

Project 3 Write Up

The speculative technology I am proposing is an automatic art generator, mainly used for generating new pieces for museums and educational exhibits. Art today is seen almost as a commodity—non creatives expect art and media at a rapid pace and at a reasonable price, this results in creators having to feel that they have to rush to create content, leading to burn out. Often in museums (especially Modern Art museums people remark that “Anyone could make something as simple as this”—so what if they could. If art could be created continuously/instantaneously with no thought behind it, would people still enjoy it all the same? How does that affect the message it provides?

As I said before, art is such a vital part about lives that people seem to not even realize its importance. All art—be it painting, sculpture, T.V. media, music, whatever— is created with intention behind it; if we change how it’s made then it affects everyone. Artists are a community that will be affected to most, as their livelihood has been heavily changed. The average consumer’s consumption of art will change as well, as they may be getting more art more frequently, but is that really a win if it's of questionable quality and meaning? From a businessman/capitalist standpoint, it's great because one is making a lot of content quickly and can receive money at a rapid pace. You can swap out and update exhibits at a whim.

The project was to make an interactive experience surrounding a new technology of choice that would affect multiple different communities. In this experience we had to document multiple characters (or groups) and how they may benefit or take harm from this new technology and choices made around it. The website must also have multiple endings the user can reach based on decisions they make throughout the experience.

I chose the aesthetic approach I did due to a mix of time constraints and because I find it appealing. The slightly old school, pixelated fonts and assets is something I enjoy (and can be seen in other projects) and was much easier for me to make in a time sensitive time of the semester. Using pixelated photos was also something I haven't actually done before, so it was a chance to try something new and rest my hand from illustrations.