

Integrated Design Curriculum
Parsons The New School for Design

IDC Lab: Media

Project: *yournamehere.com*

In this project you will document, analyze, critique, and modify your online identity. The focus of this final project is to learn how dynamic online and social media scapes function and shape not only who we are- but how we interact.

You will create a variety of media interventions (via the creation of original websites, blogs, or by modifying your social media profiles) to impact your online identity. These interventions should synthesize the learning from the semester, and give you practical knowledge of how artists and designers can use networks and social media in their practice.

To begin, think about your web identity (online and offline). Do (or don't) you link to where you can be found elsewhere on the web? This being: email addresses; social network profiles; other profiles; weblogs; microblogging; where a Google search for yourself reveals you are; school sites; other data-collection info relating directly to you — bank cards, passport data, medical records, mobile phone records ...

Google a little about some of these items and by research, work out what issues (your privacy, security, the scale and significance of such issues) you think there might be here.

The final deliverable for this project is a before and after online self-portrait. You should be able to indicate how and why you have modified your online presence (which can be a practical or conceptual argument.)

Questions that are essential to this project are:

What is your online identity? Is the way you expected and wanted it to be?
How are our online identities formed and shaped? How can we transform them?
How much control do we have over our online identity? How can others influence it?
How can knowledge and access to basic web technologies impact our online identity?