

Web Design Brief for Beyond Opposition, school of geography, UCD

1. Background

Beyond Opposition is a 5-year research project based in the school of geography in University College Dublin, investigating geographies of gender and sexuality in Ireland, Canada and Great Britain. The project is interested in gender and sexuality in contexts where recent legislation and social norms are broadly in favour of LGBTQI+ rights and gender equalities. It explores day-to-day experiences of **polarisation** related to these themes. We conducted workshops bringing people together with a range of different positions on these subjects: these workshops are the basis for this contract.

We are now creating an **online artistic exhibition** in the form of a website that presents the outputs of three distinct collaborative arts-based research workshops held in 2023 in Dublin, Vancouver and Glasgow.

2. Budget and Deadline

Budget: €10,000 total budget to include taxes and fees

Deadline: September 30th 2024

3. Target audience

The exhibition is intended for an audience of interested members of the general public.

The website will be found in the following ways:

- At a launch event/ launch events in Dublin and Montreal, including media coverage and social media sharing
- Linked to from the [Beyond Opposition project website](#)
- Shared in the Beyond Opposition project [newsletter](#)
- Through conference presentations that will feature the project or the website
- Through academic publications that will mention the project or the website
- Through any media coverage of the Beyond Opposition research project
- Linked to from web profiles and social media of the individual artists and academics involved in the project

We expect the people interested in the exhibition because they are interested in social polarisation, contemporary societal divisions, and/or sexualities, genders and abortion/reproductive justice. We think this includes those who are immediately affected by inequalities related to gender, sexuality and abortion, and people who are immediately affected/

distressed by polarisations in these areas. It also includes those who are worried about/interested in societal division/cohesion and see issues in these divisions. This includes:

- members of the general public who hold strong positions related to gender, sexuality and/or abortion;
- members of the public who are concerned about related polarisations.
- Activists interested in gender and sexualities, including: feminists; LGBTQI+ and allies; pro-choice; pro-life; gender critical feminists; heteroactivist; family values conservatives; religious conservatives
- policy-makers,
- academics,

This is a very diverse group of people! The ideal viewer is the sort of person who likes artistic content related to social issues.

5. Main Aims and Objectives

The website is a multi-arts exhibition giving its audience an artistic experience of the unique encounters we facilitated in three experimental workshops. The objective is:

To give people a flavour of the experience of encountering people who disagree with their positions related to gender, sexuality and/ or abortion; and imagining ways of meeting them without trying to resolve these disagreements.

We don't aim to provide closure or resolution - but to offer an invitation to people to engage with the inherent uncertainty and instability of these encounters.

6. Context, scope and progression

Beyond Opposition, a 5-year EU research project, explores gender and sexuality in contexts where recent legislation and social norms are broadly in favour of LGBTQI+ rights and gender equalities. Because there is no academic research in this area, the first stage of this study investigated the experiences of people who have *any* concerns about, or who are opposed to, these rights and equalities, including people who disagree with same sex marriage, abortion, gender recognition, sexuality and relationship education, and related changes.

This contract relates to the second stage of the study. In this stage, we brought together people who held multiple positions related to same sex marriage, abortion, gender recognition etc (in favour/ opposed/ concerned/ mixed). We conducted one artistic workshop in each of Dublin, Vancouver and Glasgow. These three workshops explored the same research question through different artistic medium (visual art, music and sound, theatre):

Research question:

How do we share space and live together when we disagree fundamentally about gender, sexuality and/ or abortion?

This online exhibition is an artistic representation of the three regional workshops. It has a main page, leading to three project sub-sites, one for each city/ art form:

Project Sub-site 1: Dublin/ visual arts and textiles

Content: This sub-site presents **photographs** (10-20) and **text** (brief excerpts from workshop transcripts) in conversation, and may end with an interactive activity for viewers.

Story/ message: Two main messages are conveyed by the interplay of the text (transcribed from dialogue) and the images:

- What it feels like to share space with each other when we know we might fundamentally disagree
- How it felt to make art about sensitive topics related to gender, sexuality and/ or abortion, alongside people we disagree with.

Project Sub-site 2: Vancouver/ soundscapes

Content: This sub-site presents **audio excerpts of soundscapes** created in the workshop, alongside text introducing some participants and the sounds they made. The sub-site includes an interactive component where the audience can play with graphic images of the musical instruments provided at the workshop.

Story/ message: The sub-site provokes the audience member to experience comfort or discomfort sonically related to gender, sexuality and/ or abortion.

Project Sub-site 3: Glasgow/ comic strips

Content: This sub-site presents **explanatory text**, and **comic strips** commissioned from transcripts of a theatre workshop, and may include an interactive element. The navigation of this sub-site is simple, but inviting and engaging.

Story/ message: The comic strips and text will:

- invite the audience to consider utopias where they don't agree on issues related to gender, sexuality and/ or abortion.
- then offer illustrations of the flawed utopias and impasses that emerged in the workshops.

7. Websites we like

The following are sites that we used to think about and develop this brief, and the inspirations we took from them.

Style	Content	Reference
Landing page is not cluttered with text	Main site to redirect to project sub-sites	www.musicmemorynight.com

Dynamic text is intriguing, inviting	Use of animated text for headline/ key text on landing page and sub-site landing pages	www.musicmemorynight.com
Navigation is clear, engaging, not over-prescriptive, fun.	Menu from main site to project sub-sites. Menu from sub-sites to pages	https://clubcurran.com/ https://www.filmsecession.com/ https://www.musicmemorynight.com/memories
Engaging, easy-to-use, inviting elements for audience to contribute	Elements on the subsite(s) are interactive	https://www.musicmemorynight.com/your-memories
(potentially) 3-d interactive elements that click and drag	Vancouver sub-site (and possibly others) includes click-and-drag interactive element with musical instruments	Click here
The website creates a feeling of being in a specific space or kind of space	Each sub-site could “feel” like a different space, or could be accessed from landing page as three rooms.	https://shop.zerotredici.studio https://www.erlebnis-unganisha.de/themen/ https://www.filmsecession.com/
Use of sound and soundscapes to enhance immersive feel	Vancouver site uses soundscapes created in the workshop	https://www.erlebnis-unganisha.de/themen/ https://fallowmedia.com/2018/sep/other-things-shine/ https://fallowmedia.com/2017/nov/mandible/
Visually startling or experimental is welcome; though basic navigation should still be very accessible		https://fallowmedia.com/2018/sep/other-things-shine/ https://www.placesiveneverbeen.com/

8. Web Content and delivery

The content for the website is a combination of text transcribed from workshops, with artwork provided in the workshops and

Part of website	Nature of content	Responsible for delivery	Available by
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Main site	Essential text describing the project. Background images; potentially multi-media (video or sound)	Text provided by project team. Background images/ multi-media to be supplied by provider.	May 27th 2024
Project site 1: Dublin	Photographs and text organised on sub-site in a dynamic flow	The photographs and text are under preparation, will be provided by the project team.	June 20th 2024
Project site 2: Vancouver	Text; audio files; graphic art (images of musical instruments)	The audio files and text are yet to be prepared, will be provided by the project team. Provider to supply graphic images.	July 2024
Project site 3: Glasgow	Approx 3-5 comic strips organised on sub-site in a dynamic flow	The comic strips will be commissioned and supplied by the project team.	August 2024

11. Website Support

- Domain registration and renewals will be managed by provider
- Webhosting and associated maintenance would be managed by provider
- Following launch, no enhancements are expected
- Following launch, BeyOpp expects only maintenance support to ensure availability of website
- BeyOpp requires no access to administer live website or content
- Website should remain active for no less than 5 years