



Project concept idea generation: brain dump

#1

Project concept #1 • preferred idea

The web rebellion project

It's an experimental website that questions how the web dictates what "good design" should look like. Built only with HTML and CSS, it breaks and bends the rules on purpose.

It's about freedom proving that imperfection and individuality still have a place online.

comments on concept



Project concept idea generation: brain dump

#2 Project concept #2 • alternative idea

The weight of light

comments on concept

Business

A data-art experience exposing the hidden cost of the internet.
It positions me at the forefront of ethical, sustainable web design a conversation growing fast in both academia and industry.

Cultural Context

Explores the tension between visual excess and digital sustainability.
Encourages reflection on how design choices images, scripts, fonts carry invisible energy costs.

Commodity (Utility)

Users feel the lesson: as more assets load, the screen darkens and the interface slows.
Click Clean and the page brightens, teaching cause and effect through experience.

Firmness

Built by hand lightweight assets, compressed media, efficient CSS animation, zero dependencies.
Proof that creativity and performance can coexist.

Delight

Soft gradients, organic motion, and my own iPad drawings create a calm, meditative atmosphere.
Contrast between lightness and heaviness becomes visual poetry.

Vitruvian Reflection

Utility: Teaches mindfulness through experience.

Firmness: Technically efficient and light.

Delight: Emotion through restraint and empathy.

#3 Project concept #3 • alternative idea

Sea of Light

comments on concept

Business

A digital love letter to Sardinia, my origin.

The sound of wind at home. The way the sea bends the light. The kind of silence that speaks.

Cultural Context

Explores identity, memory, and place in the digital era.
Bridges traditional art and web design to express emotion through rhythm and atmosphere instead of text.

Commodity (Utility)

Each scroll reveals fragments of the island: textures I've painted, words in English and Italian.
They appear like memories flickering, fading, returning mirroring how belonging never stays still.

Firmness

Simple layers of drawings and gradients, built with HTML, CSS, and light JS.
Stable, accessible, and elegant. No heavy frameworks just craft.

Delight

A sensory web poem that feels alive through motion, colour, and sound.
It's not a project; it's a heartbeat in pixels.

Vitruvian Reflection

Utility: Connects creator and viewer through emotion.

Firmness: Simple, authentic, and enduring.

Delight: The serenity of light, memory, and belonging.



Project concept

brain storm: starbursting

IDEA: The Web Rebellion Project – a digital manifesto for creative anarchy.

A self-coded (HTML + CSS) experimental website rebelling against conformity in modern web design and the automation of creativity.

Independent designers, design students, and creative technologists tired of seeing the same “safe” websites.
People who crave freedom, imperfection, and authenticity in digital design.

Developed during the MA Major Project (2025-26).
Concept development and sketching (Nov-Dec 2025), design and coding (Jan-Mar 2026), final refinement and reflection (Apr-May 2026).



A conceptual website that breaks design conventions – asymmetry, raw typography, expressive textures – while remaining functional. Each page explores a theme of rebellion: manifesto, origin, experiments, words, archive.

Built entirely by hand using HTML and CSS. Design led by experimentation: layout, typography, and motion created through code and art textures.

Because web design has become predictable. Frameworks, AI tools, and “best practices” are killing creative individuality. This project challenges that culture and celebrates rebellion as an act of design freedom.



Project concept

brain storm: cubing

your idea

The Web Rebellion Project – a self-coded digital manifesto that challenges conformity in web design and celebrates individuality through creative anarchy.

pros

- Emotionally and conceptually powerful.
- Uniquely personal and culturally relevant.
- Fully achievable with HTML and CSS.
- Aligns perfectly with current debates about AI and creativity.

describe

The site rejects “rules” of web design and instead becomes an expressive space. Typography breaks alignment, grids misbehave, textures collide but every decision feels intentional.

cons

- Hard to balance with usability.
- Risk of appearing “too artistic” or inaccessible if not carefully designed.
- Needs strong visual consistency despite deliberate imperfection.
- Limited interactivity (no JS).

analyse

The project critiques how frameworks and automation have standardised creativity online. It’s both personal (my own philosophy as a designer) and cultural (commentary on the state of digital design). It combines art, emotion, and code to question whether individuality still has a place in an AI-shaped internet.

conclude

This project reclaims web design as an expressive medium and t’s about rediscovering authenticity, emotion, and voice.

Through simplicity and imperfection it proves that creativity still belongs to the human, not the machine.