

## FINAL PROJECT OUTLINE

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### Summary:

- My project is an interactive web experience designed as a DedSec-style transmission that exposes the systems shaping modern creativity. It unfolds across ten pages that simulate a hacked broadcast. From the first boot sequence to the final system shutdown. The user begins as a passive observer but is slowly drawn into the resistance, uncovering how surveillance capitalism harvests art, behavior, and identity for profit.
- Each stage of the site mirrors an awakening: the **Truth** reveals exploitation, the **Algorithm** dissects manipulation, and the **Deeper Dive** shows how our digital footprints become commodities. As the transmission destabilizes, users encounter **Oppression**, where voices fracture under distortion, before reaching **Defiance**, where creation transforms into rebellion. The experience culminates in **Join Us**, a collective call to reclaim individuality and resist algorithmic obedience.

1. TRANSMISSION RECEIVED: Initiating webpage (Transition to page 2)
- 2: NAVIGATION - Users can click on system messages which will basically be the navigation buttons
- 3: TRUTH - Exposing surveillance capitalism. "They've insulted our intelligence. It's time to show everyone the truth." - ASCII video/gif with text (sub pages with information)
- 4: ALGORITHM: Explanation of the algorithm and how it works
- 5: "WARNING! The following information is for your eyes only. Proceed?" - System message asking the user to press continue.
- 6: DIGITAL FOOTPRINT: Terminal window talking about your digital footprint
- 7: BEHAVIOR: Showing how computers think and how your data is used to profile you
- 8: DEFIANCE: Reclaiming creation. Taking a stance and embracing individuality - reminding users that we can fight. Clean interface. Windows XP vibes
- 9: Join Us: Join the resistance. Change is possible.
- 10: End of Transmission. System offline. The screen goes to black.

## MOOD BOARD:



## SITE MAP:

