After presenting (not very well) the nightclub CAPTCHA design to a couple of my tutors, their feedback was critical and entirely justified. They told me that the CAPTCHA experience was being overshadowed by the abstract setting of the nightclub and flashy, cartoon-y visual style.

I had to make the context of my design more appropriate to the typical CAPTCHA experience.

I was having an issue trying to make the frustrating experience of CAPTCHA a design that people actaully wanted to interact with.

JODI, %20 Wrong, 2000
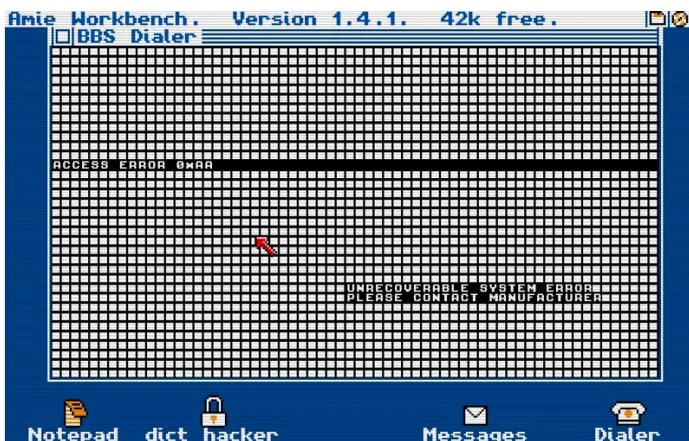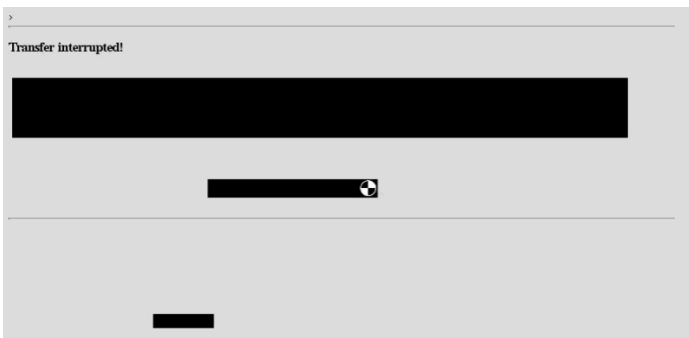
Christine Love, Digital: A Love Story 2010

Andrew suggested I look at the field of Net.Art, and in particular 'The World of Awe', created by the artist, Yael Kanarek. The World of Awe is narrative driven work of website art that uses a desktop interface to present an adventurous, conceptual story.

I could use the desktop style of the World of Awe and similar Net.Art work to create a more immersive, appropriate website experience to house my CAPTCHAs.

Olia Lialina
My Boyfriend Came Back from the War
1996
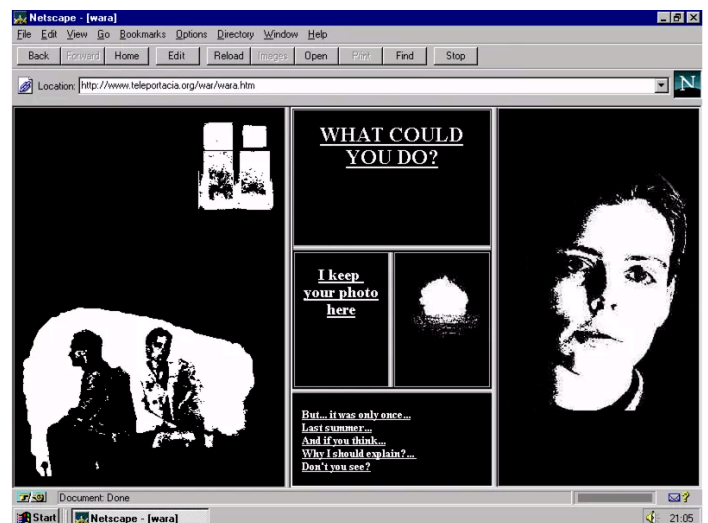
Net.Art was a movement born from the introduction of the internet. The aesthetic and form of this style of work often reflects the period they were made. Late 90's, early 00's retro look is synonymous with Net.Art.