

PROJECT BRIEF RESPONSE TO SURVEILLANCE

As seen in class lectures, most of the profit from social media or web-based free entertainment culture comes from behavioral surplus capitalization. Surveillance and feedback from such applications make it so that algorithmic feeds are mostly directed toward mainstream cultural products that tend to be more ambient than reflexive or disruptive in order to please a broad audience.

Simultaneously, as most users are engaged almost exclusively on those platforms for cultural consumption, it is very hard for an artist to avoid this *modus operandi* without risking not being seen at all.

As an artist, how does that make you feel?

How could you have your voice heard without the compromise of making your art flat so it can pass the many filters of current-day network culture?

ASSESSMENT

1. Write a synopsis (200 words max) that describes your response to that issue in the form of a 10-page website. Get inspiration from the readings, class lectures, and case studies. Post it on the forum before Nov 10th. **(5% of final grade)**
2. Do a site map for the site and a low-res wireframe for each page. They can be hand-drawn and scanned. Create one or more moodboards to express your possible art direction in terms of navigation, color, font, layout, and interaction. Post it on the forum before Nov 10th. **(5% of final grade)**
3. Considering lecturer and classmate critiques, adjust the concept if necessary and start your prototype using HTML and CSS. In this version, layout is not definitive, not responsive yet, and interactions are not fully implemented. Code only the main pages (3 or 4). Put it online (Hybrid or GitHub) and post the link on the forum before Nov 17th. **(10% of final grade)**
4. Considering lecturer and classmate critiques, adjust the concept if necessary and continue your prototype using HTML and CSS. In this version, layout is not definitive, not responsive yet, and interactions are not fully implemented. Code only the main pages (3 or 4). Put it online (Hybrid or GitHub) and post the link on the forum before Nov 24th. **(10% of final grade)**
5. Considering lecturer and classmate critiques, adjust the concept if necessary and start your final version. In this version, layout is definitive, responsive for mobile (480px), and interactions fully implemented using CSS transitions, CSS transforms, and JavaScript. Put it online and post the link on the forum before Dec 1st.

Do final documentation including steps 1 to 5 and hand in every deliverable in Moodle before Dec 1st.

In class, Dec. 1st, you will present your final project and process to the class. **(10% of final grade)**

PROCESS

site map



low res wireframe



moodboard



prototype



PROJECT BRIEF SURVEILLANCE ART

Many artists create a similar response to mainstream web monopolies, digitalization of culture, and surveillance capitalism. Visit those example of surveillance art for inspiration:

