

Project
25 Variations, Phase 1

Instructions

1. Choose a poem by Yoko Ono. (I will bring in *Grapefruit* today, but you can also find a poem on your own from a different book.) Although this should not be an issue with Ono's poems, the poem you choose should be able to fit approximately on one printed page.
2. You will be making 25 formal variations using this poem. Each variation will be a separate webpage. For each variation, you will focus on changing the poem's form through shifts in composition, typography, hierarchy, scale, and pacing. The poem's content must remain intact throughout all 25 variations.
3. The 25 variations are divided into 5 levels of 5 variations each. The levels start with my constraints and gradually allow more freedom.

Level 1 (Variations 1–5)

- Only use HTML
- In addition to the required `html`, `head`, `title`, and `body` elements, you can use any of the following HTML elements:
 - `p` (paragraph)
 - `br` (line break)
- You can use ` ` code to equal a visible space
- Focus on breaking up the text in different ways. How does the poem usually look? What happens if you present it more spaced out? More condensed? In a specific shape or form?

Level 2 (Variations 6–10)

- Only use HTML
- In addition to the elements allowed in Level 1, you can use any of the following HTML elements:
 - `div` (block element)
 - `span` (inline element)
 - `h1`, `h2`, `h3`, `h4`, `h5`, `h6` (headings)
 - `strong` (strong text)

- em (emphasized text)
 - ol, ul, li (lists)
 - a (link — do not link to external sites, but you can link to parts of your poem using an attribute to assign an id)
- Again, you can use ` ` code to equal a visible space
- Focus on presenting the text in different hierarchies and scales using only HTML.

Level 3. (Variations 11–15)

- Use both HTML and CSS
- Only use the HTML allowed in Levels 1 and 2
- Only use the following CSS properties:
- padding
 - margin
 - border
 - position
 - display
 - float
 - top, right, bottom, left
 - height, width
- Where you used before ` ` to equal visible space, please now instead use margin, padding, position, etc.
- Focus on positioning elements using CSS. Experiment with space and possibly try a very tall page or a very wide page.

Level 4. (Variations 16–20)

- Use both HTML and CSS
- Only use the HTML allowed in Levels 1 and 2
- In addition to the CSS properties allowed in Level 3, you can use any of the following CSS properties:
- font-style
 - font-weight
 - font-size
 - font-family (Use only web-safe fonts — see list on next page)
 - text-align
 - line-height
 - letter-spacing
 - text-transform
- Focus on typography using CSS. Experiment with hierarchy and scale.

Level 5. (Variations 21–25)

- Use both HTML and CSS
- Use any HTML element (except for `img`, `iframe`, and `a` via linking to external sites. This is a purely typographic project, so no external images, links, or other assets should be used.)
- Use any CSS property

Guidelines

This project is an iterative exploration of typography through HTML and CSS. Since you'll be making 25 variations on the same text, no one single representation of the poem is important. This should allow you ample room for visual experimentation. You should aim to have a variety of visual treatments that responds to the poem's content.

By the end of the project, you will better understand the differences between HTML and CSS and see how each can be used in semantic and visual expression.

Web-safe fonts

Times New Roman (*default*)

Georgia

Arial

Impact

Tahoma

Trebuchet MS

Verdana

Courier

Courier New

Monaco