

## **IST 263 Project Milestone 2 – Copy Document**

**Name:** Iseabail Kelley

### **Description (From Milestone 1):**

For my project, I want to create an educational platform where I can write, speak, and create art about certain topics I am passionate about. This site will be a blog, as opposed to a traditional portfolio, where I can create my own content instead of simply displaying content I've already made (as I would do in my portfolio). As a magazine journalism dual major, I love to spread awareness about topics I am interested in, whether it be the economy and finance, the environment and sustainability, or art/fashion and music. I would like to split up my website logically, having three different sections depending on the type of media I use. For example, I would have a section for my blog, one section on recommended music, and another section sharing/critiquing news, especially in fashion trends/art/music. Although a lot of work, I am willing to put in the effort for this site and create a platform that represents my interests while also informing and entertaining others.

### **Home Page**

#### **Short Description**

My home page will include a short summary about myself and an introduction about this platform and why I want to make it. It will also include tabs to my other pages on the top of the page. The tabs will include my blog, a playlist of music recommendations that I will update weekly, and a section about my opinions on recent news (lifestyle news, media industry news, or even my opinions on

#### **Actual Page Text**

Hi! My name is Isea, and this is my BrianDump. I'm a journalism and IT student, but I have a lot of opinions and can't always share them. If you know me, you know I love to talk – and write, and create, and dish out my opinions. So that's why I decided to make this platform. A place where I can create content and deliver it, and hopefully you'll get something out of it.

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### **Page 2**

**Title:** My Music Mix (Subhead: current weeks date)

#### **Short Description**

This page will show my current music recommendations, in the form of a playlist. I'll explain why I picked each song (potentially in a collapsable text box). I would hope to try and use embedded code so readers could play the songs directly in the site (if that's possible - could be something to talk about). There are seven songs on each playlist, one for each day of the week.

#### **Actual Page Text**

The past week has felt nostalgic while also optimistic. I'm at a stage where I've been away from home long enough where my friends and life in Syracuse feels like home, but that I'm also looking forward to

starting new things this summer and maybe moving somewhere else. This week's playlist has a different variety of songs, some empowering but sentimental – like Kacey Musgrave's "Breadwinner" – while others are exciting and energizing – The Weeknd's "Take My Breath."

### Playlist:

#### 1. Breadwinner – Kacey Musgraves, *star-crossed*

1. Musgraves brings female empowerment to a new level with "Breadwinner," a new hit off of her most recent album. The idea of men using women for their success, seemingly something Musgraves experienced before her recent divorce, along with a catchy melody, makes Breadwinner an immediate favorite for any feminist.

#### 2. up to me – LANY, *gg bb xx*

1. LANY was off of the grid for a while, but they're back with another album which makes me fantasize living somewhere like, say, London. LANY's sound isn't anything new for them, but somehow each album is still as good, if not better, than the last.

#### 3. Tyler Herro – Jack Harlow, *Thats What They All Say*

1. I can say confidently that Jack Harlow's *Thats What They All Say* put him on the map the past year. Harlow's clever lyrics and oozing confidence, obvious in every line, make "Tyler Herro," along with the rest of *Thats What They All Say*, something I could listen to 24/7.

#### 4. Believe What I Say – Kanye West, *Donda*

1. Anything that samples Lauryn Hill is on track to be amazing, but "Believe What I Say" brings Hill's classic back to life. *Donda* stirred up controversy regarding its release date, "Believe What I Say" makes up for it.

#### 5. Chill – Bakar, *Chill*

1. "Chill" immediately makes me feel like I'm driving in my hometown alone at night (something I did often, and probably every other suburban teenager, when there was nothing better to do). Bakar successfully delivers a nostalgic feeling with his slow beats, but juxtaposed by his raw tone makes "Chill" fitting for many different occasions.

#### 6. Skate – Bruno Mars, Anderson .Paak & Silk Sonic, *Skate*

1. Bruno Mars and Anderson .Paak both have unique vocals, recognizable anywhere, and together it's heavenly. They take you right back to the 60s and 70s with their beats and strings. Each verse is fairly chill, but the chorus is full of life and difficult to not dance to.

#### 7. Take My Breath – The Weeknd, *Take My Breath*

1. The Weeknd's newest single also takes you right back to the 80s with synths and the bass. "Take My Breath" is energetic and one of his most catchy tunes. Could it possibly mean another album soon?

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## Page 3

**Title:** The Latest

### Short Description

This page will show my thoughts and reasoning for recommending (with external links) current articles I find important regarding a variety of topics ranging from sustainability, fashion, media news, and more.

### Actual Page Text

Here's the Latest. Stuff in the news that I think is important to share, but that I also want to share my opinions on. Updated weekly.

#### 1. WSJ Facebook Files: Facebook knows its platform is harmful for teen girls

1. Naturally, my mom is the one who sent me this article. I grew up in the age of Snapchat and Instagram (honestly thank God it wasn't TikTok?) and my mom always told me to get off of my phone. I never realized how easily I compared myself to celebrities with unattainable lifestyles (especially as a college student). Reading this was almost discouraging for me. Not only can I understand this data in the context of my own life, but working at a company like Facebook was always something I knew I would love to do. How can we change these social media companies for the better?
2. [https://www.wsj.com/articles/facebook-knows-instagram-is-toxic-for-teen-girls-company-documents-show-11631620739?mod=hp\\_lead\\_pos7&mod=article\\_inline](https://www.wsj.com/articles/facebook-knows-instagram-is-toxic-for-teen-girls-company-documents-show-11631620739?mod=hp_lead_pos7&mod=article_inline)

#### 2. New York Times: Cryptocurrency regulation

1. Cryptocurrency was never something I understood, until this past summer. I was required to participate in a design sprint focusing on cryptocurrency during the last few weeks of my internship at an asset management firm. Safe to say it forced me to learn a lot. I'll never forget an executive at the firm telling our small group of four design interns that cryptocurrency was on the rise (I trust his opinion, and you should too). But this article outlines how cryptocurrency is concerning to federal regulators as large firms have become interested in using the digital asset. Crypto could be big for everyone, but we still don't know what will happen with new regulations on the horizon.

<https://www.nytimes.com/2021/09/23/us/politics/cryptocurrency-regulators-rules.html?searchResultPosition=1>

#### 3. Wired Magazine: A new formula may help Black patients qualify for kidney care

1. Healthcare in America is notorious for being unfair, and honestly, ridiculous. The article dives into the unfair process of deciding which patients get serious and necessary care, and how more white patients qualified for care solely because of their race. It's articles like this that unfortunately anger me, but are also important to share so we can move forward in inclusivity in our communities and around the world.

<https://www.wired.com/story/new-formula-help-black-patients-access-kidney-care/>

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## Page 4

**Title:** My BrainDump

### Short Description

This page will be my weekly blog, covering varying topics, that I write just to share my opinions and experiences.

### Actual Page Text

Will fast fashion ever stop if we can't appreciate high quality goods?

The other day, while I was in class, I got a text from my mom with two Urban Outfitter's links. "Eckhaus knock offs," she said, presumably because they're affordable dupes of one of my favorite brands, Eckhaus Latta. Eckhaus, easily recognizable for its unique patterns and prints, immediately caught my eye when working for a fashion boutique in Boston two summers ago. The owner of the boutique acted as a mentor for me when trying to figure out what I was passionate about and what I wanted to do; I credit her with my interests in sustainability (which started with fast fashion, but have since grown).

As much as I liked the tops my mom had sent me, it also worried me that a store like Urban Outfitters was so easily copying trends from another designer brand. Not only did it worry me because Urban Outfitters is one of the leading contributors in fast fashion, but it also posed the question, "is our generation desensitized from appreciating high quality goods?"

I have always considered fashion to be somewhat of an art form – a way I can express myself freely and easily. My mom has always been ahead of trends, even when I was younger. Her appreciation for nice clothes taught me to prioritize quality over quantity in my wardrobe, which was sometimes hard as a Gen-Zer who was sucked into social media on a college campus with thousands of other students.

Companies like Shein, Urban Outfitters, and Pretty Little Thing dominate college fashion for the sole reason that they make "cute" clothes that are affordable for a lot of people. But the constant production of new items each week sets an expectation among teenagers and young adults of quick satisfaction. People grow tired of their clothes and constantly want to buy new, but will the ability to appreciate nicer items disappear if this is how we continue to shop?

The catch is cost. With a demanding lifestyles for young adults, there is no way you can uphold health, school, and a job to make enough money to spend on sustainable pieces. That's where ethical fashion comes in. You might be asking, "aren't sustainable and ethical fashion the same thing?". The nuances between the two are what might change young adult shopping habits. Sustainable fashion involves buying pieces made sustainably, using sustainable materials. These typically cost much more and are difficult purchases for most people. But ethical fashion is where it gets easier. Instead of buying a lot of cheap items, buying one item that's just a little bit nicer but costs a little bit more reduces waste and will last longer than the cheapest clothes. We need to change our mindset to change the way we shop or else the desensitization to nicer goods could continue as a vicious cycle, continuing to fuel climate change.

It's taken me a while to pinpoint my style, but with basic pieces that are nice enough to last me years, changing up my style is pretty easy. My advice: start simple. To build your wardrobe to fit your style but also be sustainable, you have to start with the basics. Set a base layer, and work from there. Practice

buying fewer items for as much as you'd spend on twenty items, and I bet you you'll build your ethical wardrobe up faster than you think.

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