

Project 3 Translated Poem

Instructions

Choose one poem from the book Emmett Williams' *An Anthology of Concrete Poetry* (1967) that would be promising to translate into a new medium. You will be translating this poem into two formats, one analog and the other digital:

1) A greeting card.

Go to a Walgreens, CVS, Rite-Aid etc. and purchase a greeting card to model your card after. Your card should obey the following constraints:

- Sized 5" x 7" (10" x 7" on the inside).
- Have text on all planes (front, inside spread, back).
- Have the same barcode as your greeting card model (scan it and paste it in).
- Somewhere on the card, you should state the source material in a clear but non-obtrusive way.

When you are done with your greeting card, make two copies. Return to Walgreens, CVS, Rite-Aid etc. and place one of your cards there. Monitor what happens to it. Adjust as necessary.

2) A website made for phone.

You will make a website that uses HTML and CSS made for experiencing on a phone. Your website must obey the following constraints:

- Poem should include at least 3 links.
(It can have multiple pages if necessary.)
- The website should somehow state the source material in a clear but non-obtrusive way.

When you are done with your website, have others test it on their phones. Adjust as necessary.

Guidelines

1. Choose your poem wisely. A good poem for translation is not only meaningful as-is but could also create new meaning as a greeting card or website. How will it be different in each?
2. *For the greeting card*, focus on splitting up your poem into a cover, inside, and back. Look at existing greeting cards and decide what common elements you will preserve in order for it to still look like a normal greeting card to possible customers.
3. *For the website made for phone*, focus on making something that works well on a phone. It should be simple to use: don't overthink it. Consider pacing since you will likely have more than one HTML page.
4. Overall, this is an exercise in exploring different mediums. Feel free to experiment to figure out what is best in each one.

Evaluation

A good translation (in both mediums) will:

- Utilize the unique aspects of the medium at hand
- Retain some integrity of the original poem
- Be surprising and memorable to experience
- Source the original poem (author, date) in a clear and unobtrusive way.

Schedule

Week 10 — Thursday, November 6

Download *Website for Phone Poem Kit*.

Week 11 — Thursday, November 13

Bring in a complete-as-possible greeting card. Please also show progress on your website for phone. If there is something you don't know how to do technically, please sketch it out as thoroughly as possible on paper and we can troubleshoot together.

Week 12 — Tuesday, November 18

Bring in any edits to the greeting card. Show continued progress on website for phone. Again, we will work together on technical aspects both on Tuesday and on Thursday.

Once your greeting card and website for phone are complete, test them. With the card, conduct an experiment by placing it into the greeting card section of Walgreens, CVS, Rite-Aid etc. and monitoring if anything happens to it. Please also have others test your website for phone. Do these tests over Thanksgiving Recess.

~ *Thanksgiving Recess* ~

Week 13 — Tuesday, December 2

Final critique of Poem Translations.

Extra Credit

Once you have finished the two translations (greeting card and website for phone), if you would like you can do a third:

3) A video for Instagram.

If you choose to do the video, post it to Instagram the day of the final critique (Tuesday, December 2). The Instagram video post must obey the following constraints:

- Video must be maximum 15 seconds (Instagram requires this).
- Video must be square format (Instagram requires this).
- Video must be composed using the software *iMovie for iOS*.
(This costs \$4.99, and I can refund you.)
- Your video should somehow state the source material in a clear but non-obtrusive way. An easy way to do this would be to use the comment section of the Instagram post.

If you don't have an Instagram account, ask a friend who does have one to post the video on your behalf. Or, sign up for one and start using it.