

*The value of life's encounters comes down to two things: meeting unique  
interesting people, and paying attention.*  
Kevin Adair

**Interactive Foundation**      Project I – Hai-per Ku

The phase will cover narrative strategy and development, use of language based metaphor, visual metaphor. All used to help create a narrative that reads well, captures the attention of the reader, and has evocative and stimulating imagery.

Duration of this workshop is 3 - 4 weeks.

In this phase, we will develop a project based on a hypertext poem that you will write and design. The method to create the project will be structured to encourage you to:

- think deeply about how a concepts and idea are related ontologically.
- consider alternatives of idea generation for project development
- learn how to develop metaphors in words and language
- learn how to create a webpage that is built on the hypertext form.

We will apply our craft and artistic abilities in image making to not only help in idea generation but in the crafting of the poetry.

Outcomes:

1. An understanding of poetic structure and evocative imagery (both verbal and visual)
2. An understanding of visual metaphor
3. A hypertext/hyper-image document in HTML
  - a. Export of the HTML in PDF will give you a “playable” version for your portfolio.

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