

Creative Director: Nicole Wei

Designer: Gianna Kim

Topic: The Cyberfeminist / Xenofeminist Manifesto Microsite

Meeting Notes (Oct 30)

We agreed on designing a visually engaging yet academically informative website that presents on the evolution of Cyberfeminism and its manifesto, establishing the interdisciplinary nature of the field combining gender studies + tech + politics. There should be an immersive, experiential component to the finished design in order to shed a positive light on technology's role in gender equality.

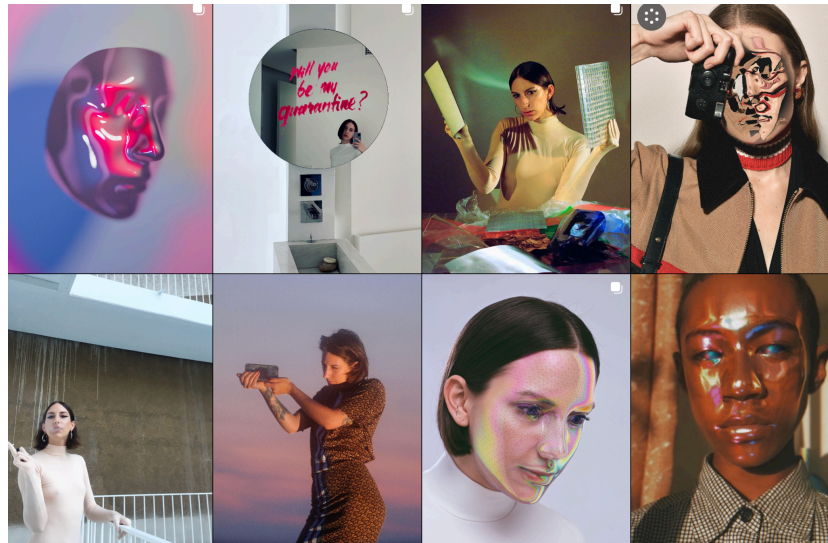
Approach 1: Clean & Techno

- Gianna:
 - High-contrast interface with flashes of neon (green or magenta)
 - Structured typography inspired by code and circuitry
 - More focused on clarity and precision, reflecting manifesto tone



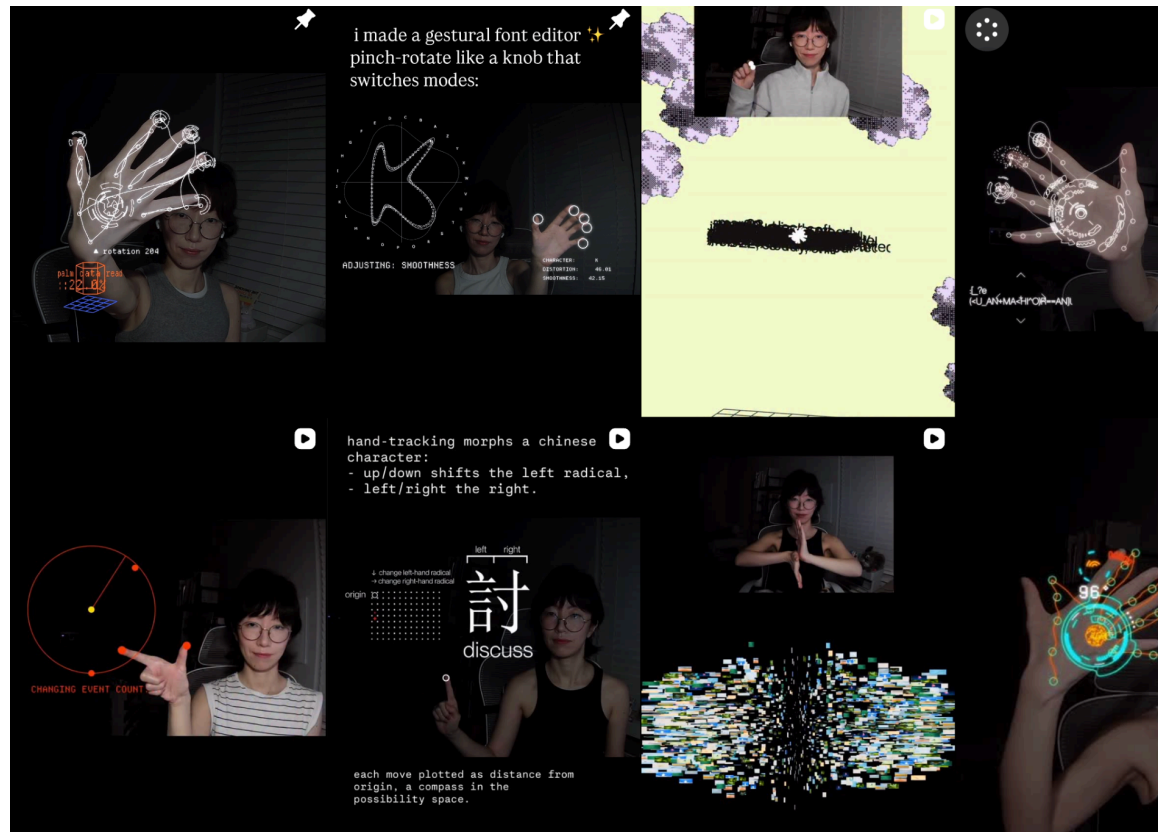
- Nicole:
 - Big scale shift between title and body text: visually striking
 - Cyberpunk visual motifs + Y2K aesthetics?

- Futuristic instagram face filters made by Johanna Jaskowska (could also be a source of imagery consider how her works feature women / non-binary models extensively)
- (<https://www.instagram.com/johwska/?hl=en>)



Approach 2: Experimental and Glitch-inspired

- Gianna
 - Layered visuals and distorted typography
 - Pixelated textures, transparency overlays, and responsive motion
 - Focused on the feeling of instability and transformation
 - Will design a computer and mobile screen for both options
 - Both a home page and an interior page example for each (e.g., "Principles" or "Visualizing the Manifesto")
 - Interior pages will maintain a consistent visual system and navigation style
- Nicole
 - Could play around with transition and animation (like our last button exercise) to augment the sense of fluidity
 - Graphic, diagrammatic visual elements to annotate images
 - Reference: tech artist Poet Engineer (<https://www.instagram.com/the.poet.engineer/?hl=en>)



- Metallic / glassy textures as backgrounds

