

WIRE FRAME / SKETCHES

The plan for this website is to have a lot of user interaction, movement, and a sense of exploring a new world. This will be done through an intro page of a header animation, and a single page layout with many elements to explore once you hover over them.



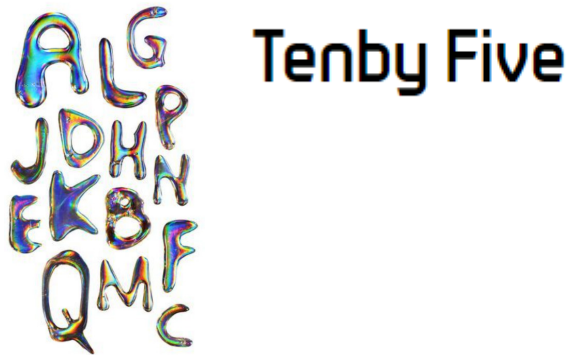
GRAPHICS

Celebrating this Post-Internet era, the plan with graphics is to include a lot of digital art through animations, java, and visuals. Many 3D elements, a lot of colour, depth and perspective, and animations. This allows us to show the extent of the limitless boundaries of digital art today.



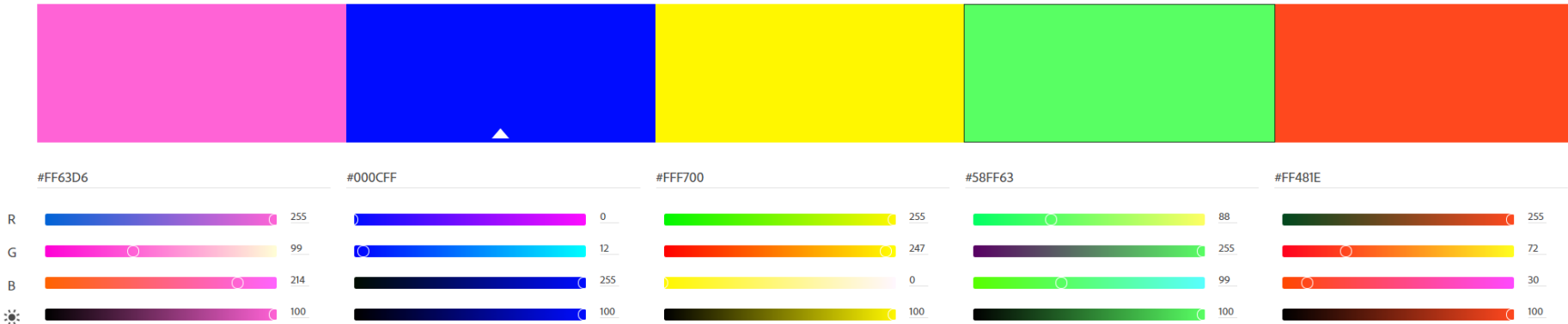
TYPE

There will be both free form type in the form of 3D graphics/animations as well as a mix of free form and the font family Tenby Five for headings and copy. This mix allows for the celebration of digital art through the free form type as well as a celebration of a computers with the modular font.



COLOUR SCHEME

Within this theme of digital art, the goal for the visuals of this project is to use as many vibrant colours as possible. There will also be a use of black and white for copy and as a break from the chaos but as many colours as possible, in full opacity and multiplied will be the goal.



RATIONALE

When it comes to visually representing this article, we want to celebrate this post-internet era that is talked about in this article. The article mentions a time post the net-art movement and a time where everyone has access to software and a platform to display their art. It expresses the accessibility to being an artist and how that affected the art world. Post-Internet art is a critique on today's art culture now given that the internet is more present than ever, and we wanted to display that with an epidemic of digital art. Using a mix of 2D, 3D, gifs, animations, and net-art we want to portray the world of today's digital art possibilities and what it means to be an artist online today.

tone

- exploration
- surreal
- new world
- thought provoking
- inspirational