

‘About Us’

Corporations want to look presentable and craft a clean and trustworthy public image to attract potential workers and customers. At the same time, many large corporations are responsible for unethical workplace and business practices that harm customers, employees, the environment, and competitors.

These companies spend money with advertising and pay newspaper companies to ensure that their less scrupulous actions are not publicly known as well as counteract any number of profits lost from boycotts. Beyond those investments, they design their website to look sleek and contemporary so people will be attracted to it and believe their biased messages that make them look better than they actually are.

This interactive digital art piece is a fake webpage that satirizes the corporate ‘About Us’ page where the corporation uses text and styling to manipulate people into thinking they are ethical and worth working for and buying from. When one mouses over each text, a comedic text describing what actually happens replaces the fluff piece. The typeface and size is also replaced with the default Times New Roman typeface. This shows how language and the code of the website are both used for the manipulation and that taking both away lets people see the company for what they are. This artwork seeks to make the viewer realize how a website’s code can be used to alter one’s perceptions just like the words of the written language. In the digital world today, one must be aware of the power of code for persuasion.

I used Atom to code the HTML, CSS and JavaScript of the webpage.

Link to GitHub: <https://github.com/TheStormex/SchoolArt/tree/main/CART345-AboutUs>

Link to the webpage: <https://thestormex.github.io/SchoolArt/CART345-AboutUs/>