

# Net.Art

## Process Book

Artist: Alia Scotka

Fall 2022 | ART2602 | Intro to Digital Media

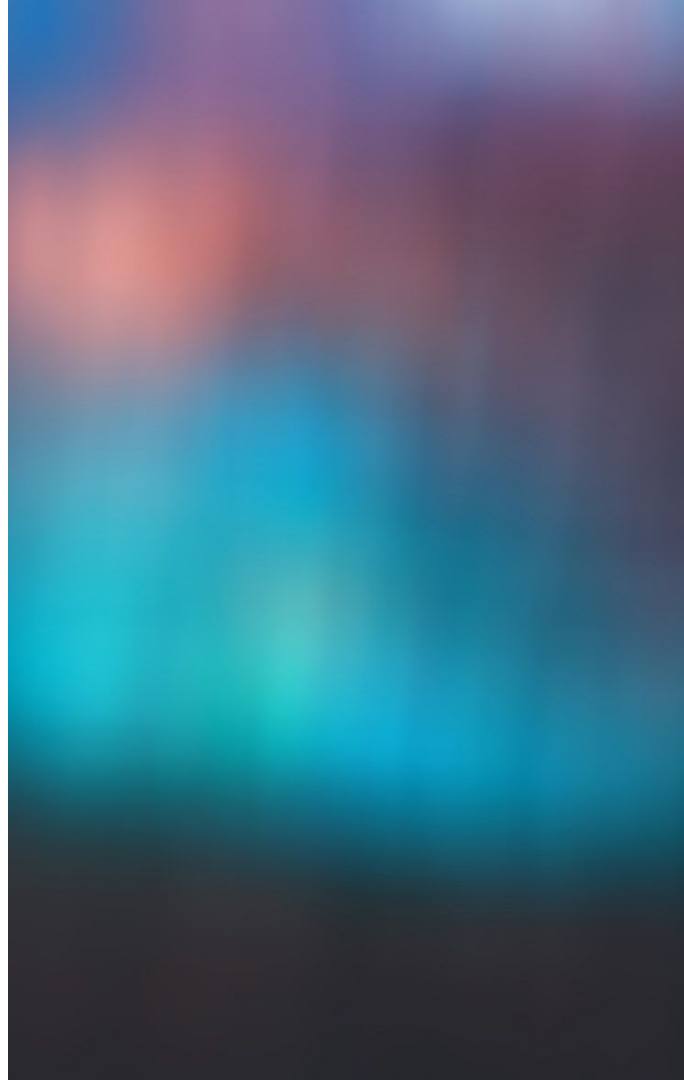
# Generated Sentence

Thursday announced rainforests revealing the worlds reflection

# Artist Statement

In my net.art piece, I interpreted the generated sentence: "Thursday announced rainforests revealing the worlds reflection", as zoning into the aftermath of we as humans do to our planet. I found it ironic that just like the weekday, Thursday, itself as it reaches the end of the week parallels with our planet Earth slowly reaching its end. A great reflection of our human society's actions is simply taking a look at our ecosystem and environment. Humane society's actions are reflected on each page of my piece. There has been both good and bad things that us humans do to our planet, but the bad does outweigh the good. When given the weekday itself, I wanted to make a calendar that lets the viewer interact with that specific day. Behind Thursday, there's direction the pages that present our world's reflection. Two of the pages focus on the main sufferings that I could think of and execute properly that our planet goes through which was pollution and wildfires. There is a story behind the forest page that creates a sort of dark humor. It's my way of sprinkling in a happy cute monkey on top of something that's actually tragic. I did take the meaning of reflection quite literally when incorporating it in my work with imitating an actual mirror that the Earth is looking through. To add in a bit of my personality in most of the pages, I chose to include my favorite animal which is a monkey. The prompt mentions rainforest, and I found it no better fit than to add in my favorite animal. As I reached the end, I wanted to make sure there was meaning behind each piece and that my interpretation of the generated sentence was revealed throughout my work.

Brainstorming :



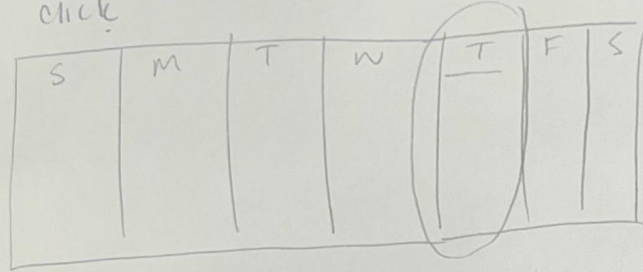


Mapping out my first page :

- Calendar Look
- Asking myself if how much I want to include in the card flip
- I need to make the calendar myself using CSS (look at css painting)

Net art images / ideas

calendar click



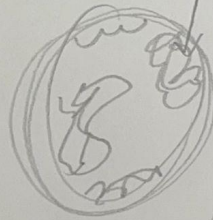
← make your own  
cant find good ones

Rainfo rests

dried up, burned up, polluted  
↑                    ↑                    ↑  
                         pictures



reflection of



click to bring you to places around the world



reflect the good  
3. bad

Mapping out my first page :

- Thinking of if I want to leave the weekday columns blank or put things in them.
- Find dimensions of the card flip

1000

M	T	W	T	F

red

1000

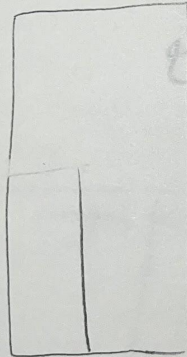
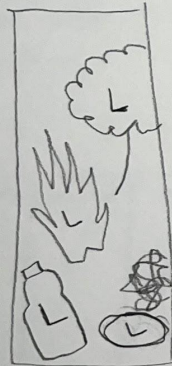
Monday - Gloomy Day

Tuesday - Rave / party

Wednesday - the girl

Friday - Freedom

T

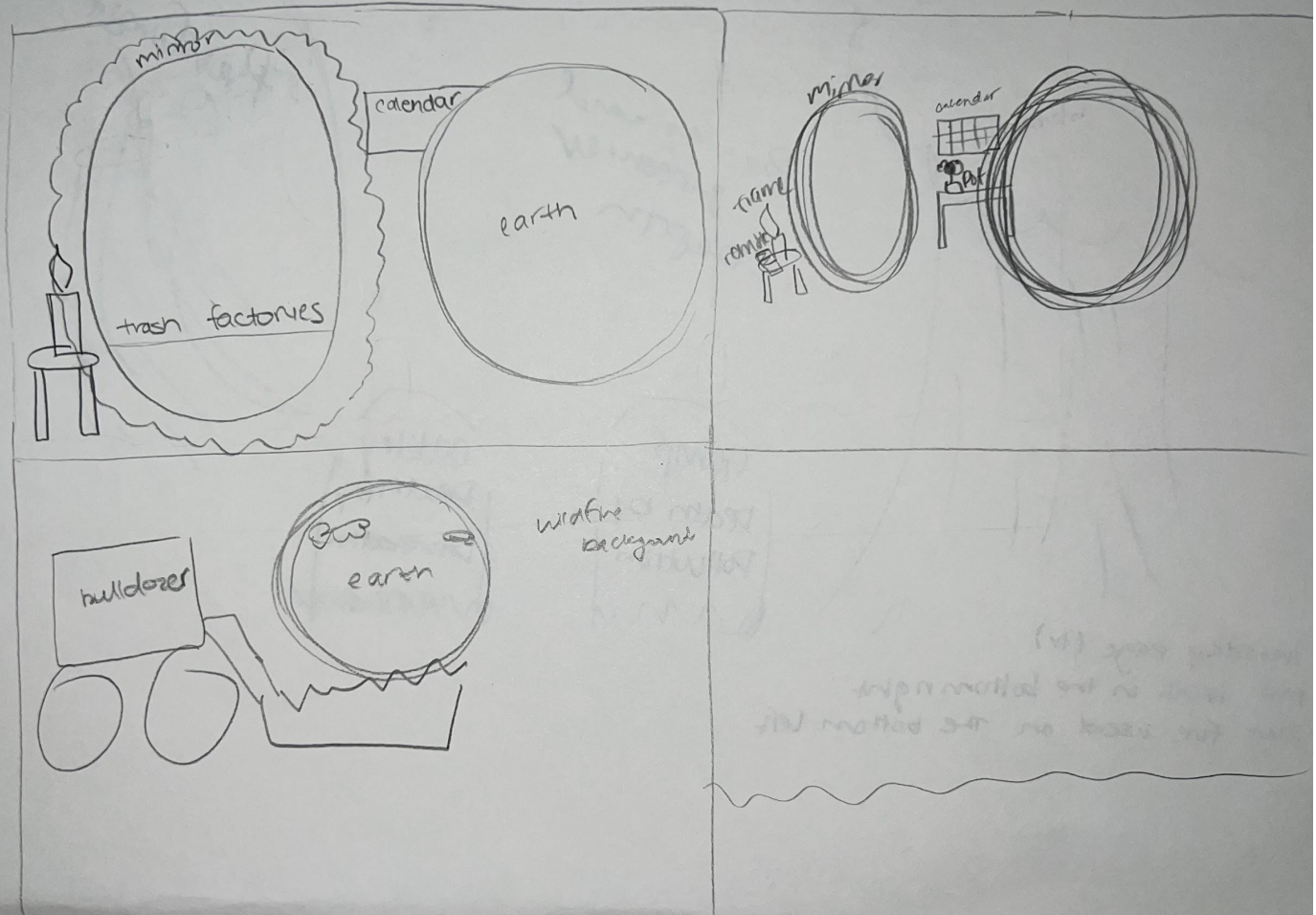


755

310

## Mapping out my two tragic page :

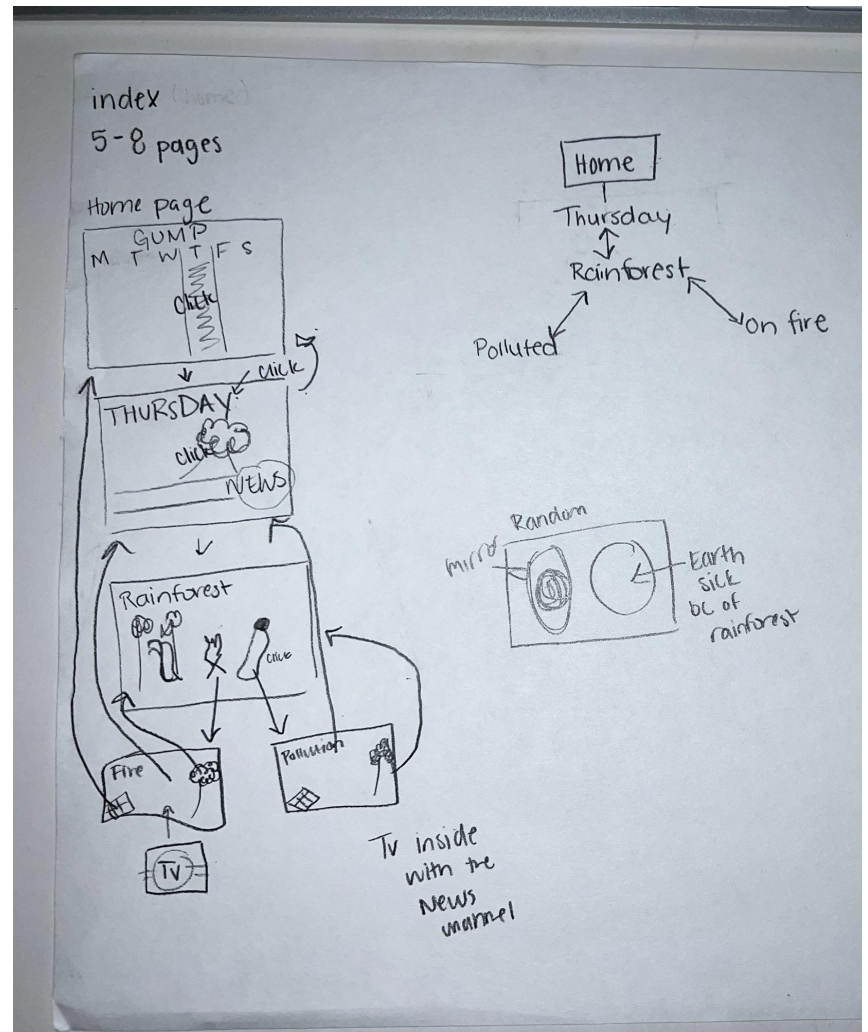
- Use photoshop for the mirror reflection of the Earth
- Incorporate household things that correlate with the theme of the pages it is linked to



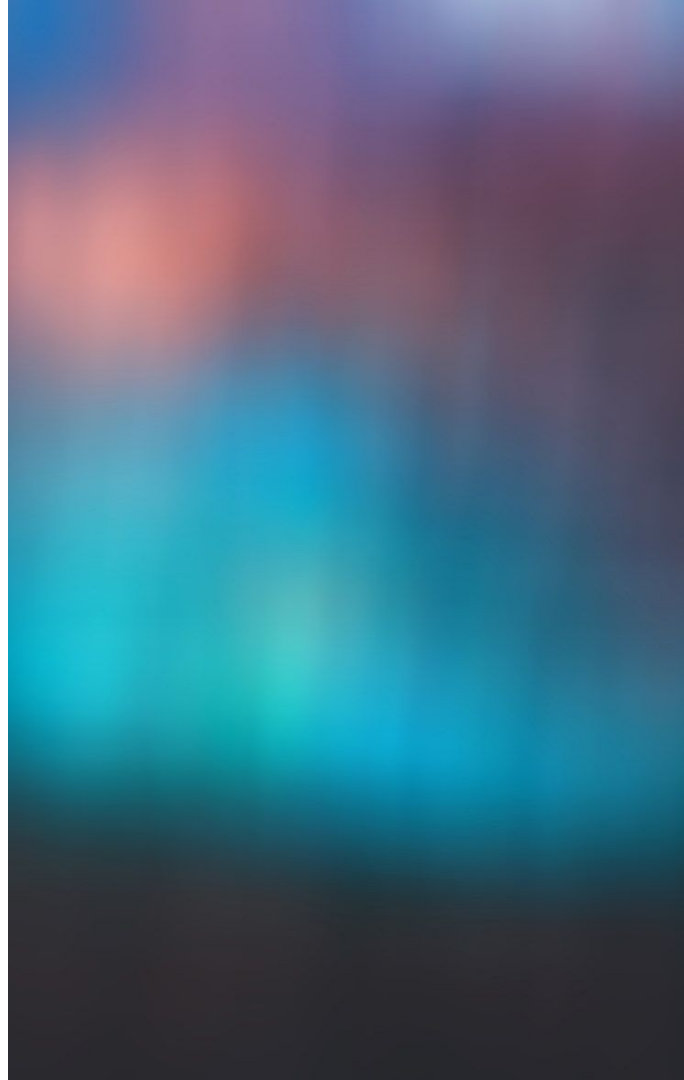


## Mapping out my Storyboard :

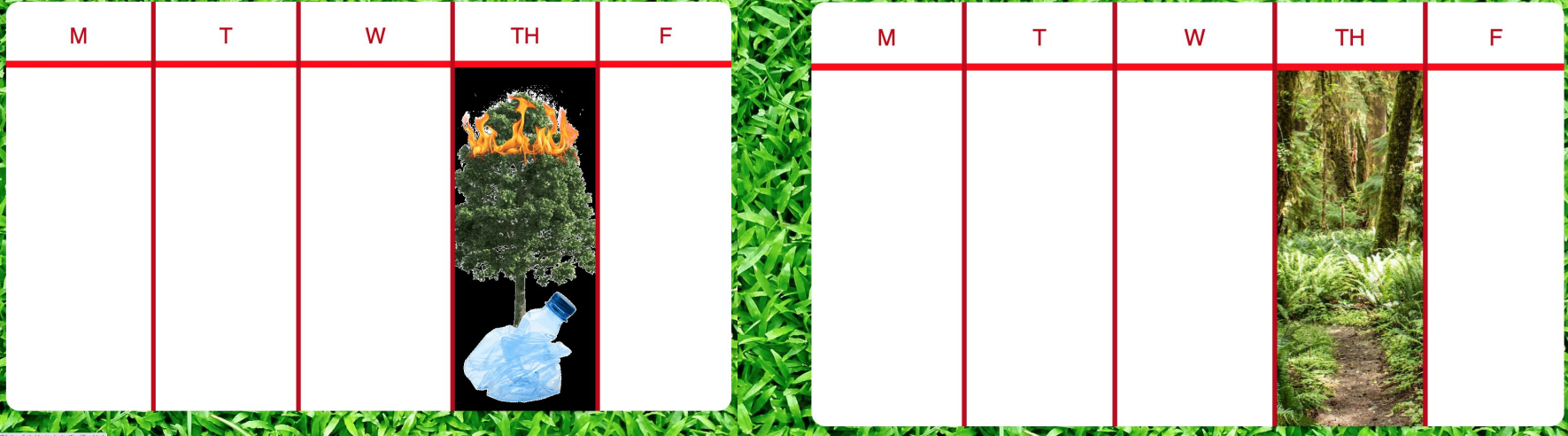
- Lay out the connection between all of the pages and the actions that take place with the links
- Once all connected, then start



Progress :



# Weekly Calendar Page



[https://www.w3schools.com/howto/howto\\_css\\_flip\\_card.asp](https://www.w3schools.com/howto/howto_css_flip_card.asp)

I wanted to use this opportunity to use a flipping card when hovering over Thursday column. Each image is a link to a separate page. The crushed bottle is directed to the polluted page, the tree is to the forest, the fire above it is to the jungle on fire, and hovering over the “TH” is directed to the news page.



# Forest Page



Creating a gif long enough to make it across the page. Cartoon monkey walking through different sceneries. All foreign images are links to other pages.





# Thursday's Page



I need to make sure that all the pages are linked to one another and by doing that I added in images that link to their intended page. My intention for this page was making it look like the screen is on with the incoming breaking news. Wanted to make it look like it was in the news station about to take place.



# Polluted Page



Interpreting reflection literally. Imagining Earth as an actual being, looking at itself in mirror seeing all the flaws. Those flaws include pollution and the wildfires. I wanted to make it look like the inside of the Earth's home.

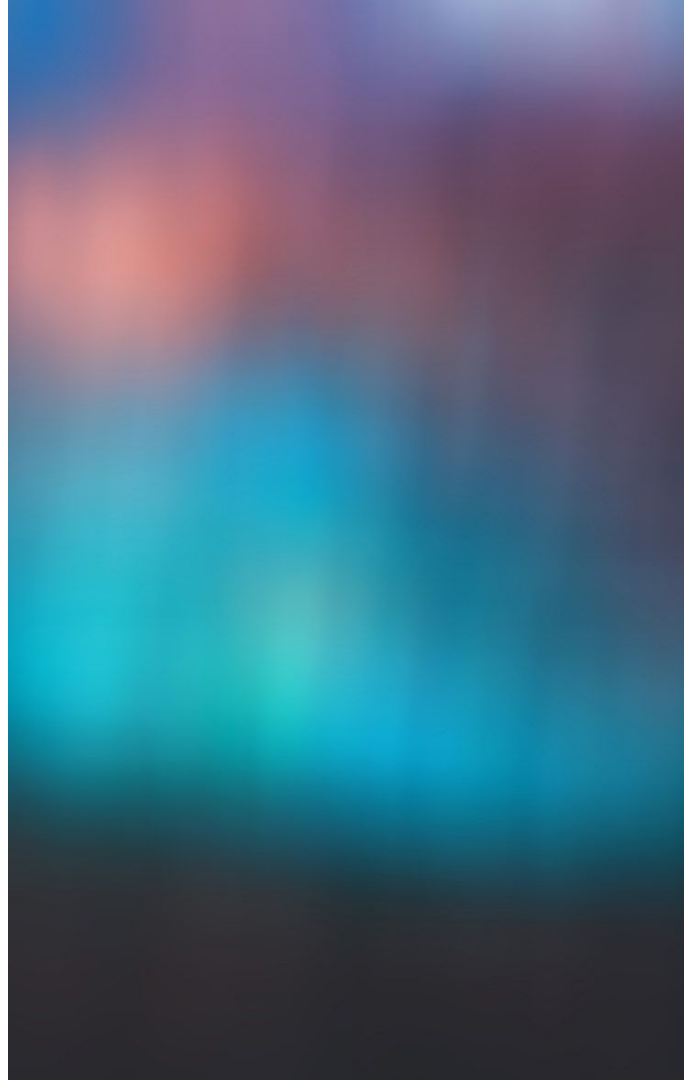
# On Fire Page

I worked on this page all at once. I was dealing with a lot of images that needed to have a transparent background. I wanted two different stages of a wildfire. Each of the foreign inserted images has a link that directs the viewer to the rest of the project.



# Images:

Inspired or Used



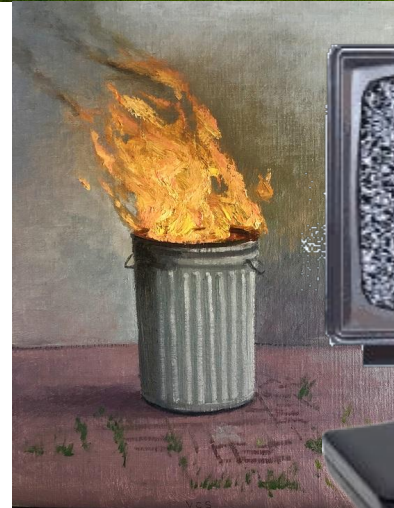






















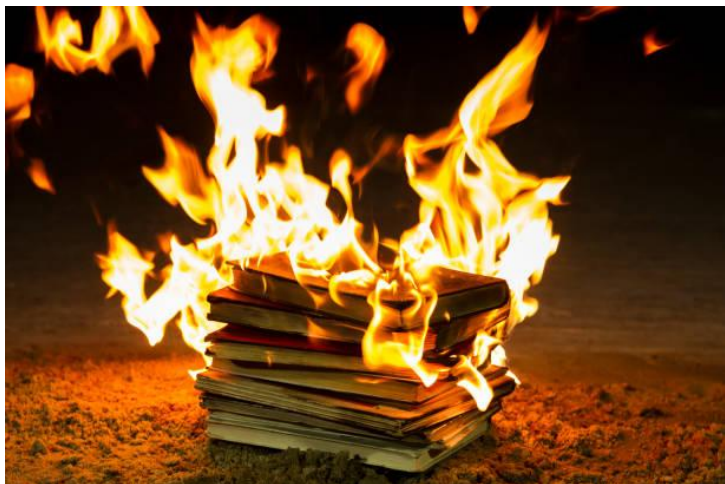
















MALIBU 1760 miles →

← NASSAU 797 miles

SHAGGY'S P.C. 19 miles →

← DEST.IN 145 miles

← CANCUN 648 miles

MAUI 4204 miles →

← PORT EADS 96 miles

← MIAMI BEACH 623 miles

← MONTEGO BAY 1073 miles







this  
must be  
the place











## Work Cited - Generated Sentence

<https://www.seattletimes.com/opinion/editorials/the-jury-is-out-on-musks-twitter/>

[https://social-innovation.hitachi/en-us/case\\_studies/data-intelligence-tackles-climate-change/?utm\\_campaign=FY22US&utm\\_source=SEM&utm\\_medium=DICC\\_Search&WT.mc\\_id=22media&gclid=CjwKCAjwtp2bBhAGEiwAOZZTuFgcywNcGeCrISO6gVaLKNGNH4WKxnVDM80wMc8MmLgtQYKnEGheQhoCv7QQA\\_vD\\_BwE](https://social-innovation.hitachi/en-us/case_studies/data-intelligence-tackles-climate-change/?utm_campaign=FY22US&utm_source=SEM&utm_medium=DICC_Search&WT.mc_id=22media&gclid=CjwKCAjwtp2bBhAGEiwAOZZTuFgcywNcGeCrISO6gVaLKNGNH4WKxnVDM80wMc8MmLgtQYKnEGheQhoCv7QQA_vD_BwE)

<https://www.nytimes.com/2022/09/29/world/europe/queen-elizabeth-death-time.html>

# Project Reflection

NET ART PROJECT

The end result of this project turned out a lot better than I expected. I executed the ideas I had for each page very thoughtfully. I noticed myself doing a lot more research in pinpointing the perfect images to include. Though this project took a large amount of outside class time to work on, I still found it exciting to make since web developing is one of my passions in graphic design work. I really enjoyed coming up with the storyline after I was given the randomly generated sentence for this project. Being able to be as creative with the prompt was something I greatly appreciated because I was able to add in some of my favorite things. If I had to choose a favorite page, it would definitely be the forest page with the monkey walk across the screen. Although I love organized chaos, I wish I had more chaos going on throughout my calendar page. Things I picked up along the way while doing this project, was the knowledge retainment after doing so much repetition of certain commands. After doing it over and over again, it makes me very happy that I am able to understand what specific commands do without having to guess. I found things like the z-index and div tags intimidating in the beginning, but now since I've used it so much they are now my favorite things. I do think moving forward this project will benefit me and enhance my skills for my future web art endeavors.