



## “Make It Do What It Do”:

the bio page--- first Deadline of the digital Project  
**Due/Go Public: October 17 (no class that day)**

When it comes to the opportunities offered through digital design, Ray Charles had some of the best advice: “*make it do what it do.*” Ray Charles has been infamously quoted for this answer in an interview where he insisted that his fusion of Soul, R&B, Gospel, and Blues was a normative move within black musical expression. That phrase was re-mixed in the biopic film and is itself a re-mixing of African American oral traditions that are decades old. African Americans once often greeted one another with the phrase “what it do” which could be a question or statement. (And, in keeping with many black music traditions, especially Hip Hop, the 90s witnessed a reclamation of the phrase in California and Texas with: “What it do, shawty?”)

My centering of Ray Charles here is, of course, not accidental or ornamental but instead shapes what I think of as an African American ethos of digital technology. Phrasing like “make it do what it do,” what we call the traveling verses of black oral traditions, is an important cultural, linguistic, and political survivance that shapes how communities of color look at and engage their worlds. I like to center these kinds of alternative traditions because that’s how I want us to approach technological creativity. African American have never owned the means of (technological) production in the U.S. which is mostly a propertied artifact of white wealth (see the horrific history of race and U.S. patent history as just one example). Technological/digital *invention* is intimately tied with whiteness... *innovation*, however, is not. What this means in its most practical and immediate sense for this first deadline/assignment is that you are expected to push the web platform we are using *as far as it can go* to get your message, vibe, spirit across. In other words, *make it do what it do!*

### **Here are your expectations (you can go beyond this but you must do all of these things):**

<b>1) Original Header (video or image)</b>	If you use a video for your header, it can only be one minute. Collage images might work best on this platform (postermymwall.com is a good digital collage maker). The header must be original. Note: you can always do wordart (in word or powerpoint) and animate it through imovie or windows movie maker (that is how the words #blackgirlmagic on the homepage were created).
<b>2) Your Name</b>	Display your full name in the header somewhere (you can’t change fonts however on this platform). Put your name in your uploaded image/video or use the build tools of the platform to write your name in.
<b>3) Section Design</b>	Use at least two section blocks in some kind of way on your page. You can select a color or you can use an image or video. If you use an image or a video as a section block, these need to be YOUR ORIGINALS. <i>Color-blocking is how digital writing</i>

	<i>makes transitions and does organization... very different from alphabetic. You are not just writing your ideas, you are designing and laying them out.</i>
<b>4) Original Moving Image</b>	Use prezi, google slides, slideshare, or the platform's slideshow to show some series of moving images. You will use the embed code to put this moving series on your webpage.
<b>5) Video and/or Sound</b>	Embed a youtube image somewhere and/or have an autoplay song using soundcloud. (There is a built-in audio player with the platform but you have to make sure that you use an open source song and/or a live performance that is not copyrighted per se).
<b>6) Contact Form</b>	Create a contact form for folk to reach out you; put your email in the form. Use the build tools of the platform to locate the contact form.
<b>7) Photo &amp; Static Images</b>	Include a pic of yourself....selfies.... all daaaaay long!!! Include other images as well. If you use any images that are not your own, you will need to weblink back to the source.
<b>8) Alphabetic Prose</b>	<p>Write at least <b>150 words of a formal</b> biography (what you are studying, where you are, what you do, etc).</p> <p>Include some other narrative prose in addition to these 150 words. <i>Paint a picture of yourself with words.</i></p> <p>Here are some ideas for things you could talk about (according to Carmen's undergraduates) that real people would want to read and know:</p> <ul style="list-style-type: none"> <li>• <i>What social justice, cultural, political issue(s) are you most passionate about? Why?</i></li> <li>• <i>Are you a painter, skater, graf writer, avid reader, dog-lover, cat-lover, AMAZING big brother, around-the-way-girl, big sister doin the most, pesky lil sister, loving auntie, playful uncle, poet, MC, bboy, bgirl, stepper, singer, person with a bright smile?</i></li> <li>• <i>What would a perfect day entail for you?</i></li> <li>• <i>What special groups, organizations, projects are you part of and why?</i></li> <li>• <i>Who/what do you follow on social media and why? How do you get down on social media?</i></li> <li>• <i>Where have you lived? Which place was your favorite and why?</i></li> </ul>
<b>9) Column Formation</b>	Do not design your webpage as one vertical series of very large images and words. Use columns and wrap images to the left and to the right!!
<b>10) Weblinks</b>	When you use an image from the internet (except a gif), you must weblink the source. That gets you around copyright issues. You can use a slideshow, gallery, or embedded images. Consider a creative commons license if you have original images/photos that you are using.

## Due Date: October 17

**If you want a one-on-one tutorial, please email Carmen ASAP so that we can arrange a day and time. We will need to meet around a computer!**