

# Project 2 | My Footprint

Claudia Jacques de Moraes Cardoso

# What is a Footprint?

foot·print

'fōot, print/

noun

1. the impression left by a foot or shoe on the ground or a surface.

synonyms: footmark, footstep, mark, impression; ....

2. the area covered by something, in particular.

# Footprint

- Identity
- Activism
- Net Art
- Blogging
- Intellectual Property

# Identity

## Who Are You?

# Identity

## I can...

Statements of ability show how a person identifies themselves in terms of what they can do. This can be anything from assertion of rights to skills and career items.

## I have...

Possessions say a lot about a person. Some possessions in particular are strongly related to how people define themselves, such as cars, clothes and cameras. Another very strong 'have' item is about family and people will talk in particular about their children.

## I like...

We associate our identity with the things and people we like. This when a person says they like flying or like a particular rock group, they are connecting their self with these and including associated concepts into their identity.

## I am...

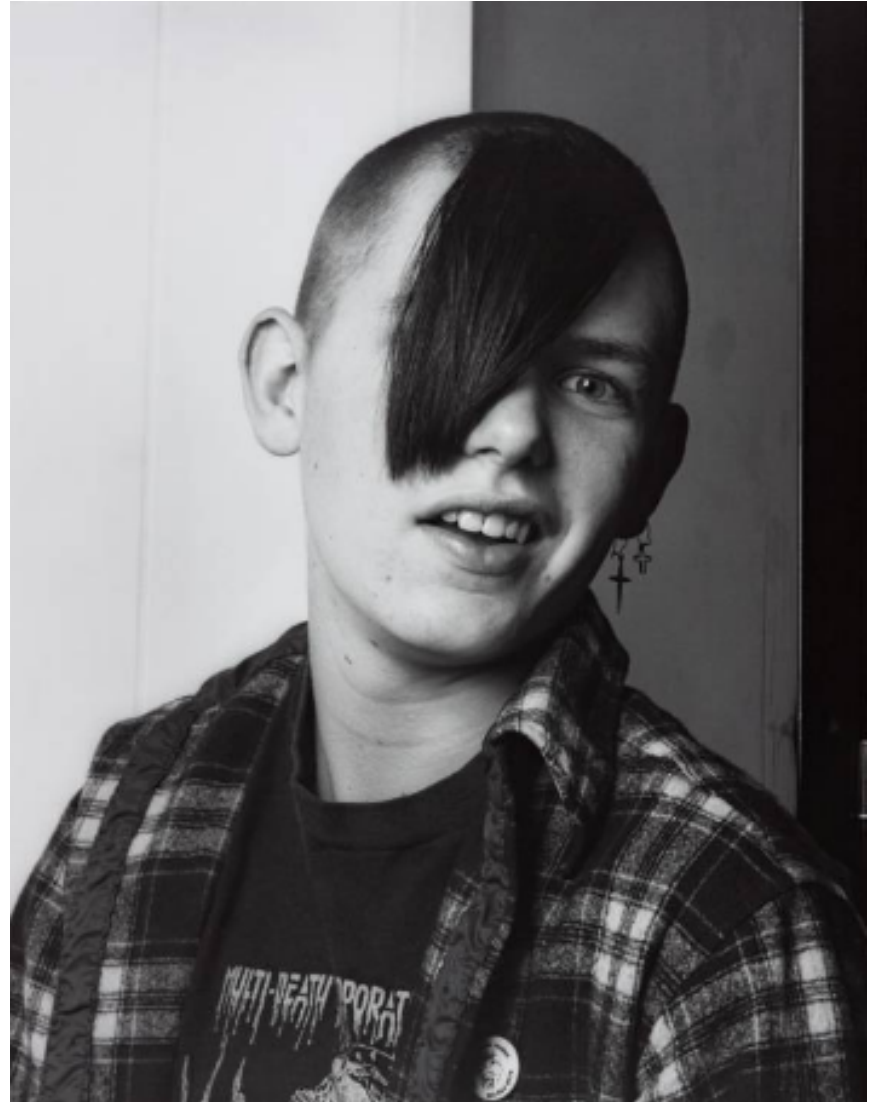
The verb to be associates any concept very closely with identity and this can be used to connect other types of identification items. This can include emotions (I am happy), career (I am an accountant), religion (I am Buddhist), social position (I am popular) and so on.

## I remember....

We also identify ourselves through our memories and any form of recall, especially of personal and emotionally significant events, younger days and other nostalgia offers further clues to a person's sense of identity.

# Identity: Making a Mark with Art

Robert Mapplethorpe



Tattoo Artist's Son 1984

# Identity: Making a Mark with Art

Mix'D Ingrdnts | Mini Mix'D

- Dance

[https://youtu.be/b\\_qXCcgwAn8](https://youtu.be/b_qXCcgwAn8)

<http://www.mixdingrdnts.com/>



# Identity: Making a Mark with Art

Who Are You?

Seriously...

Who Are You?



# Activism

ac·tiv·ism

'aktə,vizəm/

noun

the policy or action of using vigorous campaigning to bring about political or social change.

# Activism: Making a Mark with Art

Pablo Picasso

- Cubism | War + Brutality

Guernica (1937)

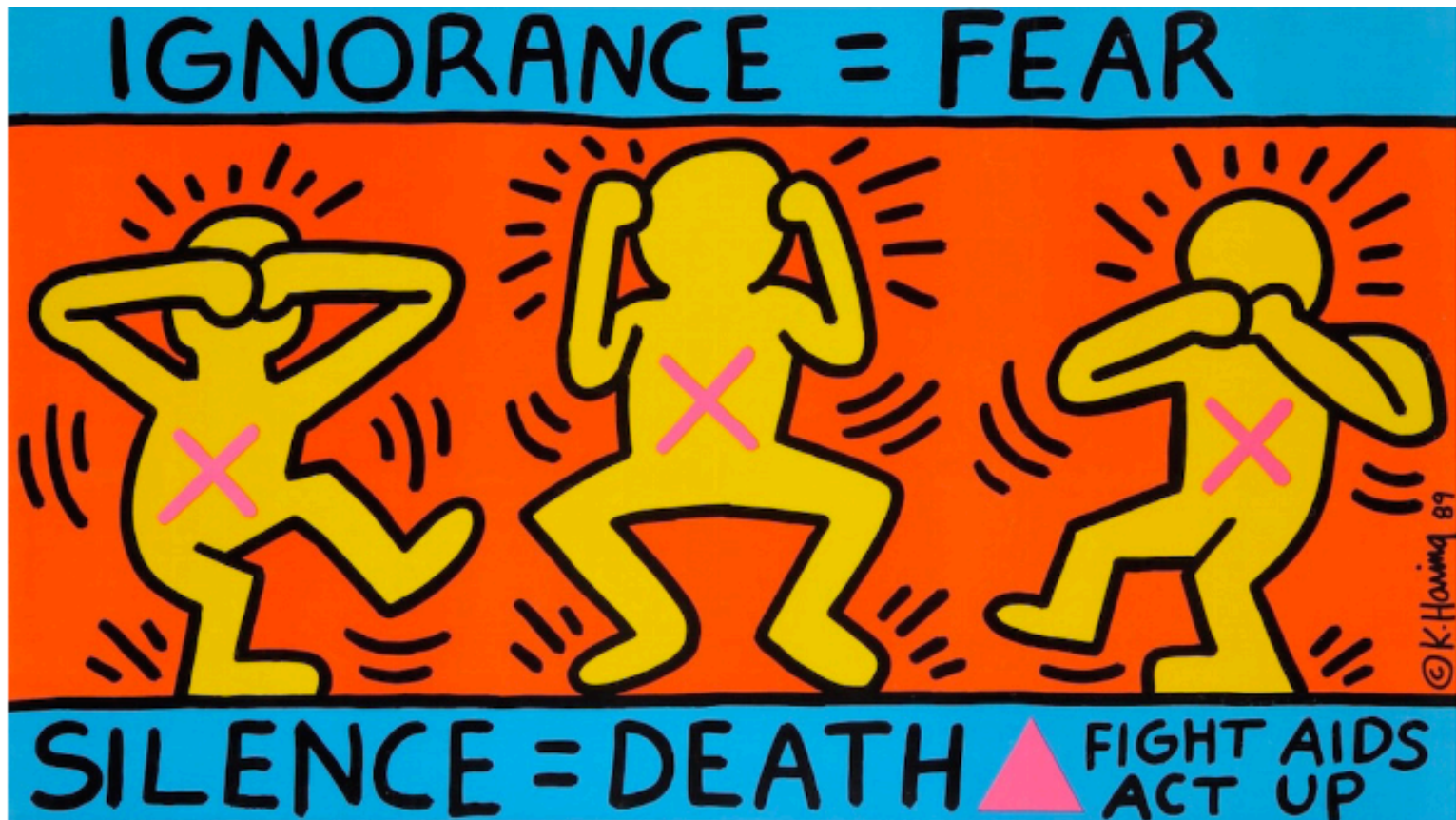


# Activism: Making a Mark with Art

Keith Haring

- Street Art | AIDS Awareness

Ignorance = Fear(1989)



# Activism: Making a Mark with Art

- Sanaz Mazinani

Artist | Activist

[https://youtu.be/FTp\\_nLgcPyU](https://youtu.be/FTp_nLgcPyU)



# What About Digital Art?

## Net Art



## Blogging

Net art is an elusive and sometimes anarchic art form which uses the Internet as its primary material. Net art works often draw on data from other Internet materials and websites, which helps give them their distinctive dynamics and transience. websites, which helps give them their distinctive dynamics and transience.

Web + Log = Blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts").

Blogging: The act of writing a post for a blog.

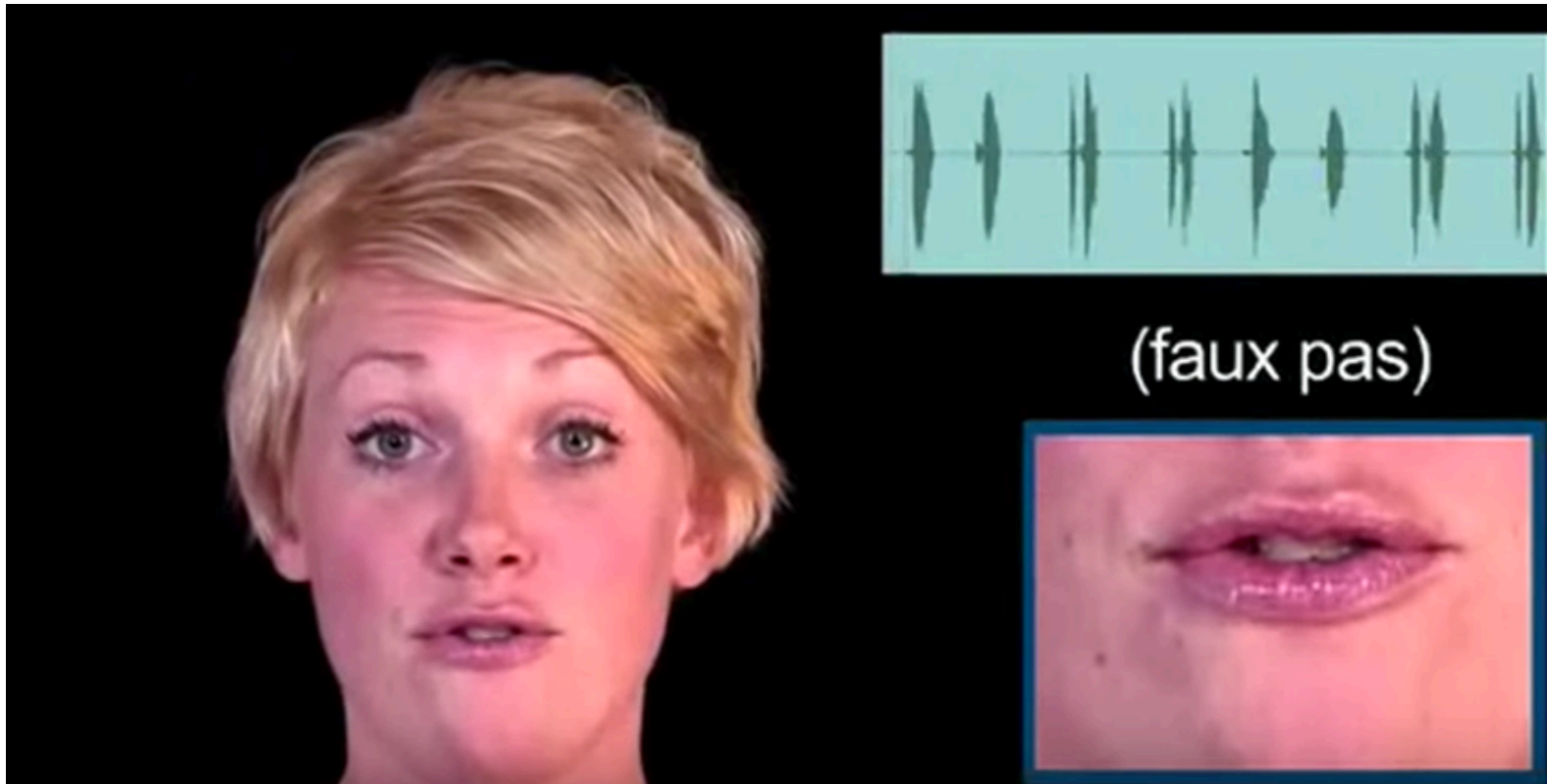
Blogger: A person who writes content for a blog.

vBlog = Video Blog

# Net Art: Making a Mark with Art

- Art In The Digital Age  
Internet Week

<https://youtu.be/UrtkTN15MIk>



# Net Art: Making a Mark with Art

- Andy Deck  
Net + App Art

<https://vimeo.com/118446151>



State of Play (2013)

# Blogging: Making a Mark with Art

- The Bobs Awards 2016  
Blog + Activism

<http://dw.com/p/1IR5z>





# Intellectual Property

- Copyright and Intellectual Property  
Use in Digital Media Production

Allison Ronis

<https://youtu.be/5VdQWxoCdnQ>



# Intellectual Property

- Respect Intellectual Property Rights on Internet

<https://youtu.be/NjHrMczVLe8>



# Intellectual Property

- **Freeware:** available free of charges.
- **Shareware:** free of charge and often distributed informally for evaluation, after which a fee may be requested for continued use.
- **Proprietary:** belonging to an owner. Not Free!

# FOOTPRINT + UI DESIGN



# FOOTPRINT + UI DESIGN

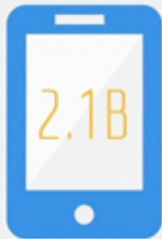
## Responsive Design



# FOOTPRINT + UI DESIGN

## Grid Template

### WHY IS RESPONSIVE DESIGN SO IMPORTANT?



There are **2.1 billion** mobile-broadband subscriptions.



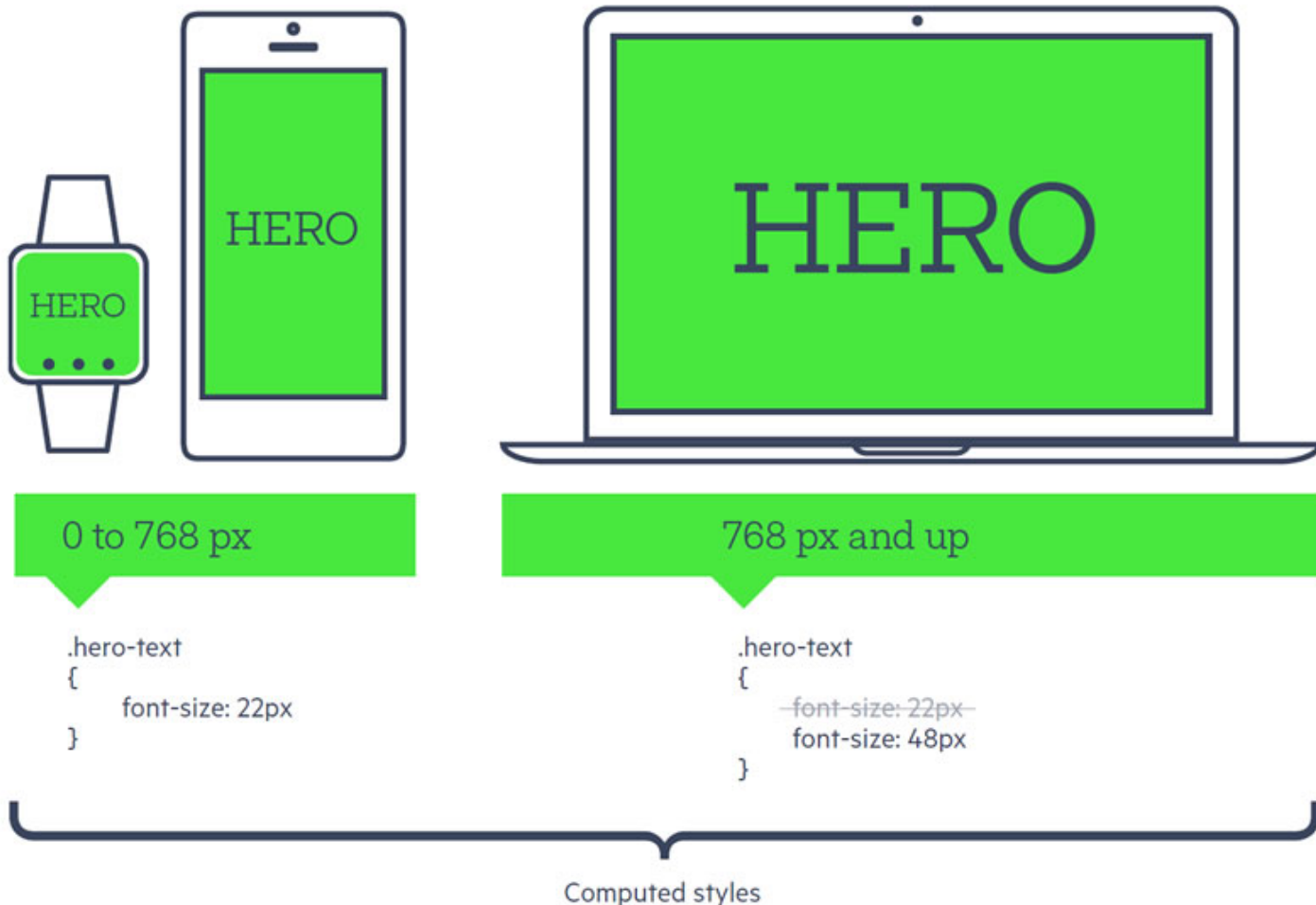
**87%** of American adults have a cell phone.



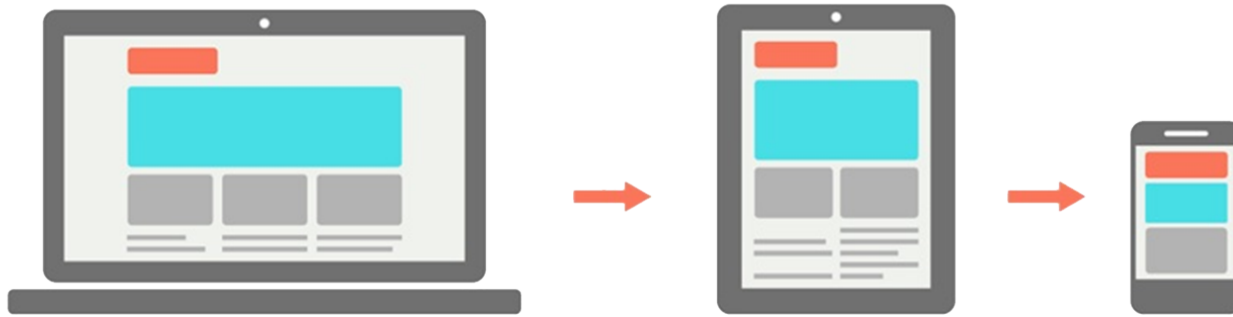
**45%** of American adults have a smartphone, **90%** use their phone to go online.

# FOOTPRINT + UI DESIGN

## Responsive Design



# FOOTPRINT + UI DESIGN



**Responsive Web Design**

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**Mobile First Web Design**



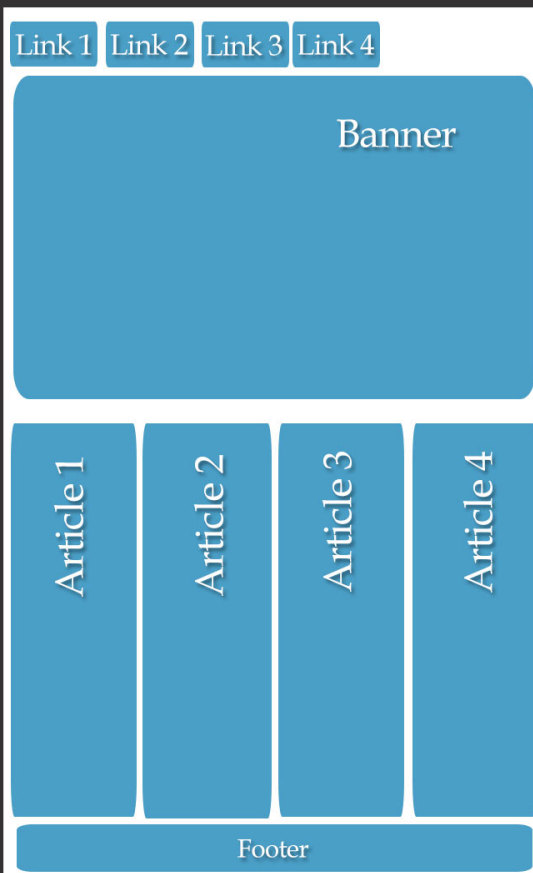


# FOOTPRINT + UI DESIGN

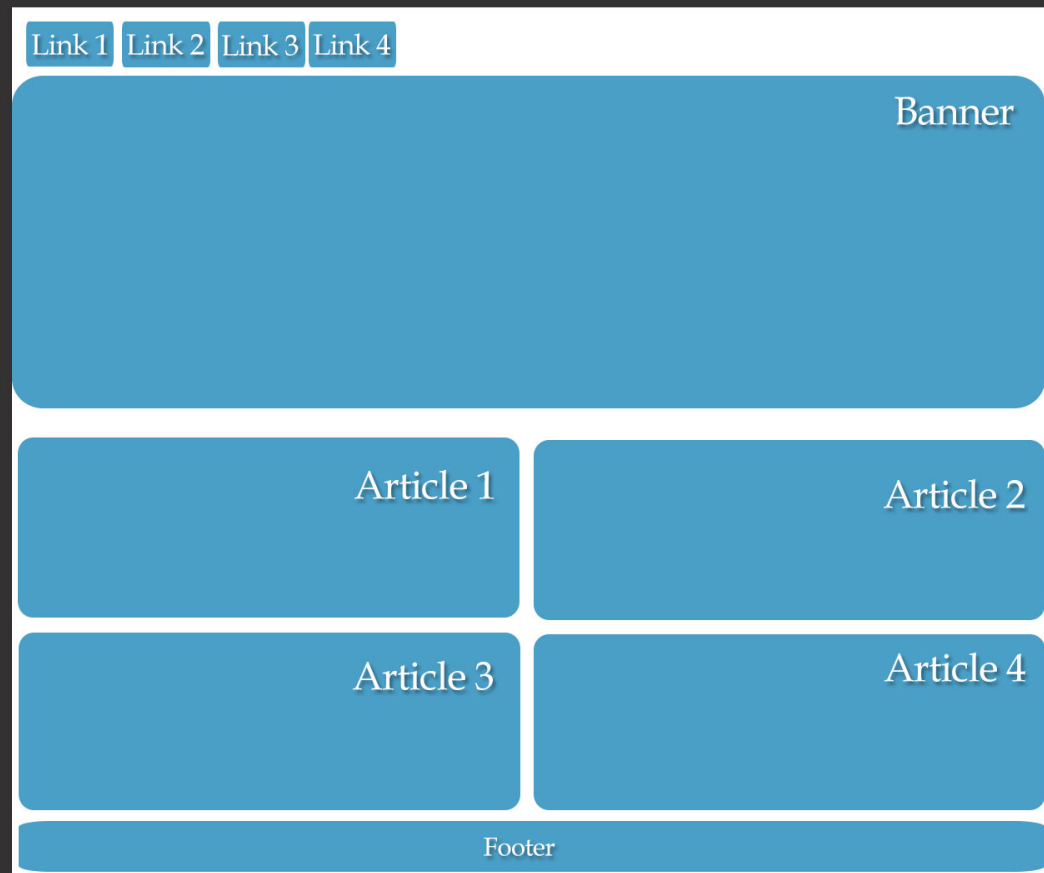
## Mobile



## Tablet

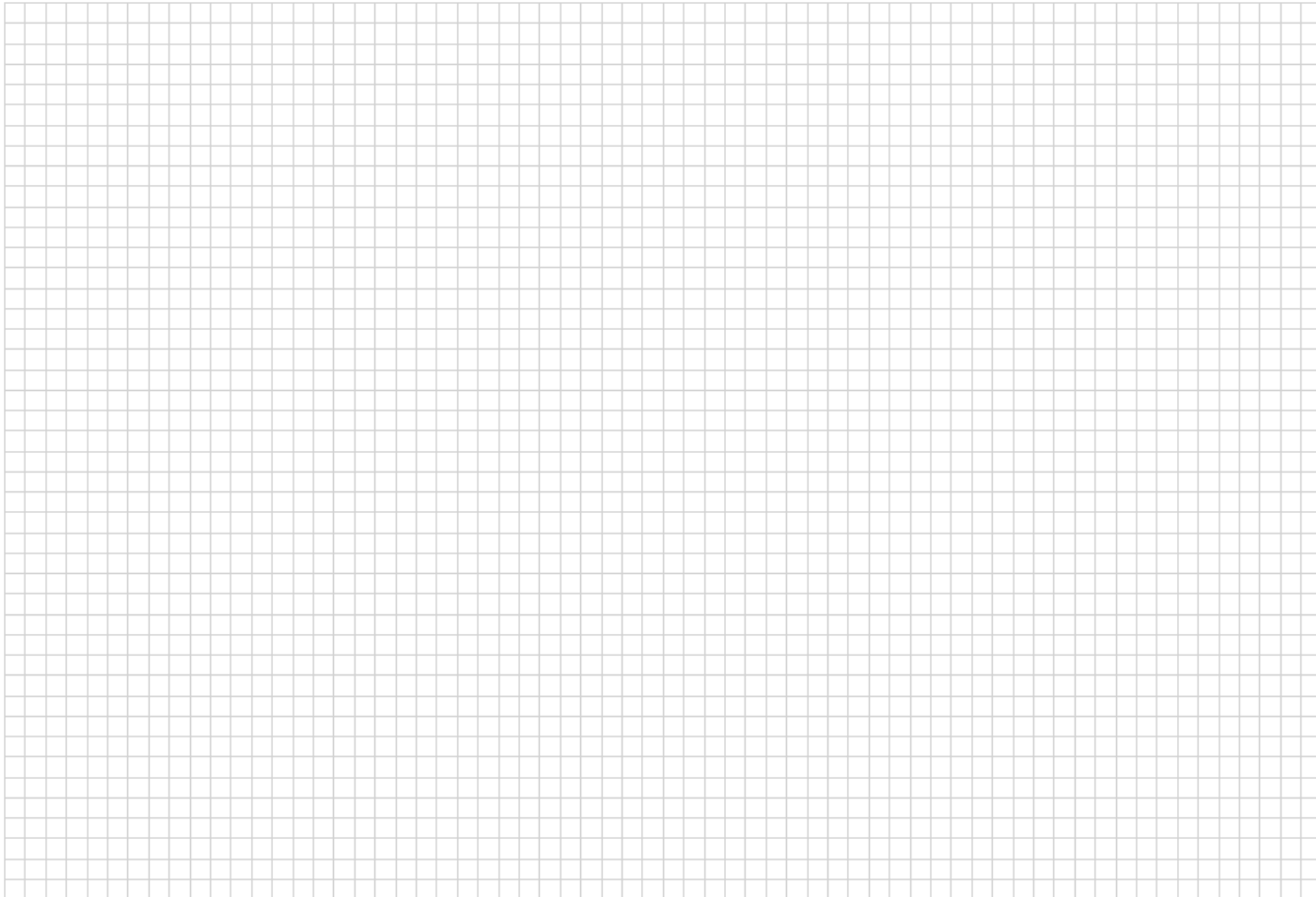


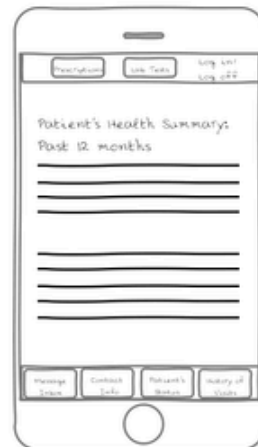
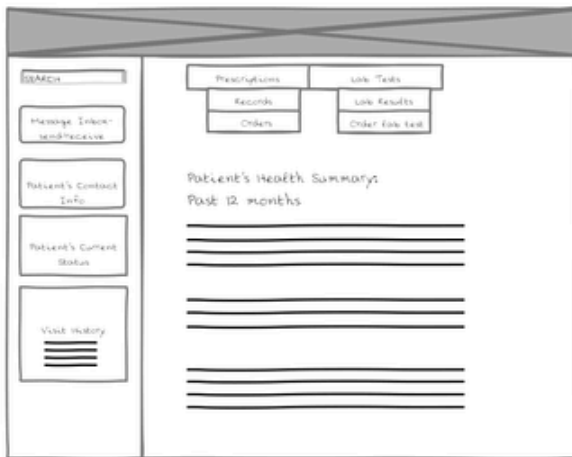
## Desktop



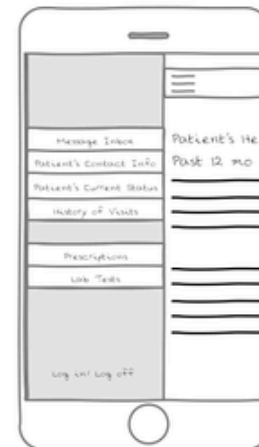
# FOOTPRINT + UI DESIGN

## Grid Template





Mobile app - Menu Option 1



Mobile app - Menu Option 2

