

My idea for project 2 is to highlight the concepts of overconsumption and consumerism. I want to have a main page that breaks down the more general research and explains the main topics like planned obsolescence (the idea that things are no longer designed to last, so that we will buy more of them) and explains functionality, appearance, and manufacturability (why production in our current world has removed functionality to prioritize manufacturability). To maximize profit, things are now being produced for whatever will cost the least amount of money. This means most of our items are terribly made and short-lived.

The premise for my website is “know more, buy less” so I want the other pages to include fashion, furniture, health/wellness, etc. and help the user learn about consumerism in these specific categories. For example, the fashion page would talk about fast fashion and include information that could help people make better decisions when it comes to buying clothing items, like synthetic vs. natural materials. Although there is a lot of information to be included, I’m attempting to make this website as simple and digestible as possible for my audience. I want people to think more critically about the items we buy, and move forward making more informed decisions. The more we learn, the less we’ll buy.