CART211 – Creative Computing & Network Cultures
Dr. Olivier Sorrentino
Fall 2021

Final Website Proposal on Post-Internet Art
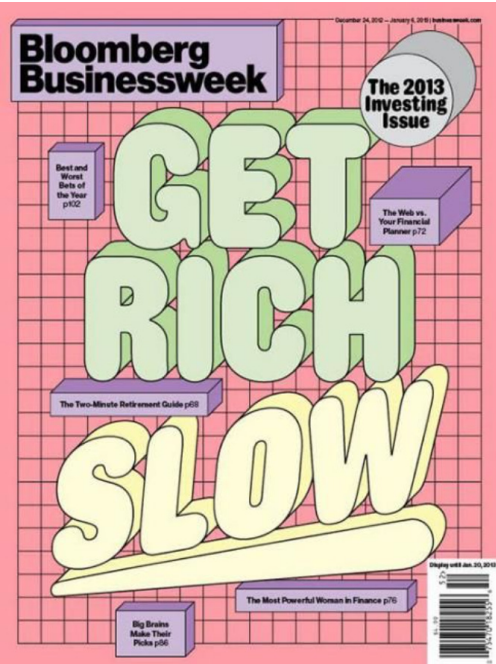Rachel Boudreau Richard + Mathilde Davan

Our idea for this project is to study the text *The Image Object Post-Internet* by Artie Vierkant through some quotes that struck us. In our website, we would like to explore these quotes in different ways, expose the website's users to it all and allow them to dive into these Post-Internet art discussions. We first want our viewers to see the quote out of context, on its own without any explanation. Then, we want to have a short explanation of the context in which the quote was used in the text to give more depth to it. Finally, we would like to add our own take one the quote, either through our personal understanding of the quote or through more personal examples in which the quotes could be used or understood. We would also like to add images with quotes when relevant.

Some potential quotes we would like to talk about and develop are:

- "everything is anything else"
- "in a cultural climate where we have accepted that the singular qualification for the moniker 'art' is the intention of any one individual to label it as such."
- "Ironically, the most radical and 'progressive' movements of the Post-Internet period would be those who either pass by either largely unnoticed due to a decision to opt out of any easily-accessible distribution networks, or else would be composed of a community of people producing cultural objects not intended as artistic propositions and not applying themselves with the label of artist."
- "extraordinary is now also the ordinary—the myth is also the everyday"
- "move seamlessly from physical representation to Internet representation, either changing for each context, built with an intention of universality, or created with a deliberate irreverence for either venue of transmission".
- "the source object can no longer be regarded as inherently greater than any of its copies."

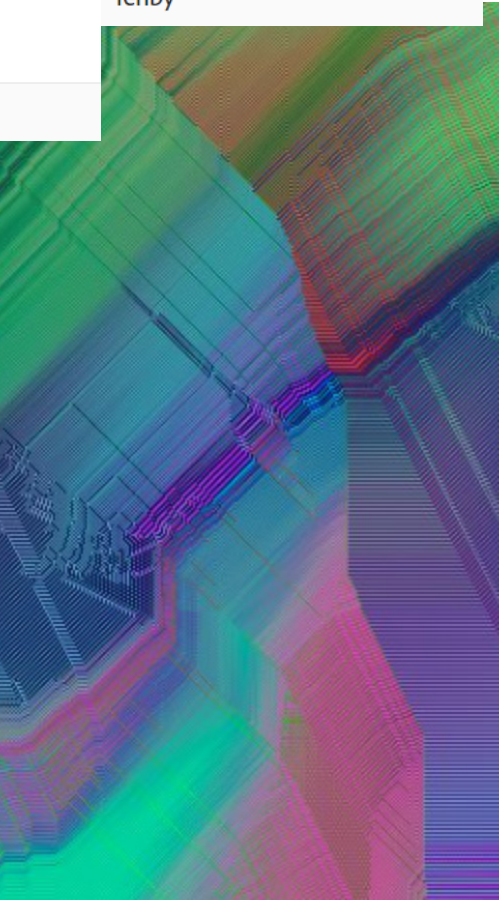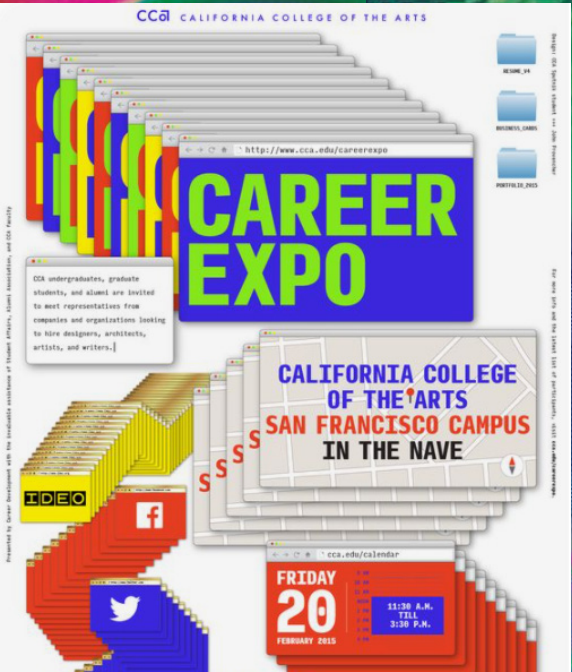Viertant, Artie. The Image Object Post-Internet. New York, 2010. PDF.
<https://jstchillin.org/artie/pdf/The_Image_Object_Post-Internet_us.pdf>.

Bloomberg Businessweek

GET RICH SLOW

The 2013 Investing Issue

Post-Internet art

Post-Internet art

Lo-Res

Post-Internet art

Tenby

Video

POST INTERNET SURVIVAL GUIDE

CAREER EXPO

CALIFORNIA COLLEGE OF THE ARTS

CALIFORNIA COLLEGE OF THE ARTS SAN FRANCISCO CAMPUS IN THE NAVE

FRIDAY 20 FEBRUARY 2015
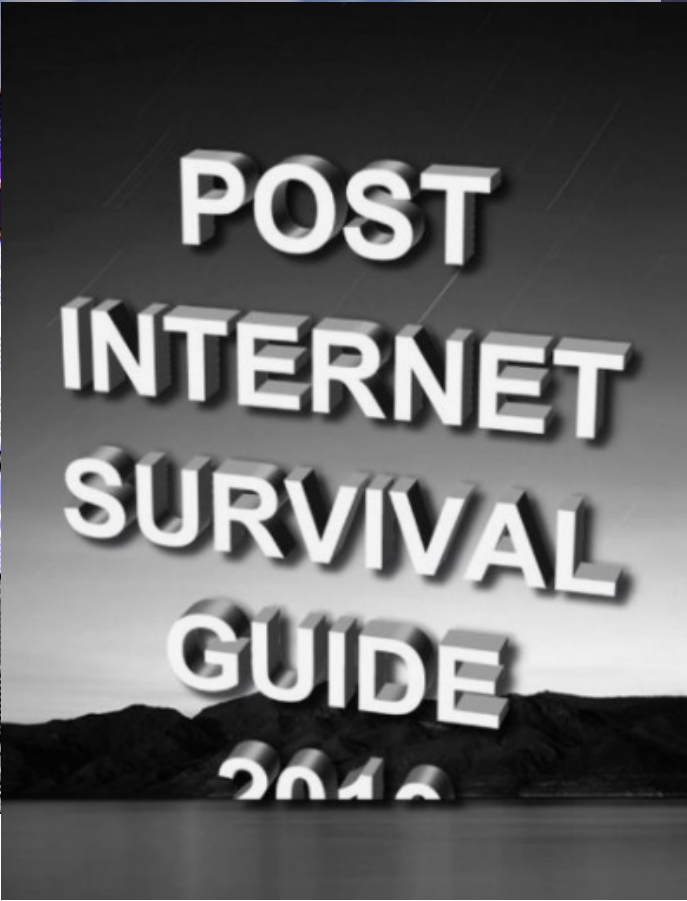
WIRE FRAME / SKETCHES

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 bounderies of digital art today.
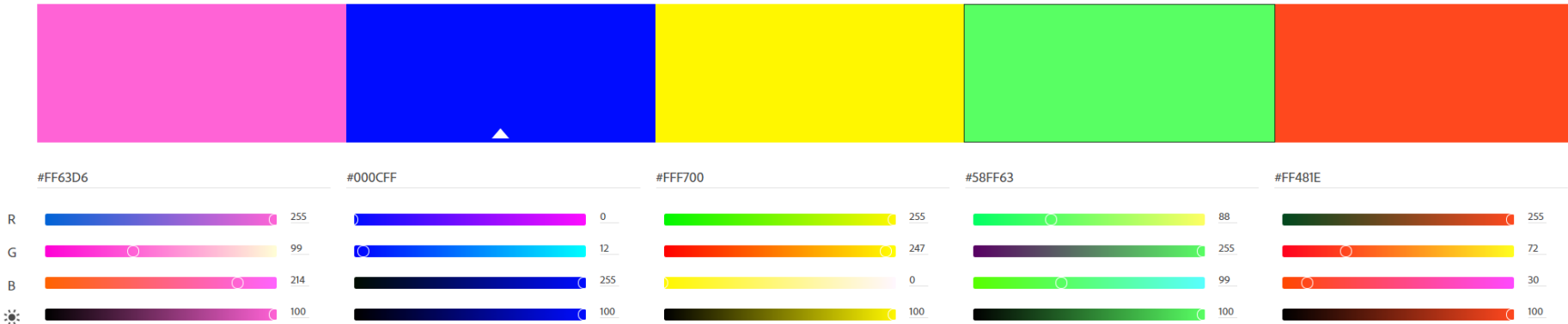

TYPE

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.

Tenby Five

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.

	#FF63D6	#000CFF	#FFF700	#58FF63	#FF481E
R	255	0	255	88	255
G	99	12	247	255	72
B	214	255	0	99	30
☀	100	100	100	100	100

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 epidemy 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