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Group (3) -Raghda Mawlana, Yara Walid, Liza Gabriel-

Conceptual Introduction into Digital Arts and Humanities DH6113

Digital Artefact: Website includes articles of Customization in the Digital Age

Link: <https://xd.adobe.com/view/b49c4dbd-ef93-49b0-9b58-3ec98cb7d8d0-e1cf/?fullscreen>

At first, I was very interested in the topic of Gender Data Gap and how mostly everything around us is designed for men forgetting about the presence of women. I thought of illustrating a simple shape of a woman, applying over her the shapes of small pockets, large bags, the world's opinions and rules on her, using animation or making a GIF. However, the idea has developed as we got into the groups and started discussions together.

As a group, we started by discussing and getting out our thoughts. Feminism was the common topic of our interest and here we've found the common ground. Hence, we've added our opinions and comments related to that topic on our WhatsApp group then we picked different topics and started to search about them.

We started to be more excited about the discussions and we had several meetings on Microsoft Teams where we made our private group for this Digital Artefact. We also used the screen sharing while designing.

We went through different discussions and meetings until the final approaches of Racism and Discrimination, and Customization in the Digital Age for different human needs, which we chose to be our main topic.

There is customization and personalization in the topics of beauty standards, cosmetics, fashion, education, sports, design, marriage, medicine, disabled people and wheelchair. We discussed every topic of them then we shortened the list. Furthermore, we liked the idea of the Digital Age Motto that "No one is left behind." We also liked the argument of "One size fits all."

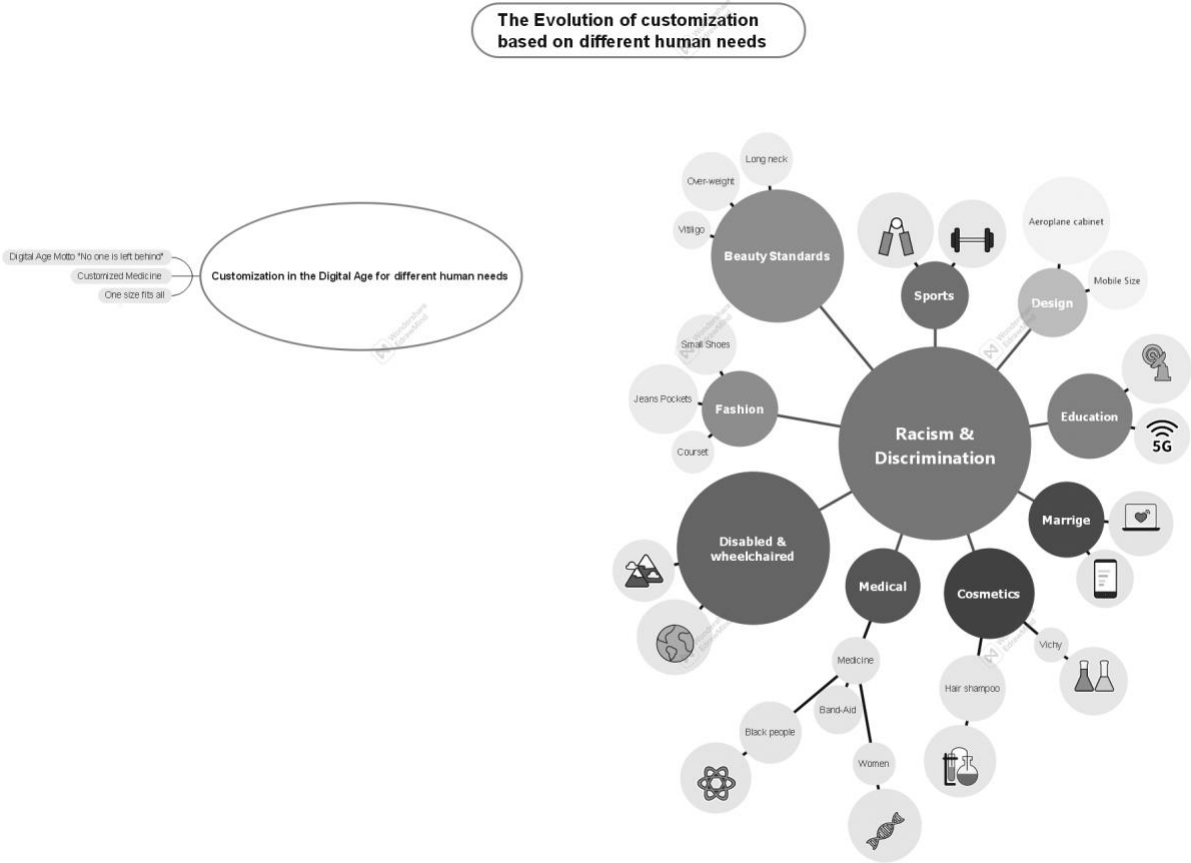
Moreover, we wanted to teach the young-aged people that technology can be used in a good way to develop ourselves and the world around us, because most of teenagers are influenced by the people they see on Instagram and YouTube, social media platforms generally. We wanted to let them know that technology was already used in customization of different things, and it is developing every day and we can take great advantage of it.

Personally, I want to make a positive impact even if it is very small, I want to share the idea of we aren't stuck and we can always develop, we can customize everything around us to fit our goals.

At the beginning, we didn't know how we will produce the final project, but we shortened the list and we agreed on that: it will be either a webpage or a map. However, we aren't very interested in podcasts, so it was out of the list already.

Then we thought of; why wouldn't it be a map of our thoughts in a webpage? But also, we didn't want it to be a normal boring mind map especially that we agreed on the teenagers being our target audience, we wanted it to be simple so they would get the idea of it easily. We wanted to make sure that our topic is clear and easy to read and easily understood so we tried to simplify it as much as we could.

We've put our thoughts on an initial mindmap :



We chose the website colors to be light gradients and the fonts to be simple. Our goal is to have a catchy look in a friendly way, and we tried to divide the writings into paragraphs so the target audience wouldn't get bored quickly and continue reading the blogs. Also, we've added pictures and links related to our topics.

We had several meetings with Dr.Rasha as well, she made a timeline for us to be on track especially while starting the first steps and that was very helpful, we developed our discussions faster and the process went well, and most important, on time.

Working within a group is surely a great experience added. The process went very well, and I think we've achieved most of our goal in the design and the writings.

What worked well is the process of discussions and brainstorming ideas. If we had more time, I think we could have done more digital projects, such as a TikTok video or an online survey, related to the topic and we could have added them to the webpage. What didn't work well was the phase of exporting the Xd file to the WordPress.

The website link on my wordpress:

<http://digitalartefact.raghdamawlana.org/>

The Xd html link:

<https://xd.adobe.com/view/b49c4dbd-ef93-49b0-9b58-3ec98cb7d8d0-e1cf/?fullscreen>