cool. The original plan was to develop concepts and develop them. But then narodnik would make a half formed concept and hand it to broski who wasn't able to fully develop them.

So I told broski to just cut from our online conf talks which is working well so far.

Possibly max could help with producing propaganda shorts, whereby we come up with concepts and max writes them into a script, operating broski to produce short vids. They could be focused on short topics like agorism or darkfi vs regfi split. One video per concept. We could either do text with music or a voiceover. AI actually does good voice generation too.

Production Movie

We should have 1 or 2 really strong polished vids for the mainnet featured on the website front page.

Cinematic shots like:

- Riding a horse with a massive darkfi flag
- Shooting RPGs at cars (Cambodia or Iraq)
- Warriors swinging huge swords cutting our enemies in half

Develop this further. Should explain what darkfi is. Maybe 4-6 mins long.

Math Art

This is crypto generative art we can use as easter eggs in our visuals. We already did some stuff here but we should continue explorations with Blender too.

Motion Gfx

We have strong aesthetic. We should maybe also do a bit more motion gfx type stuff.