

For my final project, the two things (actually more than two) I chose to incorporate were photoshop, memes, and augmented reality, a.k.a HP Reveal. I really liked the idea of augmented reality. I feel like it catches the attention of consumers because it's so different. And it's just plain old fun. I enjoyed creating my final project.

Originally, I wasn't going to have a theme. I was just going to put random pictures around in a scavenger hunt to lead to a final point. But I don't know what happened. In the middle of my process it just started becoming a theme of Charlie and the chocolate factory. I think one of my pictures was going to be silly Sonia themed, and then one after the other it just became one. At that point I was like, "ok I guess this is where I'm going."

Although it took me a while to get a theme, I knew I wanted to do a scavenger hunt from the beginning. I thought it would be fun having the rest of my classmates interact and move around and have to think and look around to find each piece. And I think that's how it turned out, I think it was received pretty well by my peers.

My process wasn't very hard. I knew what I wanted from the beginning, so I had started with the final meme where you learn you don't win anything. And then from there everything just flowed, I found my trigger pictures, then thought of a clever hint to put with each one. Afterwards, Ava and I went around the floor and figured out where they should go, and tested it as we went along. And that was it, my project came to be.

All in all I really enjoyed taking pieces of what I've learned throughout this class and applying it to my final. Overall, I think the class itself was very useful, and I'd like to expand on what I've learned as I think it will be useful in my future, as things become more digitally driven.