

Reading <3 _

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Concrete Poem

O, my
love is like a red, red rose,
That is newly sprung in June. O,
my love is like the melody,
That is sweetly played in tune.
As fair are you, my lovely lass,
So deep in love am I, And I will love you
still, my Dear, Till all the seas go dry. Till
the seas go dry, my Dear, And the rocks
melt with the sun! O I will love you still,
my Dear, While the sands of life shall
run. And fare you well, my only
Love, And fare you well a
while! And I will come
again, my Love, A
though it were
ten thousand
ten mile!

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The Project:

What is the future of reading?

Different people have various points of view. In order to understand this open-ended question, my instructor Dan Boyarski invited four academic colleagues to help start a discussion about reading. These professors, who are from the Departments of English, Science and Humanities, discussed all their concerns about reading, from its scientific explanation to its future.

My task was to take whatever approach I wished on reading, to consider the who, what, when, where why, or how of reading; what it means to read; and the future of reading, given a range of possible formats and attention spans. Then, I was to develop my own concerns and create a time-based, 2 minute long digital piece. I had the liberty to pursue any line of inquiry on the subject.

Primary Research:

Since the topic is ambiguous and abstract, I started by looking up the definition of reading first.

Merriam-Webster Dictionary:

Main Entry: **reading**

Function: noun

Date: before 12th century

- 1 : the act of reading
- 2 a : material read or for reading
 - b : extent of material read
- 3 a : a particular version
 - b : data indicated by an instrument
- 4 a : a particular interpretation of something (as a law)
 - b : a particular performance of something (as a musical work)
- 5 : an indication of a certain state of affairs
 - <a study to get some reading of shoppers' preferences>

Wikipedia.com:

Reading is the human cognitive process of decoding symbols or syntax for the purpose of deriving meaning (reading comprehension) or constructing meaning.

Multiple aspects of issues surrounding reading for potential inspiration:

1. building representations while reading / writing
2. prior knowledge / understand
3. reading strategy / cognition
4. visual / verbal / mental representation
5. reading / writing behavior
6. expert / non-expert knowledge
7. relationship between reader and writer
8. text / meaning / mind
9. reading community
10. reading engagement
11. joy of reading
12. reading to children
13. reading text / image
14. reading emotions behind text
15. writing / reading format
16. writing / reading media
17. creating reading experience
18. reading & book: connected / separate
19. book vs. kindle
20. compensation for the quality lost with a book
21. read vs. understand

Reading is a visual and verbal representation combined with a mental representation. It is a one kind of communication tool which conveys the emotion and bridges the gap between the writer and the reader.

In the Internet era, people take greater advantage of digital media to communicate with others, which leads to reading being increasingly vital today. However, the lack of face-to-face communication easily leads to misunderstandings. While even telephones allow people to use the tone of their voice to indicate their feelings and moods, online communication lacks body language and tone to cue intent.

I would like to explore how people read emotions behind the text or, in other words, how people convey emotions in their current state using different formats of text and media. Because of my interest in “reading emotions”, I started to consider the “emoticon”, a popular tool used on the internet to express emotions and humanize an otherwise cold media.

Secondary Research:

Emoticons are important for expressing human emotion through text-based communication. However, after I chose it as my focus I started to struggle. Although I was interested in this topic, I felt it was too specific and limited for exploring the theme of “reading”. I talked about it in class, and received some advice from Dan.

He explained that in order to understand the future of reading, it is fundamental to understand its history and current state. He further suggested that I expand the topic to discuss the historical development of text-based communication, and that using the comparison might allow me to express my thoughts more clearly.

This made me think of some of the most beautiful literature in history which showed both the writers’ and readers’ appreciation of elaborate, exquisite text used to convey meaning and emotion. At the same time, the traditional media and text format also helped to emphasize the emotion behind the text.

I talked with my classmates who have an English background, and decided to explore English poetry, which plays a vital role in English literature. I did a lot of research on lyrical poetry, which refers to poems that express personal feelings, as well as concrete poetry, in which the typographical arrangement of words is as important in conveying the intended effect as the conventional elements of the poem.

We lived beneath the mat,
 Warm and snug and fat,
 But one woe, and that
 Was the Cat!

To our joys
 a clog, In
 our eyes a
 fog, On our
 hearts a log,
 Was the Dog!

When the
 Cat's away,
 Then
 The mice
 will
 play.
 But alas!
 one day, (So they say)

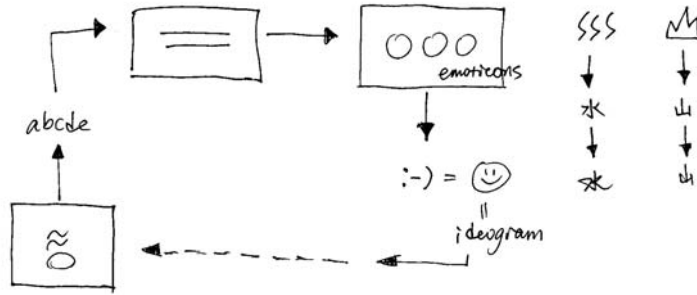
Came the Dog and
 Cat, hunting
 for a
 Rat,
 Crushed
 the mice
 all flat,
 Each
 one
 he
 est, Underneath the mat
 the mouse and the
 Cat!

O I
 am my
 own way
 of being in
 view and yet
 invisible at
 once Hearing
 everything
 you see I
 see all of
 whatever you
 can have heard
 even inside the
 deep silences of
 black silhouettes
 like these images
 of furry surfaces
 darkly playing cat
 and mouse with your
 doubts about whether
 other minds can ever
 be drawn from hiding
 and made to be heard
 in inferred language
 I can speak only in
 your voice Are you
 done with my shadow
 That thread of dark
 word
 can
 all
 run
 out
 now
 and
 end
 our
 tale

On or
 off Either darkness
 unlocked again or feigned
 daylight perhaps graded only by
 stepped intensities fifty watts apart
 In any event no continuities like those
 of flickering no nor even of fading Flick
 Click and there it is suddenly Oh yes I see
 Indeed A mind hung brilliantly upon filaments
 stung by some untongued brightness opening up
 also encloses and the dark unbounded room lit
 by bare bulbs collapses into an unhurting box
 occupied by furniture now avoidable The dot
 of closure menaces the attention which in
 the flutter of eyelids can only tremble
 like a nervous child lying awake lest
 he be aware of the moment a closing
 shutter of sleep claps to But a
 snapped-off dream disperses
 into darkness like gold
 becoming mere notes
 becoming light If
 the eye lies open
 to such dust as
 sunlight brings
 it will never
 burn But that
 creation make
 a visible big
 difference in
 the way minds
 look a shaper
 will burn
 outwardly
 first and
 thus once
 there was
 light

o
 bo
 blow
 blow blow
 blow blow
 blow
 bo
 o
 go
 so
 show
 grow
 grow grow
 show show
 grow grow grow o show show
 grow grow show show
 grow show
 go
 so
 o
 o
 lo
 flow
 flow flow
 flow flow flow
 flow flow
 flow
 lo
 o

In this stage, I found that concrete poetry might be a necessary element for my topic, because it not only employs beautiful sentences, but also visualizes a poem as an image, which could serve as a method to transition from reading's historical state to its current state.



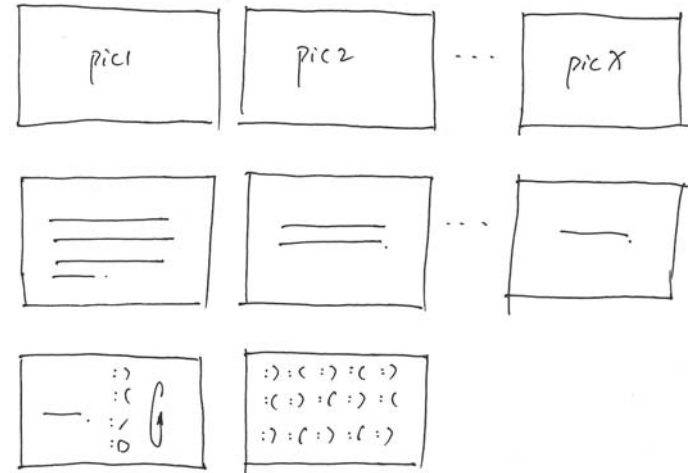
- ① Spring _____

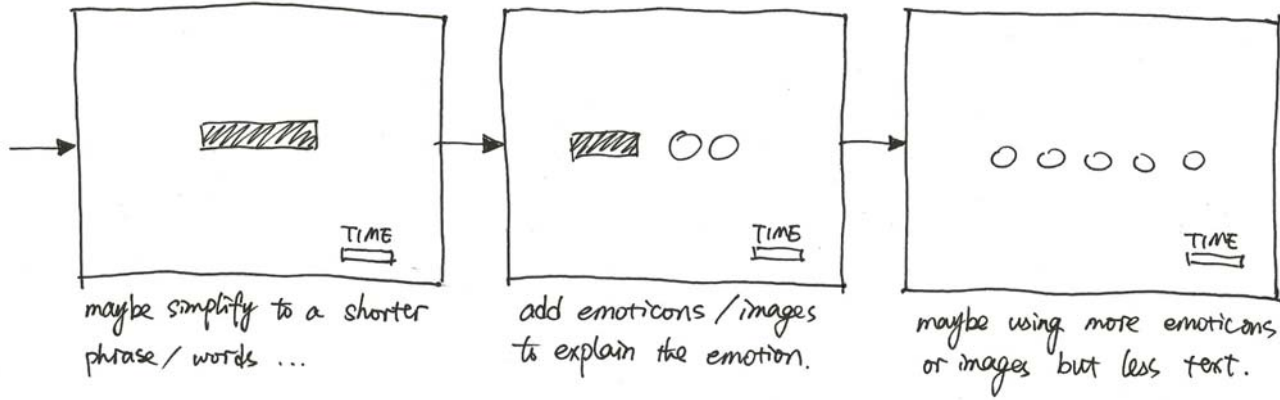
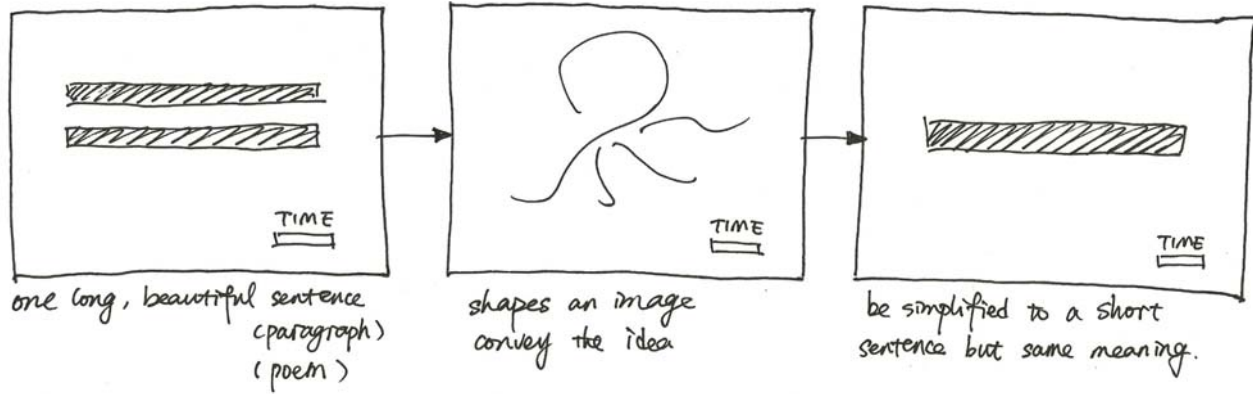
 - ② Spring _____.
 - ③ Spring is coming. I'm feeling happy.
 - ④ Spring is coming.
I'm :-D
- ↓
😊

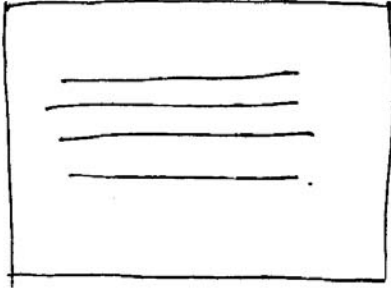
Concept Generation:

My research made it much easier for me to generate concepts for my digital piece. Unexpectedly, I found I already had some rough concepts in my mind and quickly made my storyboard.

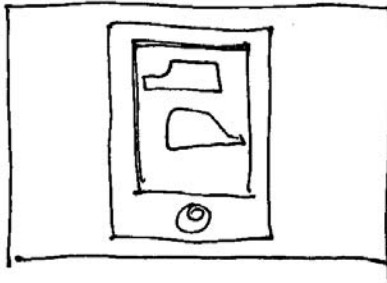
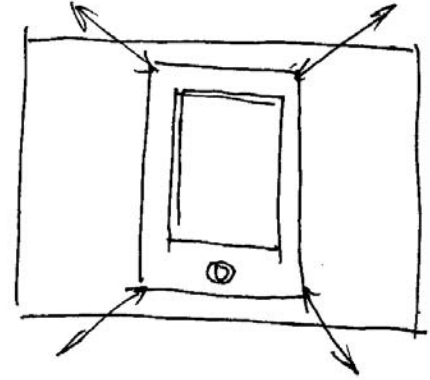
I would like to begin with one beautiful poem. Next, the poem will transition to a concrete poem with similar meaning. Then, I would like to keep reducing the text until it becomes a simple sentence. Finally, emoticons would replace some of the text and strengthen the emotions behind the sentence.





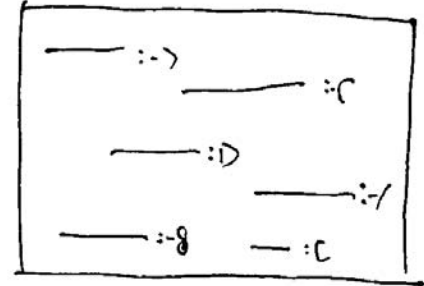


beautiful
paintings.



I'm feeling happy.
:)
:C
:D
:K
:3
^^

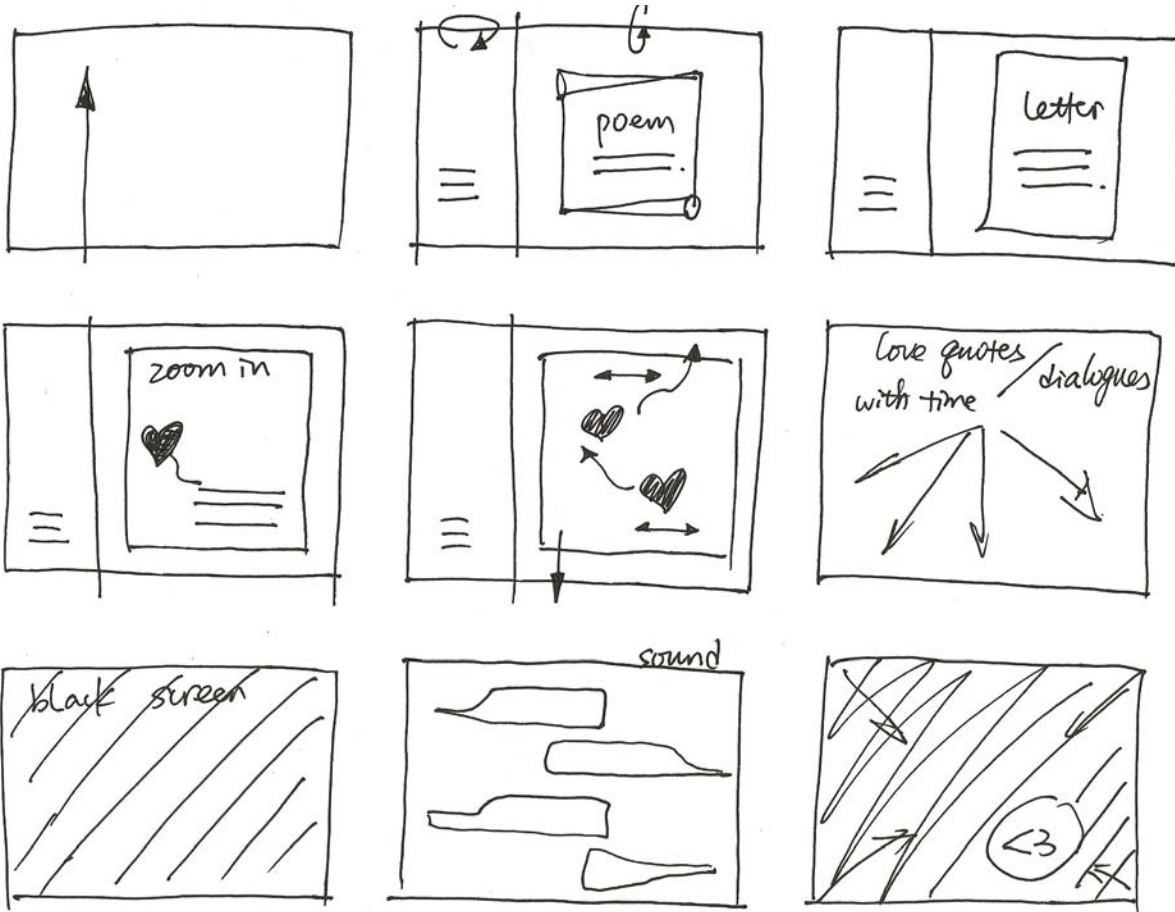
<3



Concept Development:

I searched for content which could be suitable for my video given my concepts. I talked to people about my idea and received a common suggestion that the main theme be love, which is the eternal emotion for human beings and can be translated by multiple channels.

Since I immersed myself in beautiful love poems, letters, movies, dialogues and their context, I realized the charm of reading. I was touched by the emotions behind the text and really appreciated the unique experience of each distinct format.





Creating the Video:

It was the hardest part for me in this project. After I put all the materials I had together, I found there were too much information. The materials could be easily categorized into several groups, but there were several gaps among these groups. I had to choose the most appropriate content and the most effective way to build the movie. At the same time, I needed some transitions which were able to explain my concept.

I stuck my head out of window this morning
and spring kissed me bang in the face.

= Spring is coming.

= Spring is coming. :-)

= Spring is coming. :-(

= Spring is coming. :-D

= Spring is coming. :-P

= Spring is coming. :~#

= Spring is coming. ^_^

= Spring is coming. >_<

= Spring is coming. O_o

= Spring is coming. T_T

= Spring is coming. ^_<



: We've never got friendly. T_T

I'm nice. I really am. ~^.^~

Apart from my terrible taste in pie and ... >.<|||

: Absolutely. Absolutely. ^_^

: Great. ^o^

Livy darling,
gone by since I made
my first great suc-
cess in life and won you.
Six years have
passed since Providence made
preparation for that happy
success by sending you into the world. Every day we live
together adds to the security of my confidence, that we can
never any more wish to be separated than that we can ever imag-
ine a regret that we were ever joined. You are dearer to me
today, my child,

than you were upon the last anniversary of this birthday; you
were dearer then than you were a year
before - you have grown

Livy dar- ling. Six
years have gone by since I made
my first great suc- cess in life and won
you, and thirty years have passed since
Providence made preparation for that happy success
by sending you into the world. Every day we live to-
gether adds to the security of my confidence, that we
can never any more wish to be separated than that we
can ever imagine a regret that we were ever joined.
You are dearer to me today, my child, than you were
upon the last anniversary of this birthday; you were
dearer then than you were a year before - you have
grown more dear from the first of those anniversa-
ries, and I do not doubt that this precious pro-
gression will continue on to the end. Let us
look forward to the coming anniversaries,
with their age and gray hairs without fear
and without depression, trusting and believ-
ing that the love we bear each other will be
other will be sufficient to make
them blessed. So, with abound-
ing affection for you and
our babies, I hail this
day that brings you
the matronly grace
and dignity of
three de-
cades.
Always
You

more dear from the first of those anniversa-
ries, and I do not doubt that this precious
progression will continue on to the end. Let
us look forward to the coming anniversaries,
with their age and gray hairs without fear
and without depression, trusting and believ-
ing that the love we bear each other will be
sufficient to make them blessed. So, with
abounding affection for you and our babies, I
hail this day that brings you the matronly
grace and dignity of three decades. Always
Yours

warm attachment,
enthusiasm
devotion



For the first draft, I tried to use one painting, one poem, and one letter to demonstrate the development of how people use text to write and read the emotion of love. I chose the poem "My love is like a red red rose", which is a 1794 song in Scots by Robert Burns based on traditional sources. I used old paper texture as background, and used the font "Zapfino" to imitate an old style hand-writing. Then, I used a love letter, which is written by Juliette Drouet to her lover, Victor Hugo, in 1835. Both of these use vivid analogies to express strong love. Then I constructed the love letter to a heart shape, in order to represent concrete poetry, which was developed in the 20th century.

The movie I had so far was just a rough draft. However, it took me several days to think about and make it. Since this was the first time I used Adobe After Effects, and also the first time I made a movie, I had to push myself to pay attention to not only still screens, but also various movements and transitions.

O my love is like a red, red rose
That's newly sprung in June;
My love is like the melodie
That's sweetly played in tune.

As fair art thou, my bonny lass,
So deep in love am I;
And I will love thee still, my dear,
Till a' the seas gang dry.

As fair art thou, my bonny lass,
So deep in love am I;
And I will love thee still, my dear,
Till a' the seas gang dry.


Love Poem, 1794

1794

Love Letter
1835

Love Letter
1835
Friday 4 pm
I recognise you in all the beauty that surrounds me in form, in colour, in perfume, in harmonious sound, all of these mean you to me. You are superior to all. I see and admire you are all!
You are not only the solar spectrum with the seven luminous colours, but the sun himself, that illumines, warms, and revivifies! This is what you are, and I am the lowly woman that adores you.
Juliette

1968



I recognise you in all the beauty that surrounds me in form, in colour, in perfume, in harmonious sound: all of these mean you to me. You are superior to all. I see and admire you are all!
You are not only the solar spectrum with the seven luminous colours, but the sun himself, that illumines, warms, and revivifies! This is what you are, and I am the lowly woman that adores you.

1968

ous sound: all of the
You are superior to
you are all!
You are not only t
with the seven lu
the sun himself
warms, and
is what yo

Developing the Video:

During the process, I kept talking with people to receive more feedback. I found that when people looked at my storyboard, they easily understood my concept and gave me positive feedback, but after watching the video, they became quite confused. Some of them even told me that they thought the video was different from the concept. The transitions were clear and helpful, but it was hard to make the connection among the three different types content. Even though I tried several different ways, it was still hard to tie together.

Thus, in order to make better transitions and demonstrate my main concept effectively, I decided to get rid of the love letter, which mainly caused confusion and misunderstanding. I tried to stick on my original idea, using only one type of content at the beginning and translate it into new formats in different stages.

At the same time, choosing music and adjusting timing are significant challenges. I had a strong feeling that I need some piano music. It could not be too fast or too slow, and it should have the transitions, which fit to the pace of the video. Finally, I picked "Ciney's Theme (Wedding March)" by Fiona Joy Hawkins.

Final Video:

The final piece begins with a famous love poem, "My love is like a red, red rose" set in "Zapfino." I showed the text big and slow enough to let the audience read it. Meanwhile, the patterns are growing in the background with the pace of music, which make the screen more vivid and elegant. Next, I used the camera tool in Adobe After Effects to expand space from 2D to 3D, highlight the time of the poem, which is the clue of this video. With the transition of the background and time, the poem turns around and becomes a heart shape, with the same content of the poem. I used the "American Typewriter" font but in smaller size, because the most significant point here is the shape of the poem, the audience doesn't need to read the text itself.

Then, the heart moves towards the audience with the word "love" in the center of the screen. The video transitions to the current state. The flashed underline indicates the new age of internet. Love dialogues keep showing on the screen with different kinds of emoticons. All the sentences here are short and simple, but emoticons help to express the emotion effectively.

In the end, words disappear and all the emoticons on the screen fly towards the audience, only the emoticon of a "heart" is left. It rotates slowly and turns to a traditional symbol of a heart.

O my love is like a red, red rose
That's newly sprung in June;
My love is like the melodie
That's sweetly played in tune.

As fair art thou, my bonny lass,
So deep in love am I;
And I will love thee still, my dear,
Till a' the seas gang dry.

O my love is like a red, red rose
That's newly sprung in June;
My love is like the melodie
That's sweetly played in tune.

1794
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So deep in love am I;
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Till a' the seas gang dry.

Love Poem

1794
Love Poem
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That's newly sprung in June;
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And I will love thee still, my dear,
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1794
Love Poem
O my love is like a red, red rose
That's newly sprung in June;
My love is like the melodie
That's sweetly played in tune.
As fair art thou, my bonny lass,
So deep in love am I;
And I will love thee still, my dear,
Till a' the seas gang dry.

1956

O my love is like a red, red rose,
That is newly sprung in June.
My love is like the melody,
That is sweetly played in tune.
As fair are you, my lovely lass,
So deep in love am I.
And I will love you still,
My dear, till all the seas go dry,
And the rocks melt with the sun!
I will love you still,
My dear, while the sands of life shall run.
And fare you well, my only Love,
And fare you well a while!
And I will come again,
My Love, although it were ten thousand miles!

1956
Concrete Poem

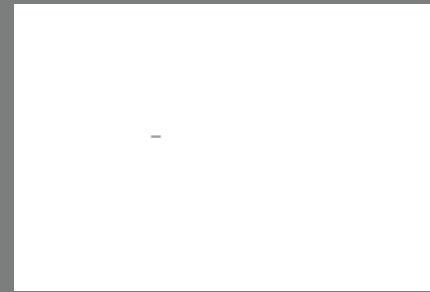
O my love is like a red, red rose,
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And I will love you still,
My dear, till all the seas go dry,
And the rocks melt with the sun!
I will love you still,
My dear, while the sands of life shall run.
And fare you well, my only Love,
And fare you well a while!
And I will come again,
My Love, although it were ten thousand miles!

1956

O my love is like a red, red rose,
That is newly sprung in June.
My love is like the melody,
That is sweetly played in tune.
As fair are you, my lovely lass,
So deep in love am I.
And I will love you still,
My dear, till all the seas go dry,
And the rocks melt with the sun!
I will love you still,
My dear, while the sands of life shall run.
And fare you well, my only Love,
And fare you well a while!
And I will come again,
My Love, although it were ten thousand miles!

ve is like the melo
n tune. As fair a
o deep in love am I.
y Dear, Till all the
seas go dry, my Dea
s go dry, my D
with the sun! O I

love
Till al



Our <3 is like the wind,
I can't see it but i can feel it.

Jr <3 is like the
t i can feel it.

Kiss you dear, ^3^
We've never got friendly... :-(
but I really hope that can change. =D

No one is perfect,
until you fall in <3 with them.

I am always with you! :o)

^3^
:-(
=D
-
<3
-
:o)

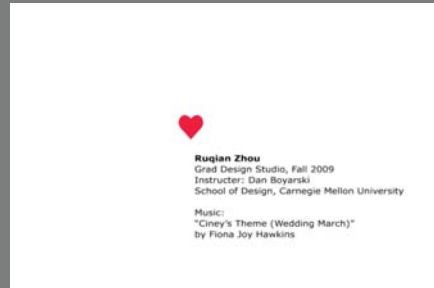
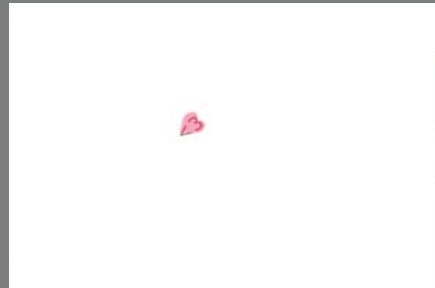
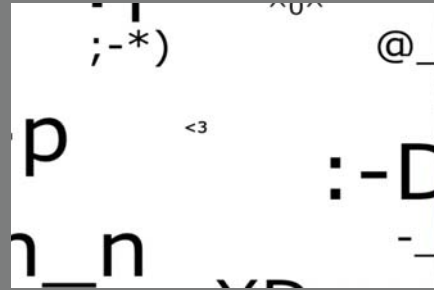
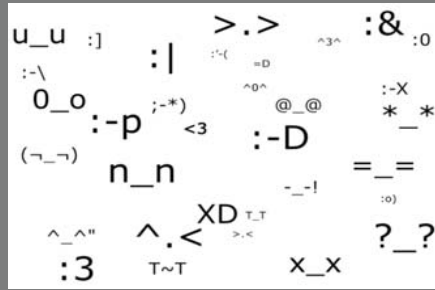
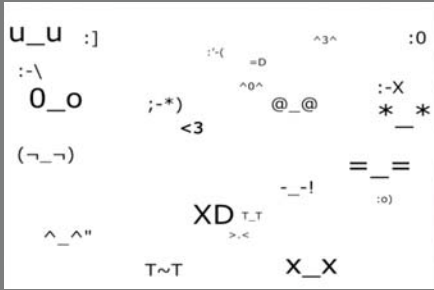
^3^
:-(
=D
^0^ Thank you, dear.

And... my <3 ... it's yours now.

you & me, sitting in a tree, :o)
fighting T_T
You never tell me how you feel >.-<

:]
:-\]
;-*)
<3
(^-^)

^3^ :0
=D
^0^ :-X
@_@
^-!
:o)
T_T
>.-<
^_ ^"
T~T



What I learned:

This project is a big challenge for me. It is totally different from making a poster or other still work. Because of the motion, I have to consider not only the content, but also the transitions. Good transitions help express the idea effectively, and also help the audience to understand the content. When the audience is watching the video, time passes more slowly. It is easy to lose the attention of the viewer if the screen is boring and the pace is too slow; Taking advantage of space helps me avoid this. At the same time, sound also plays an important role in a video. Appropriate music can enrich the audience's feelings and strengthen the designer's content, which is helpful to convey the information behind it.

Furthermore, the advantage of video is that it can contain many more layers, from visual to auditory, helping the audience have a better understanding.

There are different ways to create a screen with rich motion that helps the audience see the key points without being distracted. Even though the motions are minor, they can still help attract the audience's attention. And also, rich motion can help adjust the pace and tone of the video, providing the audience with a range of feelings.

Last but not least, choosing appropriate content for the video helps me translate the concept effectively. Even though I have tons of useful content, I have to make decision of which to choose. I need to step back and see my own work during the whole process, get rid of the redundancy and focus on the key points.

This has been a tough but interesting experience for me. I learned to use Adobe After Effects, explored some totally different ways from what I am familiar with, and understood how to make better choices and decisions.