

## CONCEPT 1

Literal and concrete

Main text on the left side of the page

Hover over yellow words

little boxes of text appear on right side with definitions

There's Someone in my Head But It's Not Me

Nam, ullupta ssequos mil-  
lut endita aut praeria  
nos minullis velit ini-  
ates sa qui aribero-  
vide nonsed quas ut of-  
ficillest quidebis ratum  
que et viduci voluptatur?  
Qui dolorrum iditati bus-  
dam, quas volectota nobit  
aceaqua pro vendae pero  
di de ipit, noneserci-  
um ea voluptatur modit ut

Definition: Nobitatie sam inveliqui  
deruptae vitati ipsumet rest int  
rem rem eatempo rerchil ignimet  
quodi dio od ma volore consequi

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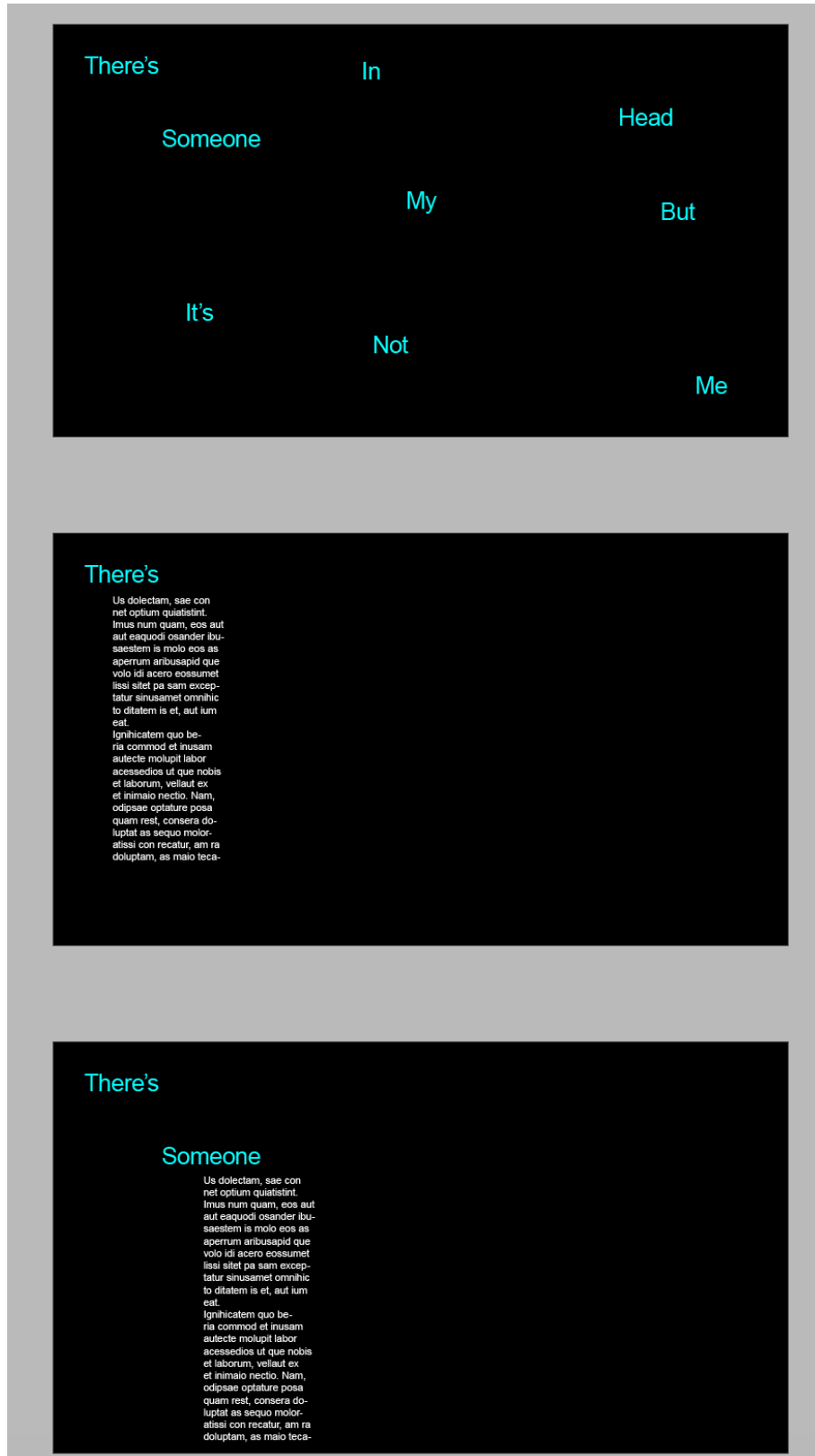
Nam, ullupta ssequos mil-  
lut endita aut praeria  
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ates sa qui aribero-  
vide nonsed quas ut of-  
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quodi dio od ma volore consequi

## CONCEPT 2

### Interactive and experiential

Words appear after clicking on previous word  
white text disappears as next word comes up



## CONCEPT 3

### Blank page

As you're moving the mouse, the hidden text in that specific area pops up  
Colorful?



Nam, ullupta sse-  
quos millut en-  
dita aut prae-  
ria nos minullis  
velit iniates

Nam, ullupta sse-  
quos millut en-  
dita aut prae-  
ria nos minullis  
velit iniates

Nam, ullupta ssequos millut endita aut prae-  
ria nos minullis velit iniates sa qui aribero-  
vide nonsed quas ut officillest quidebis ratum  
que et viduci voluptatur? Qui dolorrym iditati  
busdam, quas volectota nobit aceaquae pro ven-  
dae pero di de ipit, nonesercium ea voluptatur  
modit ut lam vende comnihi testium, quam etur?  
Gent quia voloraerum re et imin pro volo omnia  
cus re mi, earunti atiorestis dis apel il et  
qui ipid quos dolupta taturio. Agnim fugitio.  
Itatures maiorum et, occaborit invero voluptaes  
~~quiant aut ariatet quid enimus etur?~~