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New Media Techniques

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Final Project Reflection

Now that I have finished my final project it is interesting to assess how much my idea has changed from when I initially pitched my project. I started with the idea of an interactive game of Super Mario starring the Kardashians: a tale of women empowerment, and finally ended with a story about climate change told through images, words, and sound. The initial shift of the concept of my project came when I realized I was not only suddenly disinterested with my idea but also technically in over my head. By reverting back to what I knew best, conveying an impacting message through simple ideas, I was able to produce a project that I am proud of.

My project is called “Not Just The Polar Bears” and it is about the classic tale of climate change with an original twist. To tell my story I used that traditional symbol of “global warming” campaigns: the extinction of polar bears, to mask the the real problem. I revealed that the real problem of climate change is the risk to humans dying, not just animals, at the end of my project linear longevity. But before I revealed that completely, I repetitively included sentences about a human dying due to the consequences of climate change while defining the phrase “polar bears r dying.” This sends the greater message which is being ignored by the public: HUMANS ARE GOING TO DIE TOO! As far as the aesthetic of my project, I wanted to keep the font simple (ariel) and the grammar flawed in order to prove that the message that I am conveying is not rocket science. A child with very little computer or grammar skills could have made my project, which show how blatantly obvious this issue is. Overall, I really enjoyed using the two

modules, Muse and HP reveal, to convey my narrative. I have learned so much about new media and interactivity, etc. in this class which is now invaluable to me and I really hope it shows through my work.