

# Creative brief

Nicole Wei

## The Cyberfeminist / Xenofeminist Manifesto Microsite

### 1. Project Overview

The goal of this website is to be generally informational, but to present Xenofeminism not as a static academic concept, but as a living, evolving idea that merges technology, gender, and politics. Rather than summarizing the Wikipedia article, this site seeks to *embody* Cyberfeminist themes — alienation, synthesis, and transformation — through interaction and design. It will invite users to rethink their relationship with the digital world, showing how feminism can operate not in opposition to technology, but *through* it.

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### 2. Resources

Primary copy will be drawn from the Wikipedia article, and Donna Haraway's "A Cyborg Manifesto". Visual resources may include open-access imagery of early Cyberfeminist art, generative code experiments (p5.js, Three.js), and digital textures such as scanned circuits, network diagrams, and glitch patterns. Any photography or artwork used will be properly credited in a sources section.

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### 3. Audience

This will be a strictly informational and interpretive microsite — not commercial — but designed as part of my portfolio. It will likely be reviewed by design instructors, peers, and prospective employers in creative technology and digital design fields. The audience includes people interested in feminist theory, design, media studies, and speculative technologies, generally college-age through mid-career professionals.

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### 4. Message

The central message is that technology can be a tool for liberation, not oppression — and that feminism must evolve to engage with the synthetic, the alien, and the computational. The project aims to highlight Xenofeminism's provocative call to action: *"If nature is unjust, change nature."*

It's a reassertion of control over digital systems — reprogramming the tools that shape identity, gender, and power in the networked age.

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## 5. Tone

The tone should be intellectual, radical, and visionary — neither nostalgic nor didactic. It should feel like entering a digital manifesto: immersive, critical, but also empowering. The site will balance academic gravitas with futuristic energy — part archive, part laboratory, part protest.

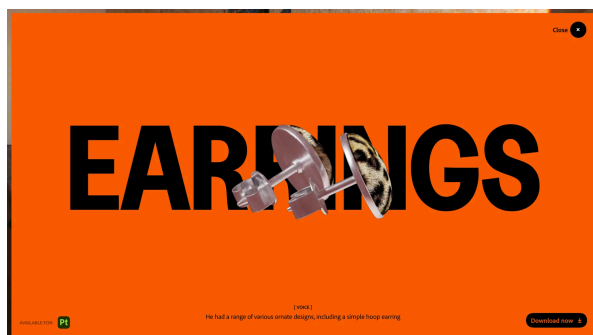
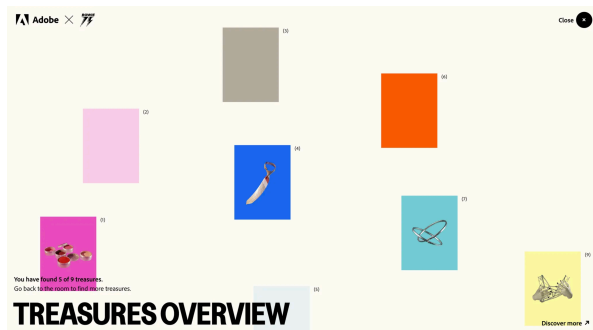
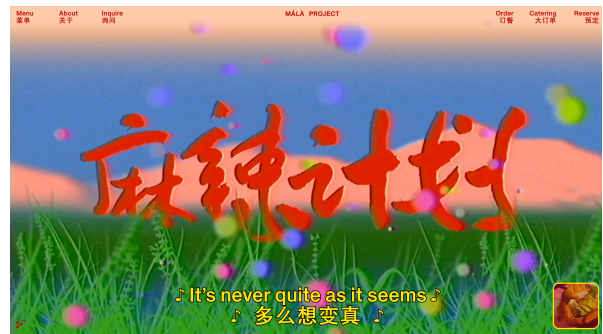
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## 6. Visual Style

The visual approach will draw inspiration from glitch art, cyber aesthetics, and speculative interface design.

Possible directions include:

- **Option 1:** A clean, high-contrast typographic interface with flashes of neon green or magenta, suggesting code, circuitry, and machine precision.
  - **Option 2:** A more experimental style inspired by early net art — pixelated textures, distorted typography, overlaid transparency layers.
  - Motion and interactivity will symbolize transformation and instability: shifting gradients, responsive text that "mutates" on hover, or interactive diagrams that grow like networks.
  - Typography may reference manifesto design — bold, sans-serif statements juxtaposed with fragile, monospaced system text.
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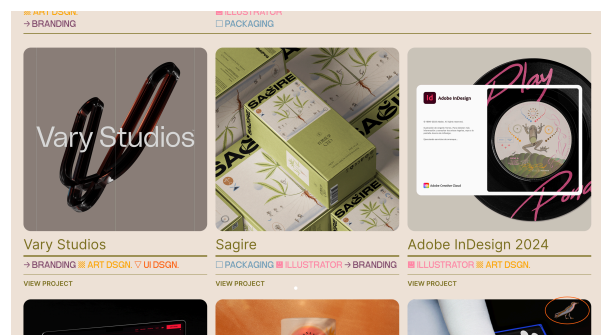
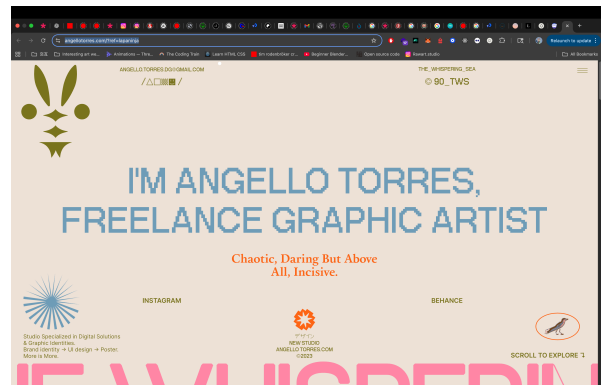


Adobe x Bowie

Mala Project



Instagram: nodate.club



Angello Torres

## 7. Site Structure

- **Home / Introduction** – Sets tone and introduces Xenofeminism's core premise.
- **Origins & Influences** – Links cyberfeminism, posthumanism, and technology politics.
- **Principles** – Interactive modules summarizing the manifesto's tenets.
- **Visualizing the Manifesto** – Generative or code-based interactive art.



- **Legacy & Influence** – Profiles of artists, theorists, and designers inspired by these ideas.
- **Sources / Credits** – Citations, resources, and acknowledgments.