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New Media Art Project

Spring 2022

ART2602C Intro to Digital Studio Practice

Goal

This is a web based art piece spanning multiple pages linked together in a non-linear format. It was created using html, CSS, Javascript libraries, Photoshop, and Aseprite. The goal of the project was to create a new media art piece that could only exist on the web. The inspiration for the piece came from randomly generated sentences of re-arranged words from multiple news articles.

Research

Articles

<https://www.washingtonpost.com/video-games/reviews/triangle-strategy-review/>

<https://www.cnn.com/2019/07/20/health/iyw-cities-losing-36-million-trees-how-to-help-trnd/index.html>

<https://www.bbc.com/news/technology-60576373>

Images

<https://www.artstation.com/artwork/3dVnEJ>

Research

If we continue on this path, “cities will become warmer, more polluted and generally more unhealthy for inhabitants,” said David Nowak, a senior US Forest Service scientist and co-author of the study.

When “Triangle Strategy” was first announced, the hype for Square Enix’s newest role-playing game mostly focused on its tactical gameplay elements similar to fan-favorite “Final Fantasy Tactics” or its gorgeous HD-2D art style, a blend of 2D character sprites with HD polygonal graphics popularized by another Square Enix game, 2019’s “Octopath Traveler.”

"Crypto is meant to provide greater financial freedom for people across the globe," the company told BBC News.

Any unilateral ban would "fly in the face" of the reason crypto existed.

Research

Random Sentences

Strategy Focused on the Continue Triangle

First people ban freedom for mostly the traveler

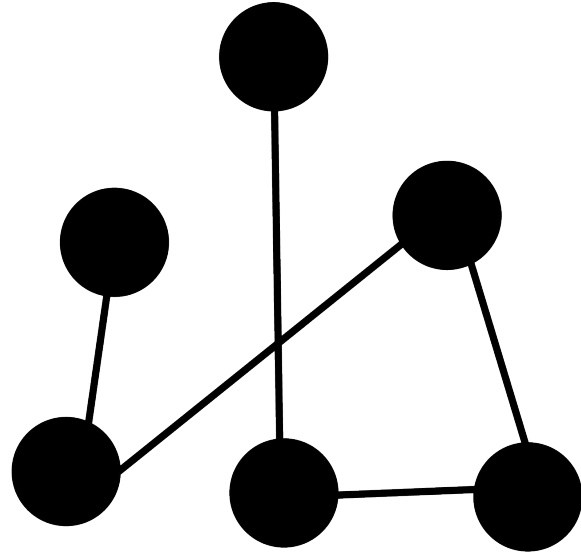
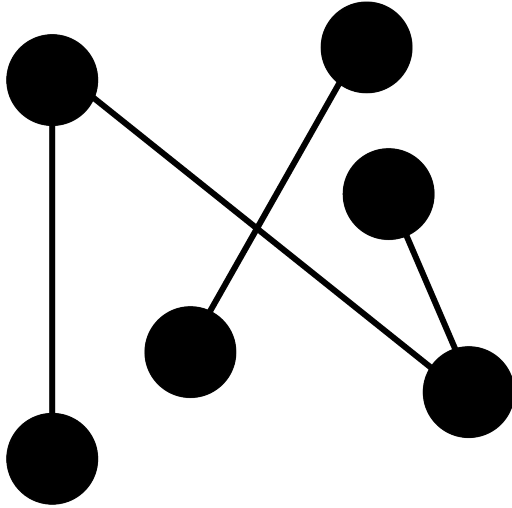
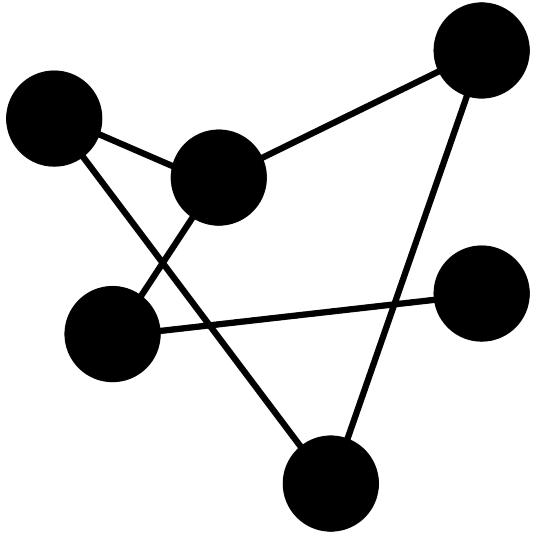
Unilateral Game strategy meant its greater tactical path

Gorgeous freedom to continue focused generally unhealthy will

The company role-playing this on mostly tactics is similar fantasy

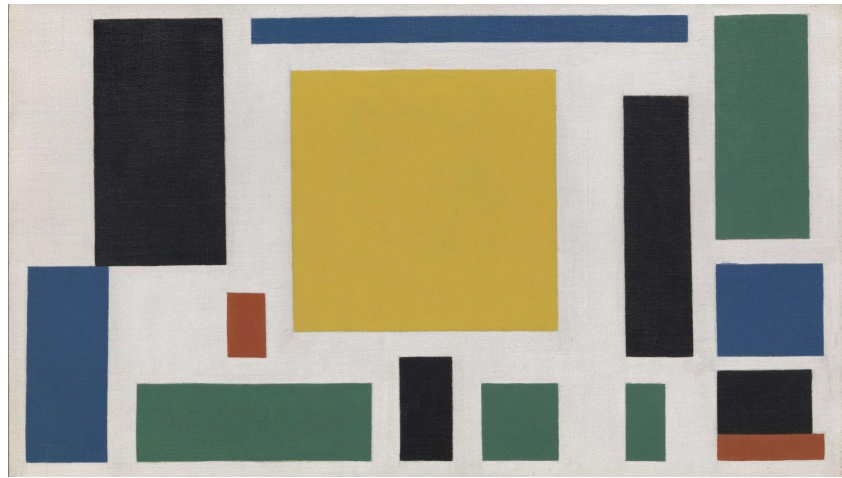
Research

Connectivity Layout ideas



Inspiration

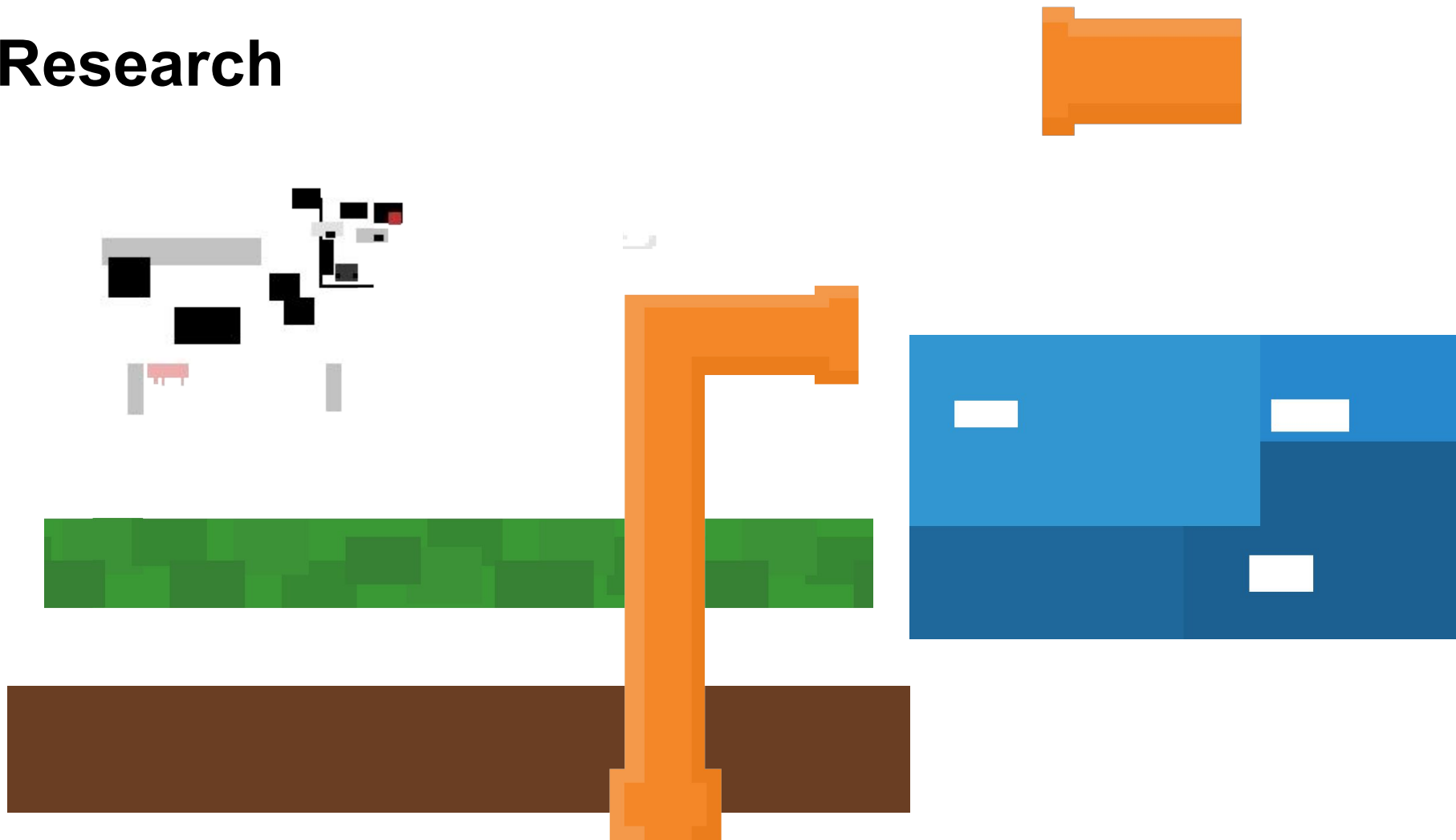
The inspiration for my website came from Geometric Abstraction and Modern Art such as the work of Theo Van Doesburg.



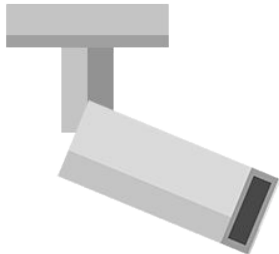
I was also inspired by pixel art commonly used in video games. The medium is also used on it's own. Drawing on a quantized grid is an interesting way to restrict the artist.



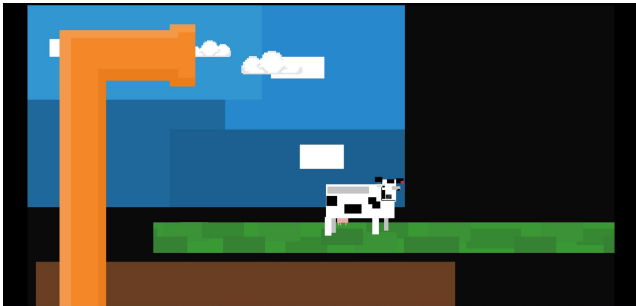
Research



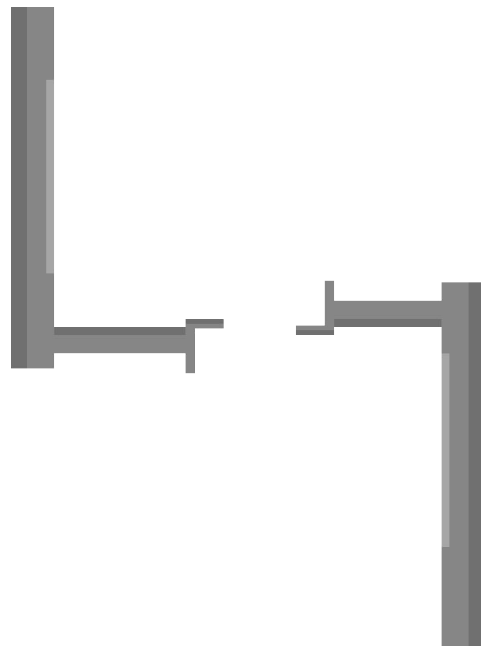
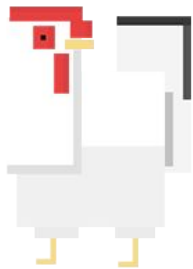
Research



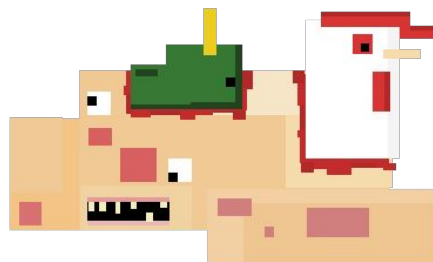
Research



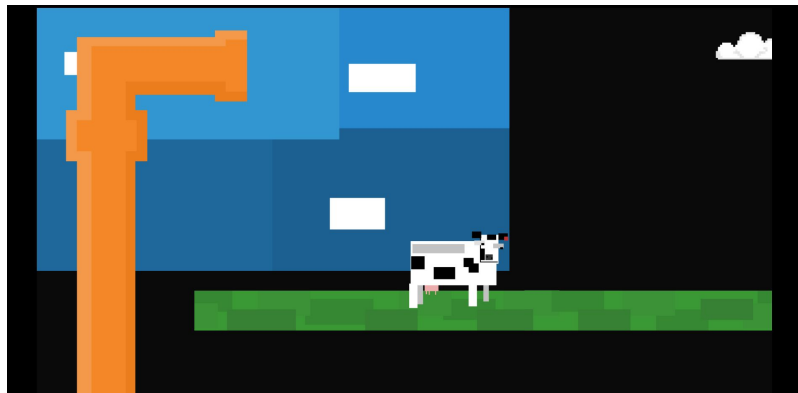
Research



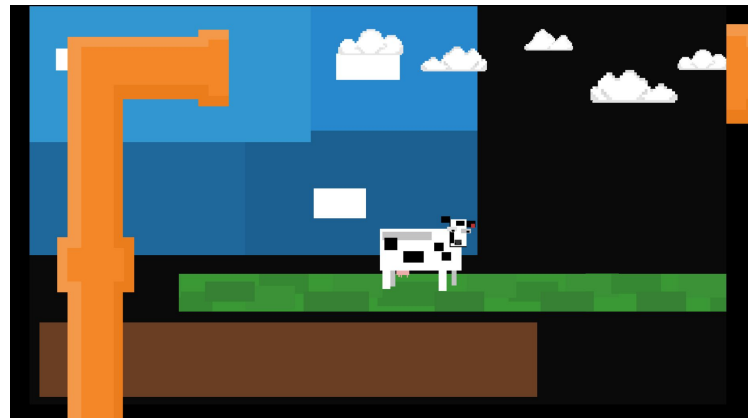
Research



Procedure

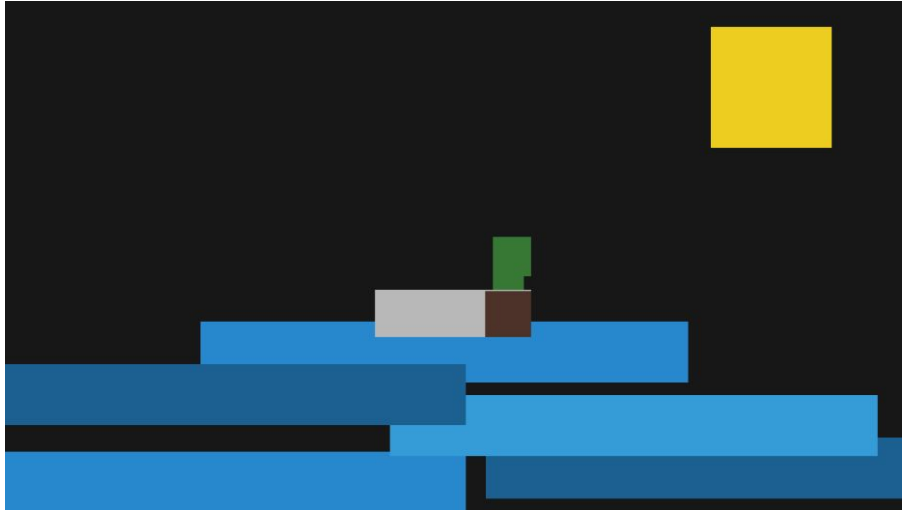


This was the first piece that I started. I wanted the the world around the cow to look disassembled.

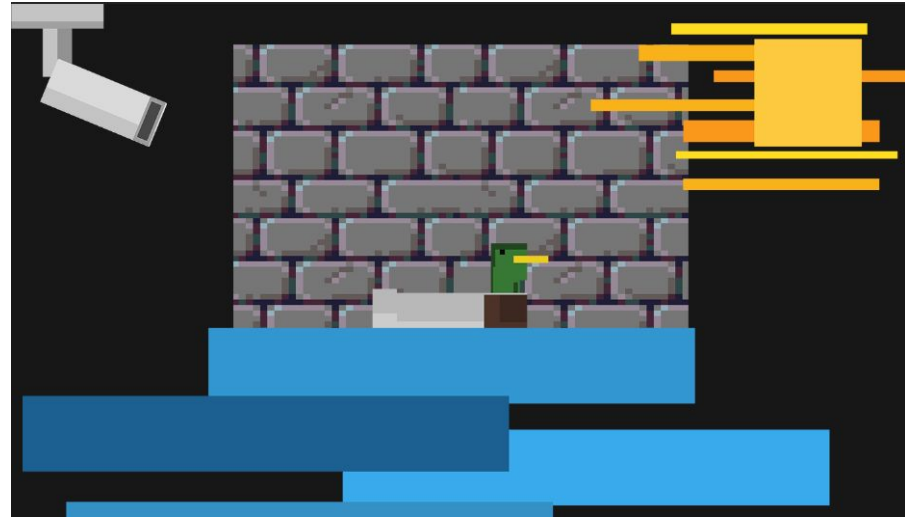


I added a dirt layer to show that the pipe was going underground so that the eyes would follow it down to find the first link. I also added a second pipe to catch the clouds and serve as another link.

Procedure

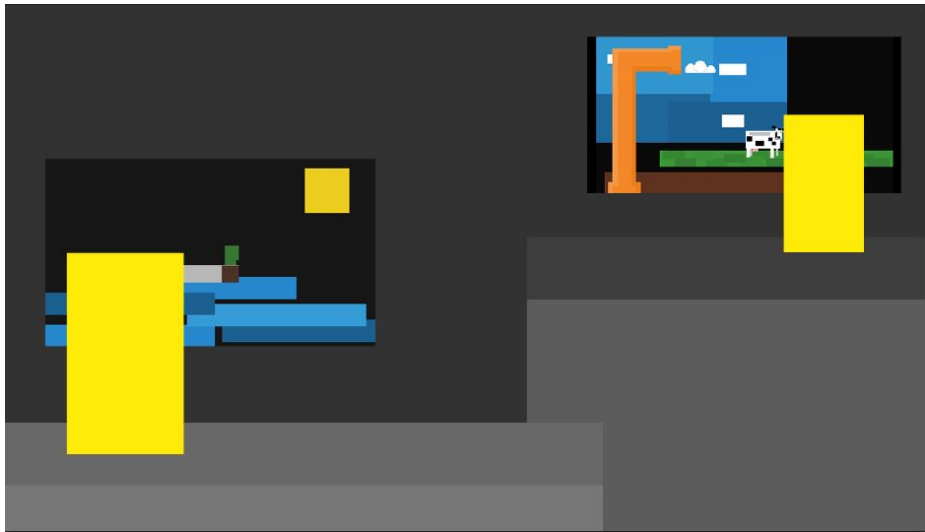


This is an early rendering of the scene surrounding the duck. This served as the foundation for the rest of the assets on this webpage.

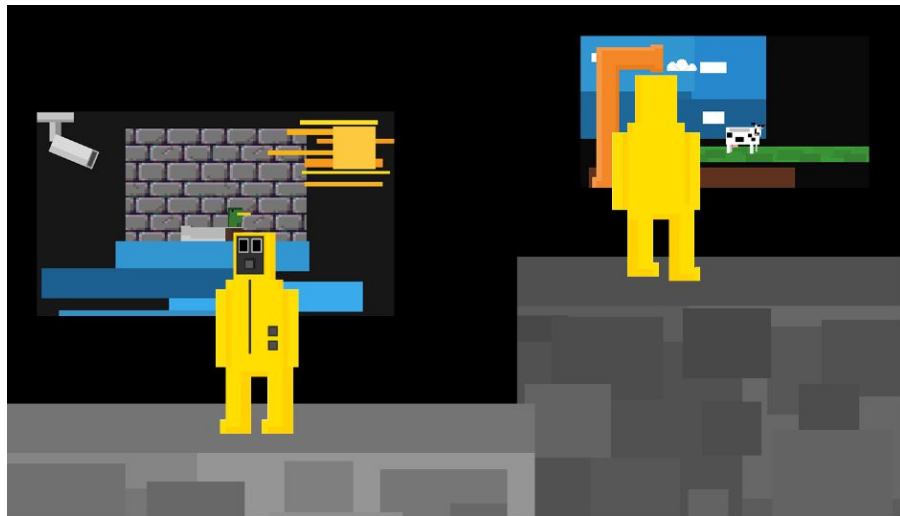


I added a security camera to hint at the animals being viewed from a different place.

Procedure

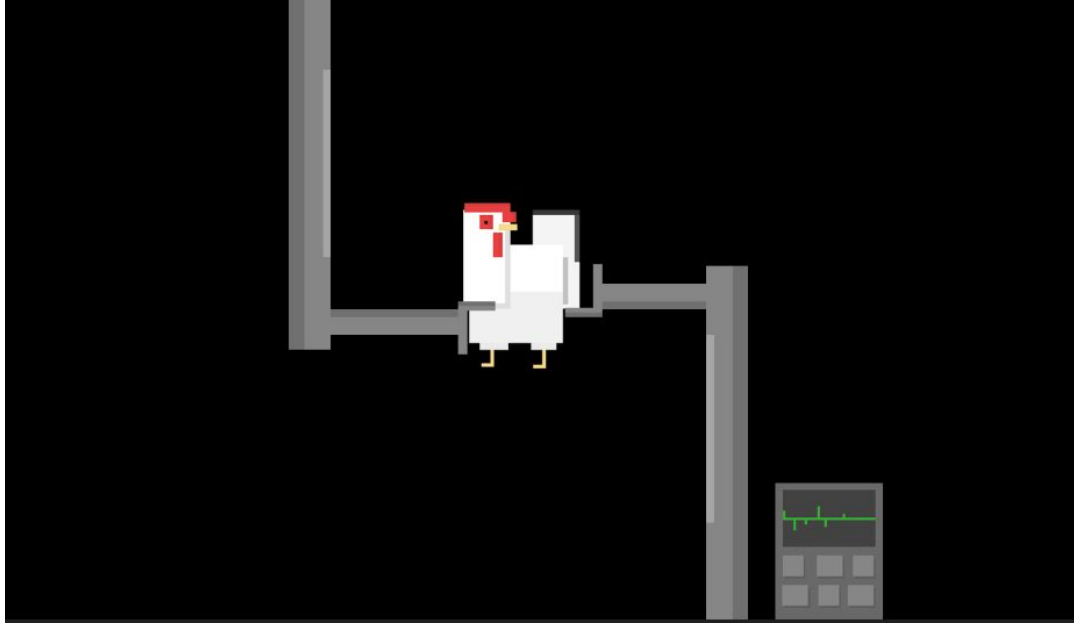


This is an early rendering of the Viewing Room. Not much changed from the first draft to the final composition.



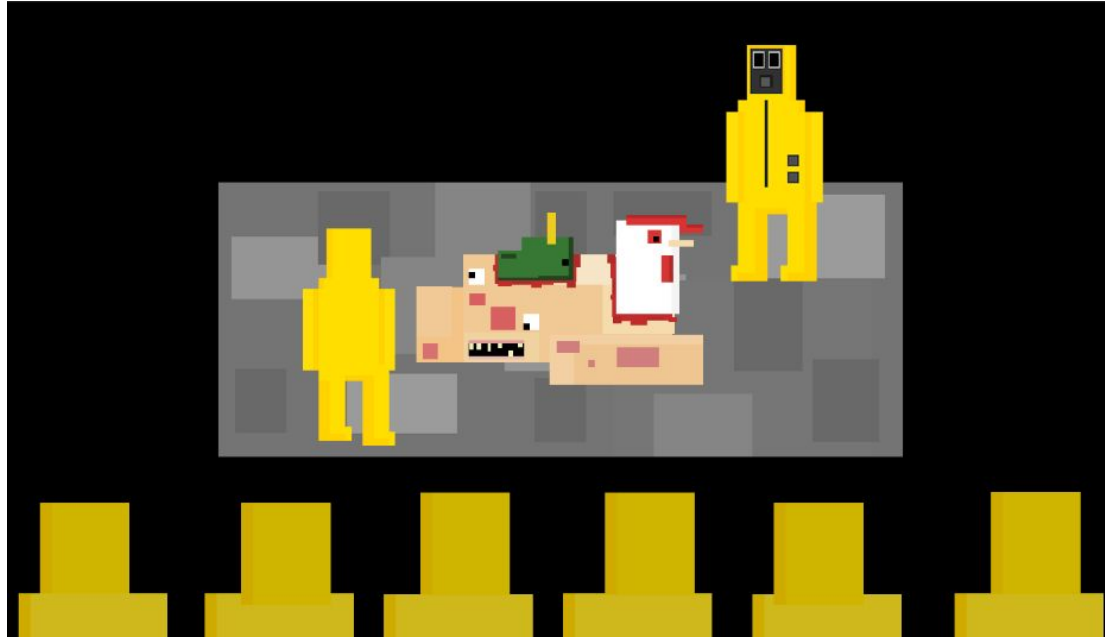
I wanted to have a page that adds to the mystery as well as show the viewer visually where else they could go.

Procedure



The intention of this page was to show an animal in the process of being experimented on.

Procedure



This page was made to be the climactic point of the website. It shows the creation that the scientists made from the live animals being held.

Artist Statement

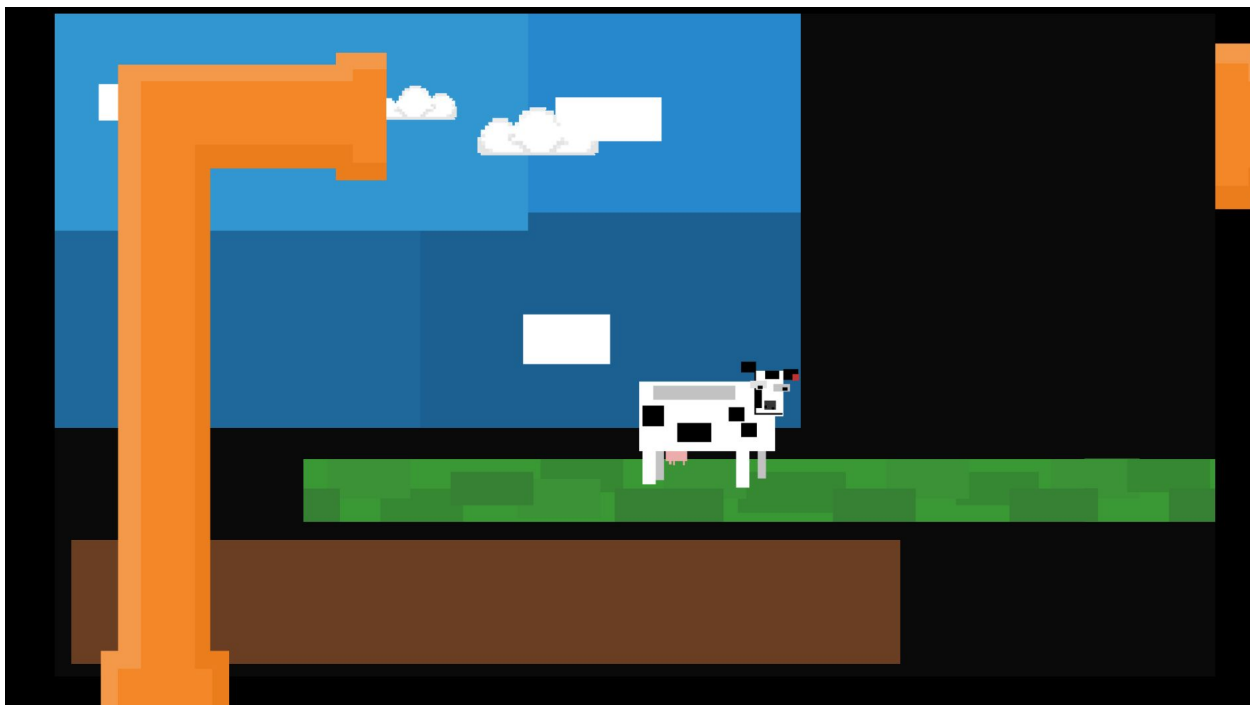
The goal of this project was to make a new media website. Of the pages we studied in class many of them had dark themes either hidden or in plane sight. I was inspired by the dark tone of New Media Art projects from the early 2000's in my own work.

Based off the randomly generated sentence, "Strategy focused on the continue triangle" I began thinking about what the continue triangle might mean. I came up with the idea that it is a kind of formula for immortality. The project takes the viewer throughout a facility where live animals are being held and monitored. These animals are tested on and eventually used in experiments to create a chimera of regular farm animals. In concept, the living being shown on the "Demonstration" page is immortal but obviously still in progress. This is the strategy focused on the continue triangle.

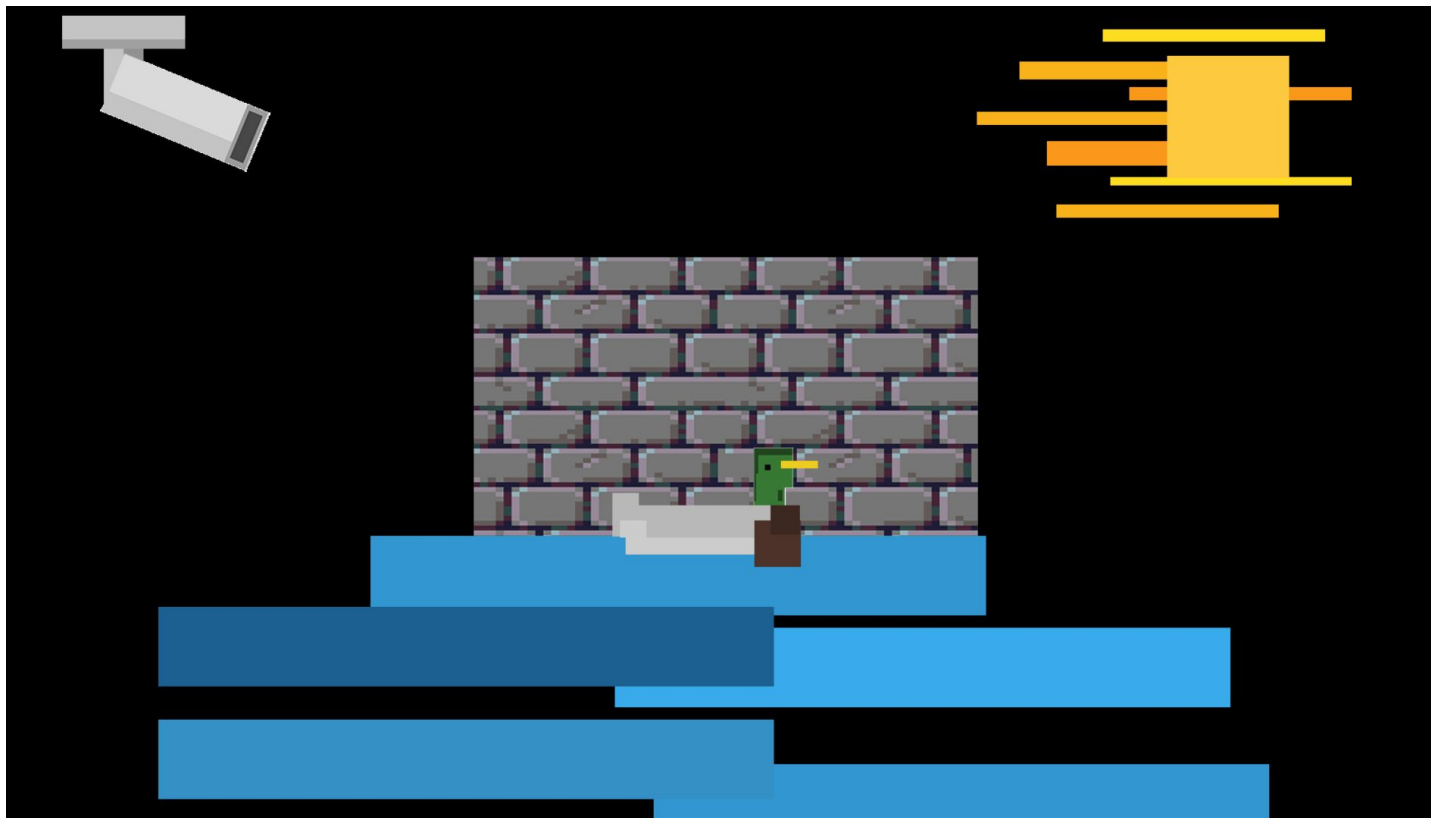
Reflection

Working on this piece pulled my creativity in a lot of different directions as there were many different pieces for me to be focused on. Before starting this project I felt that my knowledge of HTML was subpar due to lack of practice. Now I feel much more confident in my ability to code for web design than I had previously. My ability to make GIFs has also improved given that almost all of the assets in the website were exclusively GIFs I made in photoshop. I am glad to have injected my love of music and sound into this project as well. It was a rocky start at first to get the Javascript libraries to work in order to allow me to autoplay music on google chrome, but once I figured it out I was able to play around and find what sounds would fit with the scenes I had created. Without the background sounds I feel that this project would have been missing something. I can now look at it as a truly multimedia project that is uniquely my own.

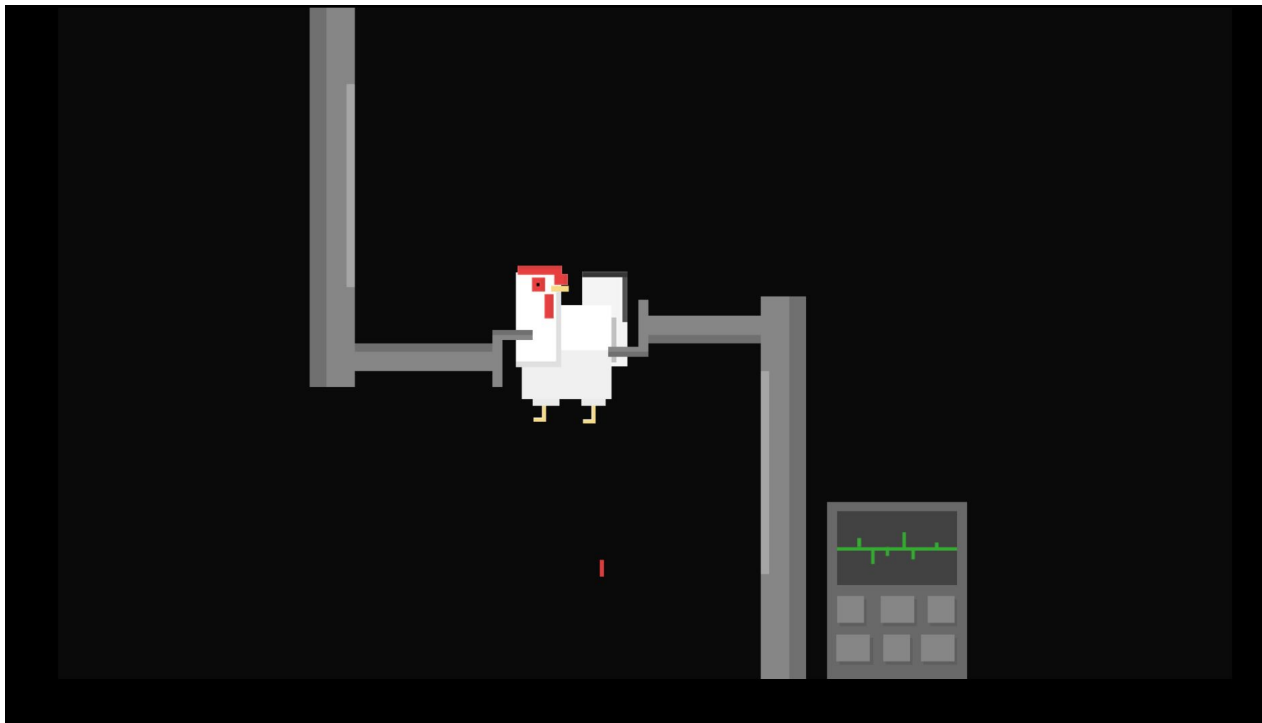
Final



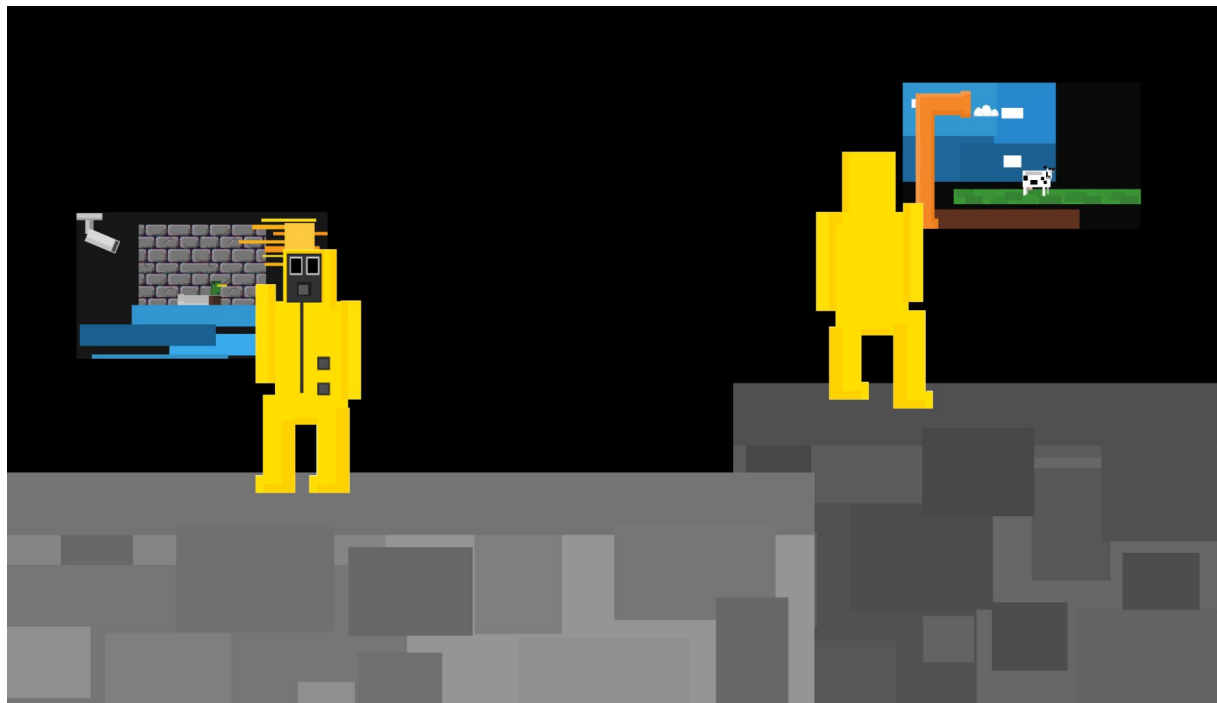
Final



Final



Final



Final

