



2025 . Dec . 29 – 2026. Jan. 9

Local Content Immersive Media PBL
Midia Facade





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Team 사바사바_PBL
2025 . Dec . 29 - 2026 . Jan . 9

Local Content Immersive Media PBL
Midia Facade

I n d e x

- a. planning
- b. Ai generated image
- c. 3D assets
- d. touch designer



- f. media facade

A . p l a n n i n g

“ What is Korean is the most global.”

“한국적인 것이 가장 세계적인 것이다.”

오늘날 한국은 문화강국으로서 전례 없는 한류 열풍을 이끌며, 세계 속에서 독자적인 문화 위상을 확립하고 있다. 이에 따라 외국인 관람자들 역시 한국 고유 전통 문화에 관심을 보이고 있다. 본 작품은 이러한 흐름 속에서 한국적 특성이 가장 집약적으로 드러나는 무속신앙, 그중에서도 무당의 굿판을 핵심소재로 삼았다.

어릴 적, 굿판을 실제로 본 적이 있는가? 실제로 굿판을 눈앞에서 보게되면, 무당의 퍼포먼스와 강렬한 악기들의 사운드에 자동적으로 넋을 놓게된다. 사운드와 시각적 퍼포먼스는 경이롭기도 하지만, 처음 보는 광경에 느끼는 두려운 부분이 크다. 그리고 그 두려움은 이내 머릿속에 강렬하게 각인되어 절대 잊을 수 없는 기억이 된다.

Team 사바사바는 외국인 관람자에게 한국의 무속을 설명하는 정보성 영상이 아닌 공간 빛, 소리, 움직임으로 체험되는 미디어 파사드로 구현함으로써, 무속을 있는 그대로 느끼는 경험을 제공하고자 한다.

본 작업물에서 바다가 중요한 배경으로 등장하는 이유는 노래 〈SUBUSA〉의 가사에 언급되는 ‘수부사제’에서 비롯된다. 수부사제는 바다와 관련된 신령에게 마을의 안녕과 안전을 기원하는 제의로, 해안 지역을 중심으로 전승되어 온 마을 공동체 의례의 한 형태이다.

우리나라의 마을 제의는 그 운영 방식에 따라 크게 두 가지로 구분할 수 있다. 하나는 마을 사람들이 직접 주관하는 제의로, 제주도의 본향당 제의나 육지 지역의 유교식 포제와 같이 공동체 내부에서 이루어지는 양식이다. 다른 하나는 마을 외부의 전문 무속 집단을 초청하여 진행하는 무속 의례로, 이 경우 제의는 보다 규모가 크고 장기간에 걸쳐 진행되는 특징을 지닌다.

이 중 후자에 해당하는 대표적인 마을 제의가 별신굿이다. 별신굿은 주로 동해안과 남해안의 어촌 마을에서 행해지는 마을 안녕제로, 마을의 평화와 질서 유지뿐 아니라 풍요와 다산, 특히 풍어와 선원들의 안전을 기원하는 성격이 강하다.

이러한 이유로 별신굿은 단순한 연례 행사가 아니라, 마을 전체의 운명을 좌우하는 중요한 공동체 의례로 인식되어 왔다. 동해안 별신굿은 매년 반복되는 제사가 아니라, 마을의 상황과 필요에 따라 2~3년마다, 길게는 10년을 주기로 거행된다. 일단 굿이 시작되면 짧게는 사흘에서 길게는 일주일에 이르기까지 이어지는 대규모 의례로, 마을의 수호신을 모시고 공동체 구성원 모두의 안녕을 비는 과정을 포함한다. 이 굿은 지역에 따라 풍어제, 풍어굿, 또는 골매기당제라고도 불린다.

노래 〈SUBUSA〉에 등장하는 수부사제는 이러한 동해안 별신굿의 맥락 속에서 이해될 수 있으며, 바다를 삶의 터전으로 삼아온 해안 마을 공동체가 자연과 신령, 그리고 인간 사이의 질서를 유지하기 위해 행해온 제의적 세계관을 상징적으로 드러내는 요소라 할 수 있다.

水府祀祭

S u b u s a



水府祀祭 來矣
何等祀祭 呼之乎
日的 月的 甲的 時的 水府祀祭也
無去內祀祭也 抵祭也
隱去祀祭也 老去祀祭也

東加麻鬼 南加麻鬼 西小來機 北浮興伊
一天祿 二安孫 三食神 四證波 五鬼方
六合食 七進鬼 八官人
九九退退 入來祀祭也

其高彼鬼神 向巫臺而望
其高彼鬼神 聞鳴金之聲
汝亦行 我亦行
諸死孤魂 與時死靈神等
於登登 杖鼓之聲 悲哀而聞
至於巫祭之前 酒一盞 十餘二 祭甘而受

我里之願 成就而賜之

水府祀祭 來矣
何等祀祭 呼之乎
無去內祀祭也 抵祭也
老去祀祭也 隱去祀祭也
抵祭也
水府祀祭也

수부사제 왔네
어떤사제 불러줄고
일적 일적 갑적 시적 수부사제야
없어내든 사제야 저제든 사제야
숨지우든 사제야 늙지우든 사제야

동까마귀 남까마귀 서소래기 북부흥이
일천록 이안손 삼식신 사증파 오귀방
육합식 칠진귀 팔관인
구구퇴퇴로 들어든 사제야

키젓다 저귀신은 굿대를 향해보고
키젓다 저귀신은 명금소리 갱개듣고
너도 가자 나도 가자
못죽은 고힌이며 때죽은 영신들아
어등등 장구소리 구슬피 갱개듣고
굿전에 왔거들라 술 한잔 열스물 제감하고

우리 동네 소원성취 이루어주소

수부사제 왔네
어떤사제 불러줄고
없어내든 사제야 저제든 사제야
늙지우든 사제야 숨지우든 사제야
저제든 사제야
수부사제야

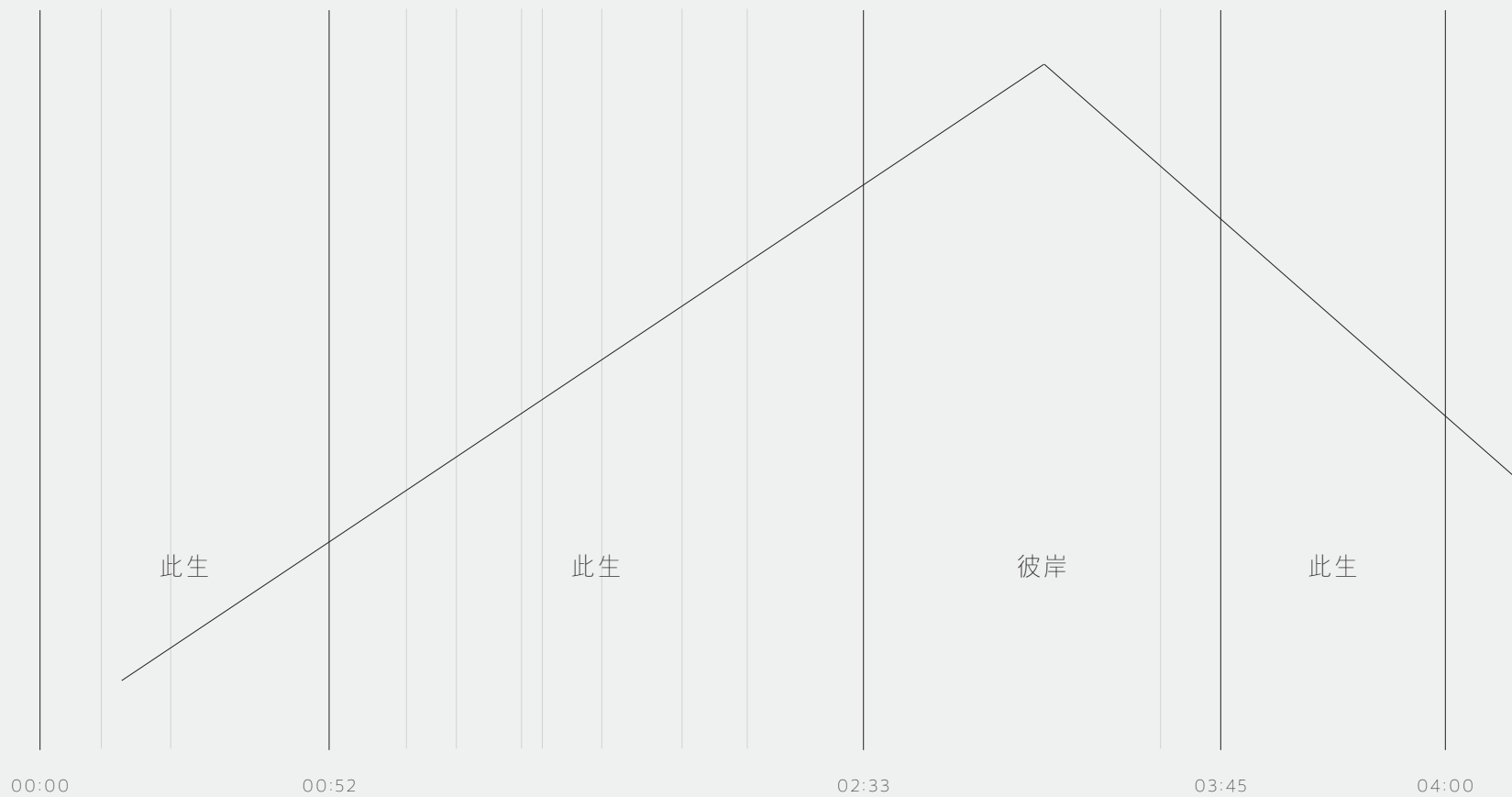
c u t

S e t u p

D e v e l o p m e n t

C l i m a x

E n d



— transition

Core Concept

[무당 무]

하늘(一)과 땅(一) 사이에 서서(丨) 사람(人)을 잇는 모양
무당 무 한자를 거대한 당산나무를 사이에 두고 선 무당과 망령으로 이미지화한다.



B . A i g e n e r a t e d i m a g e





Rough, surging ocean waves, resin art texture with deep translucent layers, waves with visible grain and flowing contours, inspired by classic ukiyo-e wave masterpieces, curling and crashing motion frozen in time, dramatic contrast between light and shadow, organic fluid dynamics, highly detailed surface, tactile and sculptural feel, dark indigo and ivory palette, fine art illustration, cinematic composition



<tough waves> _midjourney

Front-facing, symmetrical view of a traditional Korean shamanic shrine interior, a ritual table centered with tall stacks of ceremonial food in golden bowls, realistic textures and materials. Behind the table stands a Korean folding screen painted with traditional minhwa folk paintings, soft ambient lighting surrounding the space, solemn and calm atmosphere. Ultra-realistic photography style, no people, no extra objects, only authentic Korean traditional ritual items, cinematic stillness, high resolution.



<Korean Shamanic Shrine> _midjourney

Low-angle, centered composition inside a traditional Korean shamanic shrine, a large ritual tray with a pig's head dominating the foreground, intense and dramatic presence. Behind it stands a Korean shaman (mudang), arm raised high holding a ceremonial knife, frozen at the peak of tension, powerful ritual gesture. Cinematic lighting, high realism, no extra figures, authentic Korean ritual setting, raw emotional intensity, sacred and unsettling atmosphere, ultra-detailed, photographic style.



<shaman with pig head> _midjourney

Full-body rear view of a mudang (Korean shaman), both arms raised, wearing ornate traditional shaman garments with intricate embroidery, dramatic lighting, solemn ritual atmosphere, high realism.



<Shaman. front> _midjourney

Full-body rear view of a mudang (Korean shaman), both arms raised, wearing ornate traditional shaman garments with intricate embroidery, dramatic lighting, solemn ritual atmosphere, high realism.



<Shaman. back> _midjourney

Low-angle, centered composition of a massive traditional Korean Dangsang Tree (sacred village guardian zelkova), thick ancient trunk and wide branches wrapped with vibrant multicolored ritual fabrics and prayer cloths, deep blue-green leaves. Black night background, eerie sacred atmosphere, unsettling spiritual presence, cinematic lighting, dramatic shadows, photorealistic, ultra-detailed bark texture, mystical realism, no people. Wide cinematic frame, sharp focus, 8k realism --ar 16:9 --q 2 --stylize 100



<Dangsang Tree> _midjourney

A traditional Korean Hanok house at night with glowing paper windows (Changhoji), symmetrical courtyard with a stone path, soft warm interior lighting, dark moody blue sky with a faint moon, cinematic lighting, hyper-realistic, 8k, --ar 16:9 --v 6.0



<Korean Traditional house> _midjourney

A central stack of sharp, curved traditional Korean ritual blades (Jakdu) mounted on a wooden frame in an outdoor dirt courtyard. Tall poles displaying vibrant five-colored shamanic flags (Obang-gi) with long fabric streamers in red, yellow, and blue fluttering in the breeze. The scene is enclosed by low traditional Korean stone-and-clay walls with a backdrop of a dense, lush green forest under a bright, clear sky. Cinematic hyper-realistic photography, cultural documentary style, wide-angle perspective, natural daylight, high-resolution textures --ar 16:9 --v 6.0



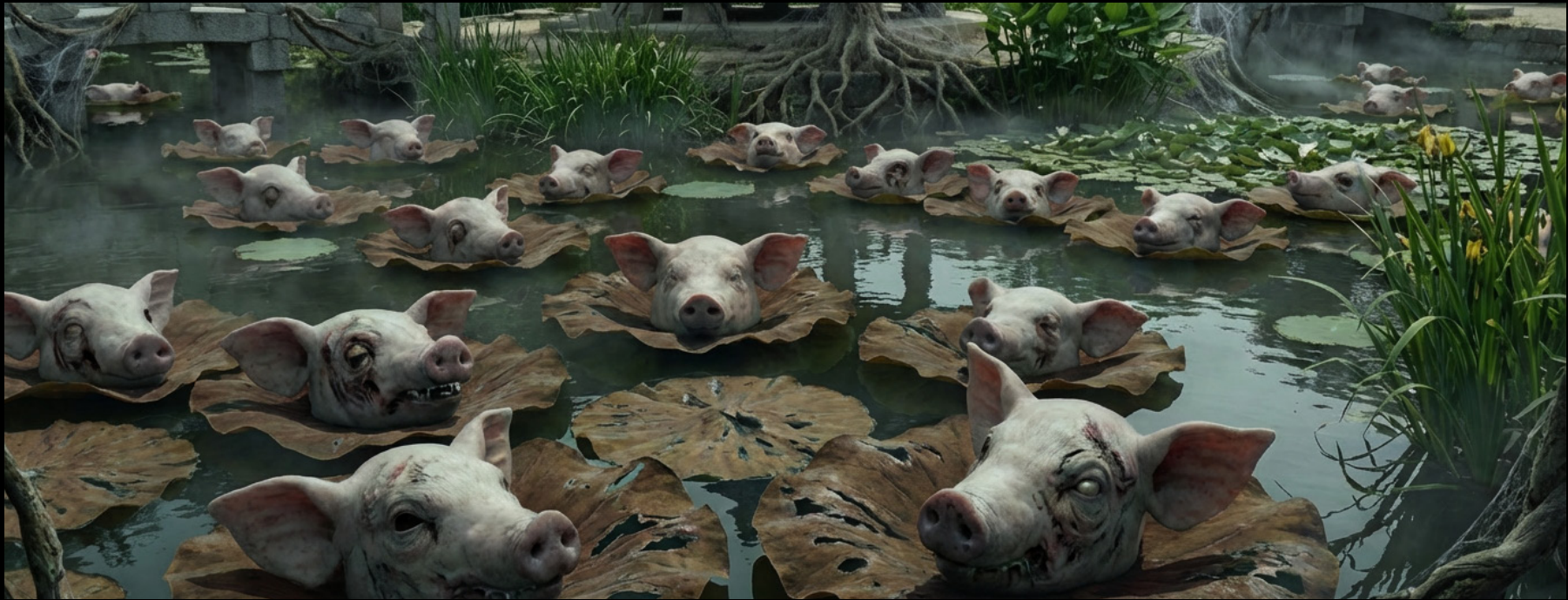
<Jakdu> _midjourney

A mystical altar shrine embedded within a dark, rough-textured cave interior, illuminated by warm flickering candles. Intricately carved wooden deity shrine and tables adorned with traditional Korean patterns and small figures. Vibrant, multi-colored fabric banners (red, yellow, green, blue) drape and hang around the shrine and wooden structures. Atmospheric smoke and deep shadows created by the candlelight, realistic cinematic photography, rich textures, golden hour lighting --ar 16:9 --v 6.0



<Altar in a cave> _midjourney

A surreal horror photograph of numerous severed pig heads resting on giant lily pads floating in a murky pond. The pig heads are pale, grotesque, and decay-ridden, some with hollow eyes, surrounded by dark water and aquatic plants. In the background, a weathered traditional Korean wooden pavilion and a stone arch bridge are shrouded in thick fog under a stormy, dark sky. Atmospheric, macabre, detailed horror photography, cinematic lighting, dark and moody colors --ar 16:9 --v 6.0



<Pig pond> _midjourney

A dense, ancient forest filled with numerous carved wooden Korean totem poles (Jangseung) with expressive, grotesque faces. Thick fog and mist blanket the forest, creating a mysterious and eerie atmosphere. The trees and ground are heavily covered in thick green moss. Diffused, low daylight filters through the canopy. A wide-angle landscape photograph with a large mossy tree trunk in the foreground. Cinematic, highly detailed nature photography, rich textures, mystical mood, --ar 16:9 --v 6.0



<Forest of Jangseung> _midjourney

A surreal horror composite scene at night, combining a traditional Korean Hanok courtyard and a foggy forest filled with ancient, grotesque Jangseung totem poles. A shamanic ritual site featuring a large blade (Jakdu) structure with colorful flags, a candlelit cave shrine, and hundreds of blood-covered Onggi jars. Severed pig heads rest on lily pads in a dark pond, all under a moody, cloudy sky with faint moonlight and flickering ritual fires. Cinematic, highly detailed dark fantasy photography, atmospheric, unsettling, hyper-realistic textures --ar 16:9 --v 6.0



<Jangdokdae> _midjourney

A wide-angle landscape at night, combining a traditional Korean Hanok house with glowing, eyeball-filled Changhoji windows, under a stormy sky with a faint moon. In the foreground, a large ritual blade stack with colorful flags and numerous traditional Korean Onggi jars covered in fresh blood. A murky pond filled with severed pig heads on lily pads, leading into a dense, foggy forest with ancient, moss-covered Jangseung totem poles. The scene is lit by flickering candlelight from within the house and scattered candles, creating a dark, atmospheric, and hyper-realistic horror photograph. -- ar 16:9 -- v 6.0



<Peeping eyes through Changhoji> _midjourney

A colossal, surreal cosmic horror landscape of the "Hell of Pagodas," where massive, ancient stone pagodas hang upside down from a swirling, blood-red sky over a chaotic shamanic underworld. A central ritual ground features a giant Jakdu blade structure surrounded by hundreds of blood-drenched Onggi jars and grotesque Jangseung totem poles in a dead forest. Ruined Hanok structures with glowing, eyeball-filled Changhoji windows overlook a murky pond filled with severed pig heads on lily pads. Hyper-realistic cinematic photography with overwhelming scale, dark fantasy elements, atmospheric fog, and ritual fires. --ar 16:9 --v 6.0



<Hell of Towers> _midjourney

A sprawling surreal horror landscape where massive, ancient stone pagodas hang upside down from a blood-red, stormy night sky over a ruined Korean Hanok village. The central courtyard features a large shamanic Jakdu blade structure surrounded by hundreds of blood-drenched Onggi jars and a murky pond filled with severed pig heads on lily pads. Hanok structures have glowing, eyeball-filled Changhoji windows, bordered by a dense forest of grotesque Jangseung totem poles and a cave entrance lined with reaching pale hands. Atmospheric fog, warm flickering candlelight contrasting with dark shadows, hyper-realistic cinematic photography, overwhelming scale and dread. --ar 16:9 --v 6.0



<Cave of hands> _midjourney

A candid photograph of a hand holding a smartphone, its screen displaying the surreal cosmic horror landscape from image_33.png. The phone shows the Hanok with eyeball windows, bloody jars, pig heads in a pond, inverted pagodas, and the hand-cave shrine under a red sky. Shallow depth of field, sharp focus on the illuminated phone screen against a blurred indoor background. --ar 16:9 --v 6.0



<between the blankets> _midjourney

A candid photograph captures a hand holding a smartphone, its illuminated screen displaying a surreal cosmic horror landscape. The on-screen image details inverted stone pagodas, bloody Onggi jars, severed pig heads in a murky pond, and a glowing cave shrine made of hands under a red sky. Screen light casts on the hand. Shallow depth of field, sharp focus on the phone screen against a blurred dark indoor background. --ar 16:9 --v 6.0

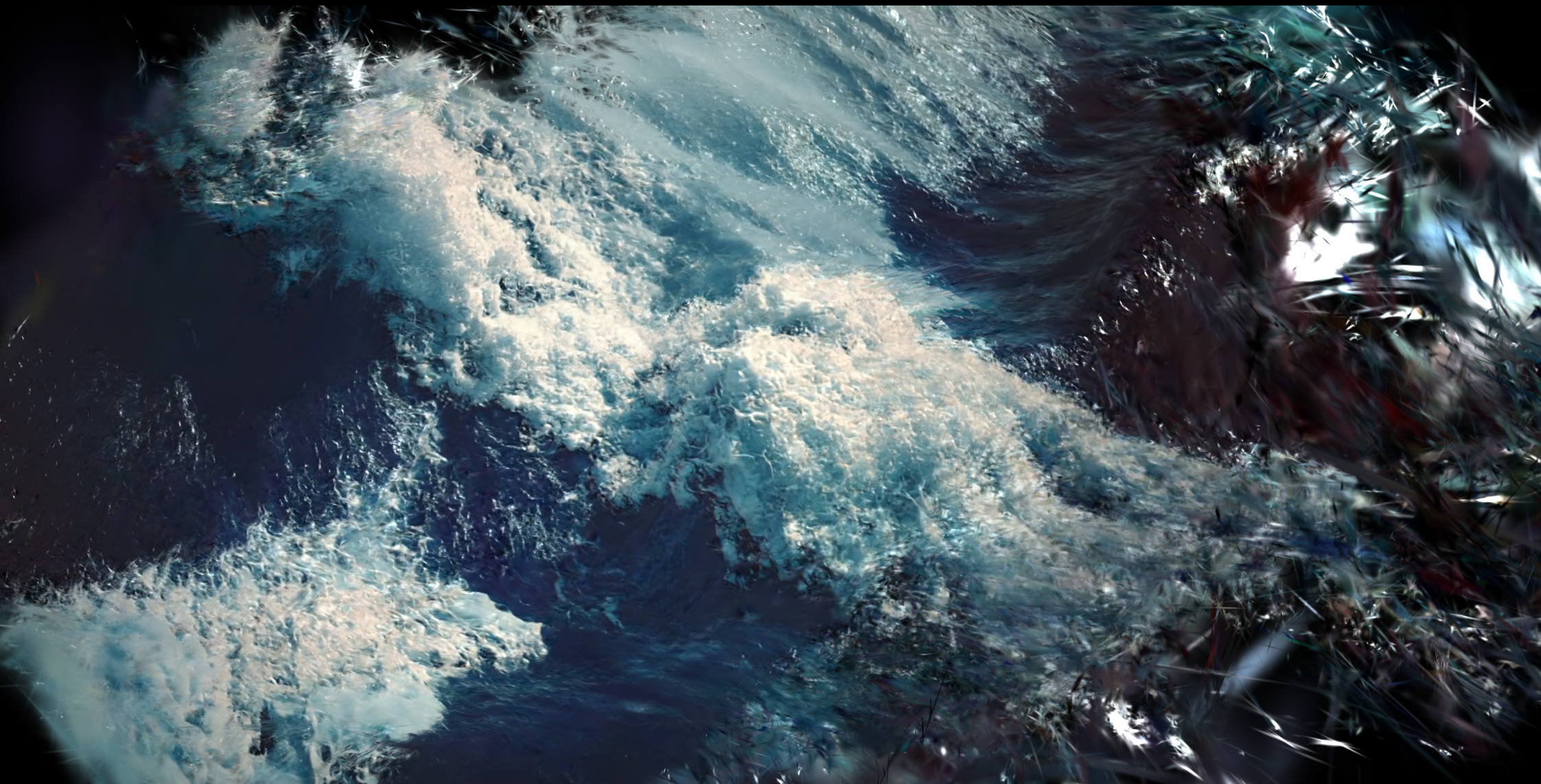


<calm waves> _midjourney

C . 3 D a s s e t s

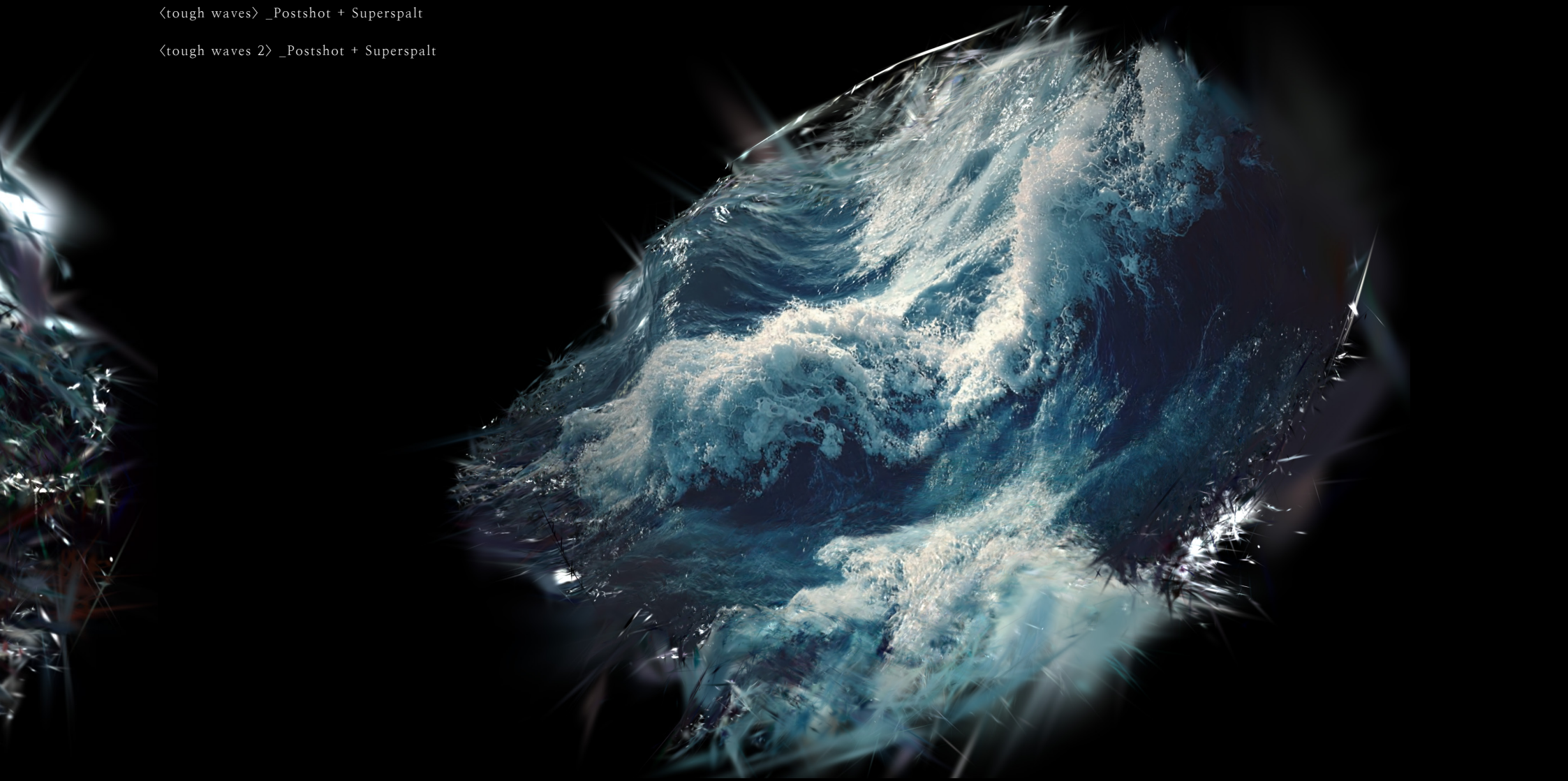


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<tough waves> _Postshot + Superspalt

<tough waves 2> _Postshot + Superspalt





<Shaman> _Postshot + Superspalt



<ghost> _Postshot + Superspalt















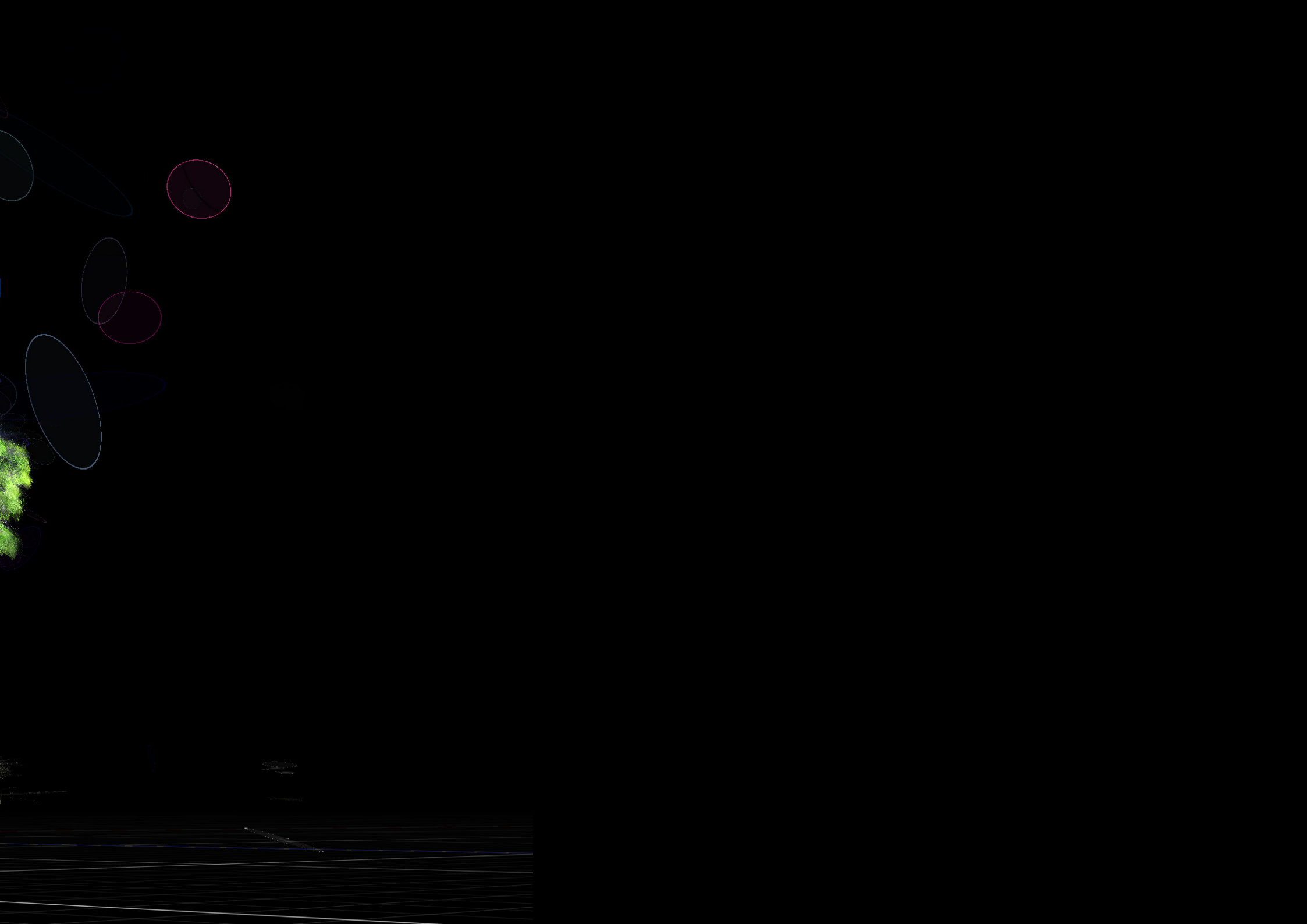
<shaman with pig head> _Postshot + Superspalt

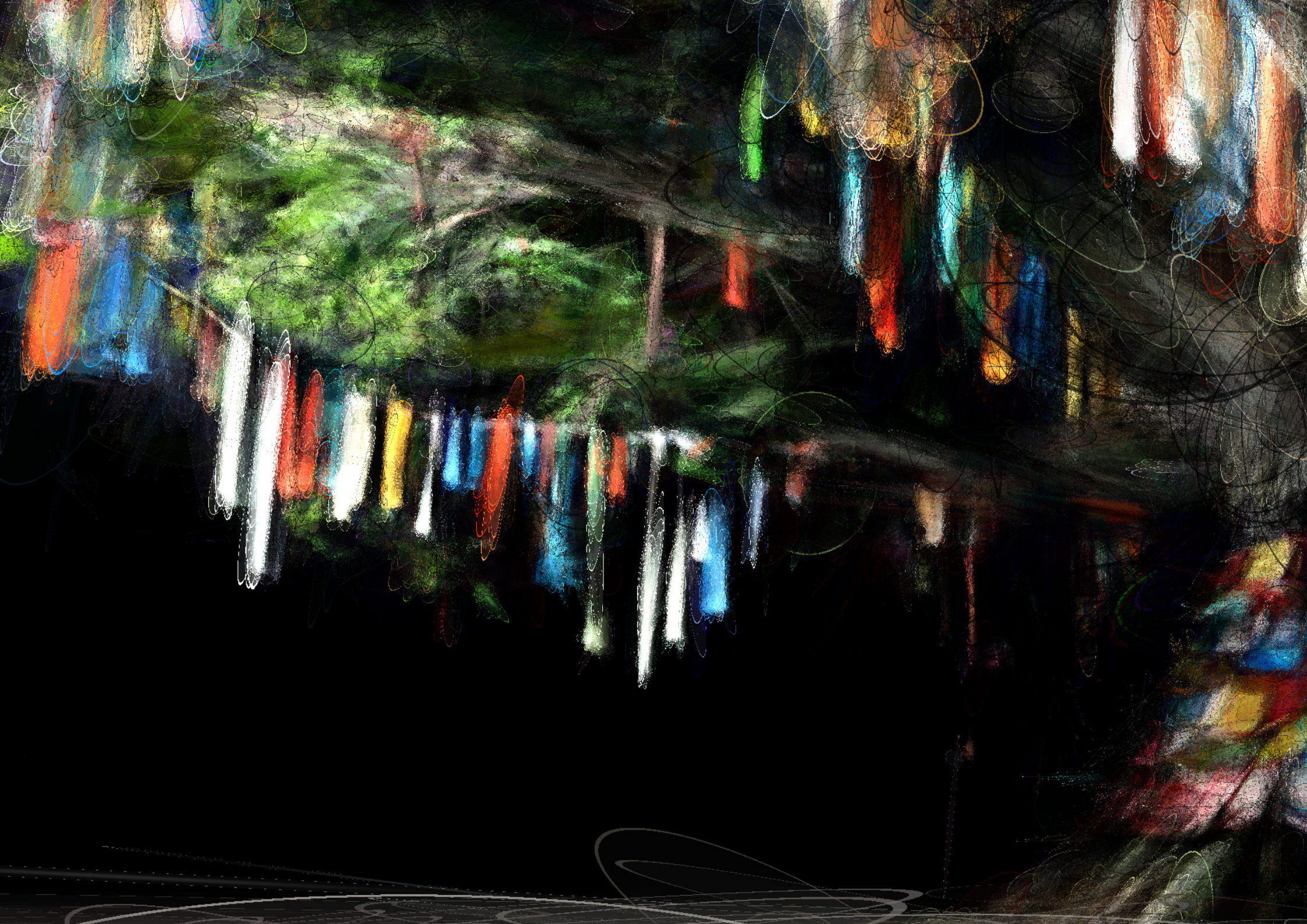
<Dangsan Tree> _Postshot + Superspalt

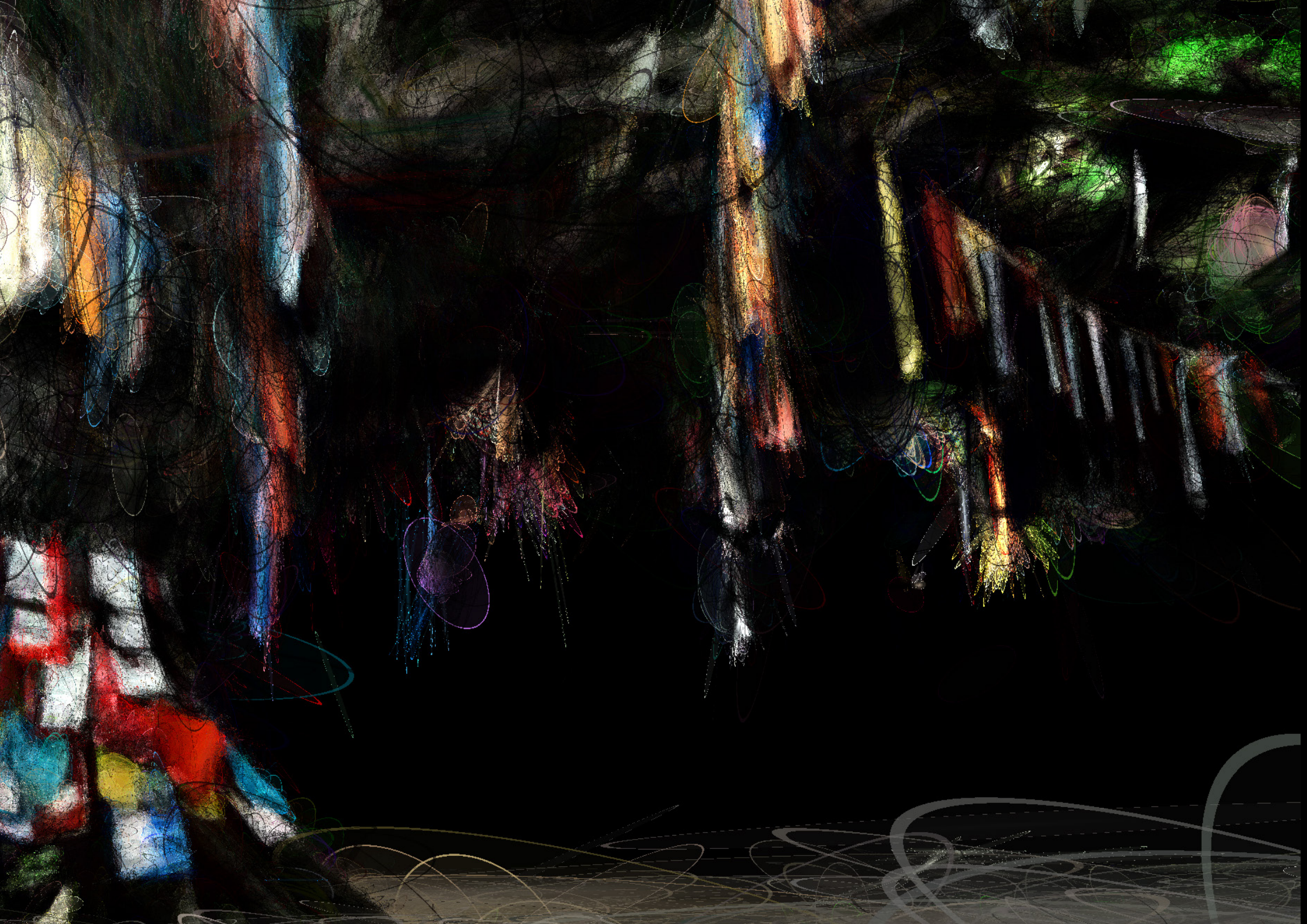












<Jakdu> _Postshot + Superspalt







<Korean Shamanic Shrine> _Postshot + Superspalt

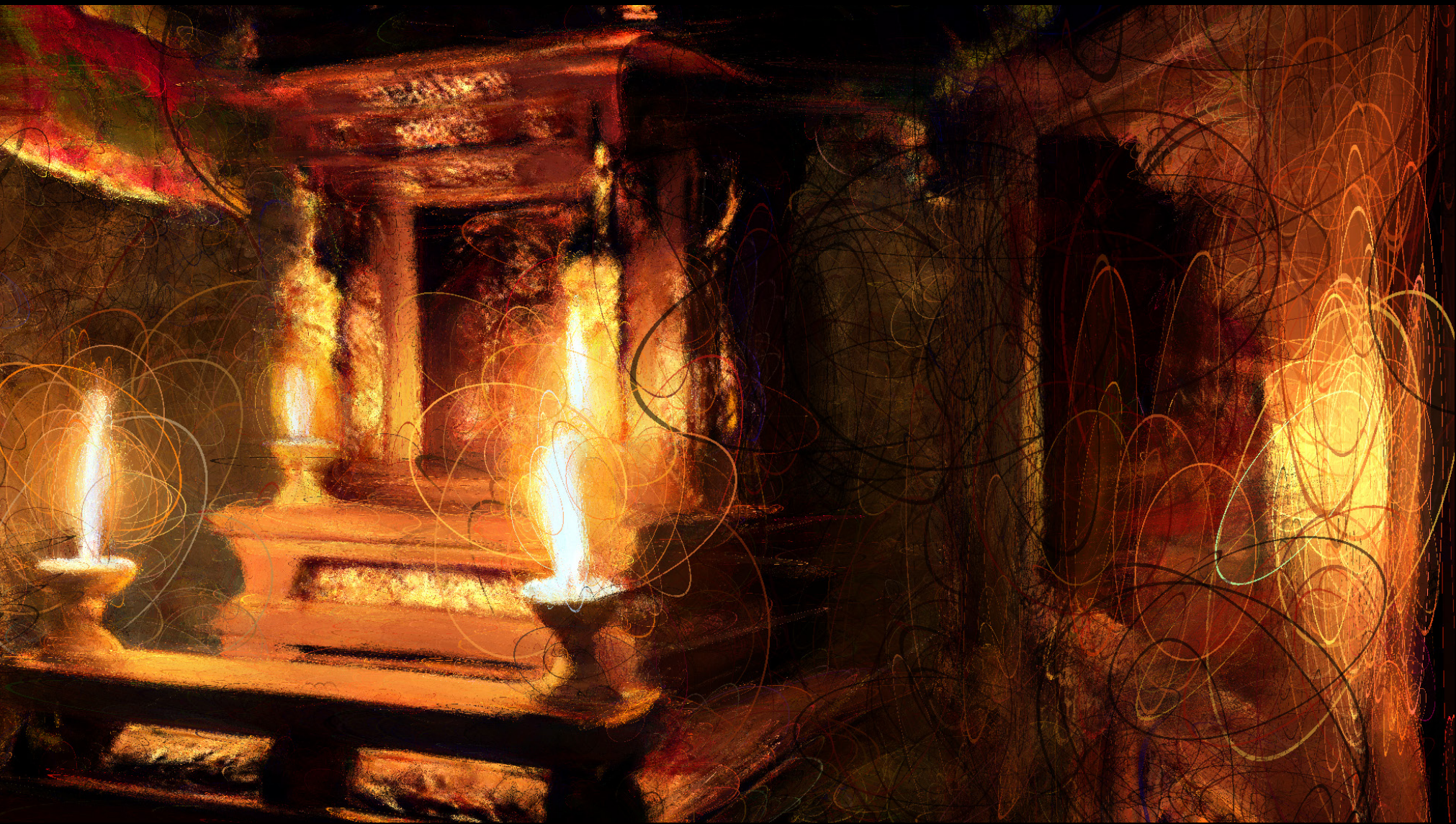


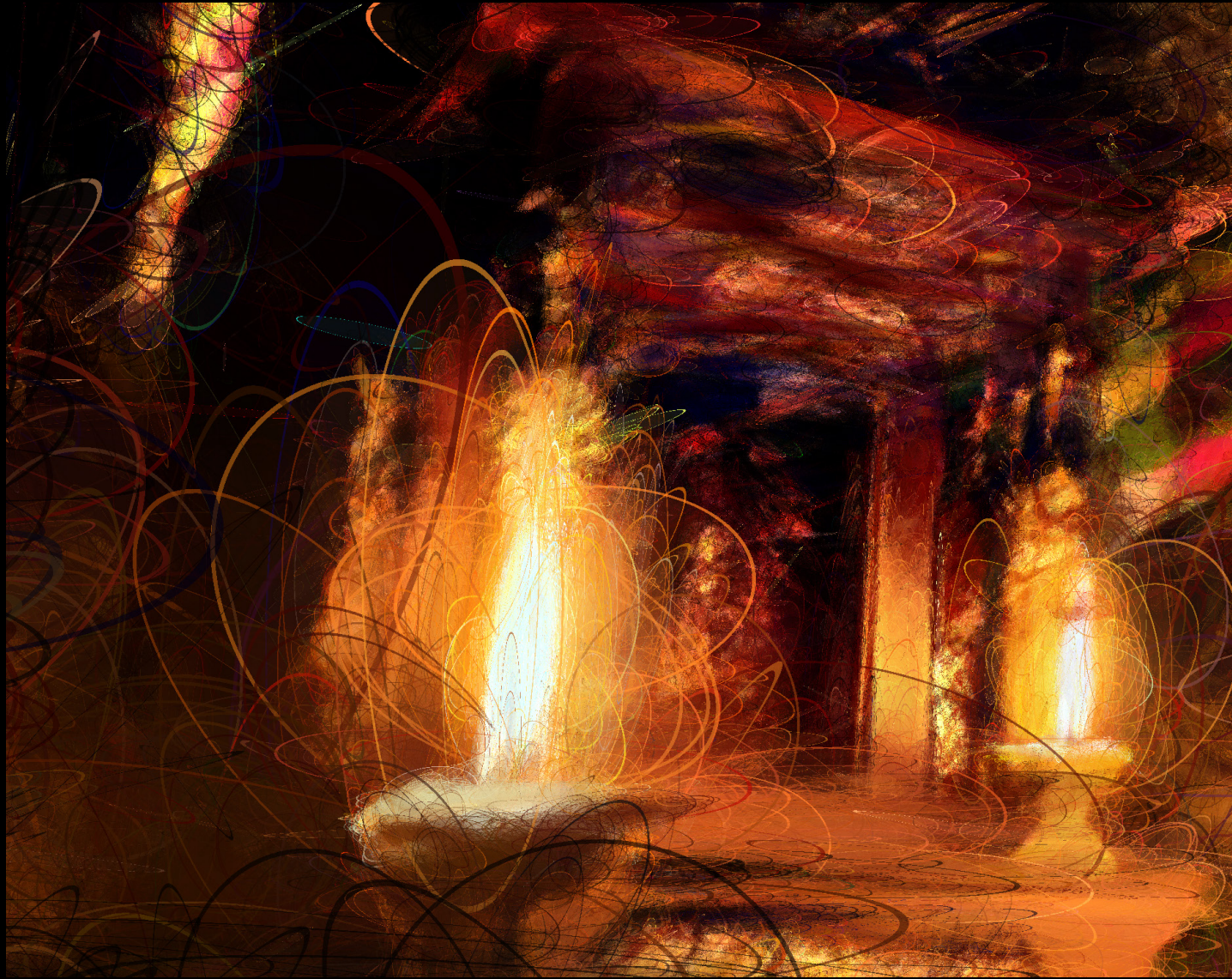






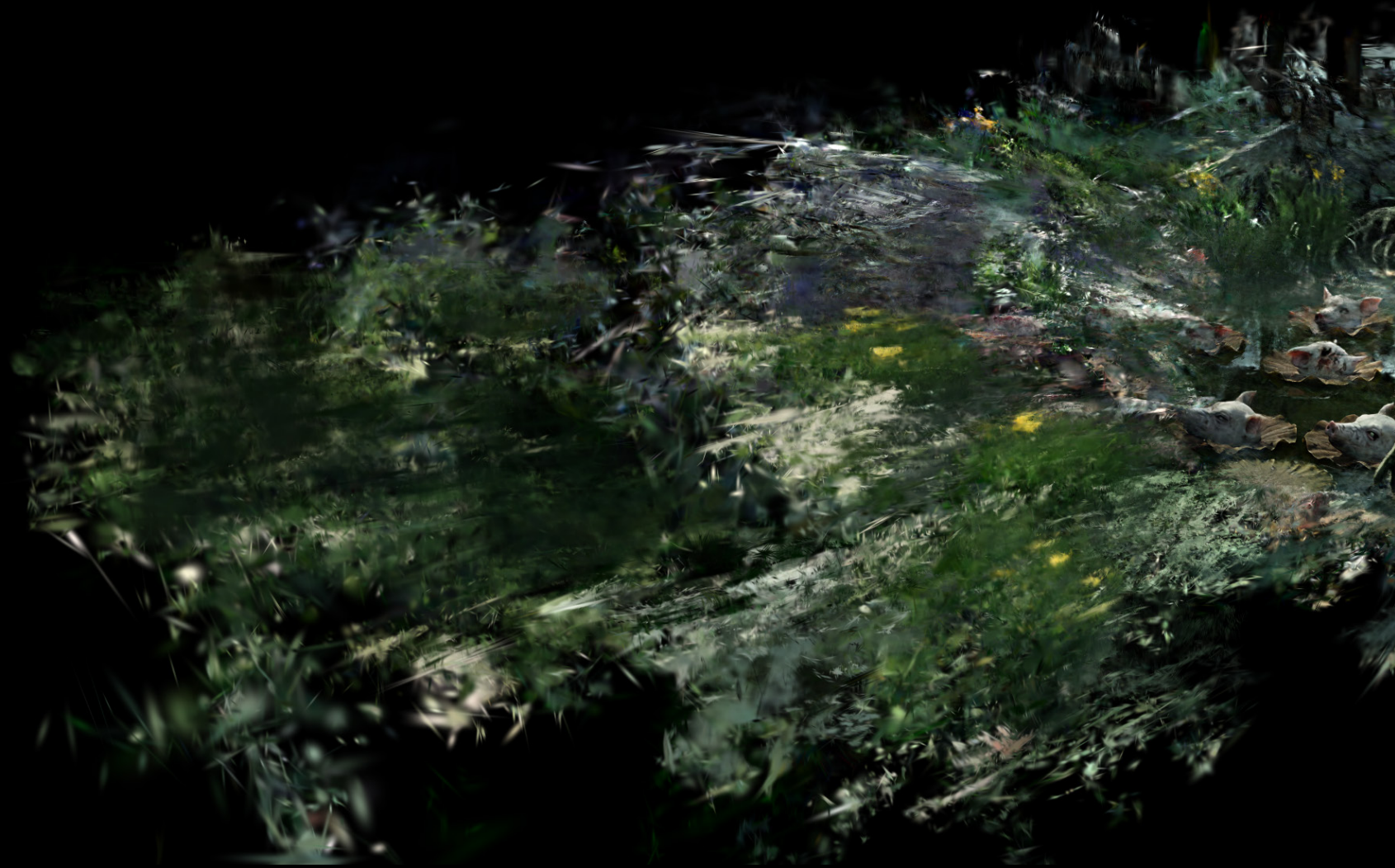








<Pig pond> _Postshot + Superspalt









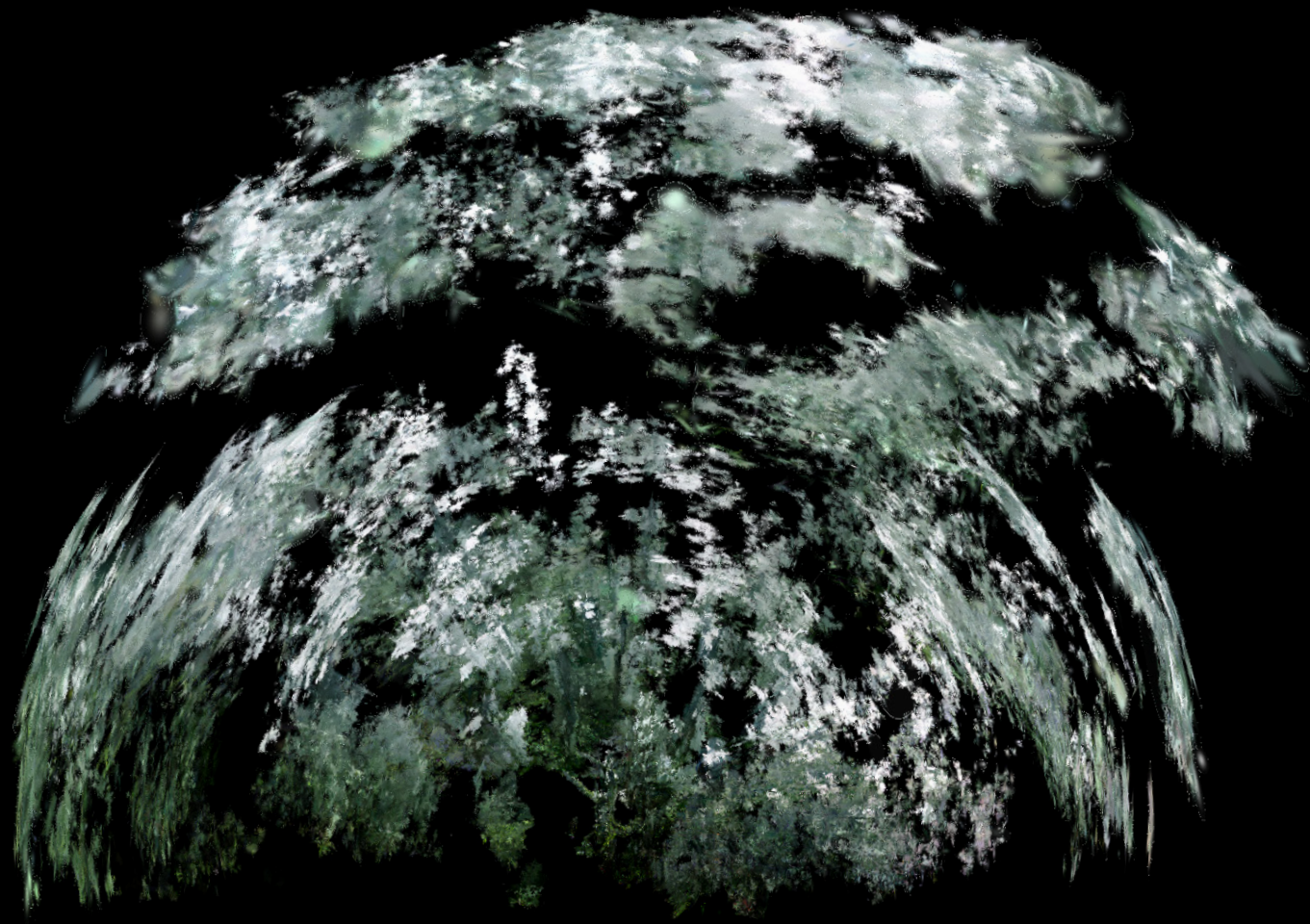


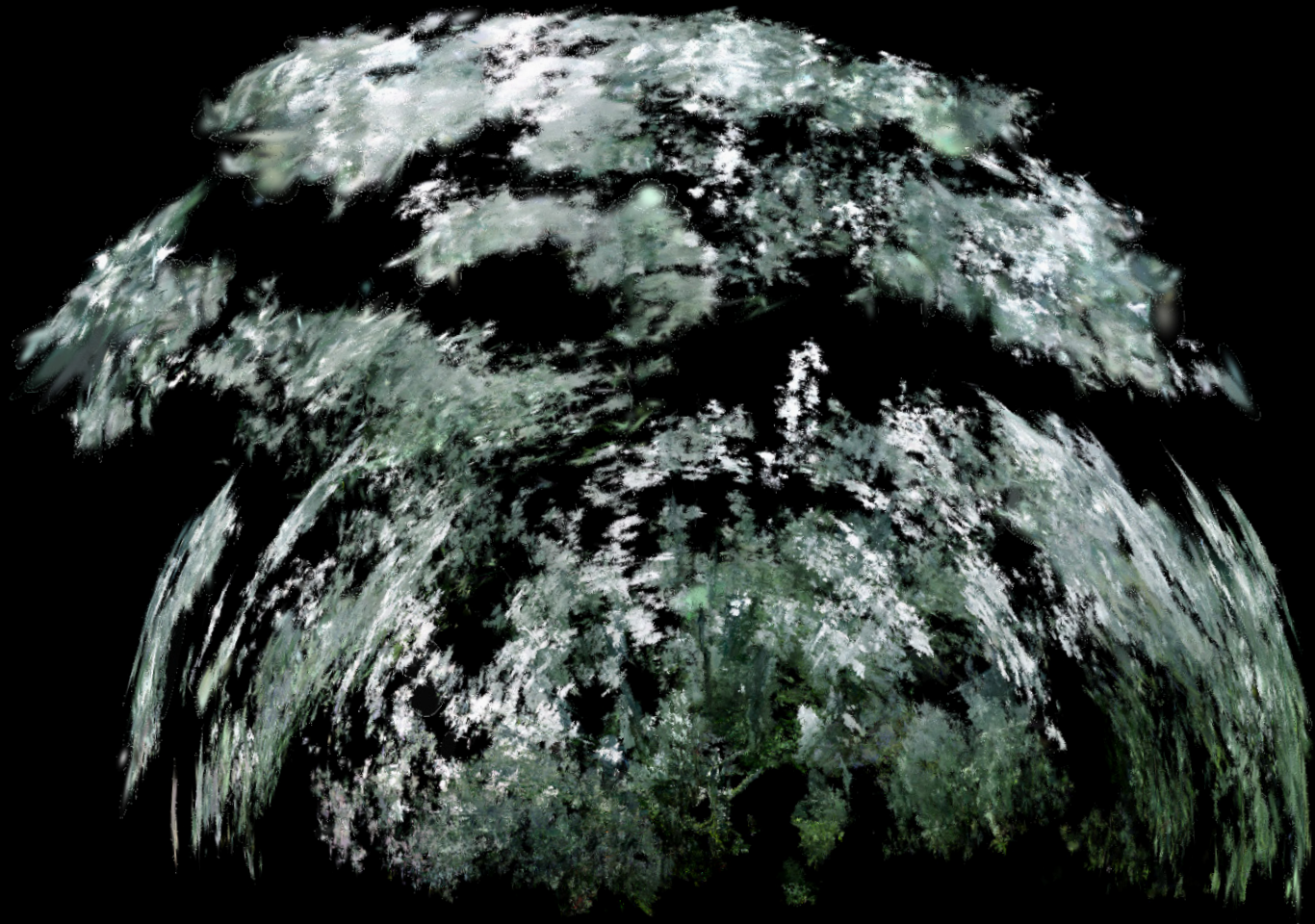






〈Forest of Jangseung〉_Postshot + Superspalt









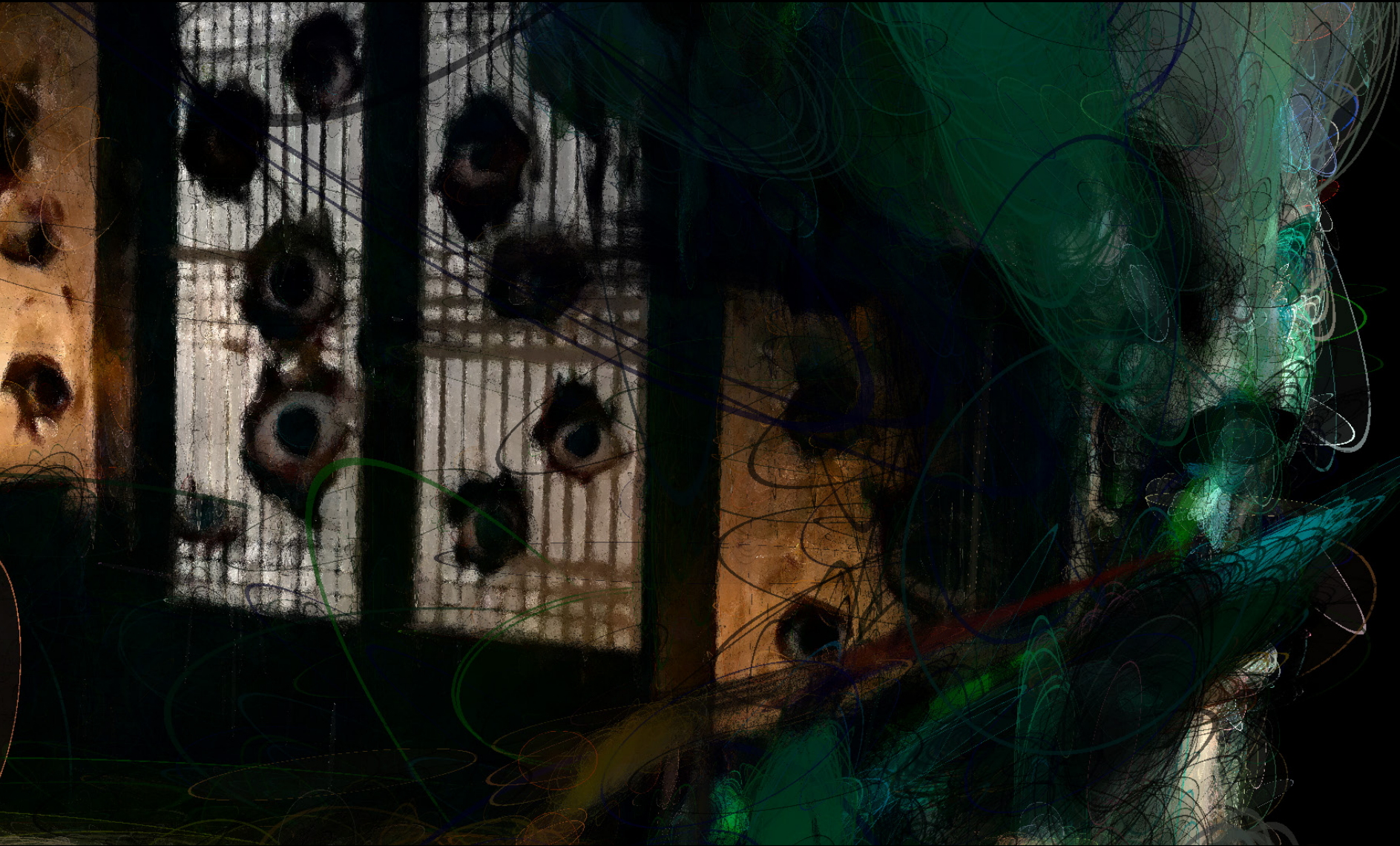








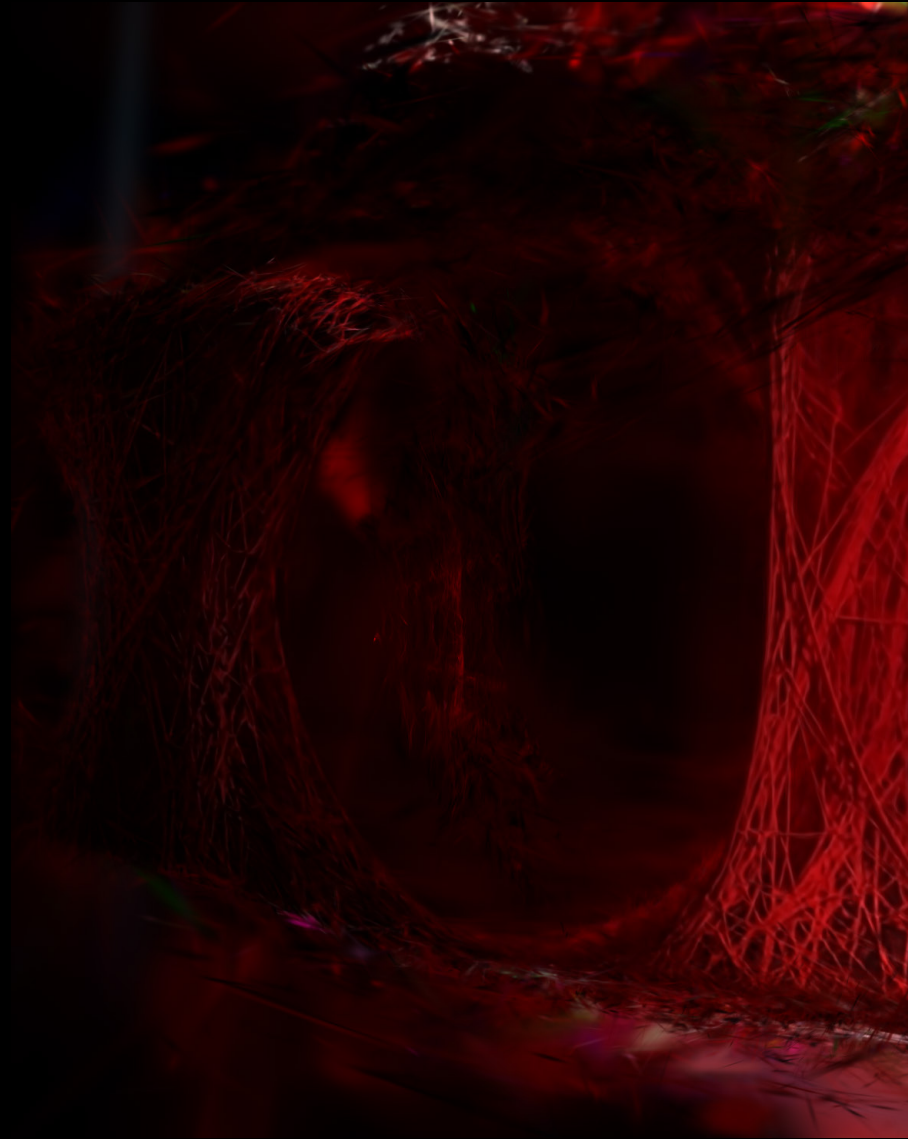


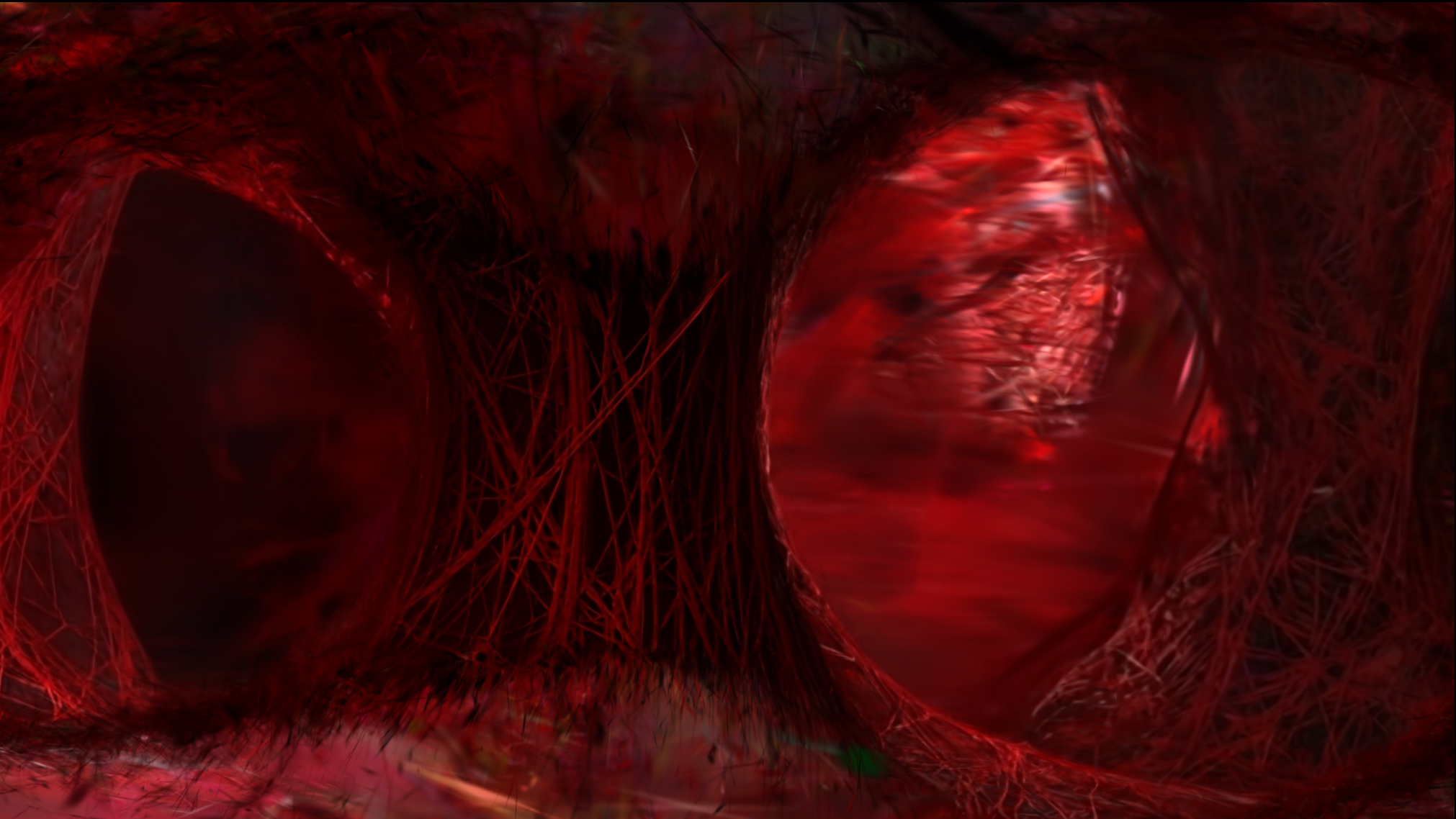


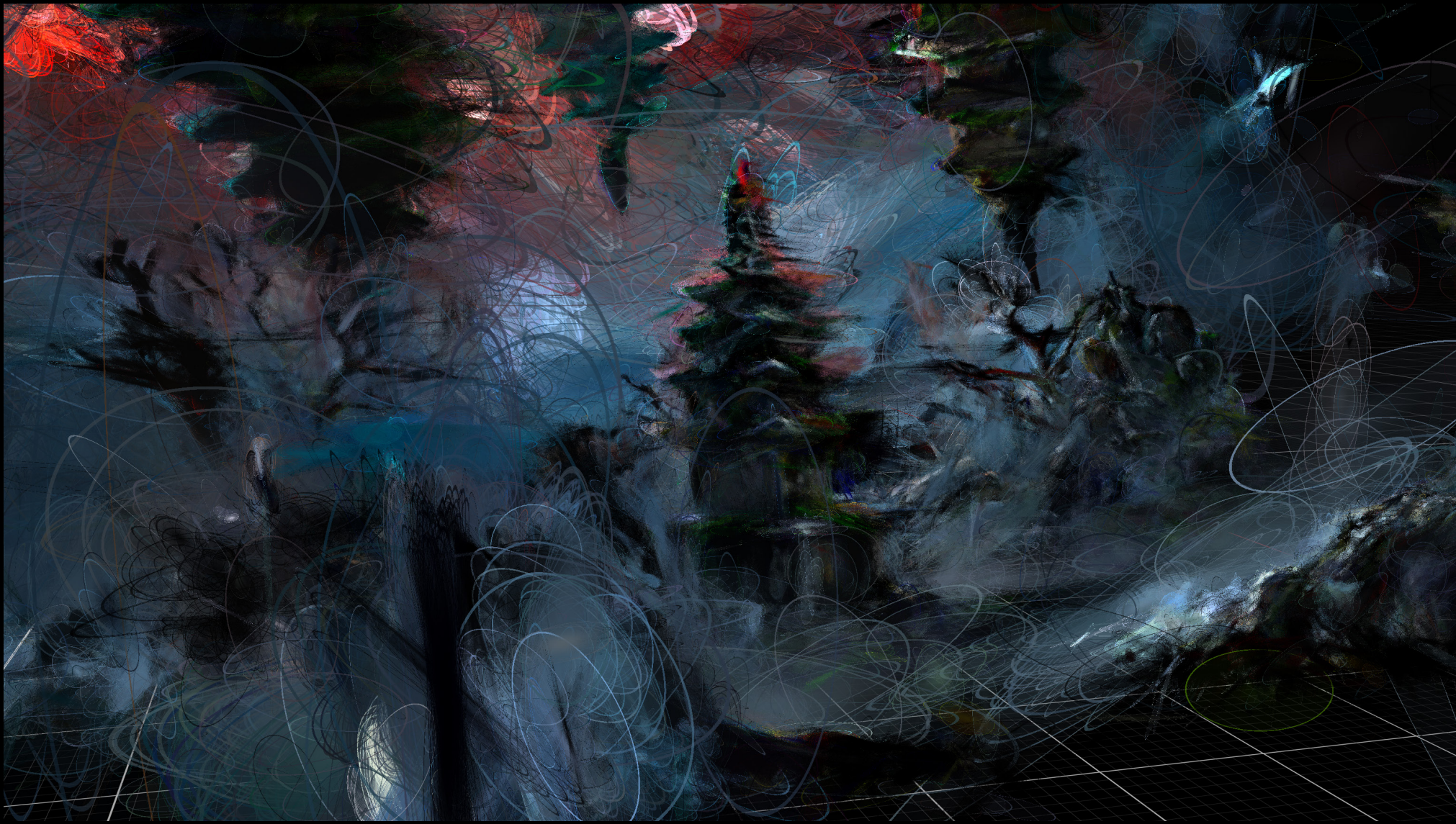




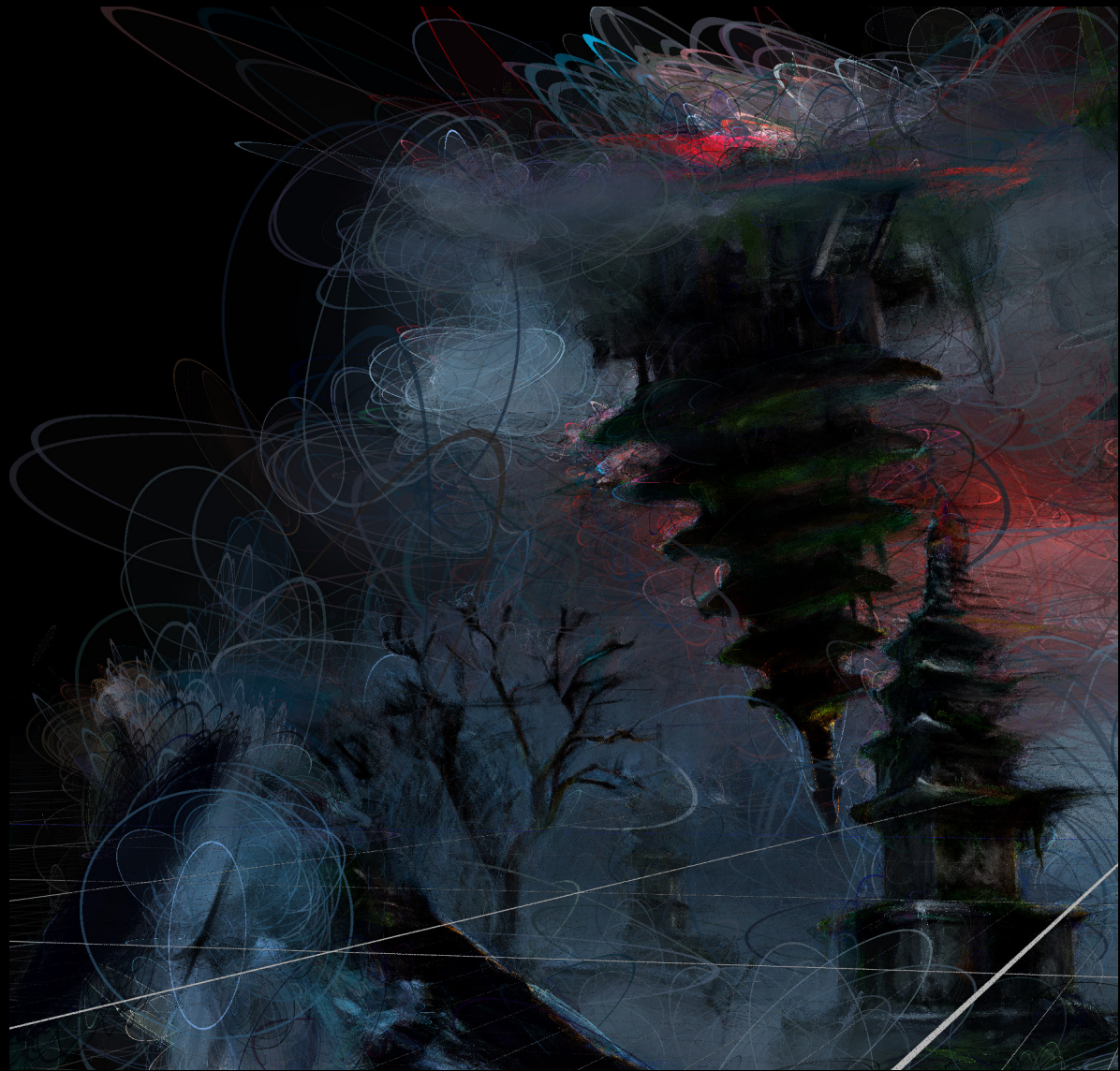
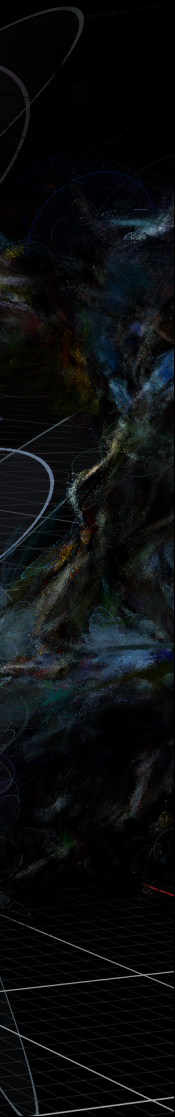
<Cave of Threads> _Postshot + Superspalt



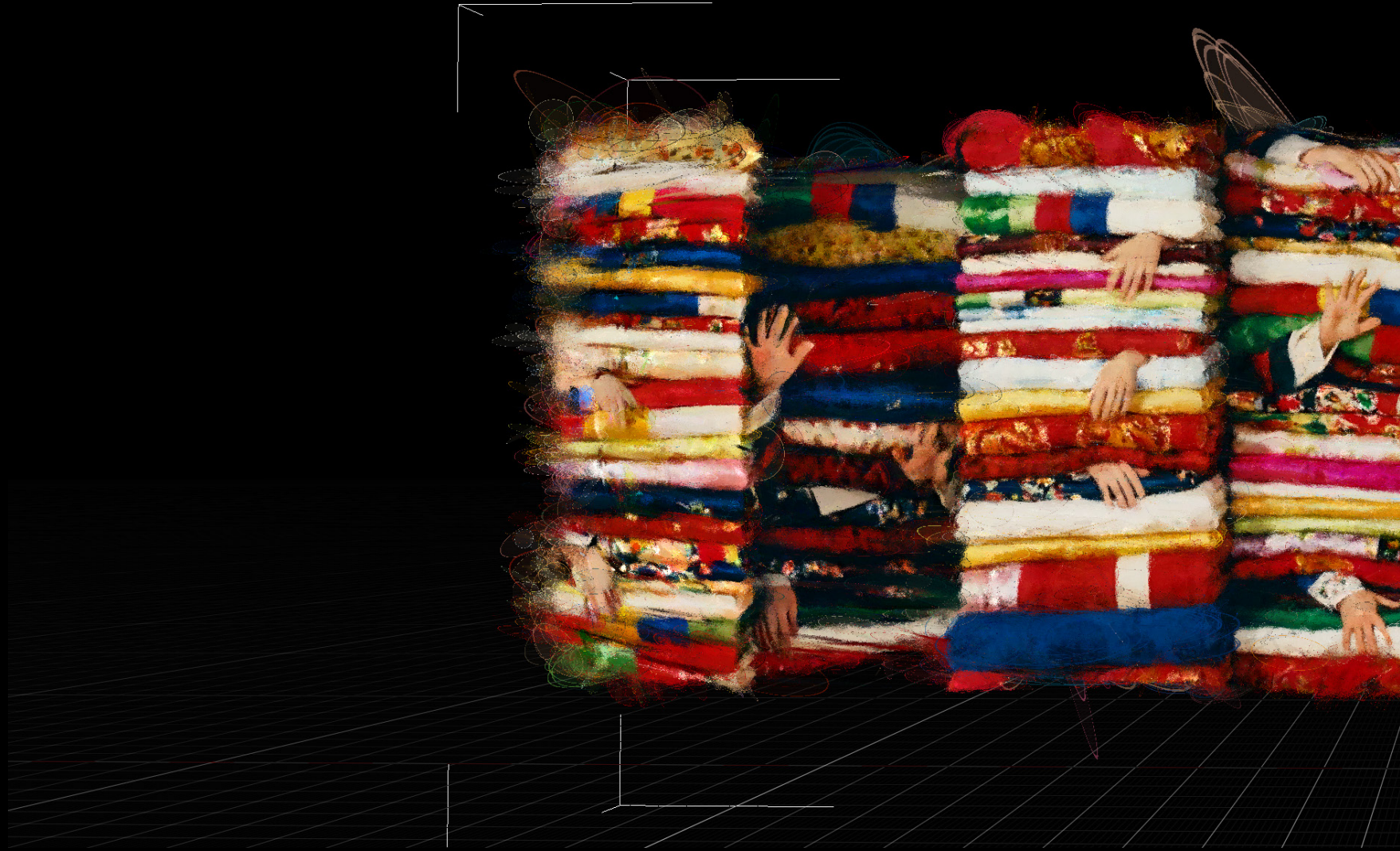


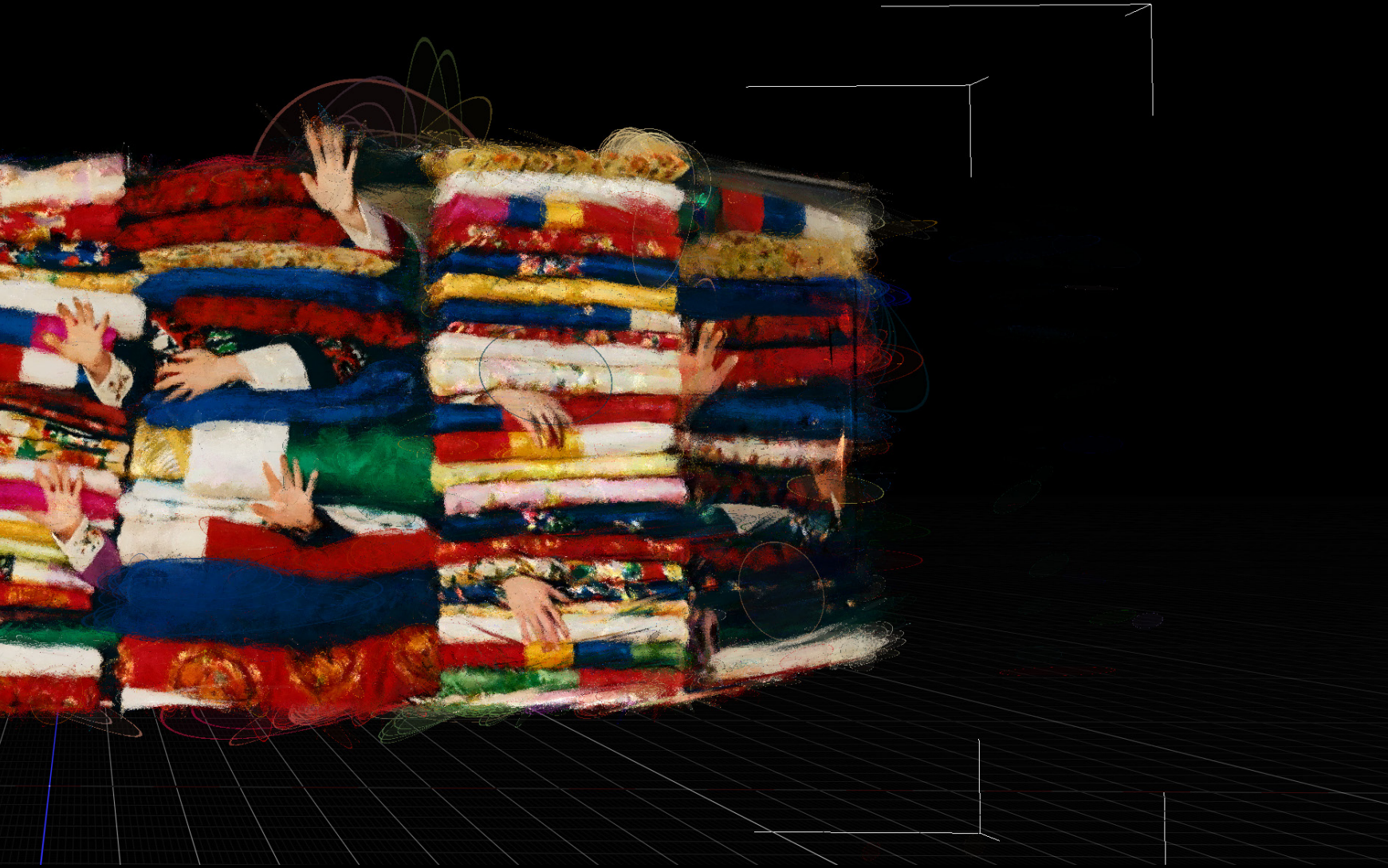


<Hell of Towers> _Postshot + Superspalt

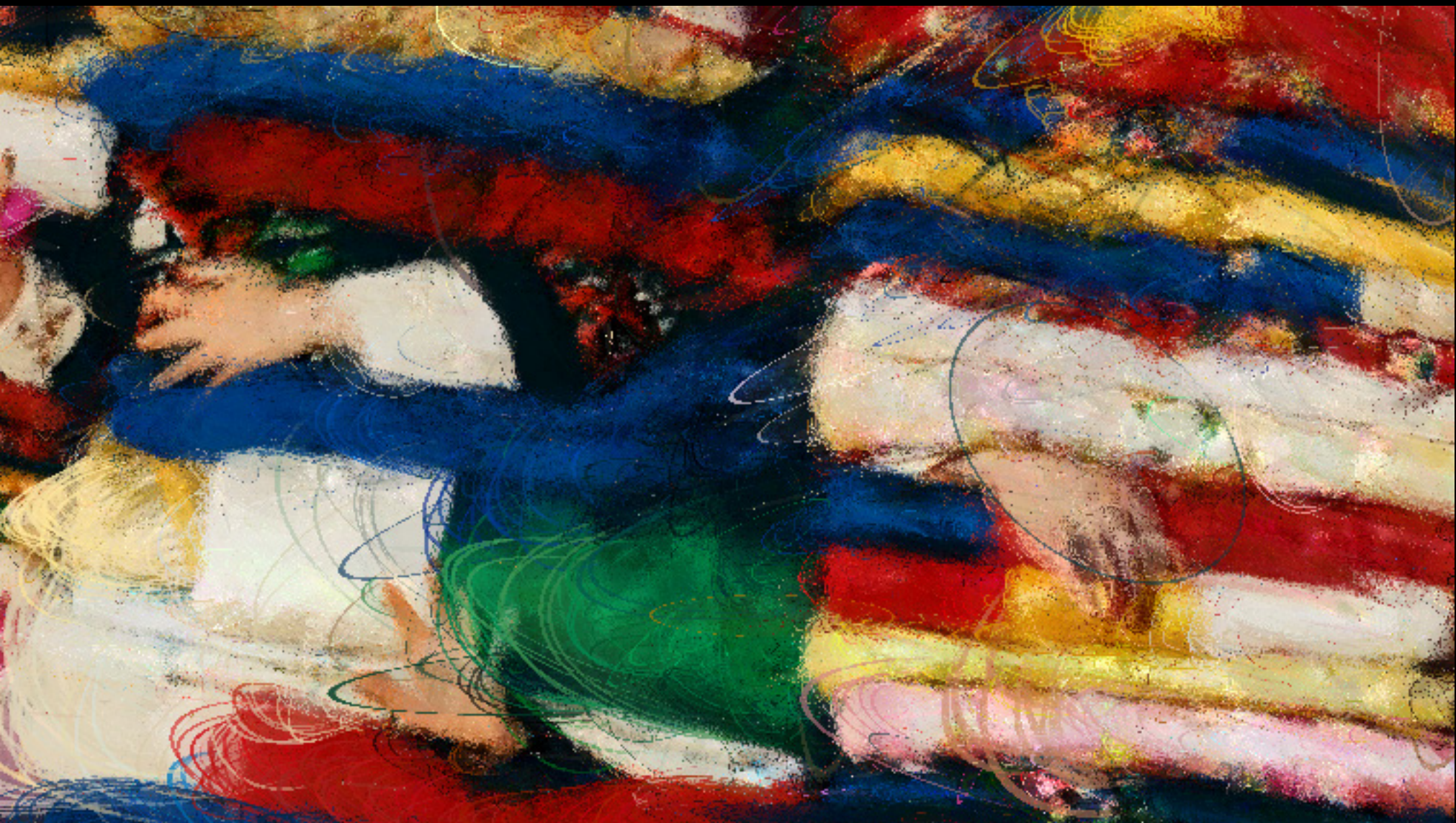


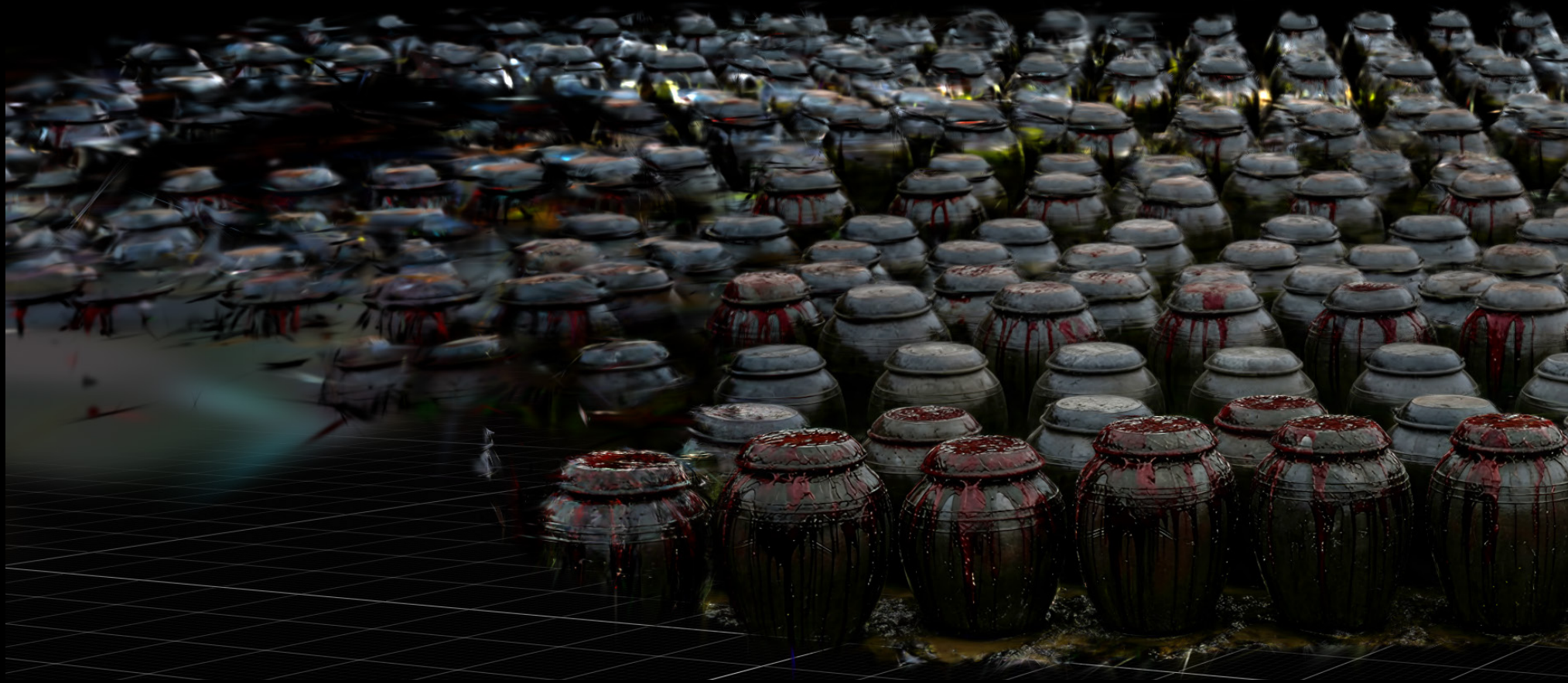


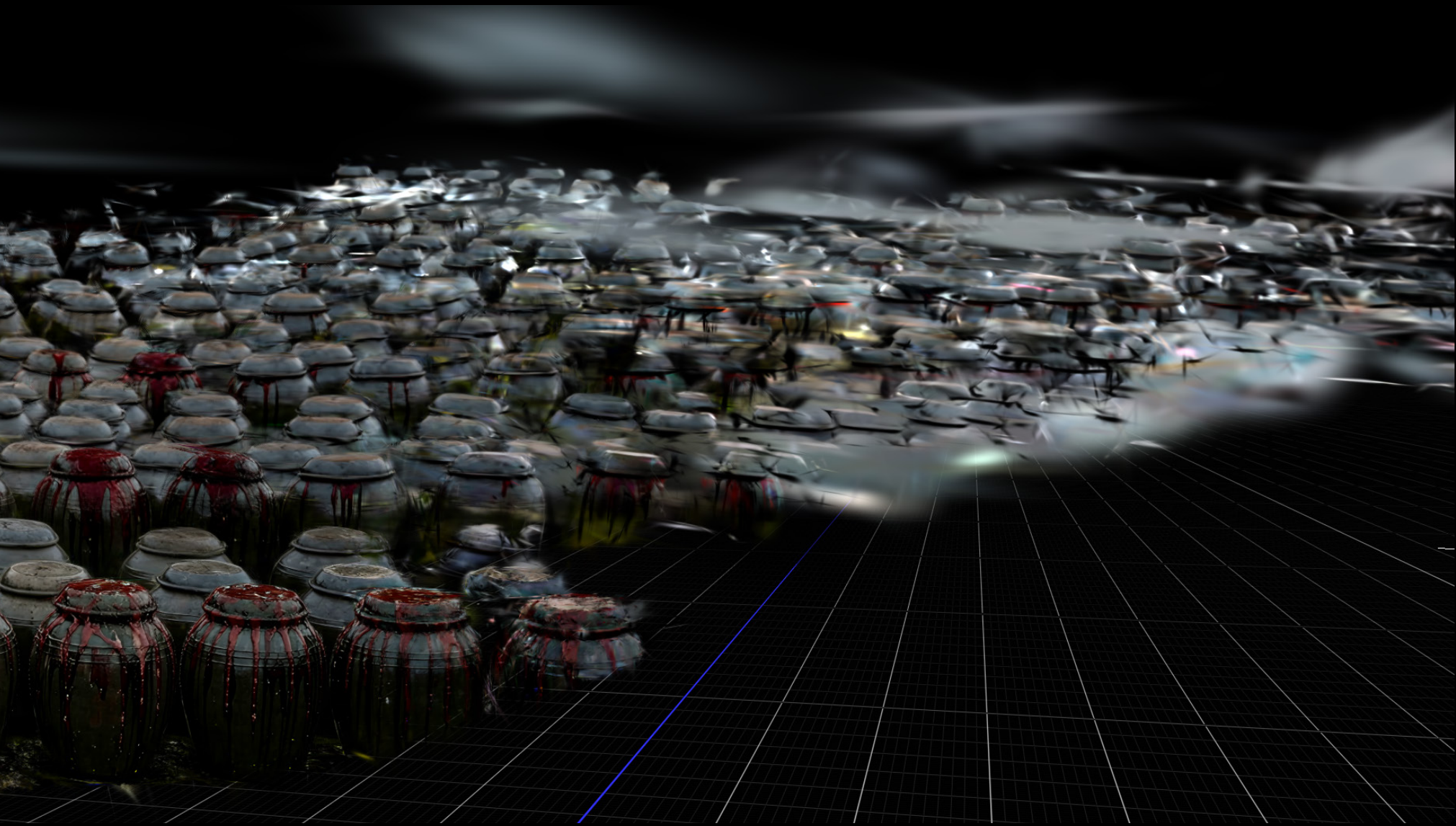


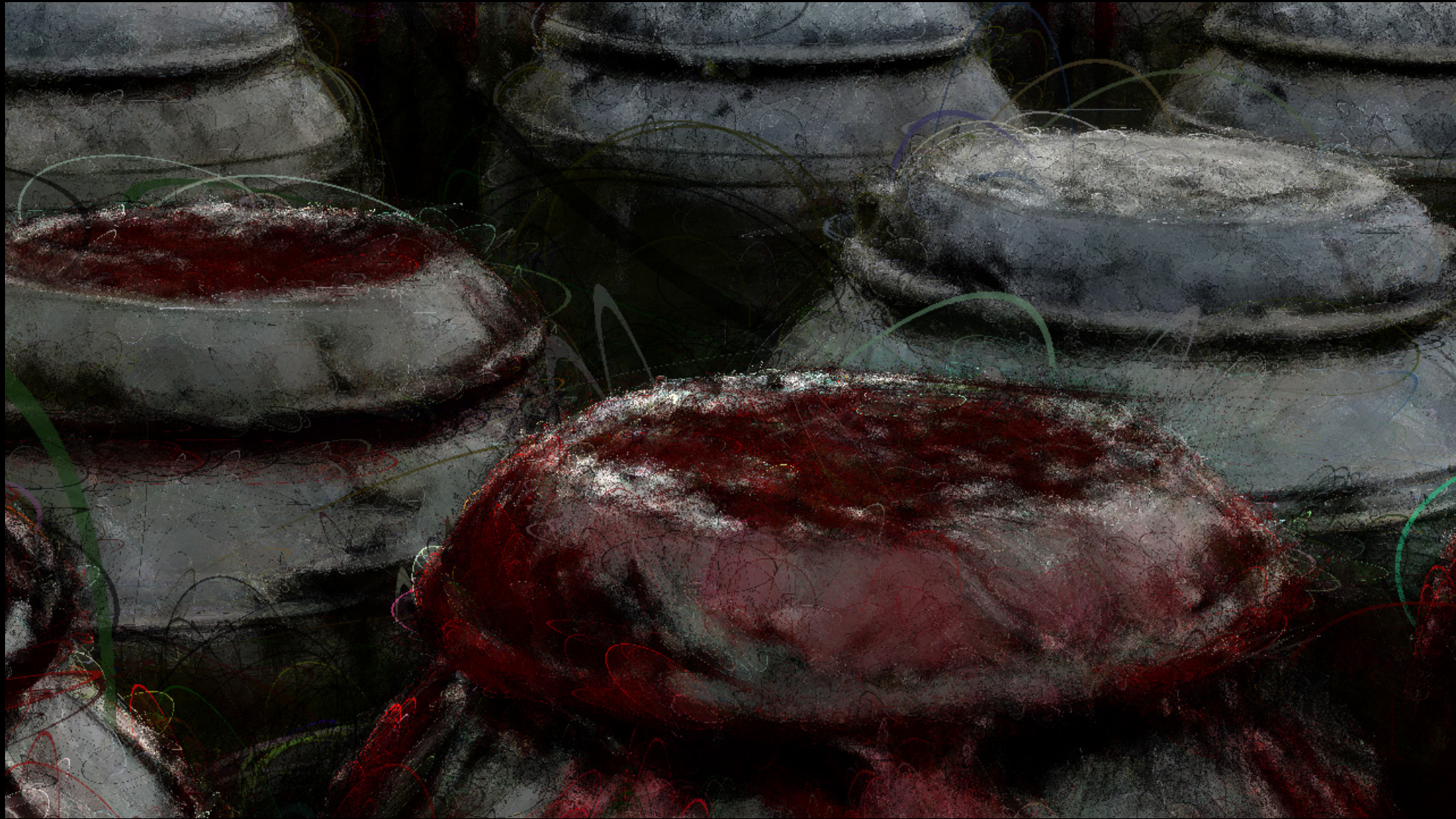


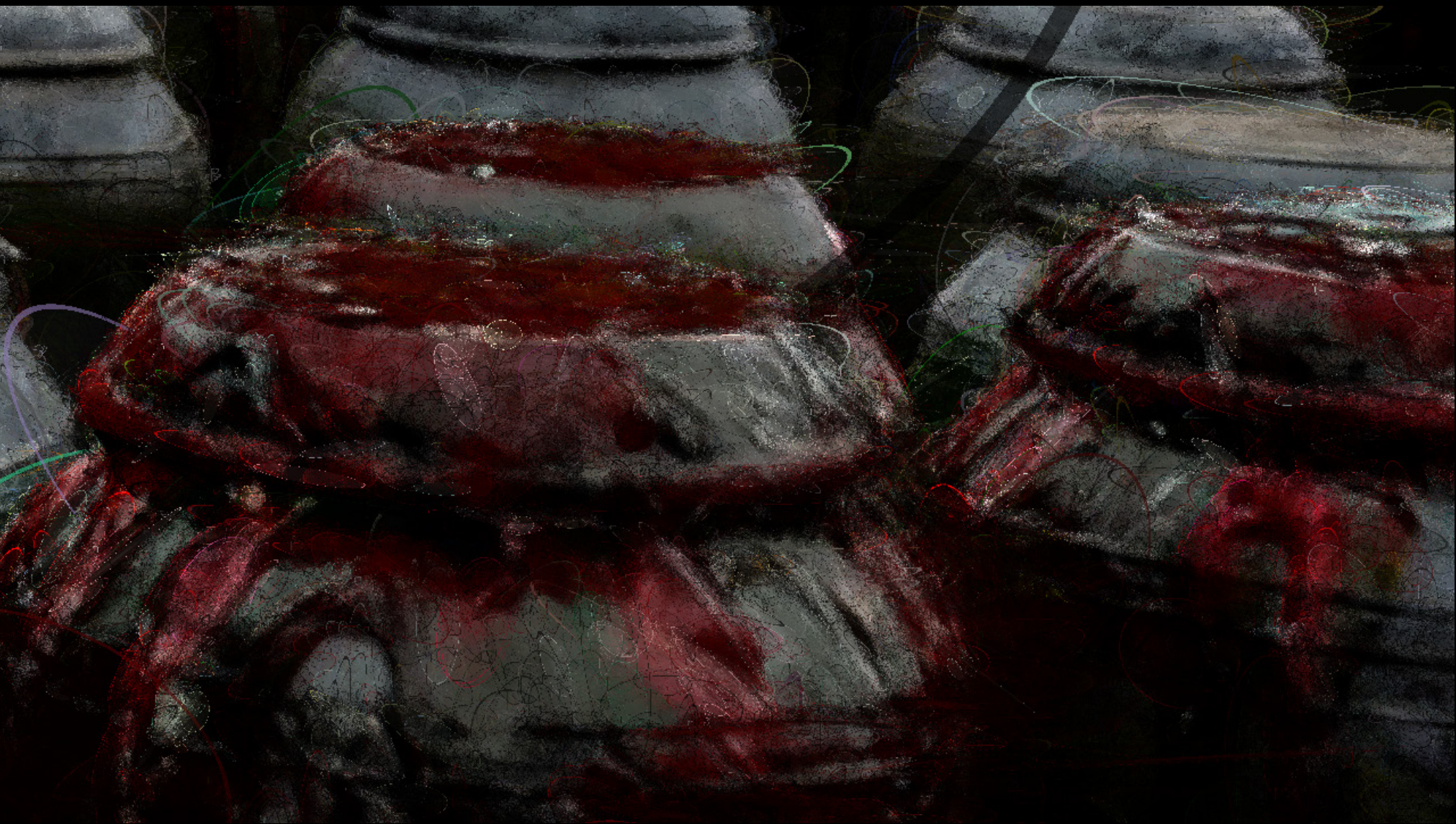


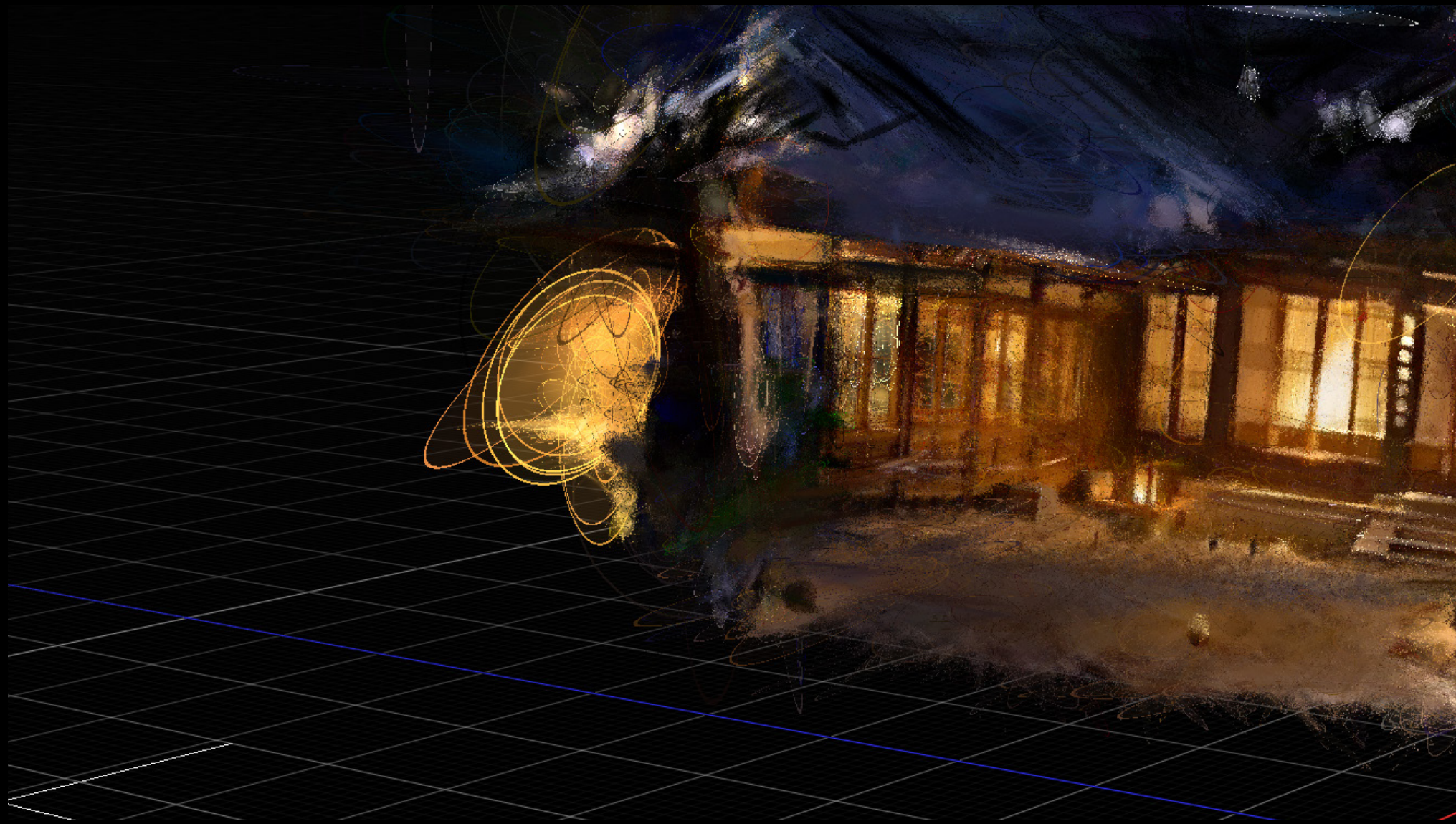


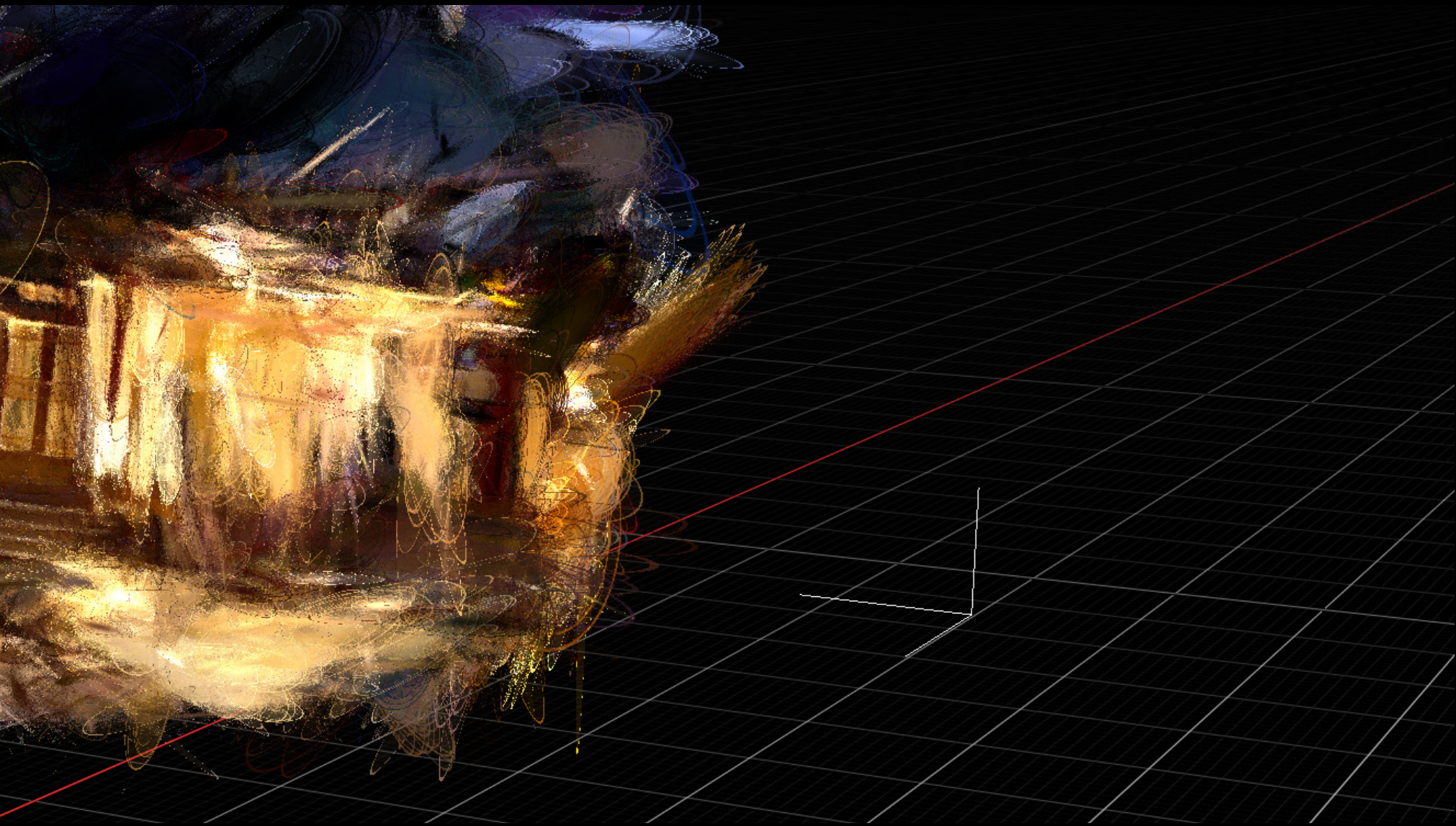




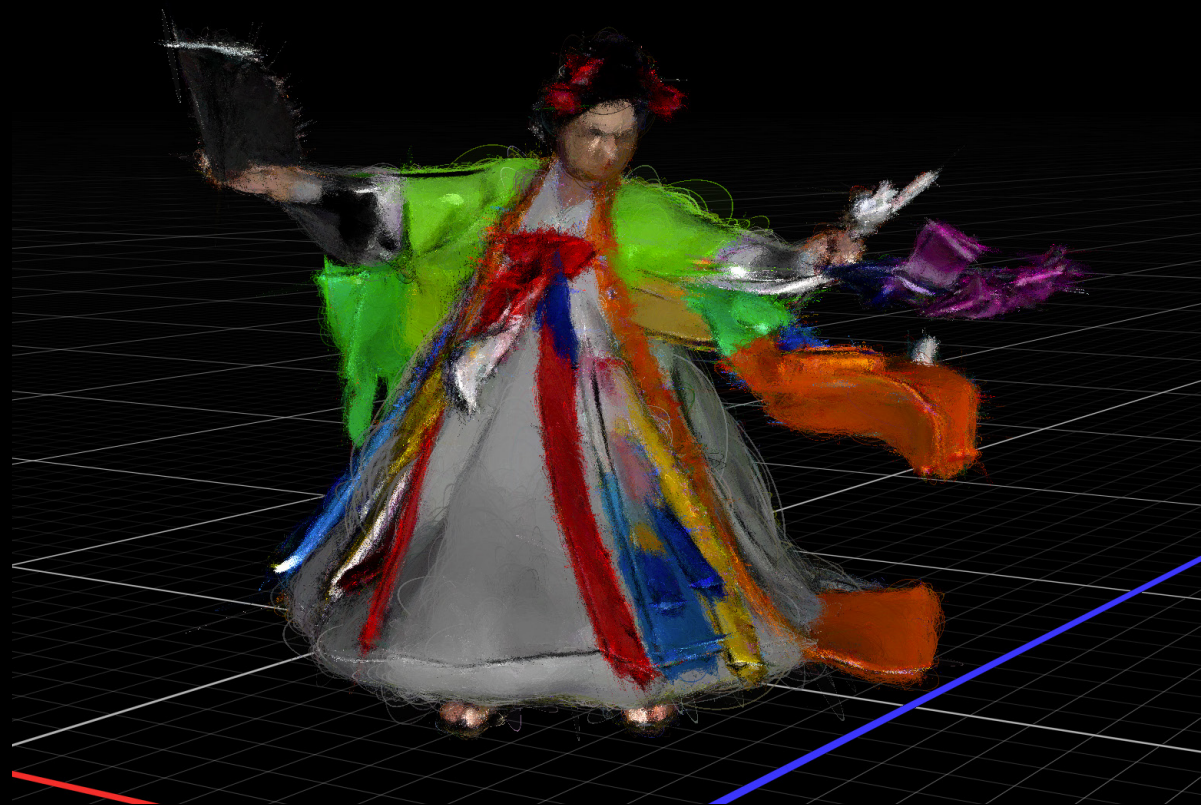




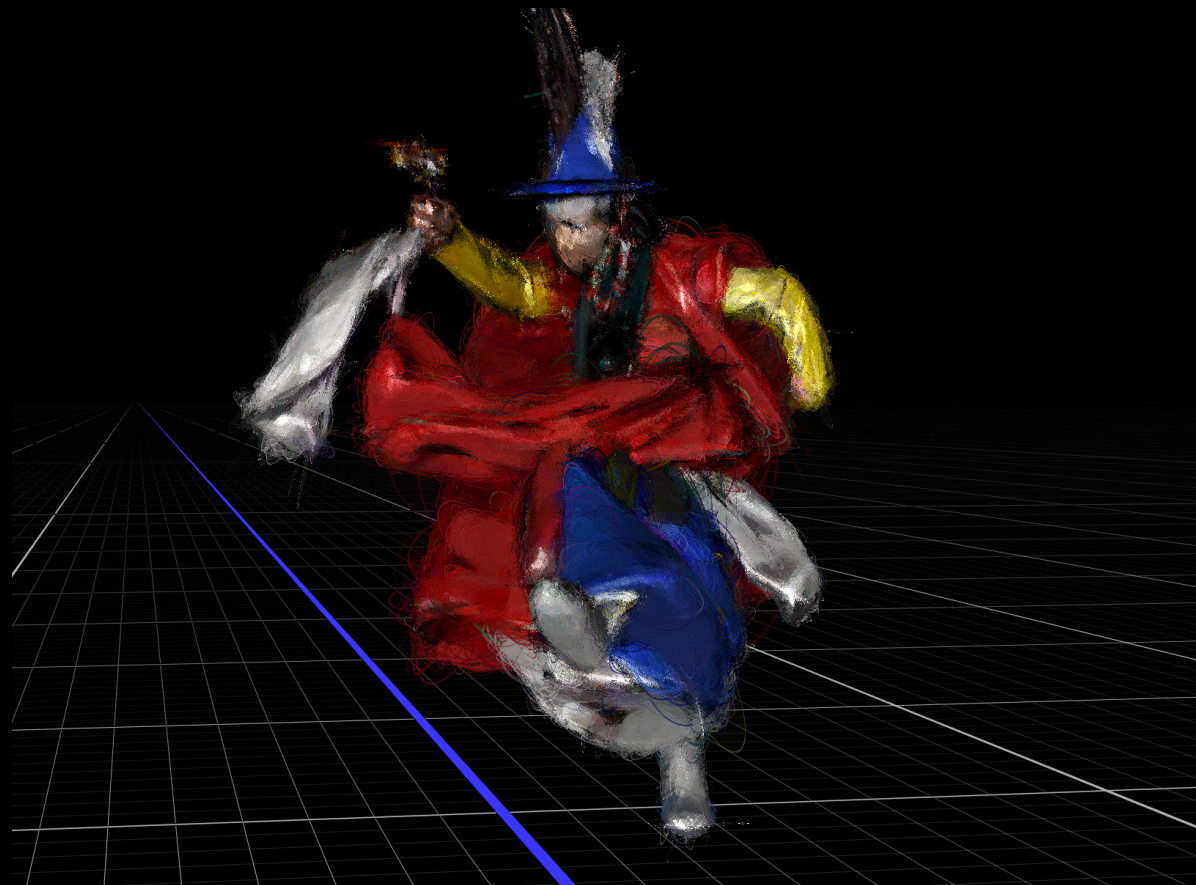




<Korean Traditional house> _Postshot + Superspalt



<etc. shaman> _Postshot + Superspalt



<etc2. shaman> _Postshot + Superspalt

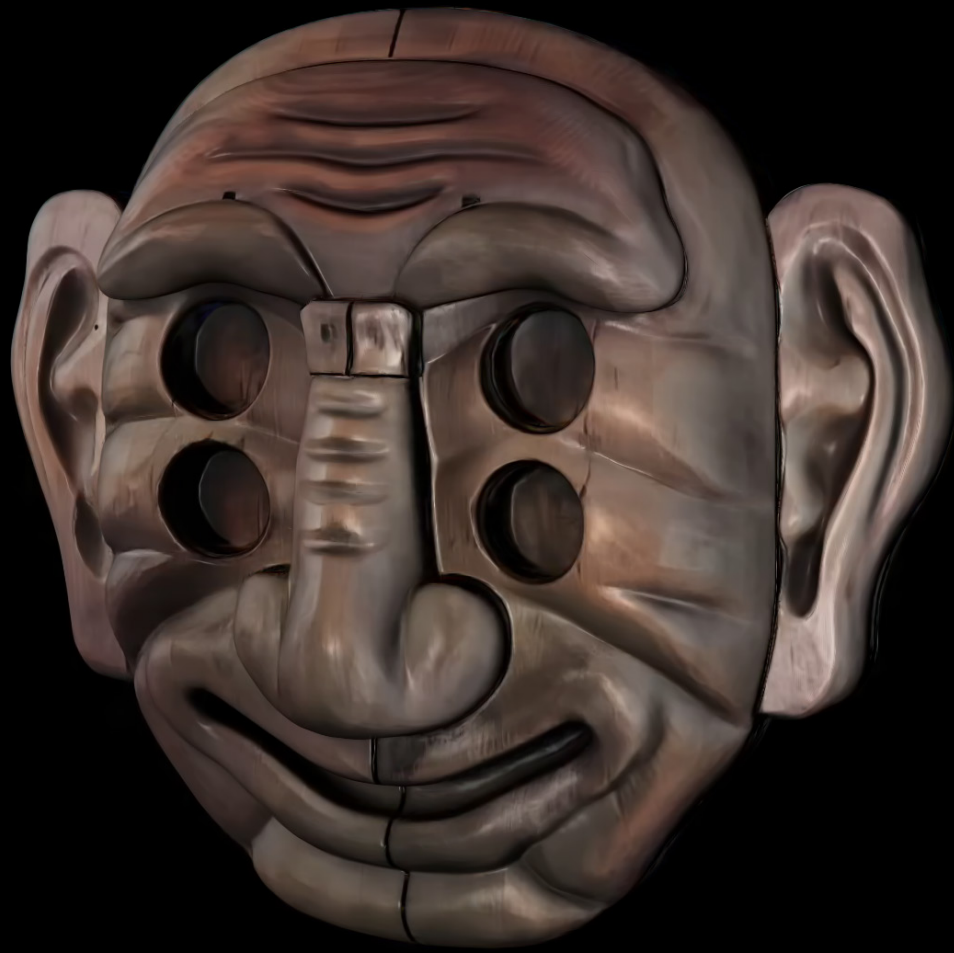


<shaman drops> _Postshot + Superspalt

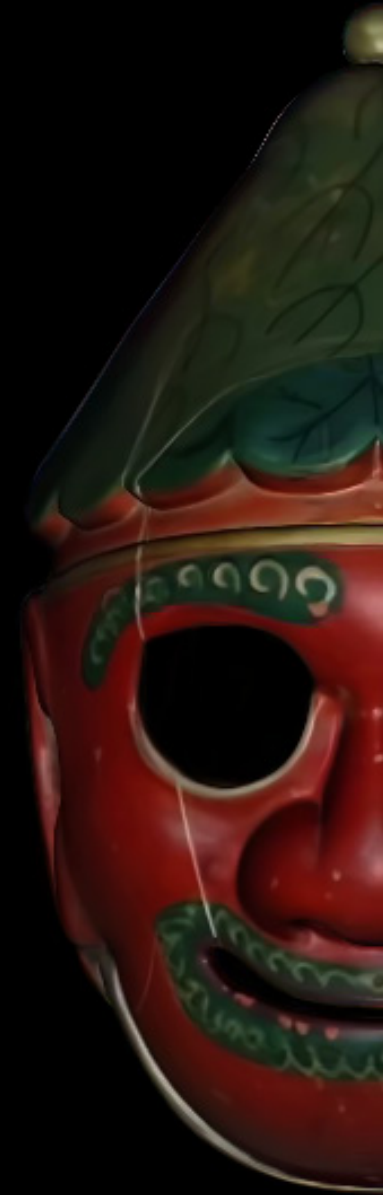


<paper amulet> _Postshot + Superspalt





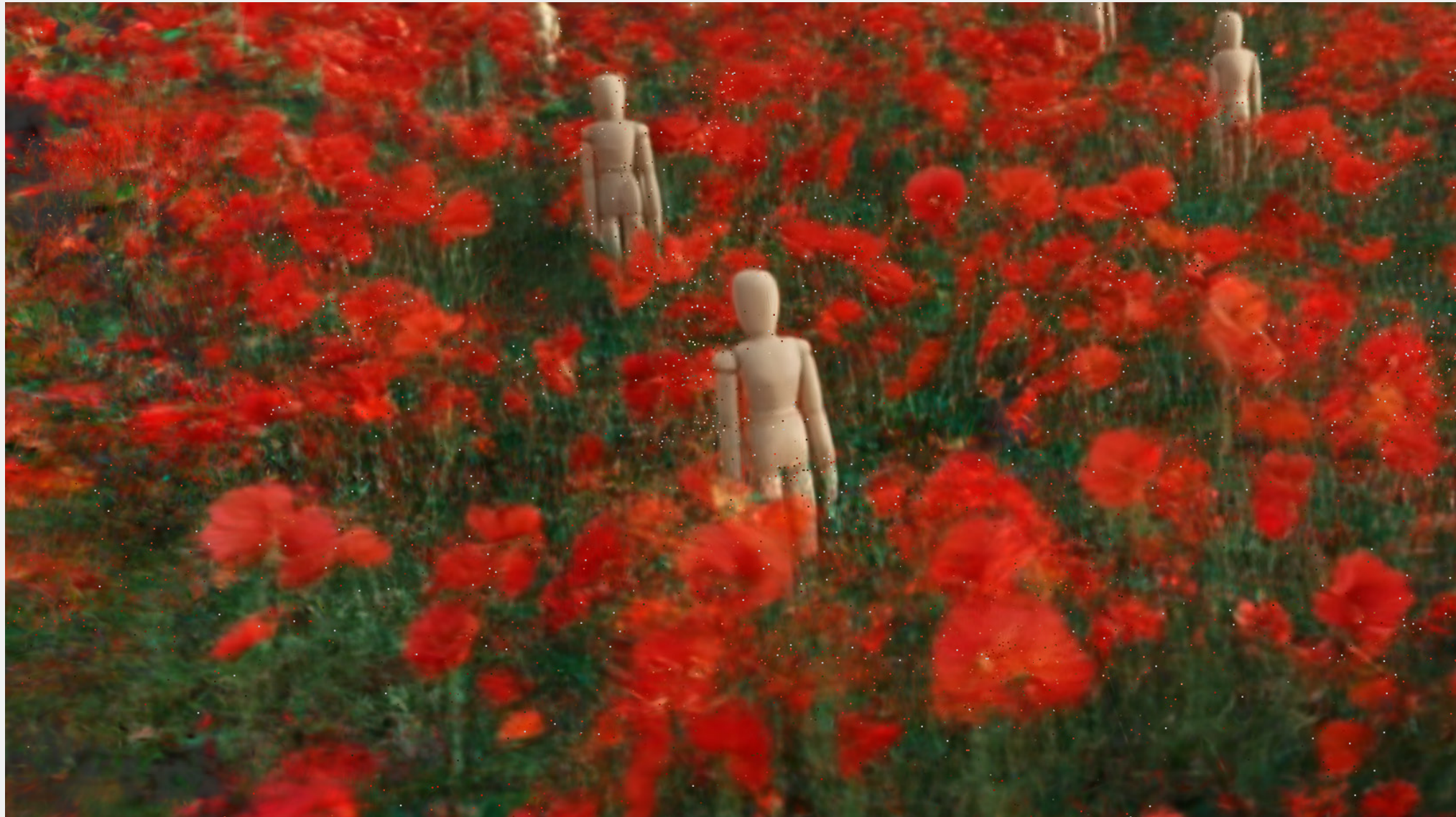
<mask1> _Postshot + Superspalt



<mask2> _Posts

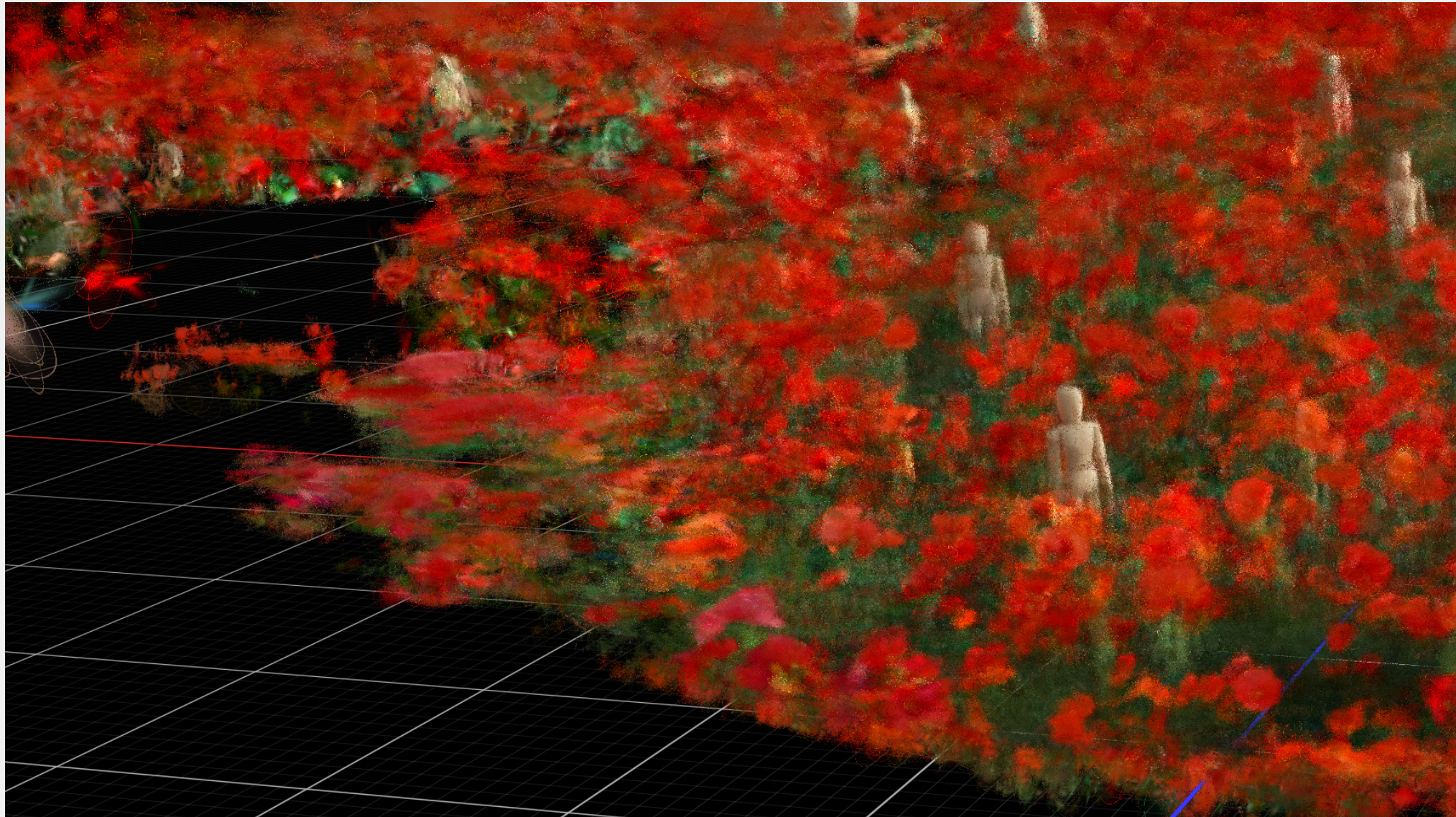


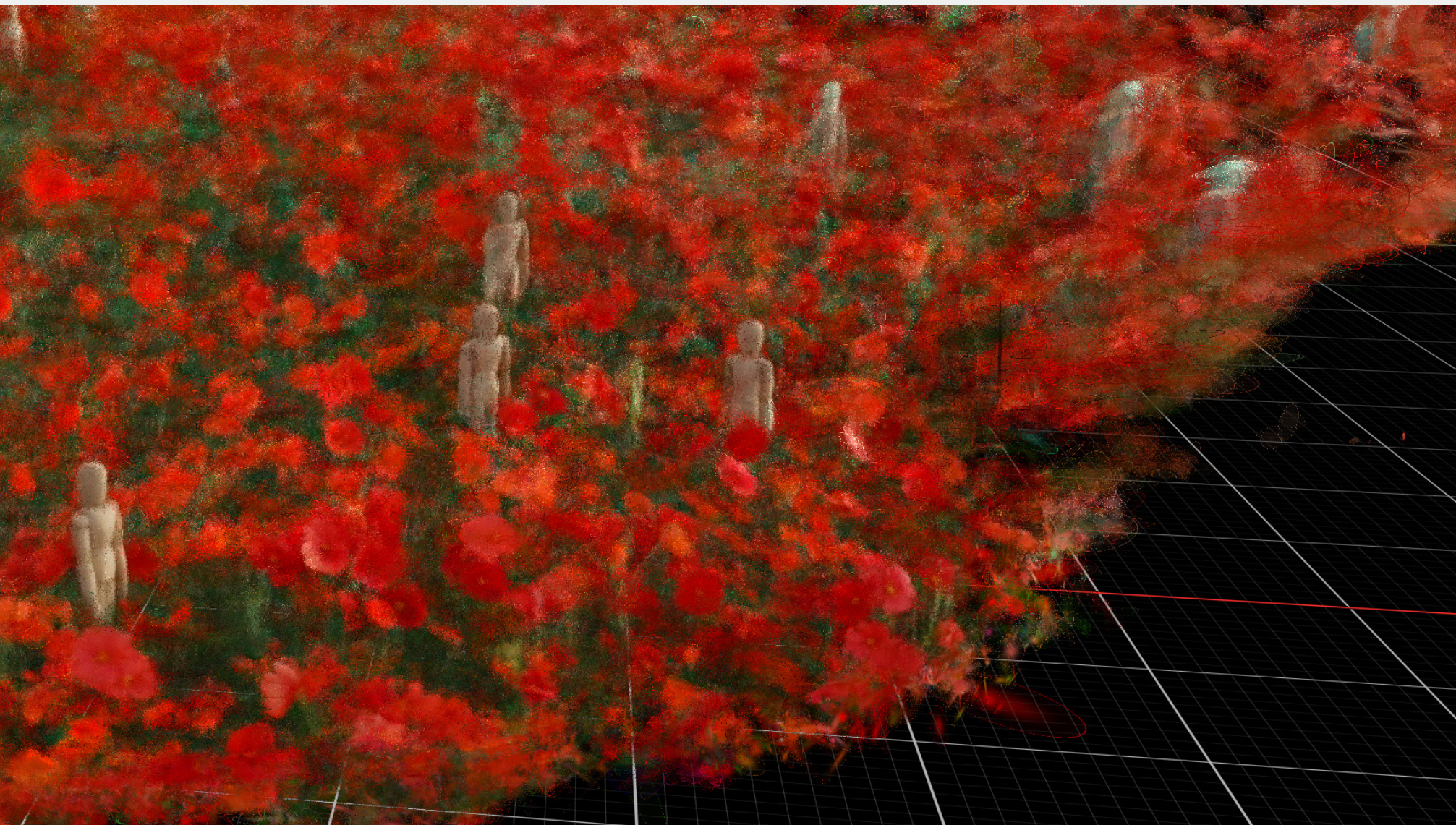
<mask3> _Postshot + Superspalt





<Seocheon Flower Garden> _Postshot + Superspalt



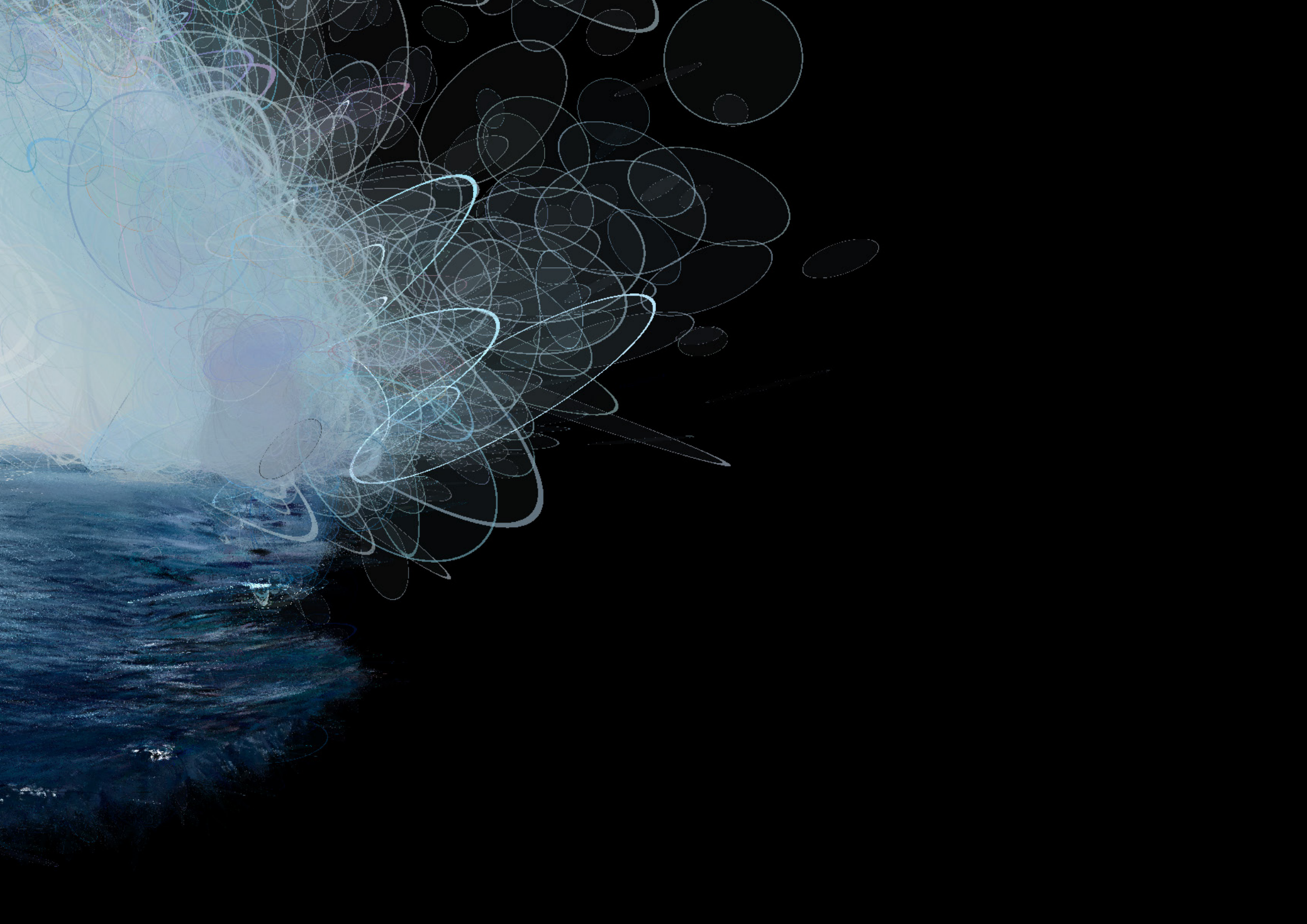


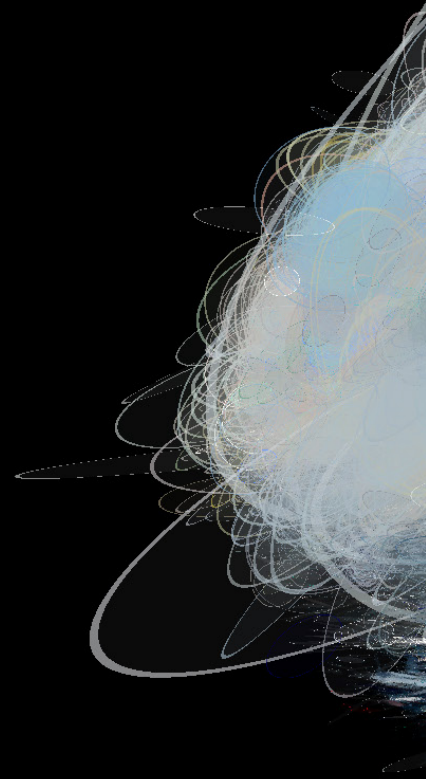
<calm waves> _Postshot + Superspalt





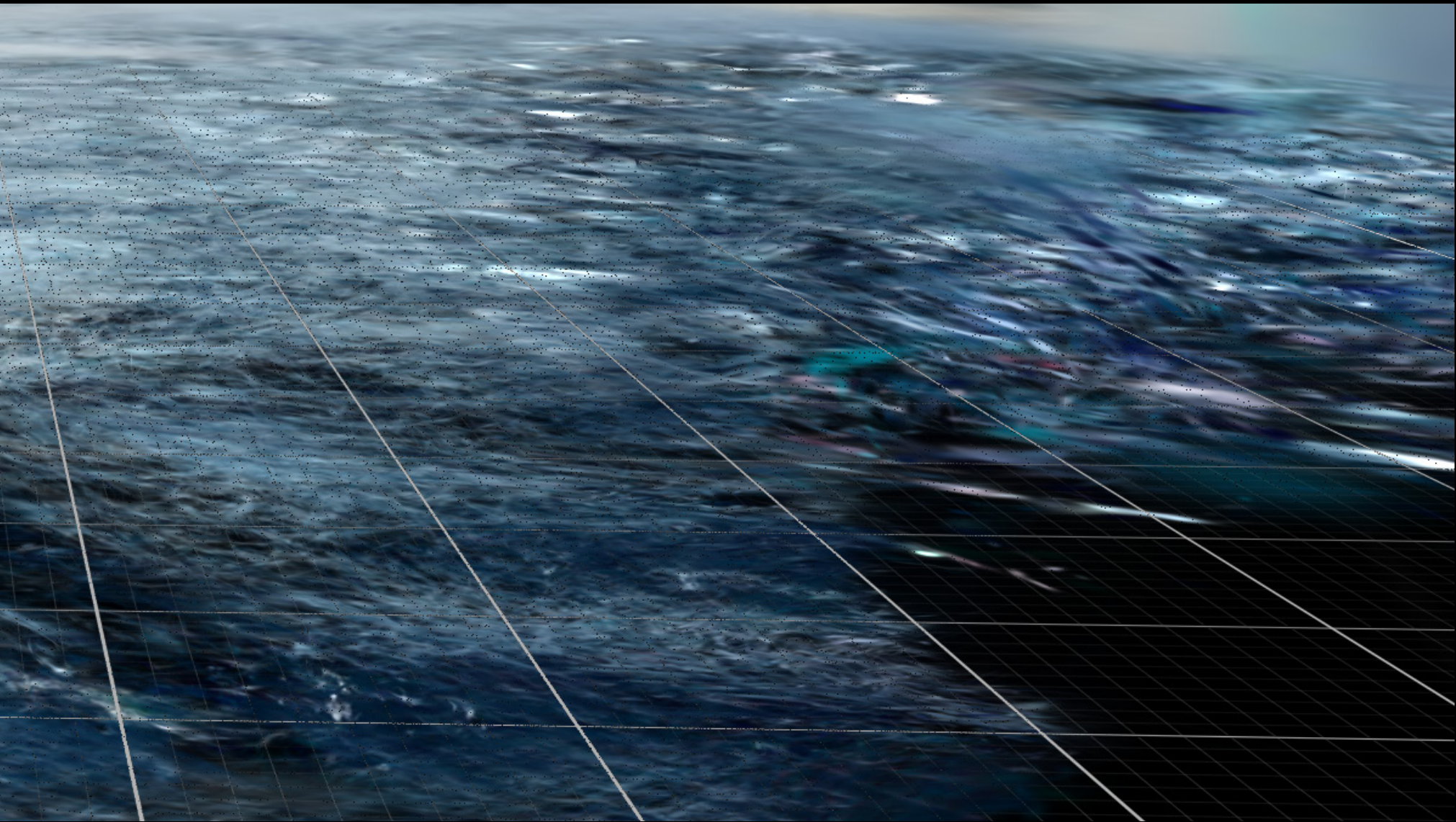


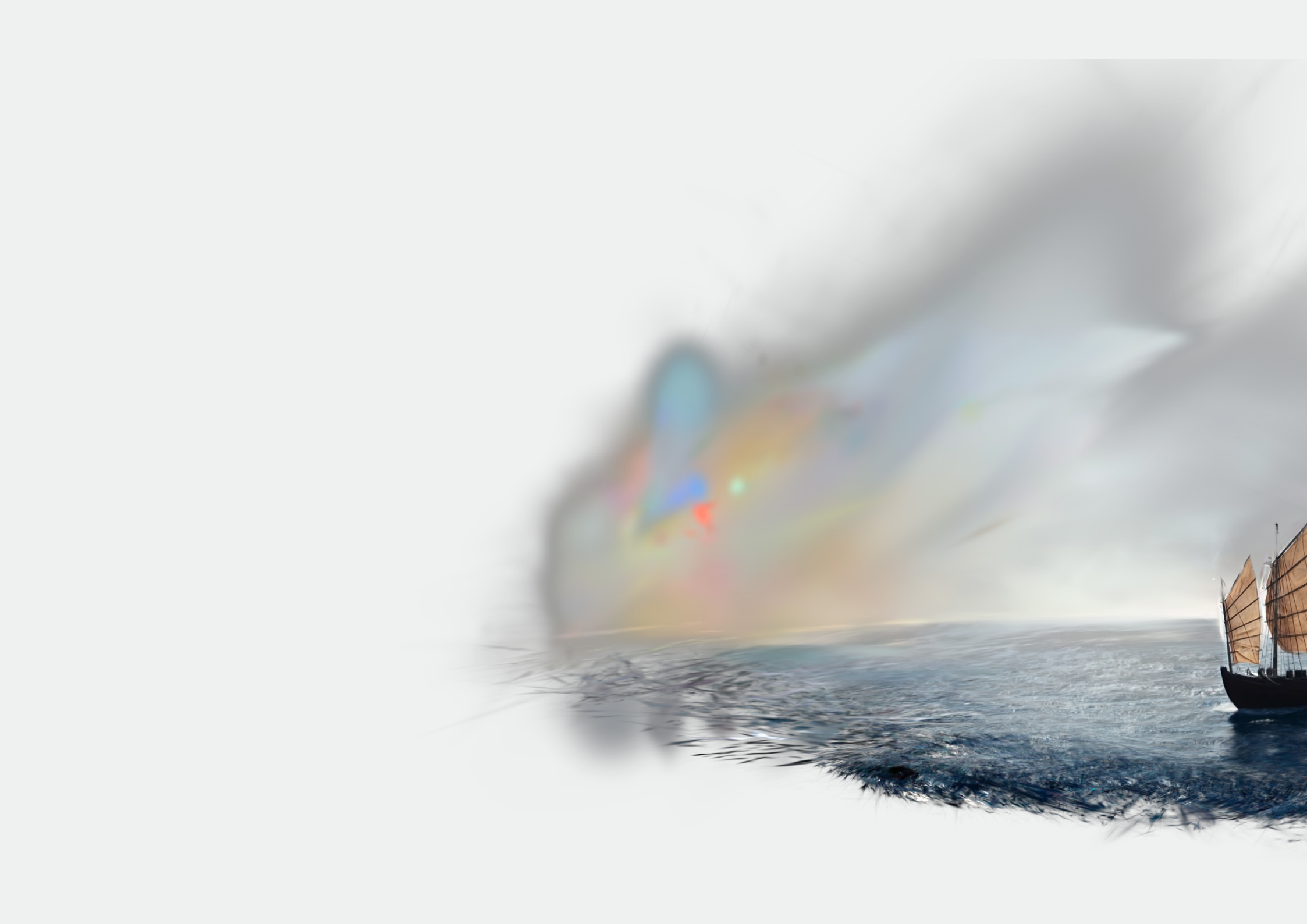


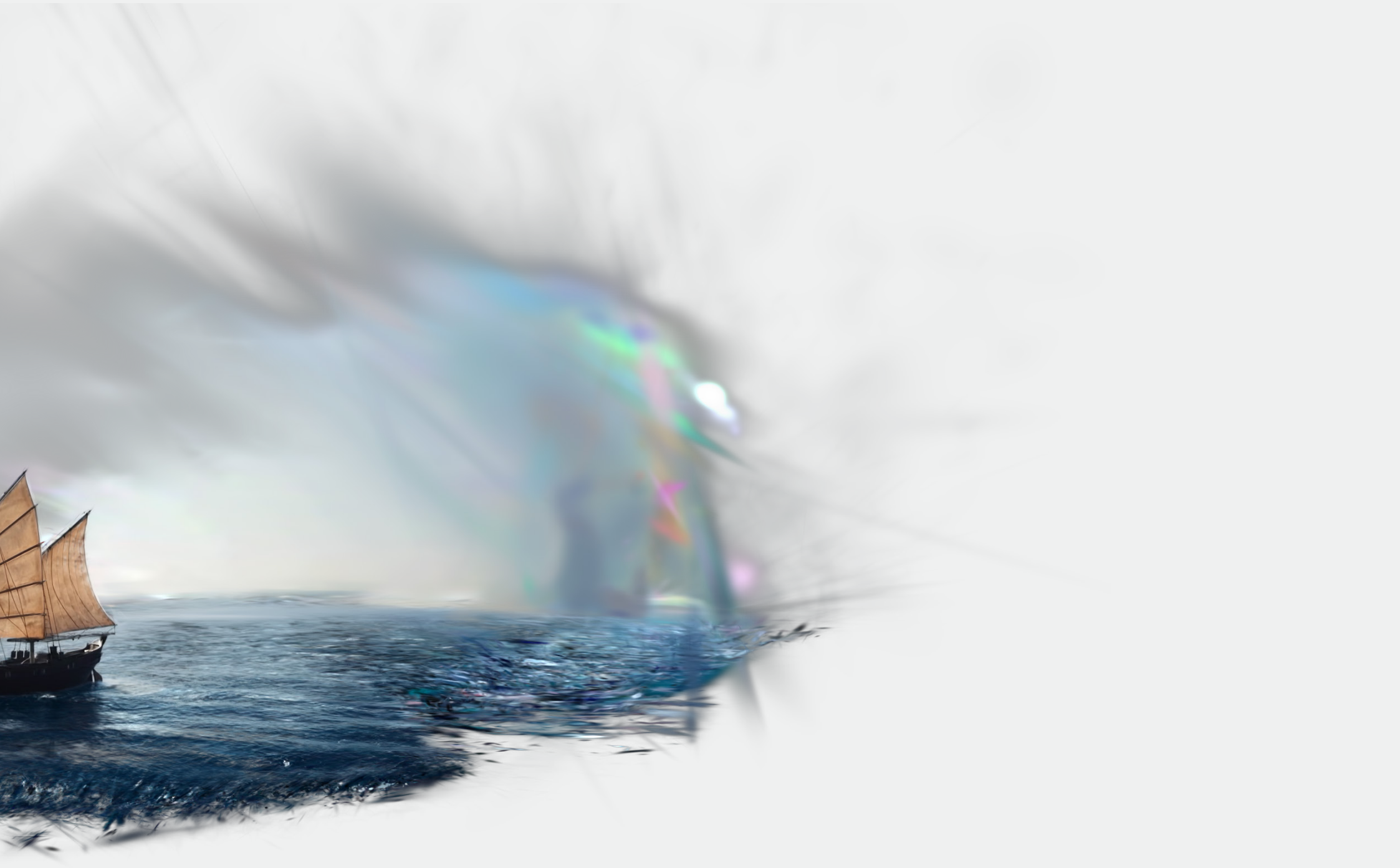




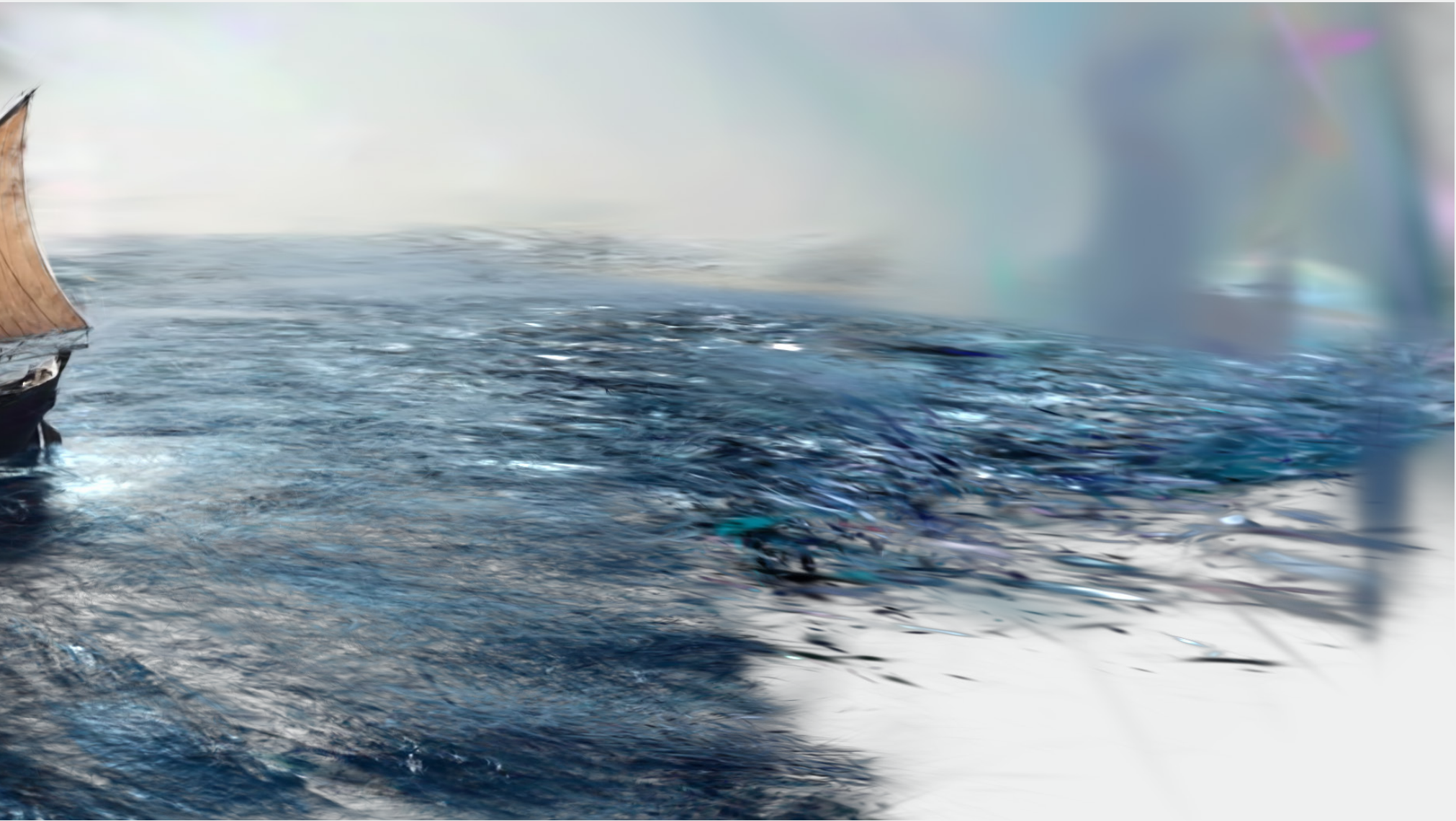




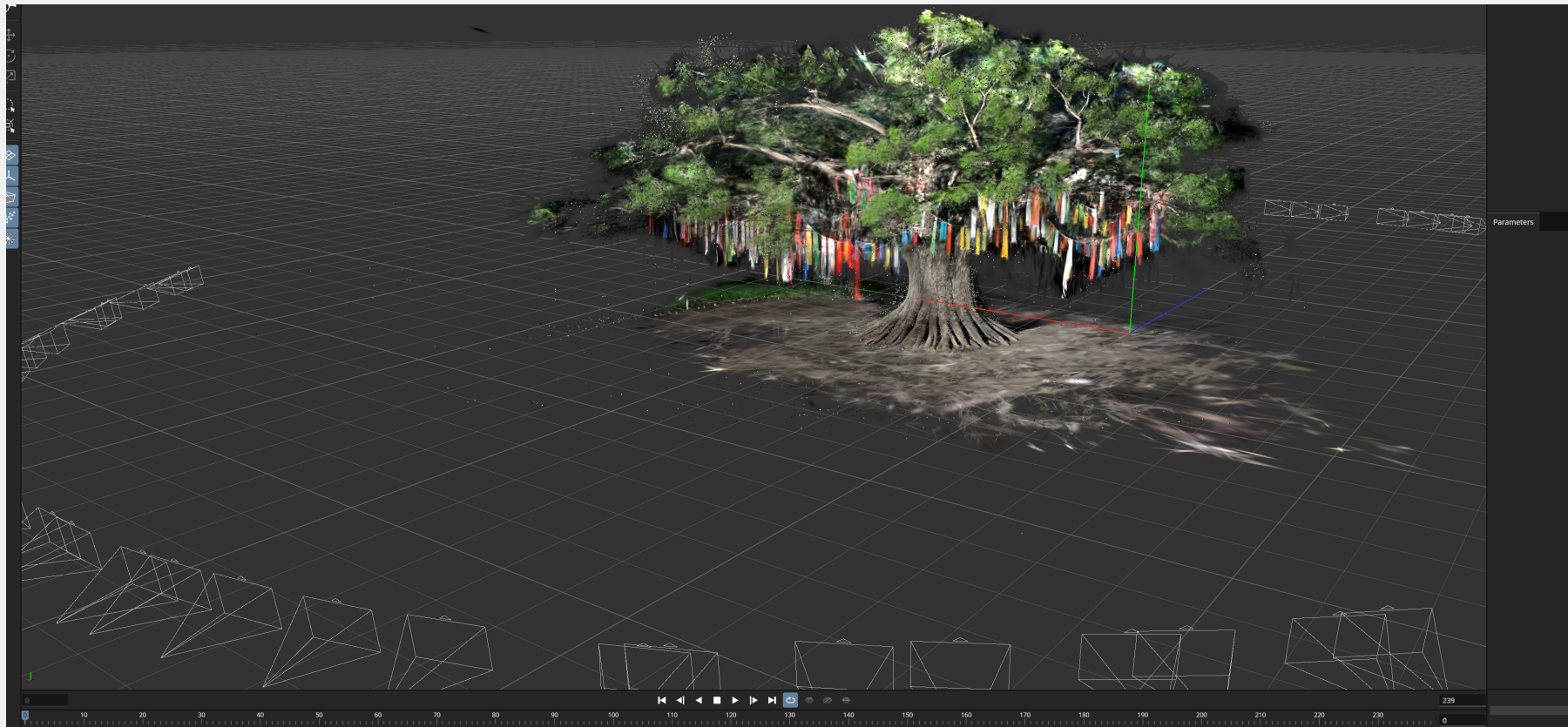


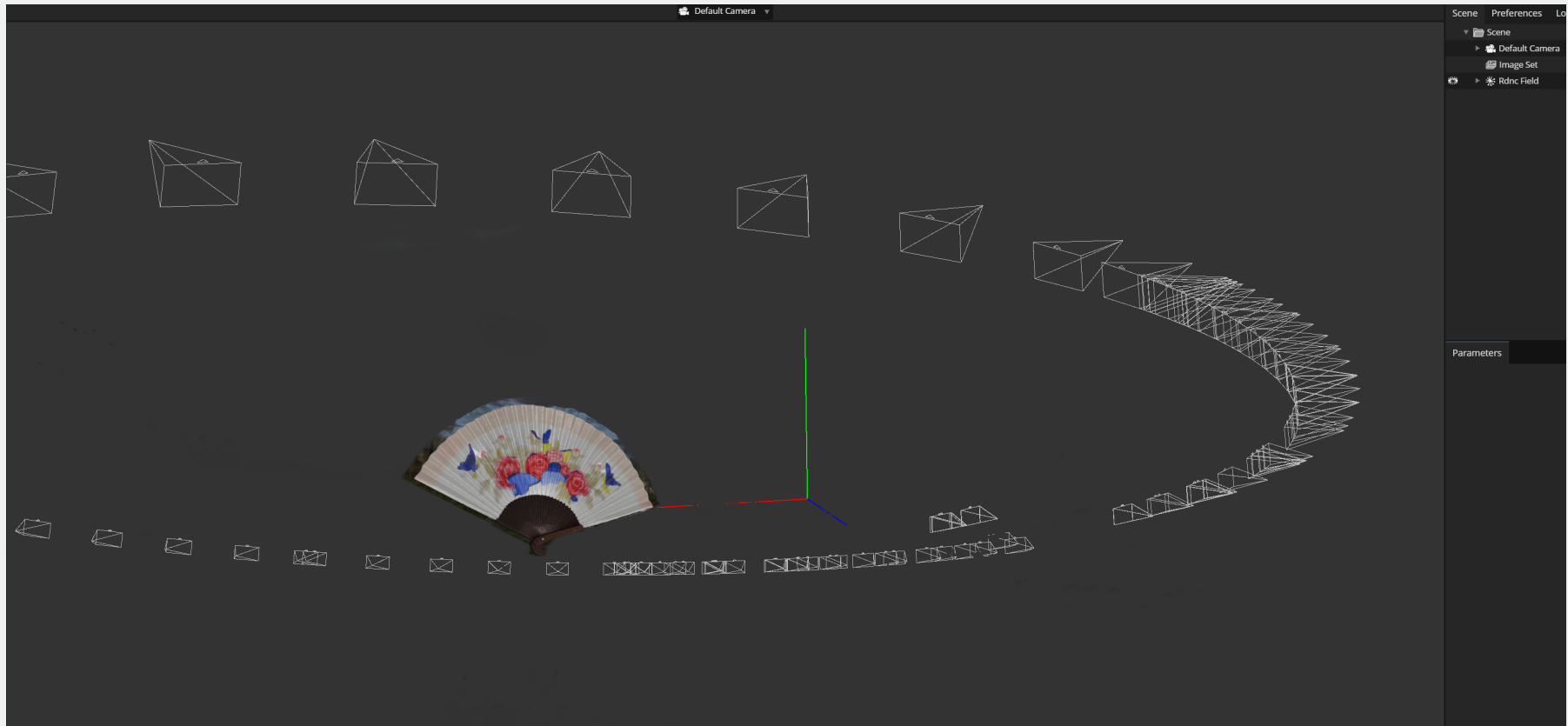


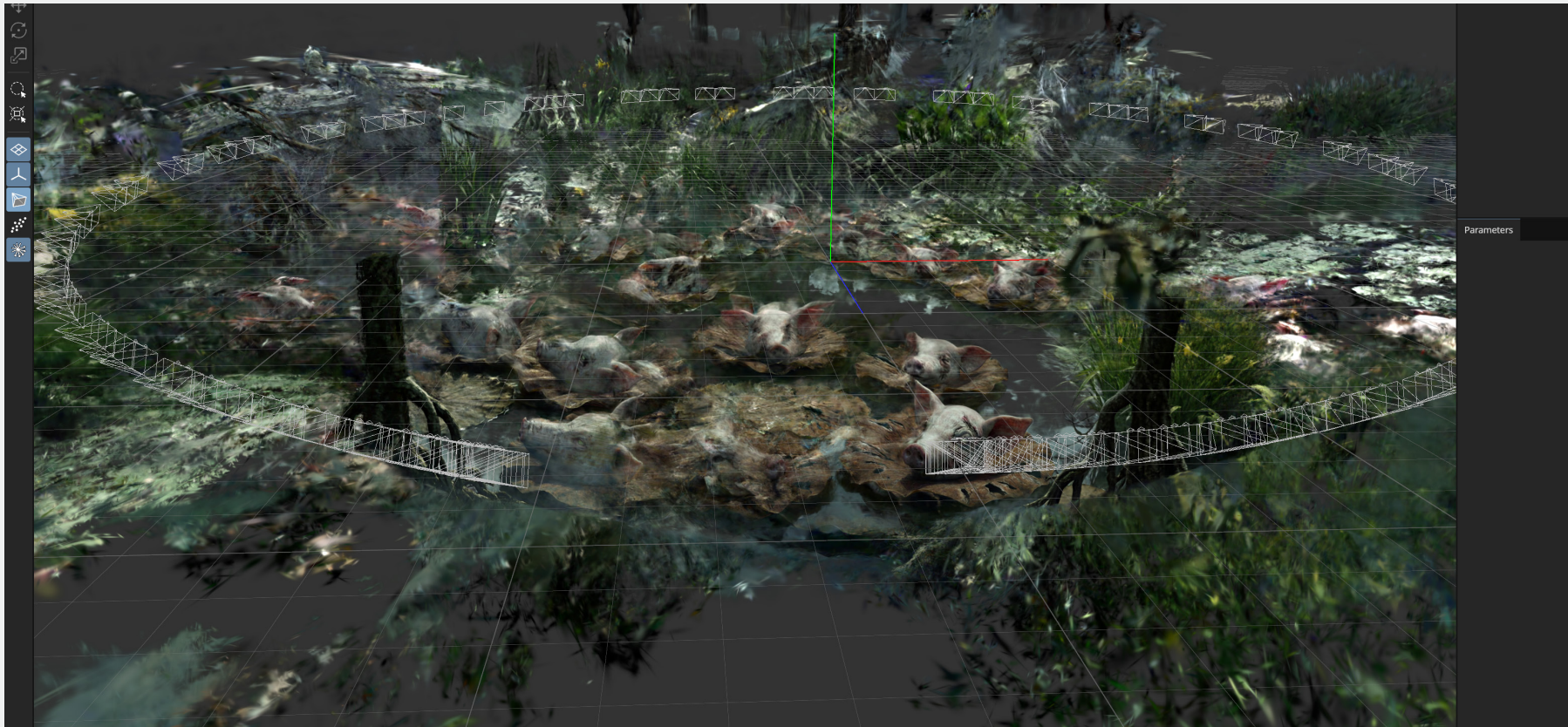


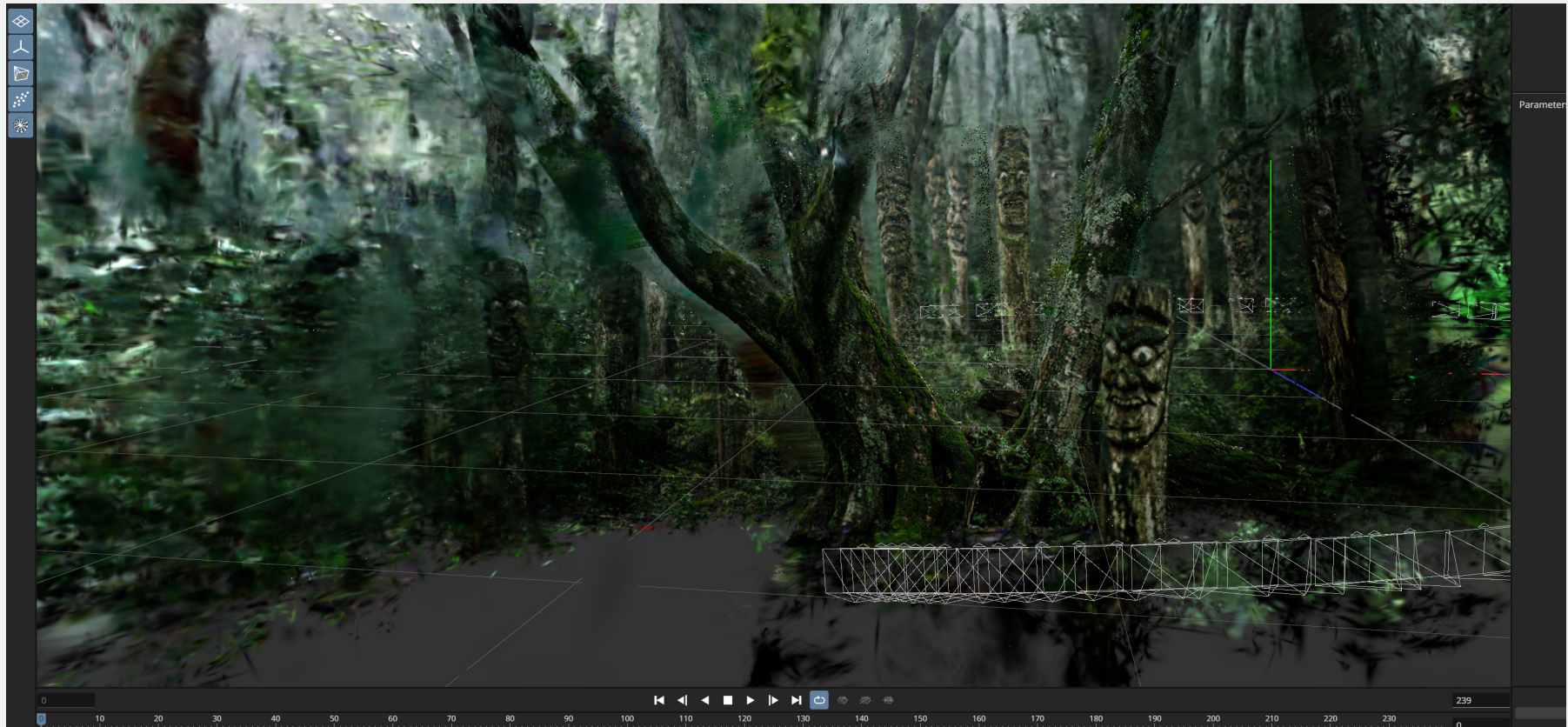


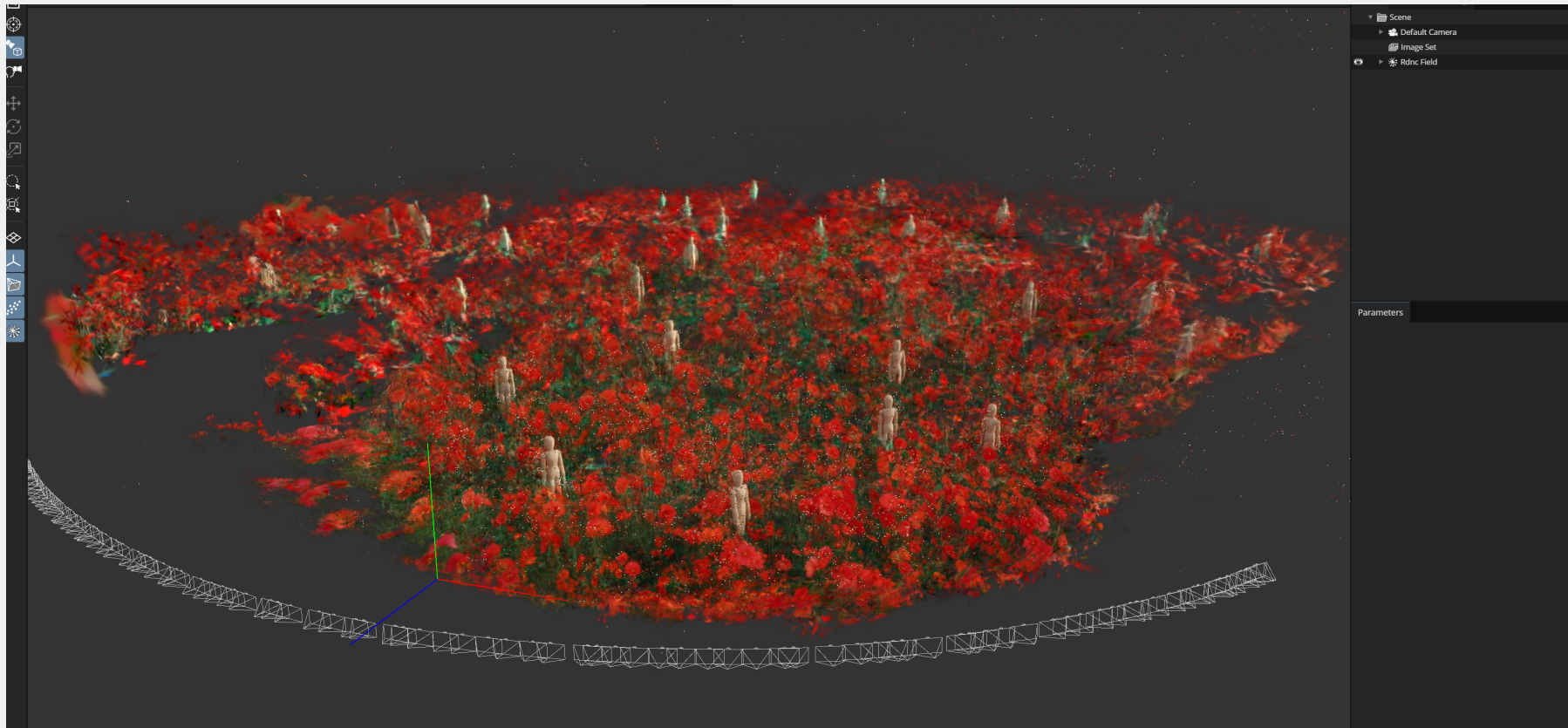
work screen











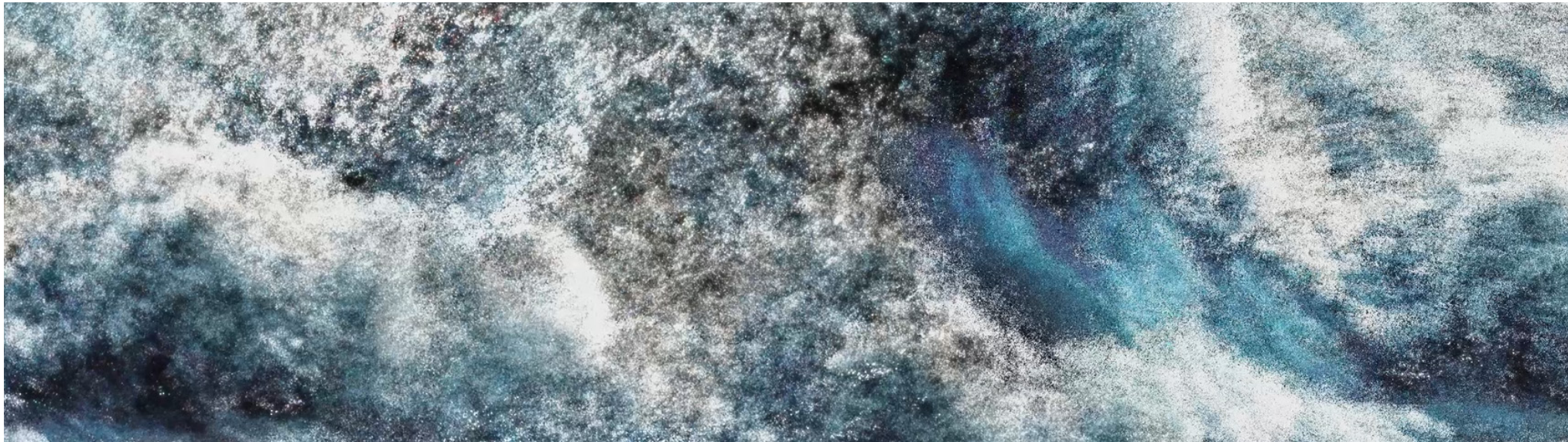
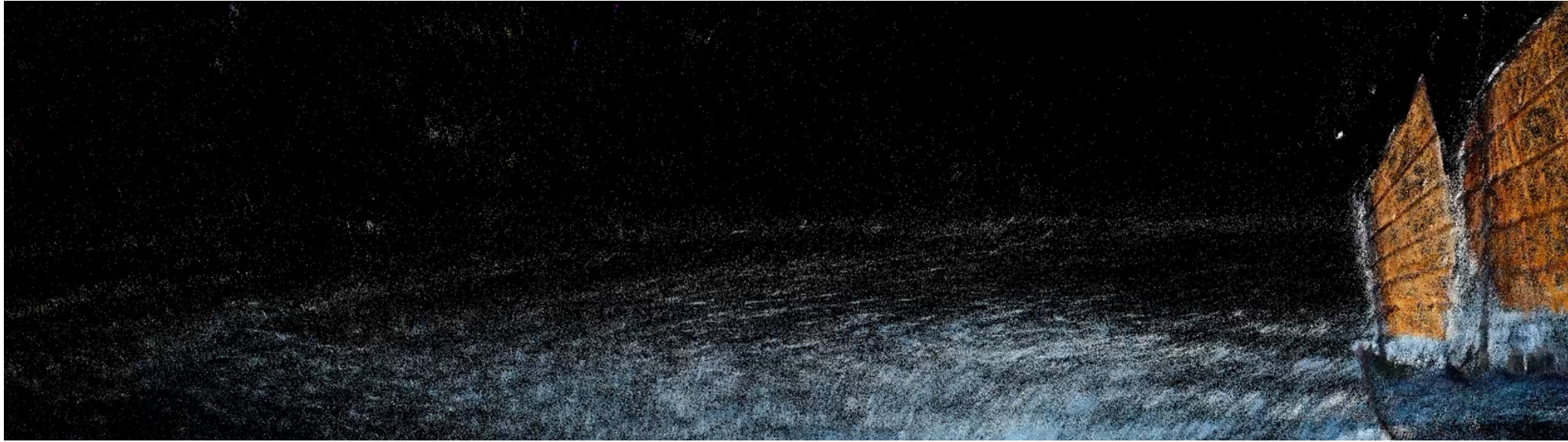
- Scene
- Default Camera
- Image Set
- Rdrc Field

Parameters

D . T o u c h d e s i g n e r





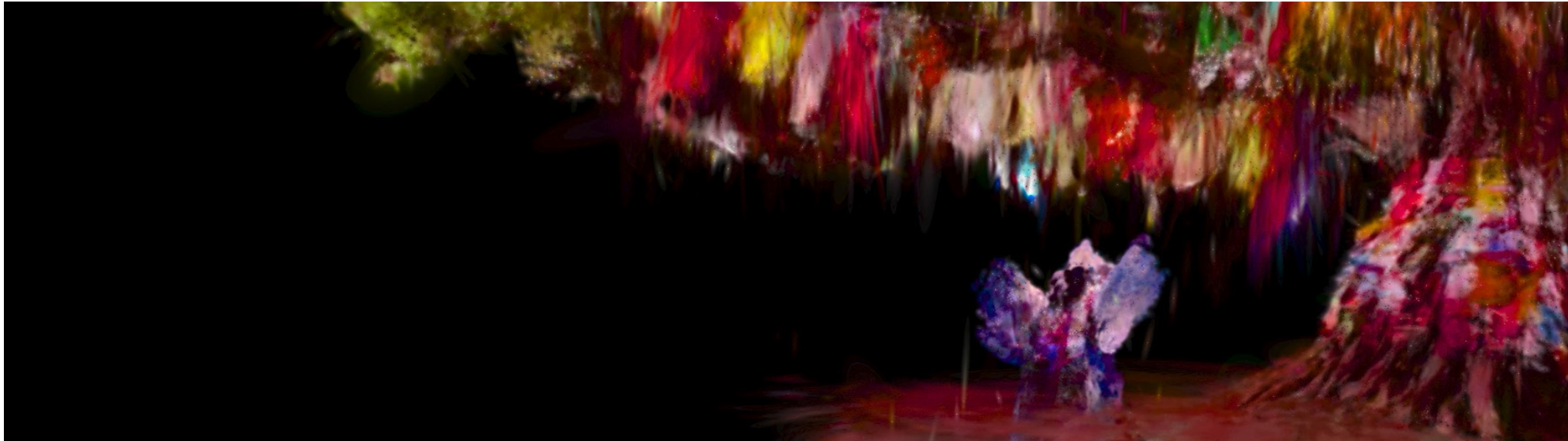




《Departure》_Touch Designer



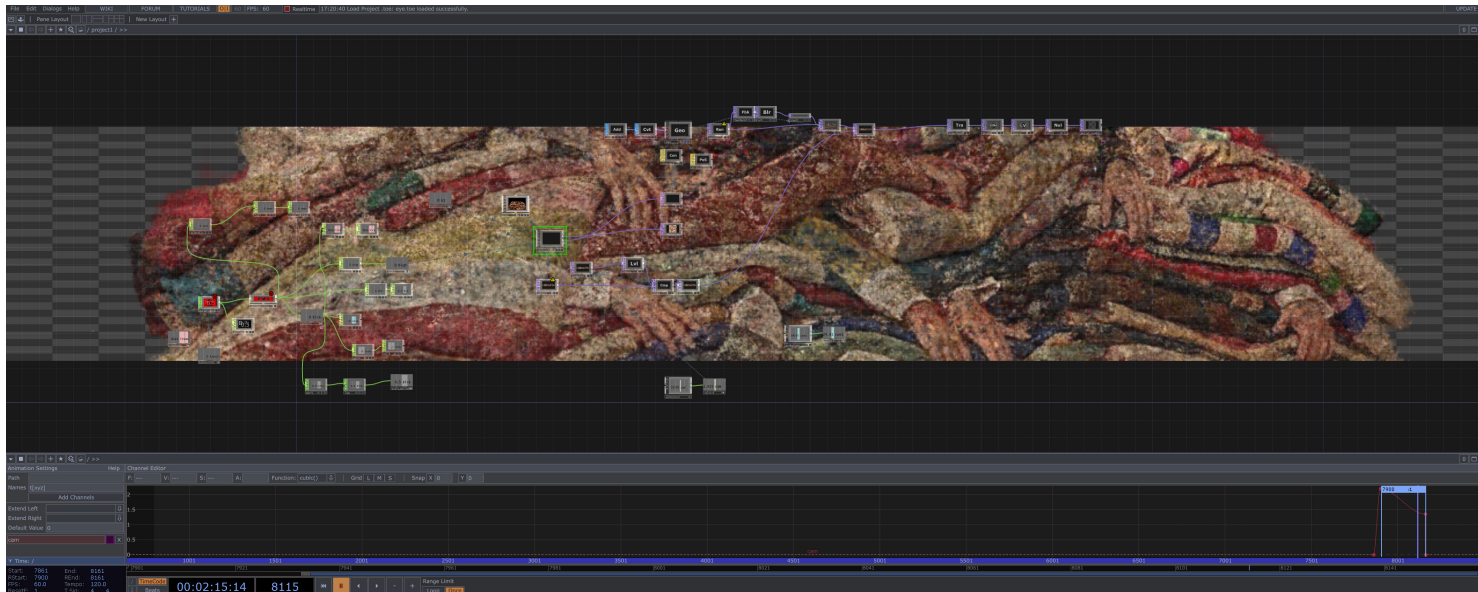
《tough waves》_Touch Designer



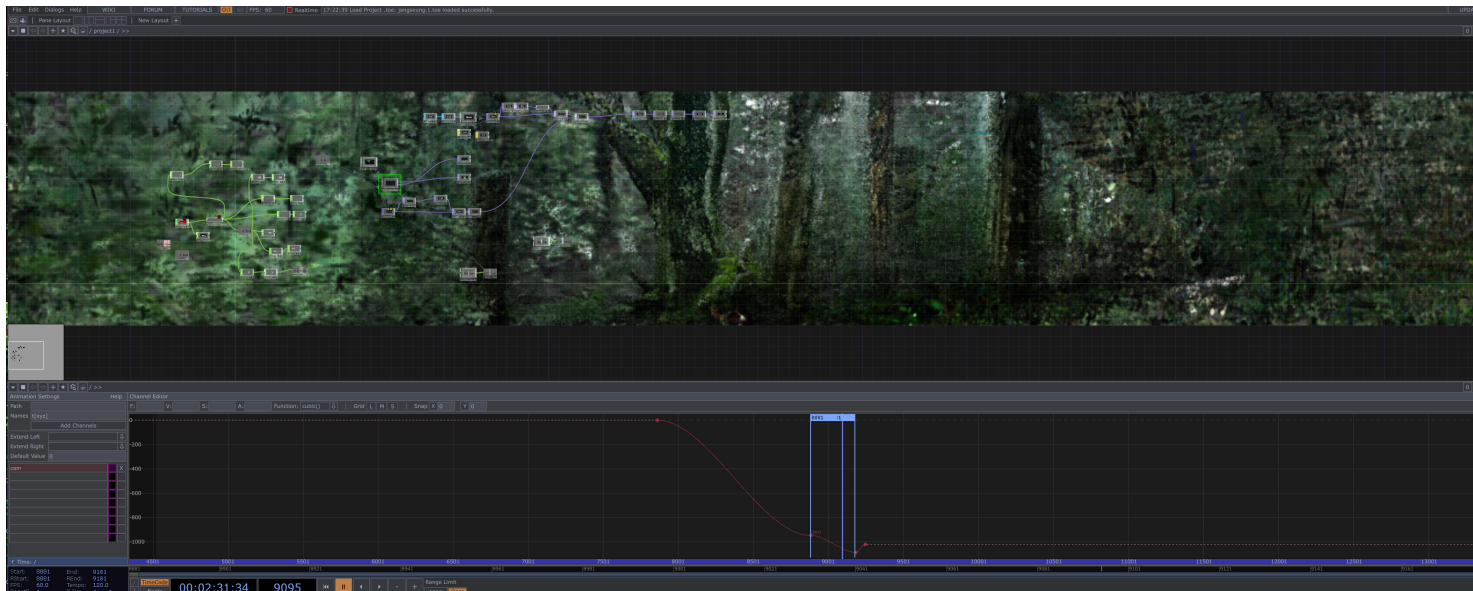


work screen

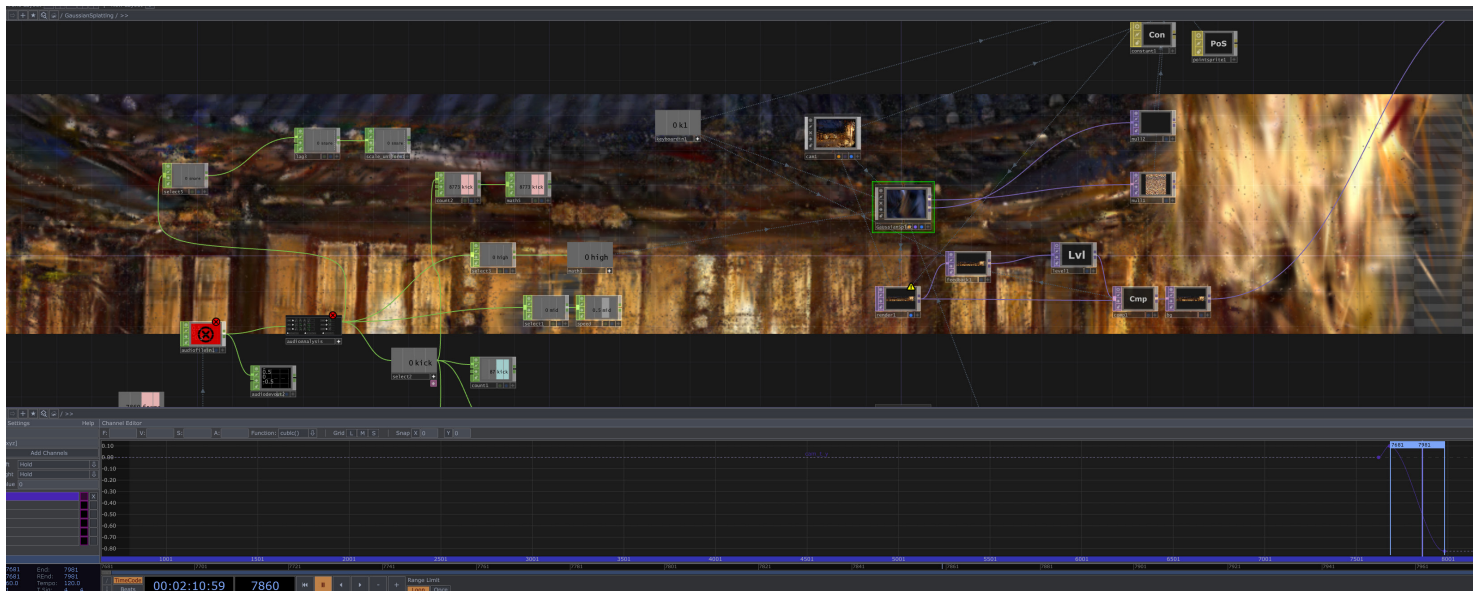
This project was created by organically connecting TouchDesigner's six operator families (COMP, TOP, CHOP, SOP, DAT, MAT). By integrating data operations, 3D space construction, and a real-time rendering pipeline, we implemented dynamic media facade images.



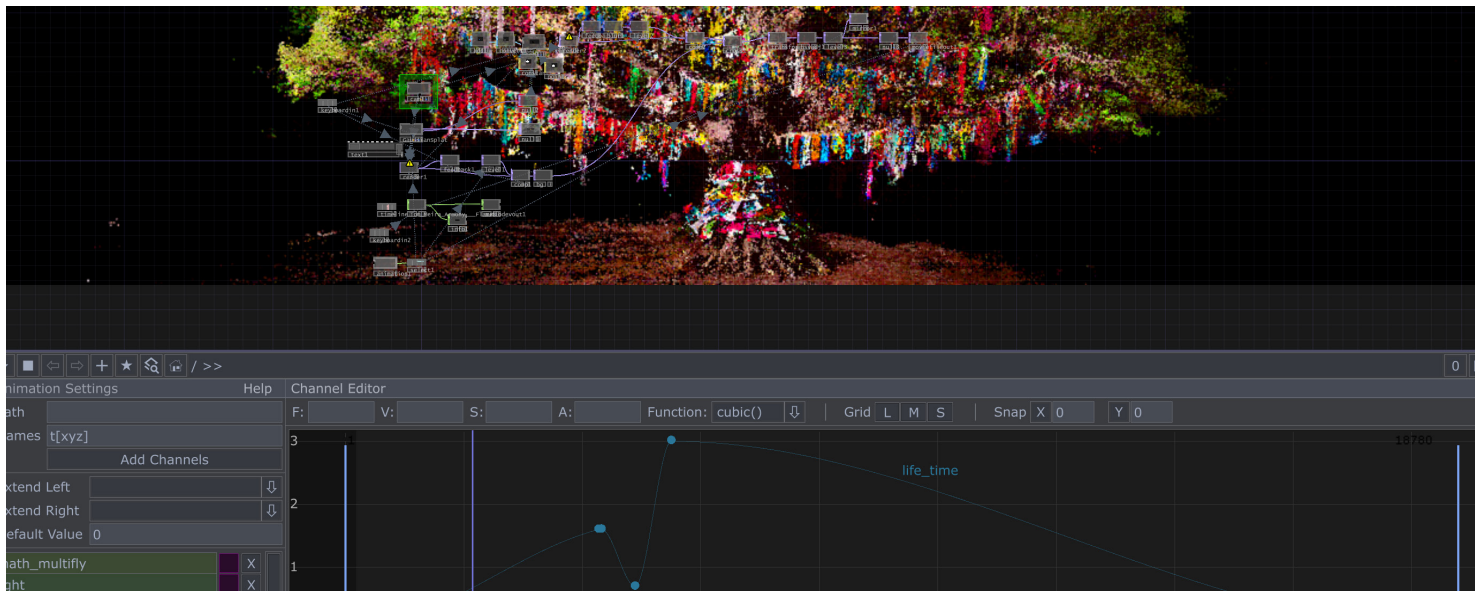
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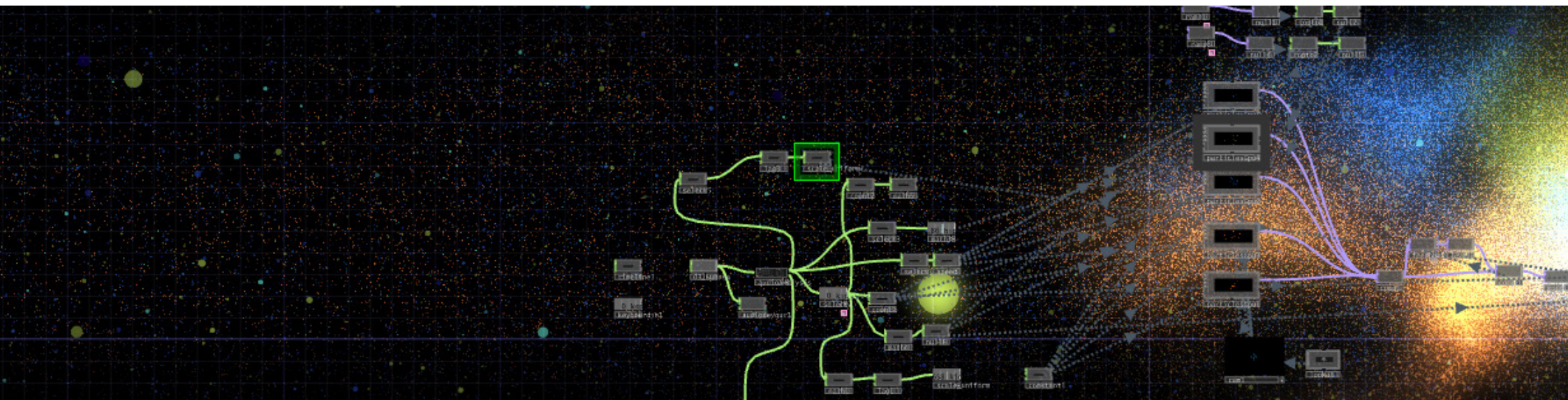
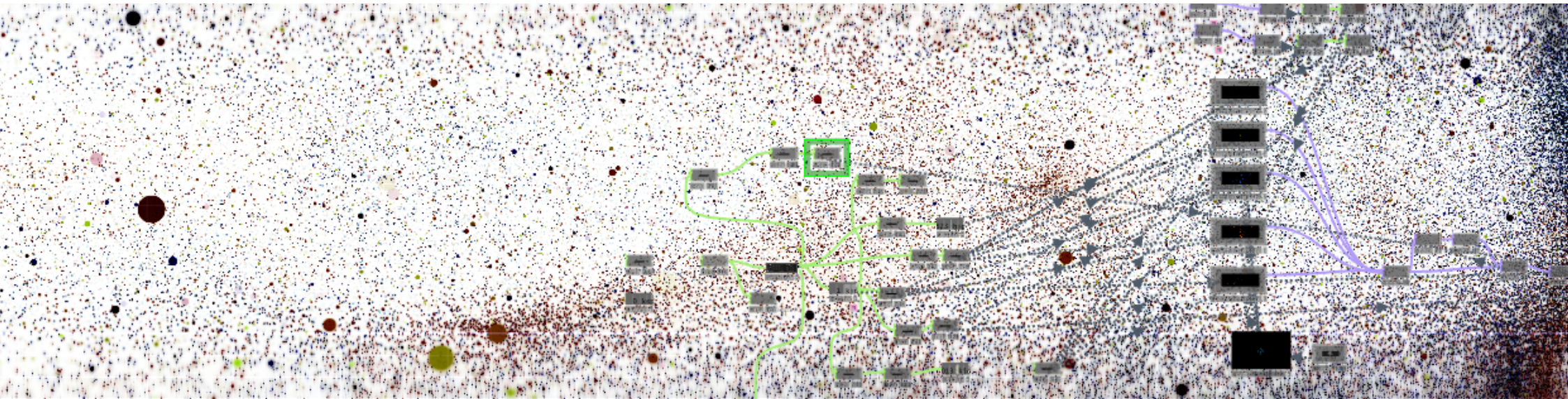


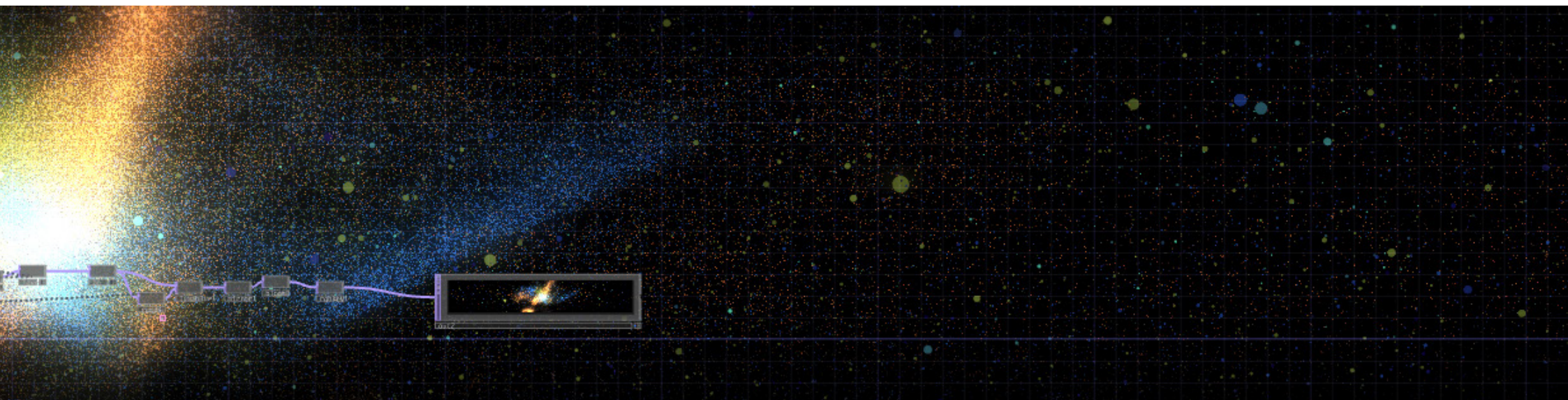
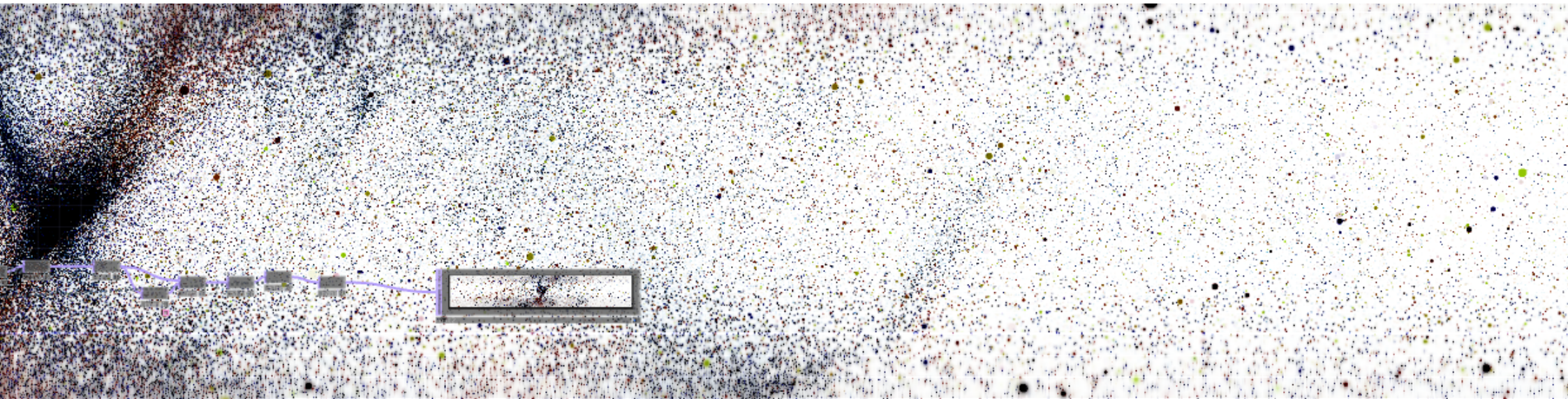
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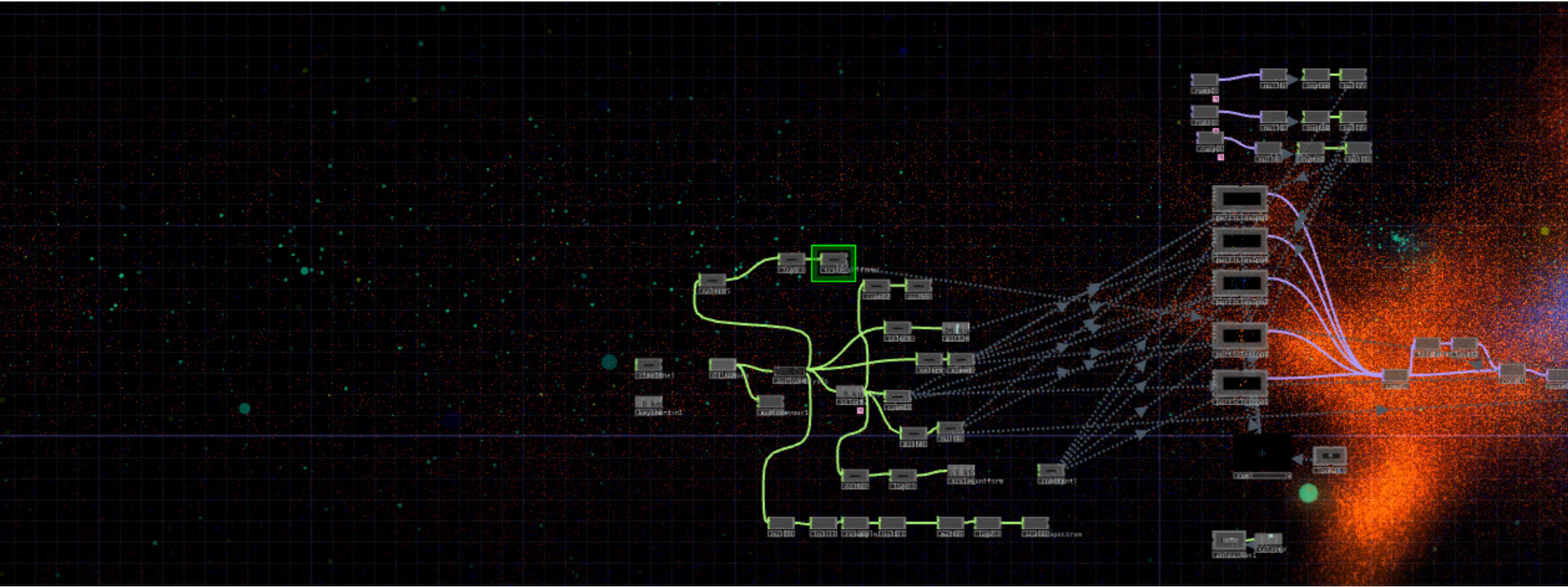


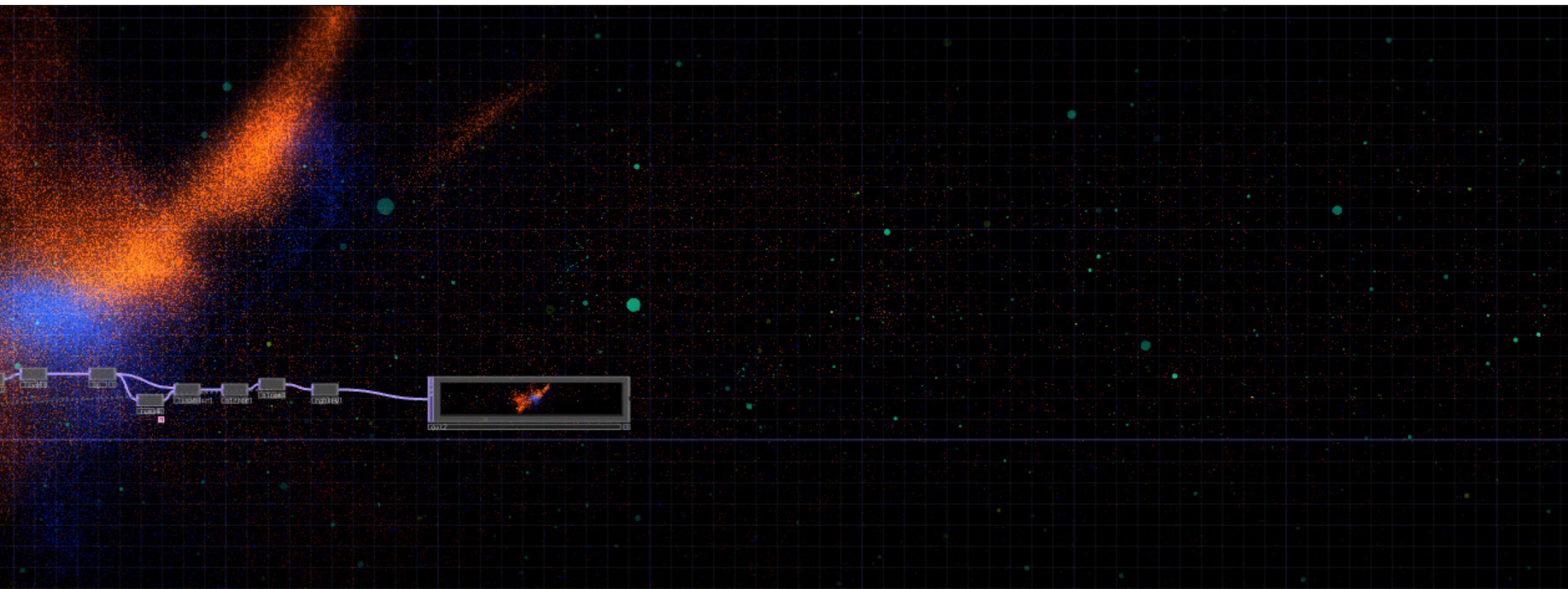
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C o l o p h o n





Student Project · Archive Book
Media Facade · Immersive Media Content Program
Kaywon University of Art & Design
January 2026 · Printed in Korea

Project Team

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Lee Oksong · Nam Yujeong · Orion · Park Jihoon

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3D — Heo Gippeum, Park Jihoon
TouchDesigner — Baek Seonghyeon, Kim Taehoon
Video Editing — Eo Yeseo
Archiving Book Design — Heo Gippeum, Park Jihoon


Special Thanks — Sumin Kim (Mentor)

Tools

Midjourney · Kling AI · Google Gemini · ChatGPT
Postshot · SuperSplat · TouchDesigner
Adobe Illustrator · Adobe Premiere Pro

Typefaces

Nanum Myeongjo · QIJIC · Apple SD Gothic Neo

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