MMP 100 Final Project
Areej Fatima
12/13/2025

Creative Brief

Title:

The Internet Never Sleeps

Project Summary:

The Internet Never Sleeps is a web-based storytelling project that explores the experience of constant connectivity and digital overload in contemporary online life. The project tells its story through visual chaos, motion, sound, and user interaction rather than traditional text-based narration. As users scroll through the webpage, they encounter an increasing amount of digital noise notifications, pop-ups, animations, and layered sounds that mirror the overwhelming nature of being online 24/7.

The story begins in a calm and minimal digital space, representing moments of quiet before online engagement. As the user progresses, the page becomes progressively more cluttered and frantic, symbolizing information overload, distraction, and the loss of focus. By the end of the experience, the webpage feels chaotic and intense, encouraging viewers to reflect on their relationship with technology and constant digital stimulation.

Technical Approach

This project will be created as a single interactive webpage using HTML, CSS, and JavaScript, based on the provided course template. The structure and design of the template will be customized to support a scroll-based narrative. Visual elements such as animated text, GIFs, and glitch-style images will be embedded directly into the webpage and layered to increase visual complexity as the user scrolls.
Audio elements will be edited using Audacity and embedded into the webpage as short notification sounds and ambient digital noise. JavaScript will be used to trigger animations, pop-ups, and audio playback based on scrolling or user interaction. The final webpage, along with all media assets, will be uploaded to GitHub and shared publicly on the web.

Media Used:

- Animated text is created with CSS and JavaScript.
- GIFs represent notifications, loading icons, and digital ads.
- Glitch-style images created in Photoshop or Illustrator.
- Looping animations embedded on the webpage.
- Notification and alert sound effects edited in Audacity.
- Found digital sound effects (royalty-free).

Overall, Tone & Style:

- Tone: Overwhelming, frantic, chaotic.
- Visual Style: Glitch aesthetics, layered elements, digital noise.
- Color Palette: Neutral tones transitioning into harsh neon and high-contrast colors.
- Interaction Style: Scroll-based progression and disruptive pop-up behavior.