

## About the project

My project is about the historical memory of the Vietnam War. In it, I argue that female veterans are consistently marginalized during presidential speeches in order to maintain an ideology of traditional gender roles, as war complicates our notions of gender in America. Inherent in the presidential rhetoric is the implication that veteran sacrifice is an exclusively male experience, and that men fulfilled civic duty in its entirety, whereas all women who served in Vietnam did so voluntarily. This site is meant to further public history, but is designed for an older audience. I envision it being used by high school-aged students, and older.

## Design Rationale

I wanted to keep the design of this project as simple as possible. Because its emphasis is on rhetoric, text is a central component to the information presented on the site. As a result, my goal was to create as clean of an appearance as possible. I modeled my site after another site on CSS Mania in order to both find an aesthetically pleasing site, and to know that the CSS I want to use does exist and is there as a crutch if I need it.

Because my research is about the historical memory of the Vietnam War, I chose military colors. I wanted to use shades of green for the text, but I Googled color schemes in order to choose colors that complemented each other, and to expand with other colors besides green. The fonts I chose are more structured—meaning that I wanted them to look bolder, and to not have serifs because it seems more militaristic. Although, I felt the fonts in Photoshop did not look terribly different from each other when I used them, and I believe I will use the same Google font from my other assignments. I tried a number of the Photoshop fonts, and they did not seem to represent the overall design I wanted to achieve. Not pictured, as well, are the CSS elements I would like to use on the presidential speeches themselves. There are a lot of design features I can use with pull quotes to demonstrate the importance of words, and I plan on taking full advantage of this. Additionally, I repeatedly fight myself with how militaristic I want the final project to appear. I do not see this project as a military history, but rather as a study on collective memory. Therefore, while I am incorporating some aspects of the military into its appearance, I want the design to display some of the memory components of the project. I primarily do this through the use of the images and logo.

Finally, I designed the logo with the stenciled W. I repeatedly thought about the movie and TV Show *MASH*, and how that logo became so synonymous with the military in American culture. And although *MASH* is based on the Korean War, it was seen as a commentary on the Vietnam War when it was released. Because it blends the military and cultural history, I felt it was appropriate to channel that imagery for my logo. I used some of the techniques in the Photoshop readings to alter the images and logo. The image on the homepage, and the logo are purposely distorted in order to symbolize how history and memory distort each other to create a collective memory. I used the “blur” feature on both images as a design tactic to demonstrate my argument. In a sense, there is a fine line between history and memory, and I wanted my images to visualize this ambiguity that is frequently mentioned in my research.

## Color Palette



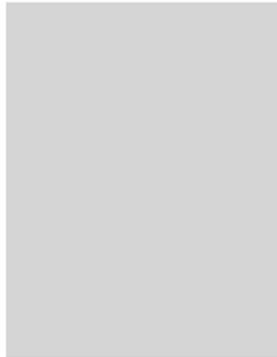
#80c020

R: 133  
G: 194  
B: 41



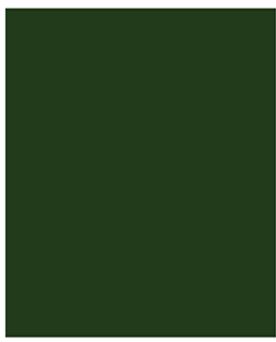
#608020

R: 98  
G: 136  
B: 32



#d5d5d5

R: 213  
G: 213  
B: 213



#223b1b

R: 34  
G: 59  
B: 27



#c06000

R: 192  
G: 96  
B: 0

Logo

W  
ORDS OF  
AR

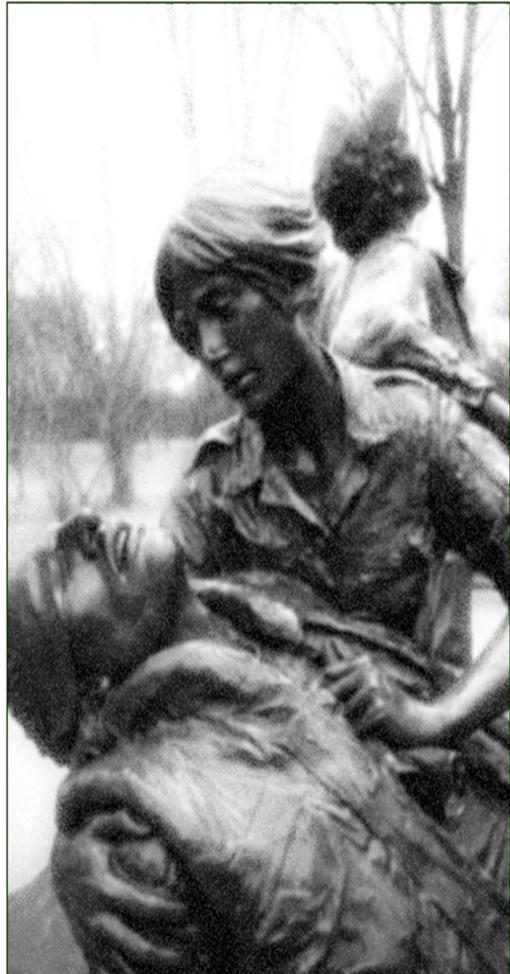
# WORDS OF WAR

## Creating a Historical Memory of the Vietnam War

An introduction to the project will go here. I'll include a brief description of the audience, the purpose of the project, and the information found on the site. Users will have an overview of what they should expect to learn on the site. It will be not more than 3 paragraphs.

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Donec lectus magna, pellentesque vitae rutrum ut, suscipit at elit. Vivamus orci enim, interdum sit amet pretium eget, auctor vel odio. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque vitae turpis massa.



Created by Caitlin Wolters, MA Candidate at George Mason University

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# Reagan's Rhetoric

## The Shaping of a Collective Memory

Lore ipsum dolor sit amet, consectetur adipiscing elit. Praesent massa diam, venenatis eget blandit in, molestie quis sapien. Cras vestibulum luctus laoreet. Vestibulum ultrices turpis in urna tempus volutpat. Nullam at mi at sapien dictum sagittis nec eu velit.

Donec congue faucibus ultrices. Aenean cursus consequat ligula vitae pretium. Proin imperdiet magna nec neque accumsan commodo placerat augue porta.

PULL QUOTES-- emphasis on rhetoric, specific examples from speeches designed with CSS tools

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Duis ac aliquam justo. Suspendisse erat metus, tempus nec vehicula non, posuere quis ante. Ut mattis, felis id mollis consequat, neque turpis convallis risus, id ornare nisl erat vel ligula.



This will link out to another page with an explanation. Graphics may change as I experiment with new tools.

