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New Media Techniques

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Final Project Reflection

After completing Carl's Internet.com.org.gov.biz.edu.jpeg/, I began to realize how many facets make up an augmented/virtual reality project. When I was programming through Muse, I was able to import a variety of images to form a new narrative separate from its original source. Carl Wheezer, the character from the beloved children's program *Jimmy Neutron,* is anything but suave and cool. In fact, he's often seen as a weird hypochondriac with an affinity for llamas - which is exactly why I chose him to be the face of Carl's Internet. com.org.gov.biz.edu.jpeg/.

I chose to integrate memes into my project for a variety of reasons. Today, memes have evolved into a completely new form - one that combines self-deprecation with self-parody. It's a humorous way to illustrate societal problems and flawed personality traits* (all the memes/triggers I used will be attached below. I was having trouble importing it all from my phone). By creating a scavenger hunt in HP Reveal, I wanted to take these memes out of the internet and into reality. Would these memes be more rewarding/humorous if the user had to physically hunt for them? More importantly, would their meaning be any different?
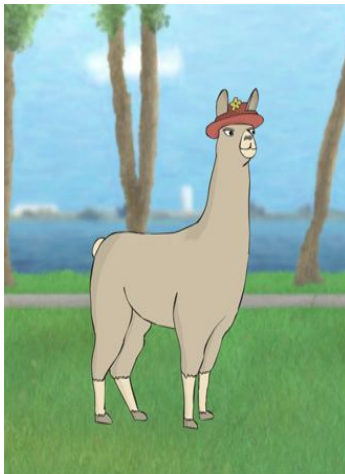
These are the following images and triggers I used for the project (with a brief summary/history for each one):

1) Bub the llama   - - - - - - - >   Homer and Bart Meme

This is trigger is an example of the self-parodying meme - one that pokes fun at its own convoluted formula by labeling every conceivable object in the image.

2) Paul the llama - - - - - - - - - - - - - - - - - - -> This is America Meme

In order to understand this meme, you have to watch Childish Gambino's *This Is America* music video (in which he plays the personification of America - a shirtless crackhead who distracts people with his dance moves and terrorizes them through the use of gun violence). In

this particular meme, Childish Gambino represents the Autoplay feature of You Tube while the innocent bystander represents the teachers who aren't nimble enough to turn it off in time.

3) Carl the llama - - - - - -- - - - - - - - -- - -- - - - - > Do You Like Your New Toy.mp4

This meme features a Shiba Inu receiving a brand new toy. His happiness, however, is expressed through a mighty roar that doesn't seem to end. Many people have since edited the dog's elated howl into different sounds (the dinosaur from Jurassic Park, THX intro, etc.).

4) Taylor Lautner ----------------------------------> Cool Doggo.mp4

This video features a cool dog chilling in a pool with sunglasses. This has sprung up across

instagram and snapchat in the form of reaction gifs (with captions such as "After finals").

5) Barbara the HR Rep -----------------------> I love refrigerators.mp4

 This commercial features a man walking toward the camera (in complete silence for 10

seconds). Finally, he comes to a stop. He leans against a fridge and says "I love refrigerators".

Like many memes, this one starts with a build-up and ends with something incredibly mundane.

6) Geodude -------------------------------------> Mayo.mp4

This meme features a man at a pro-choice protest. Instead of having a protest sign that encourages pro-choice beliefs, his is a reference to an episode of Spongebob.

7) Kuzco ---------------------------------> VapeNation

This meme features Ethan Kline (a youtuber known for making fun of other youtubers). This is a photo still from his popular video "Vape Nation", in which he makes fun of the douchey stoners you encounter around New York.

*Augmented reality project

8) Croissant ------------------------> You Had One Job.jpeg

This meme features an image still from Drake and Josh (iconic and underrated tv series). In this particular episode, Drake and Josh are constructing a treehouse. Drake is given the job of cutting out a door while Josh is doing all the grunt work. Finally, they complete the treehouse - only to find out that Drake never cut out a hole for the door, leaving them trapped inside. This has led to many people altering the original image (as seen above).