

Lena Freeman
Comparative Tech
Project Proposal

Web Design

Introduction

For this course, I am interested in the development of web design. As an aspiring arts administrator, I feel as though this is a necessary skill to be well versed in, especially when it comes to the realm of arts marketing. The success of nearly any web page can be attributed to its ease of navigation and visual content. Wordpress layouts generally have user friendly layouts, which I would like to be able to explore through this project. However, I do feel that it is also important to become versed in other various web development platforms as well to be able to create a more well-rounded knowledge of website development. As it stands now, I have limited knowledge in these various tools, and view this class as a great opportunity to learn more about web development.

Project Description

Currently, I am interested in the creation and development of a website for the Stripped Strong activist art project, spearheaded by artist Melissa Brooke DeHart. Her project is based in the denormalization of abuse culture in our societies. The driving idea behind this photography project is to have participants who have dealt with some kind of hurtful, traumatic, or abusive experience in their past, and share their story through a series of portraits. DeHart will take one sentence from their story, most often this will be something that had been said to them from an abuser, and paint the phrase on their bodies. Next, DeHart will take a series of photos of the models with their message painted on their bodies, but also continue to take photos of the models as they wash away the phrase. Lastly, DeHart will take photos of the models as they stand strong, having been symbolically cleansed of the hurtful words or messages that they have carried with them from the past. The idea of this project is to break the social taboos of abuse culture, as well as offer a level of personal and individual healing to the models.

DeHart envisions this projects as having a significant web presence to be able to create accessibility to its driving message and believes that an impactful website is necessary to achieve this objective. Along with its homepage, Stripped Strong will also eventually have a presence on social media, which will include a Facebook, Twitter, and Instagram page.

Project Goals

- To create a workable and professional website for the Stripped Strong activist art project that has the ability to change and be expanded upon based on the needs of the project.
- To learn how to link social media presence with the Stripped Strong website to create more accessibility for viewers and to create a more dynamic and engaging web presence.
- To learn effective strategies that can be used to create a more dynamic web page.
- To be open to learning opportunities, including HTML and C++ coding.

Projected Timeline

Week 2: Drafted Proposal.

Week 3: Research multiple websites to pinpoint components that I like, or would like to implement into the development of this project.

Week 4: Research domain names and potential templates. Research how to create more complex components including how to create favicons.

Week 5: Start working with creating content for the web page. Research how to implement social media into the Stripped Strong home page.

Week 6: Create favicons and other media collateral that will be used within the web page.

Week 7: TBD

Week 8: TBD

Week 9: TBD

Week 10: TBD (Hopefully, at this point, the web page will have a successful and fully developed presence that is ready for public viewing).