

IASC 1P02 Final Assignment Design

For my final assignment, I chose to do an ARG based on a made-up cult that involves roses as their form of belief. This is the basis of the design choices I'm making for the assignment. There are two roses I based the design on, red roses and black roses; obviously, black roses don't exist but their significance ties into the cult's beliefs. For colour theory, I decided to do a mixed theme with black as the background, white for the content boxes and dark red for certain areas and pages of the website. I decided to do this because it best represented the eeriness and unsettledness of cults and what they show to be the outside but on the inside, they hide something more dark and sinister.

For the C.R.A.P design portion, the reason I wanted to have a distinct area where the background is and where the content is displayed, is because I want to give the "explorers" of the site to feel like something is watching them interact with the website. Contrast has some differentiability and some similarity to it. I wanted the page to feel the same but different colour and tone-wise. The site has a lot of repetition to it when it comes to the format such as the box where all the content is, the dark reds, black, and white colour schemes, etc. With those combined, it unifies the page a lot more. I decided to put the content right on the borders of the box to give it that alignment because it gives the reader a pathway of where to go and how to look at the page. The members-only page and the visuals page have proximity to it because of the way the pages are laid out, all the content is positioned close together to unify them and make it feel like they're grouped.

I wanted the viewer to feel like something is hiding from them, literally and figuratively. In my design wireframes, I did not include a footer because I wanted to have the content feel like it's never-ending and has a suspicious amount of space which makes the viewer wonder why there's such massive amounts of excess area, which then engages the viewer to interact with the website a lot more. The way I integrate the images is going to always be at the top of the page. I did this to make it a focal point make the reader a little distracted from the other content on the page and make the clues and secrets more subtle.

As for the interactivity, most of them lead to more sites. Obviously, there's the navigation bar which leads the viewers to other areas of the website. Page 1 doesn't have any physical interactivity but there is content on the page that's needed for another page on the site used for interactivity. Page 2 has a hyperlink at the bottom of the page which links to the visuals page where there is a prompt that asks if you wish to proceed, once you get to the page it's all pictures and more clues. Page 3 has a hyperlink that leads to a Google Form to fill out an application to join the team, and there is text at the bottom of page 3 that slightly hidden. When the user clicks on

“Members Only” it leads to a site that demands a password to get into the page or else it will take the viewer back to the home page; the content for the password is scattered in the homepage. Once the user enters the correct password, it leads them to page 4’s site which talks about the valued members. If the user hovers over the pictures, it will show some content. At the bottom of the page, there is another hyperlink that leads to a page that only has a timer, warning the viewer that they know where you are.

For the content creation in the sites, I used ChatGPT for the texts, story elements, ideas for the characters and places, backstories, and context-wise to help understand the “lore” better. The images, they’re also AI-generated; I used a website called ideogram.ai. I chose to get my pictures from there because there are a lot of visuals that the internet wouldn’t have, I also didn’t want to use actual pictures of cult members, rituals, etc. because I felt like it wouldn’t fit my theme and ideas, and it would be a wrong thing to do for me to use actual photos from cults where people suffered from. Another AI website I used for the generation of images is thispersondoesnotexist.com. I used this site to create pictures of people that don’t exist so that there wouldn’t be any harm to any actual people, and so that if people do come across this site and see someone they know, the person won’t be associated with the “cult” and give the wrong impression.

For my advanced site components, I used a timer in JavaScript to give the viewer a creepiness factor. I used code from another person and tried to rewrite it as much as I could without making the function fail. It was from a website called stackoverflow.com, and the creator of this code is Ayyadurai but the date of this creation is unknown. Another piece of code I found useful was the password function for Javascript. It was from a website called getcodingkids.com, I tried to change a little bit of the variables in the code and changed the visual output of the function but it would fail to work. The last piece of code I got was the hover-over-images effect in CSS and HTML. I used the code from w3schools.com and also changed the output of texts and the variables used.

I decided to do an ARG for this assignment because many ARGs use websites as the basis for their game. They usually have these types of games to tell a story and because they stray away from the traditional video game where you use a console and controller, and do things the usual things in the game; the ARGs I know of are where you come across a video, an Instagram post, etc. which leads the player into the website which is the game. You have to uncover things, look around, and interact with things but not in the usual video game setting. ARGs rely on clues, secrets, different types of puzzles, messages in videos, etc. These ARGs and games are more interactive and they stand out to me. I wanted to do this because I wanted to tackle this form of entertainment and engagement as my first video game.

Works Cited

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