UHON 207: Fine Art as Global Perspective: Social Transformation through Art
Professor Jacobs
Spring 2020

Creative Project: Meme

Critique: Tuesday, April 7th (Post to the class Tumblr page by Monday, April 6th)

This creative project will center on the construction of three memes. As stated in *Keywords in Remix Studies* an internet meme is defined as a:

> "hijacking of [an] original idea [but] instead of mutating by random change and spreading by a form of Darwinian selection, they are altered deliberately by human creativity. Unlike with genes (and Dawkins' original meaning of 'meme'), there is not attempt at accuracy of copying; internet memes are deliberately altered" (Navas et al. 202).

The project will consist of the production of **three final memes** which will be critiqued by the class and visiting artist, Léon de la Rosa-Carrillo, on Tuesday, April 7th.

Framework for Memes:
Make one of each of these.

1. **Social Meme (image and text)**
   Select an existing meme (meme generator has tons of examples) that you can hijack to comment on a social issue that interests you (COVID-19, LGBTQ+ rights, etc.)
2. **Class Content Meme (image and text)**
   Drawing inspiration from our class readings this semester, create a meme that addresses and extends a given scholar's philosophies and integrates them into contemporary culture via a meme. Start by selecting a quote from one of the scholars we've discussed in class as your source of inspiration. In light of your recent papers, Salman Rushdie, Guy Debord and John Berger all come to mind, but feel free to draw from any of the **scholars or artists** we've viewed.
3. **Détournement Meme**
   In the spirit of Léon de la Rosa-Carrillo's lenticular images/animated gifs that we viewed in class, create an animated gif that plays with the Guy Debord's notion of détournement. Within this approach the artist transforms the original work/artifact's meaning though re-contextualization. As Guy Debord states "détournement not only leads to the discovery of new aspects of talent; besides, clashing head-on with all social and legal conventions, it cannot fail to be a powerful cultural weapon" (qtd. in Morgan and Purje). Select a recognizable work of art or cultural artifact (i.e. the *Abbey Road* album cover we reviewed in class). Subvert the original meaning of this work though the omission and/or addition of elements. This meme should take the form of an **animated gif** or **video meme**. If desired, an overlay of text, may be used but is not required for this option.

TIMELINE + TECHNICAL STIPULATIONS

March 24   Project distributed

March 26   Gather quotes or inspiration from theorists/artists. Review Léon de la Rosa-Carrillo's lenticular images/animated gifs in class | Post one strong and one weak meme to the class Tumblr for class on March 31st.

March 31   Discuss readings and (strong and weak) memes with Léon.

April 2   Meme workshop. **Have your 3 memes posted to Tumblr by April 6th at 7 pm to allow us to review the work prior to class.**

April 7   <u>**Critique memes virtually in class**</u>

<u>Meme Generators</u>
Check out these online generators: <u>Meme Generator</u>, <u>Imgflip</u>, <u>Gify</u>, Livememe, Quickmeme, and <u>AutoMotivator.</u>

For your phone, download these apps: Memes Generator, Mematic, GIF generator, and Dopameme

<u>Posting information</u>

Tumblr page: memessupreme20.tumblr.com
Login:
     User name: MemesSupreme20
     Password: Artrocks!

Please tag your final memes with: #memessupreme20unm #yourname

<u>Grading Rubric</u>

Originality/Creativity of Meme   30 pts

Social Relevance of Meme   30 pts

Imagery (visual clarity and emotive quality)   20 pts

Text (scope, placement and humor)   20 pts

This project is equal to 125 pts or 12.5% of your final grade.