

Project 1

Digital Reissue



Spread from *The Picture of Dorian Gray*, 2007

- 3 July - 19 July 2017

This assignment looks to explore visceral idiosyncrasy by means of the digital re-printing of a historical text of your choice, and reimagining its visual properties in the form of a new standalone digital publication.

The goal of this process is to re-situate and editorialize the text through an imaginative and purposeful redesign aimed at a new audience. A key requirement is that you utilize the opportunities presented by the browser as a medium. What makes the browser different from a printed book and how can those features further a point of view about the text? Just as a printed book has conventions that can be harnessed, so too does the browser.

You must also juxtapose new imagery with the original text such that it's meaning is expanded upon in some way; elucidated, annotated, interpreted, contrasted, or otherwise augmented and made meaningful in a contemporary context. This media might be sound, video, photography, etc. Finally note that your text must unfold across a minimum of five individual webpages and you must create a navigation system for moving between them.

1 / select your text

Start by choosing a historical text that is meaningful to you and which you think would benefit from being reissued and recast in a contemporary setting. For instance, your motivation might be to visual interpret an obtuse academic text, tease out hidden symbolism within a mainstream publication, or popularize a classic text for a younger audience. (Note: your text should have been published prior to 1990, and if published before 1923 has the advantage of being in the public domain).

Your text could be of almost any kind – an interview, essay, diary, transcript, letters, short story, play, a chapter of a book – but it must not already contain imagery, and should contain somewhere between 5,000 and 10,000 words. If the text is not available digitally you can scan your source material and convert the text using Adobe Acrobat Pro's OCR feature.

2 / analyze and interpret the text

Read the text several times and conduct a thorough analysis. Identify its primary themes and motifs. Highlight important passages, repeated phrases, or key words. Research its publishing history (where and when printed previously), the historical context in which your particular text was written, and look for alternate editions in the Yale library.

3 / redesign, editorialize, illustrate the text

Based on your analysis, form a strong point-of-view and express it through your design. When developing your media, consider not illustrating the text directly, but rather, create evocative contrasts, extensions, or analogies so that when combined, your text and media create new meanings.

SCHEDULE

5 July

Come to class with two options of texts. Present your chosen texts to the group for discussion and submit a half-page summary outlining your analysis for each (approx. 200 words each). Your presentation should include relevant visual research and any initial sketches that might help the group understand your choice and your emerging point of view.

10 July

Present 3 contrasting typographic sketches and identify unique ways in which you'll be using the potential of the browser. The sketches should also think about both unique user interface elements and a navigation system for moving between pages of the text. Bring in samples of the media you plan to use.

12 July

Select 1 typographic direction to further refine and now incorporate your media, presenting 2 highly different media strategies. These can be prototypes in code or sketches.

17 July

Further refine your sketches and begin programming the project. Come to class prepared with in browser progress and any technical questions and problems you've encountered.

19 July

Final review of the project

REFERENCES

General

http://www.fourcornersbooks.co.uk/#/books/the_picture_of_dorian_gray/
<http://www.fourcornersbooks.co.uk/#/books/dracula/familiar>

Typography

<http://yamp.org/>
<https://www.bloomberg.com/businessweek/design-conference/>
<http://www.slanted.cc/>

Storytelling

<http://www.nytimes.com/projects/2012/snow-fall>
<http://go-wander.org/>

Structure

<http://typographysummerschool.org/>
<http://www.tankboys.biz/>
<http://physicsroom.org.nz/>