

**Project 1, Part 1**  
**Hypertext Storytelling**  
(4 weeks)

**Skills**

- 1 Diagramming a reader's journey through a narrative**
- 2 HTML**
- 3 CSS**

**Steps**

- 1 Choose a story**
- 2 Diagram the narrative. Choose typeface and colors.**
- 3 CSS, plus any necessary HTML revisions**

**Step 1**

**Choose a story**

**Choose two texts you enjoy. These can be short stories or excerpts from a book, transcripts from a radio story, or an essay that has a narrative you find compelling. There must be at least one event in the narrative. This could be a shift in one person's relationship to another, a historical or distant future event, a rite of passage — some moment where the story takes a notable turn. Your texts should be around 5,000 words in length. This is approximately 10 letter-sized pages, or 20 6x9" pages (a fairly common paperback book size).**

**For each text, be prepared to share ...**

**Why you chose the text?**

**What happens in the text?**

**What is the event of note?**

**In what ways does your choice lend itself to alternative or non-linear formats?**

**Step 2**

- A Diagram the narrative**
- B Typeface and color selection**

**— Part A**

**On paper, create a diagram of a reader's experience with your text. This diagram should express how you'd like readers to engage with your selected narrative. Is it non-linear or linear — i.e., are there multiple paths through the story, or only one? Are there dead ends or graphic intermissions, and if so, how do we return from them? Think about how your chosen format relates to the narrative. Consider how you might relate our experience of navigating through your text to the arc of the story and the key event(s) within the narrative.**

## Requirements

Your narrative must unfold over a minimum of 5 pages. How you distribute text across those 5 (or more) pages is up to you. Keep this in mind while making your diagram.

You must use at least one of the following: iFrame, img. Consider which parts of your story might be enhanced by the use of additional media (omg) or by nested or simultaneous experiences (frames).

Within your diagram, make a note of how we will get from one section to another. Be creative, but make sure your navigational system is meaningful. Do we click on a phrase or image within the story? Do you write your own copy to introduce the following moment in the narrative? Or is there just a link that says “next”?

### — Part B

Your completed narrative will be primarily text-based. This assignment is about reading, navigation, and creating a system through refined typography and a strategic use of color. On a single page, present your typography choices (including font and sizes) and color scheme per the rules outlined below.

**Typography:** You will be allowed to use one typeface and 2 weights within that same typeface (italic does not count as a weight). So that might mean four font files altogether. For example: (1) Regular, Regular Italic; (2) Bold & Bold Italic. Or: (1) Regular, Regular Italic; (2) Bold Condensed & Bold Condensed Italic. Choose a pairing that will suit your needs at all weights and contexts (long-form reading, small footnotes or captions, oversized text). You may only use 3 different font sizes. Do some sketches to figure out what sizes might best suit the needs of your story.

**Color:** You may use black, white and 2 additional colors. You can use rgba to achieve a range of tones within your color scheme if it seems appropriate or necessary.

## Step 4

Style your narrative in CSS. Assignment 1, Part 1 due.

Typeset and style your story using CSS. Make any structural (HTML) revisions necessary to achieve your desired results. Consider how your stylistic choices might reflect the mood and tone of the story and otherwise inform our experience with the text.

## References

### Typography

<http://yamp.org/>

<http://www.printmag.com/design-inspiration/bucky-fuller-book-design/>

[www.bloomberg.com/businessweek/design-conference/](http://www.bloomberg.com/businessweek/design-conference/)

<http://www.slanted.cc/>

### Storytelling

<http://go-wander.org/>

<http://art.teleportacia.org/exhibition/GRAVITY/>

<http://www.teleportacia.org/war/>

<http://charlesbrokoski.com/untitled/>

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

### Structure

<http://typographysummerschool.org/>

<http://www.tankboys.biz/>

<http://physicsroom.org.nz/>