

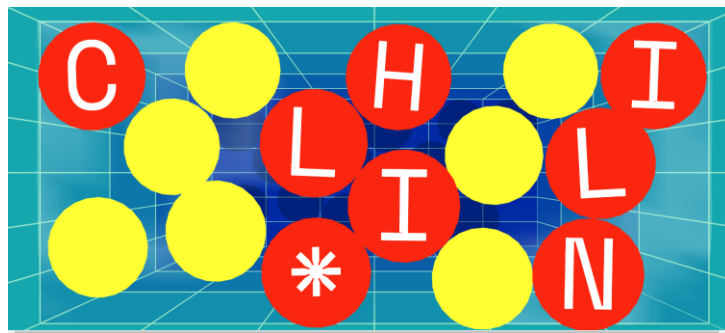
## Pre-Reflective Essay

CART263, Winter 2024

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During my time in CART253, I found myself captivated by JavaScript and P5JS, especially having had no prior exposure to these programming languages. One of the main things I enjoyed experimenting with when coding my projects was user interactivity and polish. When creating my final project for CART253, I had fun playing around with sound and animation to create a fun shooter game. Throughout my time programming in P5JS, I figured out that I felt fairly comfortable coming up with project ideas but had a more difficult time actually coding them. I understood the logic of what I had to do but found it difficult to figure out exactly what words to write in Visual Studio Code to make it happen. I hope that through my time in CART263, I will slowly become more comfortable with this.

I would love to challenge myself by experimenting a little bit more with coding visual components such as virtual three-dimensional shapes and spaces. After looking at a variety of coding projects created with P5JS, I was particularly inspired by one specific artwork created by Dae In Chung, titled *Chillin'* (2019). In this piece, the user can type in a word of their choice and see the letters appear in a three-dimensional space. This piece is a great example of combining generative artwork with user interactivity, because on top of having the freedom to create the text in the piece, the user may also drag each individual letter around the screen and play around with the virtual space. I believe that through the bright colors and casual title, the artist Dae In Chung really invites the viewer into interacting with the art piece.



<https://exp.paperdove.com/chillin/>

I do not have a very specific main idea of what kind of projects I am interested in creating throughout this course, but I am very interested in learning about game engines, and possibly seeing how it relates to a game design course I took in Fall 2022. Overall, I am mostly looking forward to discovering new and innovative ways to utilize P5JS and JavaScript to stretch my creative limits and improve my coding skills. I am also interested in improving my web design skills, as I have very little knowledge about how to create fun and useful web pages from scratch.

As previously touched upon, I found Dae In Chung's *Chillin'* (2019) to be an inspiring piece. But more specifically, I find it to be an interesting example of how interactive coding could potentially be used as a way to advertise products. If a potential customer is invited to interact with the advertisement, they are more likely to remember it as well as the brand being promoted. While I continue my learning journey in CART263, I am very excited to see how the class content connects to the rest of my academic studies. Throughout my time at Concordia, I have taken a few marketing courses, and would be interested in the potential of coding projects serving as interactive marketing and advertising tools. I think it would be very interesting to see how I could use P5JS and Java Script to create interactive projects or advertisements that could then be used to promote products or services.