

# The Application of Post-Humanism in Digital Media Visual Design—Cyberpunk 2077 as an Example

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**ABSTRACT.** This paper answers the meaning of "post-humanism" and explains the characteristics of Cyberpunk digital media style under the influence of post-humanism. Based on this, we analyze the application of this art style in games by taking Cyberpunk 2077 as an example. Finally, I will explain the value of post-humanism to modern media technology and digital culture. To explain the value of post-humanism in modern media technology and digital culture is to better convey the art philosophy of "post-humanism" and the artistic attitude behind it to the public, promote the development of media technology, and further promote and expand the diversity of digital culture.

## 1 Introduction

Since the 1960s, with the accelerating development of artificial intelligence, biological technology, information technology, and cognitive science, humankind has been able to modify and expand through technology, both physically and mentally, thereby the nature of the past. Meanwhile, with the rapid development of technologies such as artificial intelligence (AI) and virtual reality (VR), human artificial products such as robots are becoming more and more quasi-human as highly intelligent creatures. Human subjects, both in reality and in games, begin to be created and reconstructed in virtual spaces. The human body is no longer inextricably linked to "nature", but increasingly embraces the design and modification of technology. The idea of man is more and more exposed to relentless questioning, but the definition of "humanism" never emerges. Philosophy, science, political science, economics, sociology, anthropology, medicine, ecology, geography, literary criticism, film studies, gender studies, cultural studies and other departments and fields have been involved in the global scale, setting off a wave of post-anthropological research. Philosophical and scientific concepts often lead to paradigm shifts in the way people think about the relationship between the world itself and the universe. They also change the development of digital culture and modern media technology, and interweave literature and art in the traditional sense in cyberspace, forming a new form of mutual penetration and integration of literature, art and technology. In fact, the posthumanistic tide that began in the 1990s has already found rudimentary signs of blind optimism in transhumanism / warning of excessive intervention and domination in the life of technology. Reflection has become a research topic that posthumanism is paying

attention to. One of the central terms of the posthumanist thesis is "cyborg," and "the post-human era dominated by cyborgs has arrived [1]." Therefore, this paper answers the meaning of the term "post-humanism" and then explains the characteristics of the Cyberpunk style of digital media under the influence of post-humanism. On this basis, taking Cyberpunk 2077 as an example, the paper analyzes the application of post-humanism to modern media technology and digital culture, and finally explains the value of post-humanism to modern media technology and digital culture.

## 2 Posthumanism

Posthumanism is also called posthumanism. There are two main schools of this theory, including the critical post-humanism and transcendental/hyper-humanism. The latter believes that technology can help humanity go beyond its limits and become perfect and refuse to mix with other organisms. In essence, it still has an illusion of humanism and an optimistic attitude towards the development of a science and technology society. The former settles the anthropocentrism of humanism, builds independence centered on "universal vitality", reflects on the inundation of modern social technology. Technology is not only the extension of human body function, but also human independence. Indeed, the post-humanist wave that began in the 1990s realized that transhumanism/transhumanism had begun to become blind optimism and later warnings and regrets about excessive intervention and domination of technological life. It has become a research topic of humanistic concern. In 1985, American scholar Donna Haraway published her famous "Cybernetic Manifesto." Although the word "post-human" does not appear directly in the text, she proposes the collapse of three boundaries,

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a mixture of humans who have long dominated the three boundaries. Changed to "robot" and became a hybrid "cyborg" (Haraway, 2006). Haraway said that humanism has relied on the differences between humans and animals, living organisms and machines, and substances and non-materials, but modern science, science fiction novels, technology, capitalism, racial studies, minority groups, animal studies, feminism, etc. He pointed out that the mass development in terms of scholarship has destabilized such a strict difference and has been politically questioned. Mechanical creatures are a mixture of theoretical and manufactured mechanical creatures. In short, we are electronic humans. Electronic people are our body and have given us politics. " [3]

After the widespread dissemination of the Cyborg Manifesto, many posthumanists began to focus on how modern technological culture fundamentally undermines the existence of the human body, reality and fiction, human-computer interaction, and artificial intelligence. Terms such as intelligence and self-creation have begun to enter the debate, and a post-human era dominated by cyborg humans has arrived. An electronic human is a mixture that is a cross-border mixture of an organism and an inorganic (machine). The e-human problem involves philosophy of technology, philosophy of science, culture of science and technology, ethics of science and technology, cultural studies and other multidisciplinary fields. In today's landscape society, where artificial intelligence is ubiquitous, the degree of human interaction is constantly increasing, subverting the classical concept of "human" as defined by the Renaissance humanities. Everyone is obsessed with the production and consumption of images, and we live in a world highly mediated by science and technology. While enjoying the benefits of high tech, the negative impacts associated with it must be digested.

### **3 Characteristics of Cyberpunk Digital Media Styles Under the Influence of Posthumanism**

First, the integration of diverse cultures. The worldview of Cybopunk is often built on the predictions of future scientific and technological developments and reflects the fusion of multi-ethnic and multi-ethnic cultures in its social structure. Take the 1982 film Blade Runner as an example, it offers many typical Cybpunk elements as one of the classic works of Cybpunk visualization, underground slums, skyscrapers, people in folk costumes, colorful neon lights. These elements are all placed in the same space in the style of late modernism. Therefore, many cybopunk works are set against the background of international cities that intersect east and west. For example, in Hong Kong, China, and Tokyo, Japan, prosperity and congestion, wealth and poverty are key words in their image, urban landscape and multidimensional cultural ecology. Sufficiently meets the demand for cybopunk. Second, "there are many futurist science fiction scenes" [4]. There are many futuristic sci-fi scenarios in the electro-punk works. The world of e-punk is highly developed in terms of artificial intelligence

and virtual reality. As an important part of the visual representation of Cybpunk, sci-fi characters are generally bionic or modified humans, with body parts transformed into robotic structures and cables everywhere. The scene architecture used to convey information in is usually a huge high-rise building with a futuristic style and has a certain sense of visual pressure. " [5]. We also have high-tech products such as VR eyeglasses, projection mapping and aircraft, which is also a visual element that can reflect the Cybo punk style. In terms of color operation, using high-purity colors such as blue, red, purple, and green, a sense of science and technology such as neon signs that are symbolic in movies and virtual network spaces filled with green electronic information symbols. To emphasize. Third, there are various image representation formats of Cybopunk digital media. Early electronic punk visual art was limited by the computer graphics technology of the time. Except for the actual constructed scene, it is generally presented in two dimensions. Nowadays, more and more video works use 3D image technology to construct shapes and even whole spatial scenes. Creators can express their thoughts more accurately through 3D video, create more virtual video, present a more multidimensional future science fiction environment, lack dynamic expression and immersive experience of 2D video Can be supplemented.

## **4 Example Analysis of Post-humanistic Art in Cyberpunk 2077**

Cybopunk 2077 is a role-playing game based on the novel of the same name by famed science fiction author Mike Goldsmith. It is set in a dark, highly technologically advanced and corrupt future world. In the context of the game, technological advances have undermined the authority of the state, creating an autonomous region centered on corporate land. Although the progress of technology only enriches the lives of the rich, the hardening of the class is serious, the people at the bottom of the class live a difficult life and have to work hard to enjoy the life brought by technology. The game's official CDPR has "entropy" for this state[6]. The 2077 worldview basically adopts the traditional electronic punk setting, high-tech bottom life, corporate colonialism, deep cyber cyberspace, and the most fashionable technology in the world. The worldview of 2077 basically uses the usual cybopunk setting, high-tech bottom life, corporate colonialism, network space in the deep net, and human beings as a combination of body and machine.

### **4.1 Styling**

The world of Cybopunk 2077 is divided into several levels, with companies at the top, residents at the middle, and urban dwellers at the bottom. The three categories correspond to the perspectives of the three players in the game: strong, gang, and homeless. The game officially created the name for each level of clothing style, neo-militarism, sculpturalism, neo-sculpturalism and moisture gradualism. The regimental camp is neo-militarist, with a style of clothing between classic and functional, with the

responsible person wearing traditional kimono. Regimental combatants remodel their entire bodies into a functional fighting style, with dark overall tones and cold, hard lines emphasizing ruthlessness and transcendence. Supermarkets need combat clothing to fight for profits. These clothes are not only practical, but also very structuralist. There are two main styles in the power camp, Kinkyism and the new Kinkyism, and "Kinkyism" was born out of the desire to find bright colors to brighten the gray world, which is always stuffy. The main feature is the exaggerated and strange visual style of clothing, operating a large amount of high-tech fabrics, fluorescent colors, translucent materials, pvc, laser fabrics, metals and more. Neo-kitschism attracts the attention of those who wish to brighten up their world with bright colors. The new Kinkyism captures the surface aesthetics of Kinkyism in a more luxurious and rich style. The lower class clothing is "entropy" and is characterized by a style that is more practical than the appearance and coverage. Take Animal Gang, for example, which rejects technology because the body is taller than anything else, focusing more on the display of muscles than the justice of the many elements of the body. There is also a tech-worshipping, hacker-savvy Poison group, whose costumes are a mix of the primitive rough elements of Haiti's original inhabitants and the electronic punk elements of hackers. In addition to Animal Gang and Voodoo Gang, there are American six Street Gang, Japanese Tiger Claw Gang, and Valentino Gang, a fusion of Italian and Mexican styles.

The distortion of fake limbs is also an important part of the game's look. By morphing the body into a weapon or tool in the game world, various prosthetic limbs enrich combat and diving. How to play. In the game, imitations that originally belonged to the army flowed into the market through underground routes, giving people more living space and resources, and the people at the bottom committed crimes to get better imitations. Some people lose the consensus after a lot of network transformation, look down on their own lives, think their bodies are inferior and vulnerable. By 2077 in the game, fakes have become symbols of fashion and class. The mechanical prosthetic bodies of the powerful are the brilliant red, gold, and black colors, the rogue prosthetic bodies are more crude, the simplicity of the inhabitants, the homeless and the homeless at the bottom are patchwork wilderness.

#### **4.2 Scene Design**

The building is mainly cold, dark and low. The building materials are mainly hard metal, plastic, steel or cement, brick and other raw materials, showing a simple, rough, concise and decadent effect, which is combined with the external environment. It is a unified whole. It is unified as a whole. Materials such as natural materials and plants with vital characteristics are rarely found. The building is filled with signs that are a source of neon and cultural elements, and some of the alley sign art is flawed and visual. The ground floor is a dark, dank living environment with graffiti-covered underground malls and sophisticated casinos, where crime and violence abound. The upper area has a very high sense of science and

technology, and the height rules and deep tones of the color scheme give the player a sense of inviolability from above. The game not only uses the classic electronic punk style of Eastern and Western art combination, but also adopts the folk art style of many countries. Compared to previous cybopunk movies, novels and games, 2077 has enriched every aspect of the internet world, allowing players from many countries to find shadows of their culture. Compared with the stereotypes of other cultures in traditional web-themed films, 2077 focuses more on the integration of cultural elements. Play it on the radio while you're driving, you can listen to the songs of Japanese idol singers, or you can listen to the song "Train Journey" by a Chinese band in the important story of the story. You can hear the song "The train is flying in the sky, the dream is 9 days" by the Chinese band. This understanding of pop culture in other countries is respect for athletes.

#### **4.3 Prop Design**

In addition to highly developed information technology, the shadow of modern weapons will be easily seen on vehicles and weapons. The item design of 2077 combines modern tools with the game itself, leaving players with an alternative process, without leaving a modern shadow. These designs also include high-tech weapons that may exist in the future world, which are also concrete manifestations of the cybopunk element.

#### **4.4 Plot Design**

The hero dreams of creating a world in a small town at night and becoming a "legendary" person. Surprisingly, he gets caught up in the case of the strongest company, Arasaka, and takes the time to play the whole game, which becomes a story. The story has many turning points, with unpredictable consequences. At the heart of the plot is the personal tragedy of a small role, and he fell into the torrent of the times in a class-differentiated, centralized society. There are many criticisms about how to play the game, but the episodic experience allows the player to experience the powerlessness, emotion, and sadness of the world. At the heart of cybopunk culture may not be the visual effects of the city's weird impostors and dazzling neon, but the tragedy of humans' inability to control their destiny in social floods and science and technology games. In this regard, 2077 not only presents a more realistic world of electronic punk, but also reflects well on the development of human society.

### **5 Application Value of Post-humanism to Contemporary Media Technology and Digital Culture**

With the rapid development of new media technology, postmodernism, an important literary genre, has evolved into the style of cyberpunk. The application of posthumanism in mobile interaction design is characterised by flamboyant kinetic design and the construction of virtual three-dimensional spaces. The tip

of the neck, the credible metaphor, the passage, and the completion. For example, the humanistic globalization of the future, the eastern and western cultural elements of the city, the future of the humanistic network, the future of the future, and the reality of the imaginary arts. Once this is a trivial information tool, the representative form is the representative form of the humanities, and it has the potential to be used in practical design. Fusion provides a systematic visual effect, while being an integrated stimulus and integrated reasonable elements. Third, the feeling of immersion in the alternating interaction design. Posthumanistic literary genre. At the same time, a certain degree of 3D alternating scene structure is established. Easy realization depth immersion.

The "post-humanist" literary background of cyberpunk determines its metaphorical function as a design style, and the design works use cyberpunk visual elements to convey anti-utopian and independent thinking cultural demands. The metaphorical function of image information makes the abstract information of the design object more easily understood and accepted by the audience through visual communication. In today's information explosion, the diversity of information leads to the difference of ideology and culture, and gives rise to different cultural fields and social groups. It is hoped that in the future, other cultural content compatible with cyberpunk values can be displayed in the style of cyberpunk to promote cultural diversity.

Cyberpunk is essentially a product of mankind's fantasy of the future, and its creative philosophy is instructive for future design. With the development of the times, Cyberpunk works, whether in literature or in art and design, need a contemporary interpretation of the future world, which is manifested as the renewal of old visual elements and the creation of new visual forms in visual design. Cyberpunk, as a future-oriented design style, is not static. It has no set design rules, which allows it to continuously feed data to the design domain. The development of digital society has made some of the early ideas of cyberpunk a reality, which has gone beyond the surface of words and gradually permeated into modern life. It has been widely used in digital media design, which not only conforms to the trend of The Times, but also establishes a realistic emotional connection with the audience. In future design practice, cyberpunk creators should make full use of technology to explore new ways of interacting and presenting visual graphics, to restore the functional conception of images in the cyberpunk worldview to reality, and to apply more interactive technologies to digital media design to provide a richer experience for the audience.

## 6 Conclusion

Later humanism was a criticism of humanism as a philosophical tide, advocating "de-humanism". However, when we discuss posthumanism, we are dealing not only with themes of anthropocentrism and evolution, ecology or technological cooperation, but also with how different ideas confront these types of themes. We are discussing what we are doing and the challenges we have to face.[8]

The development of digital society makes some ideas of post-humanism theory become a reality, making it less superficial and more universal in modern life, so that it can be widely used in digital media design and adapt to the times. Not only do, but build a realistic emotional connection with the viewer. In the future design practice, electronic punk creators will make full use of technical means to explore new visual graphic interaction and representation, and reconstruct the concept of image function in the world view of electronic punk. More interaction techniques must be used in digital media design to provide viewers with a richer experience. Posthumanism also submits a view of nature in harmony, rational use of high technology, science and technology restores beneficial functions to humanity, sustains the sustainable development of society, loves non-humanity, and makes a difference. He admitted that he embraced and respected others, and advocated the construction of a posthuman society in which various species coexist in harmony. Thus, post-humanism theory not only helps to clarify the intrinsic requirements of emerging technologies, but also provides a new starting point and new research methods for reexamining the relationship between man and technology, man and animal, man and environment.

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