

# Viral Me Me Meme

**Introduction:** Culture has a way of fluctuating its preferences on a moment by moment basis. One second a fad is at the top of the charts and the next it is forgotten by the masses. The trick to successful cultural trends seems to be based around good timing, accessible material, and the right amount of luck. This project is intended to have you try your hand at popular culture alteration. You will create a few types of digital material, determine a distribution strategy, and cross your fingers that it goes viral.

## **Project Requirements:**

This project will be broken down into 5 segments: The Generator Piece, Viral Phenomenon Research, The Home Cooked Creation, The Presentation, and Working Process Verification:

### **The Generated Piece (Project Piece)**

Step 1: Using a meme creator such as LOL Builder, DIY Lol, Meme center, Quick Meme, Meme Creator, Obamicon, Meme Generator, iFunny, etc. you are to create your own piece of digital material. This can be either a still image, gif animation, or video. Upon completion you must find a way to save a copy in your class folder then distribute it throughout the Internet. This can be accomplished in any way that you believe will get you the most viewers (ex: you can create a facebook event, post it on different message boards, create a million dollar television ad campaign, etc.).

Step 2: Determine a way to follow the progress of your meme. You can create a blog, write small journal entries in your notebook, bookmark different places you have seen it, and so on. You must find a way to harness the trajectory of your project and document how it has traveled. This information will be discussed during your presentation.

Step 1 and Step 2 are equally worth 50% each for this portion of the project.

### **Viral Phenomenon Research (Project Writing)**

For this segment you will research one piece of viral Internet culture. This can be any school appropriate image, gif animation, website, video, or game that has attained an absurd popularity through Internet distribution. You are to research your chosen viral content and either write a 1 page double-spaced paper in 12 point font or create a powerpoint and present it to the class. Whichever form you choose, you must demonstrate that you have learned the following information:

1. What is the piece? Give a brief explanation and show it.
2. Who created it? Why was it created?
3. Why did it obtain popularity? Analyze both the content and the means by which it was distributed (please give a description of the time period by which it was circulated).
4. Was this piece a game changer or did it follow in the footsteps of previously created material? If it paved its own way explain how it did it. If it utilized a previously created method reference other projects that have done something similar.

### **The Home Cooked Creation (Project Piece)**

This segment will follow the same guidelines as The Generated Piece in the sense that you are to create something, distribute it, and monitor its life on the Internet. The only major difference is that you are to create a meme entirely of your own that does not use any material previously found in other meme generators. You can either create original content or “borrow” material from a previous source (film, google images, etc.). Your project must be saved in the class folder and you must be prepared to explain your findings to the class during your presentation.

**One Major Stipulation:** None of the content you create is permitted to connect back to you in any direct way. You are not allowed to distribute pictures of yourself, your friends, or those related to you. You are not allowed to use full names of individuals you associate with. This is for your own protection and is also intended to help prevent you from ruining any online personas you may have now or in the future.

### **The Presentation (Project Presentation)**

Now that you have created two separate memes, and monitored their lives online, it is time to share your discoveries. You will **Prepare A Powerpoint Slideshow** that shows the different memes you created, explains your reasons for creating them, discusses your methods for distribution, and uncovers your results. As per usual, your presentation should be a minimum of 10 minutes and should accomplish the following:

- Explain the original goals and aspirations for the pieces
- Explain how the six steps of art making apply to the final pieces
- Promote and facilitate discussion by asking the class 3 open ended questions (questions that cannot be answered with “yes” or “no”)
- Help give the class a better understanding of your working process and what aspects of the project interested you

Keep in mind that your presentation grade is evaluated by your participation as a presenter and an audience member. You must actively participate in class discussion to receive high marks.

### **Working Process/Six Step Verification (Project Paper)**

Over the last few weeks we have had extensive discussions about how to verify that you have thought critically about your piece and the cognitive effort you have put into it. For this segment I am putting faith in you to be responsible. You are to demonstrate your self-analysis in any method that you feel **properly demonstrates that you have thought critically about every aspect of this project.** Keep in mind that this class is based on effort. If your method does not properly demonstrate both effort in the project and effort in the thought process your grade will reflect this.

In short, this portion of the project should demonstrate the following:

- Your analysis of your working process both physically and cognitively
- Your understanding of how the six steps relate to your project
- Your knowledge of the theoretical implications of your work

**Due Date Will Be Determined After The First Full Day Of Work On The Project**