

Whims and Oddities: Now in Color

Plan

For the modern edition of *Whims and Oddities*, I plan to keep Hood's original words with no edits. I am going to retype the text in a more modern, readable typeface and break up the long blocks of text into smaller, more appealing blocks. I will make the typeface slightly larger and increase the leading. The new edition will be digital.

I also plan to digitally resize and color the illustrations using Adobe Photoshop and Illustrator. The illustration on this poster serves as an example of how the illustrations will look.

With the redesigned text and illustrations, I plan to layout the pages in a more engaging, modern, and eye-catching way that further expresses Hood's sense of humor.

Initial Audience

The length, theme, and comicality of the poems suggest that Hood intended this book for a mature audience. The simplicity and bizarreness of the line drawings support this claim. While it might have been read out loud to children, they would not have understood the humor or appreciated the illustrations.

It is likely that *Whims and Oddities* would have been read across social classes because this time period was characterized not only by increases in population and literacy, but also by an increase in industrialization, making books relatively cheaper and easier to access.

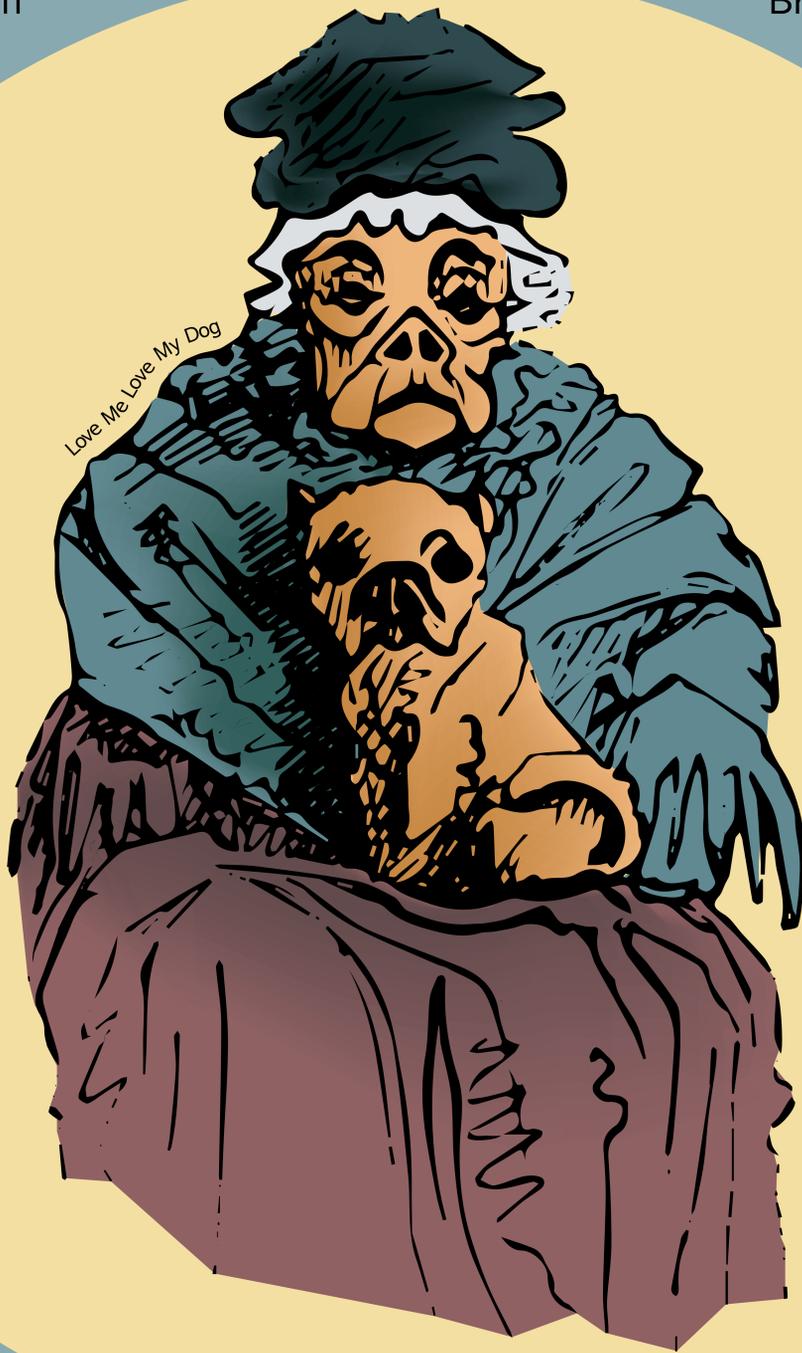
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Justification

Hood's *Whims and Oddities* is still relevant today. Humor does not expire. Today's readers will still appreciate Hood's witty remarks, comical verse, and bizarre illustrations.

The illustrations really carry the book into the 21st century when audiences are more visual than ever. Picture books are for more than just children.

Furthermore, people who study 19th century British poetry can use the new edition to study Hood's poetry in a more contemporary, more readable, online text.



New Audience

The new edition would initially appeal to people interested in early 19th century writers.

It would also appeal to people who enjoy short, humorous prose and poetry. Since there is not any practical information to be gained from reading this book, besides studying 19th century poetry, most of the potential audience would be reading for entertainment.

Hood's humor makes him a poet for the everyday person. Hood's writing does not require any deep literary thought that might exclude the general population.

A modern edition of this book could also potentially appeal to the grown-up fans of Shel Silverstein. People who grew up reading Shel Silverstein would appreciate Hood's similar illustrations and slightly more mature sense of humor.