

## Digital Translation Reflection

For this project, I wanted to translate Wagner's rip-em-outs book into a digital format. The book is a collection of posters from the artist Alan Wagner. The book has perforated pages so that the reader can rip out the pages and hang up the posters. I chose this piece because firstly, it is my brother's artwork and I am a big supporter of his and secondly, I thought it would be interesting to see how the purpose of his book (to rip out the pages and use the posters) would change when translated to digital format.

Since the pieces in the rip-em-outs book are satirical posters that are made to look like homemade posters you would find on poles around the neighborhood, I tried to play on the theme of individual, local ads. This brought me to the idea of craigslist, a website where people can post digital advertisements for their own local services. Thus, Wagnerslist was born. For the main page, I wanted a grid of ads that you could scroll through. I had the title bar and menu bars fixed in place so that only the ads would be able to scroll. At first, I used the grid display for the ads, but since the main image of each ad were different sizes, it led to a lot of white gaps in between the ads. Instead I had to create 5 different column flex boxes so that each ad div would start right beneath the ad above it. For the individual ad pages, I wanted them all to have the same design, so I decided to only use one stylesheet for all the ads. This allowed for less repetition since I did not have to add a stylesheet for each ad. Since craigslist ad pages are pretty simple with just some images and plain text, I decided to make Wagnerslist simple styling as well. I did not use special fonts or much color to reflect the similarity to craigslist. Also in the individual ad template, I was hoping I could figure out how to make the main image change by hovering over the smaller images, but it does not seem possible to do with just html and css. This is one idea I would like to try again with javascript.

I was hoping since I was using craigslist as inspiration, that the translation would preserve the book's original intentions, to show off these umm... interesting ads. However, I believe a lot was lost and little was gained in this translation. One part that makes the posters so funny is their style (layout, colors, fonts). But moving the ads to Wagnerslist, all the ads have the same style, so it takes away their quirkiness. Wagnerslist also takes away the flow of the poster. Some text goes with specific images and the way you read the text with the picture is like reading a story or a knock knock joke. But the ads in the digital translation separate the images from the text which disrupts the comedic storytelling of the poster. One thing that was gained from being in digital format is the accessibility to the additional websites. I think what many fans of Wagner rip-em-outs don't realize is that all of the websites and phone numbers on the posters are real! With the digital format, you can easily follow the links to the different

websites that were made to be part of the poster. This was the bonus to having it in a digital format.

While this was a very fun project, I think the Wagner rip-em-outs book is best enjoyed in physical form. I felt that the biggest downfall was that the comedy was lost in some of the translations. These designs were meant for posters and flow of the poster is completely lost in a craigslist ad.