



beyond screens

countering the ideologies of edgy meme culture
WITH meme culture.

problem



having grown up with internet culture, most generation z youth turn to memes on online platforms for **political commentary and news**.

this is harmless until said memes reflect **far right extremism** through racism, sexism, ableism, homophobia, transphobia, and other **hateful beliefs**.

when gen z kids consume such content, they begin to **desensitize themselves** to the embedded hateful ideologies.

“but it’s just a joke!”



- ❑ generation z kids start to believe that offensive memes make them “woke” and use them to [gain status in social circles](#)→
- ❑ once immersed in this kind of humor, they become apathetic when they are [crossing the line](#)→ and refer to anyone who is unsettled by their humor as “triggered” or “overly sensitive”
- ❑ the alt-right [takes advantage](#)→ of young people’s unwillingness to give up their toxic jokes by encouraging them, prompting them to join hate groups
- ❑ **the joke is no longer “just a joke” when it fuels hateful ideologies.**


a recent example





a meme parody of trump violently murdering left-wing news sources and politicians was released over a year ago but recently resurfaced at a conference.


these are just a few of the comments on the video from today. not a single one of them understands the reason behind the outrage towards this video. **this is concerning.**





 **2Aftw** 4 hours ago
I can't believe I never saw this one before. Thanks fake news outrage media. This is a good one!
👍 3 🗨️ REPLY


 **Unleashmywealth** 1 hour ago
Best thing I've seen on the Internet today.
👍 1 🗨️ REPLY

 **Optimaloptimus50 50** 3 hours ago
I'm watching this because the MSM is outraging over it today on October the 14th lol.
👍 36 🗨️ REPLY
[View 8 replies](#)

 **Weftin** 5 hours ago
When the outrage against this video makes you watch and love it
👍 33 🗨️ REPLY

 **Laurentiu Venter** 4 hours ago
Quite impressed by all the high quality triggering.
👍 79 🗨️ REPLY
[View reply](#)

 **Mike Frobisher** 1 hour ago
Wow, I never saw this before. I think some lefty heads are 'sploding today. You're doing God's work here my friends.
👍 4 🗨️ REPLY

 **Jonathan Florez Sanchez** 4 hours ago
The people who edit this, it's a genius

approach and goals



the goal is **not to critique memes themselves**(as the previous slide pictures, right extremists want memes to distract and paint us as “easily offended”), but rather to **counter the issues** that toxic meme culture glorifies.

this project uses intentionally designed **wholesome memes** to promote positive ideologies of acceptance and kindness, while also keeping the contemporary humor that our target audience seeks out.

when **contemporary** elements are involved in the project’s messaging, a younger target audience **cannot ignore** the substance.

stage 1: the meme page



memes are usually posted online through specific accounts that dub themselves as “[meme pages](#).” this allows for the [compilation](#) of various memes in a set space.

beyond screens will have a meme page to interact with and produce content for the target users(generation z youth) online. the page will consist of memes that we have either designed or modified [to counter](#) hateful ideologies in a respectful, wholesome way that appeals to gen z humor.

the meme page will be on [instagram](#), which is the most [frequently checked social media platform](#)→ among our target users.

what stage 1 looks like



memesbeyondscreens

Edit Profile



48 posts

320 followers

578 following

dont be edgy and eat ur veggie

👉 only respectful advocacy and funny memes

🙏 no alt-right clownery in this house and home

📄 check out our website

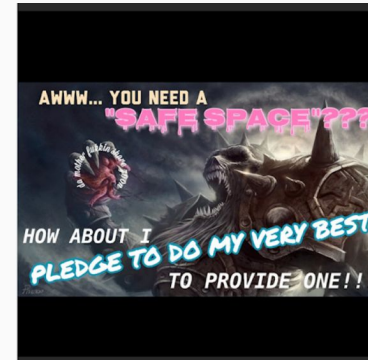
vaporlad.wixsite.com/beyondscreens

POSTS

IGTV

SAVED

TAGGED



stage 2: the school campaign



hart district school administrations do **nothing** about hateful jokes made by students despite its troubling frequency in schools. that is, other than the occasional **weak** “**stop bullying**” **campaign** that no one pays attention to.

in this stage, original memes with **witty statements and meme icons** will be plastered around hart district in great numbers, all consisting of something amusing but also respectful and kind. something that is **bold** and **unexpected** cannot be ignored.

what stage 2 looks like



yall wanna
uhhhh go and



respect when other
people are uncomfy
with something you
said or did and make
sure not to do that
again

thank you :)

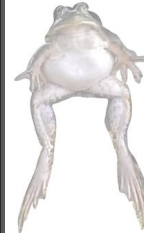


the posters will be set up as follows:

- Big text that is “meme” + not ignorable
- unrelated meme icon(no pepe the frog)
- smaller red text calling out edgy humor
- instagram account shoutout

there will be 4 posters per 8.5” x 11” paper. let’s overwhelm our target audience with numbers(and also be nice to trees).

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what stage 2 looks like



at our schools, they will be put up in strategic locations.

for example, at valencia high school, this pathway is enclosed by a wall and a fence, forcing students to walk on it.

this is a good location because they cannot ignore something that is directly next to them.



stage 3: the immersive art exhibit



this stage will involve an **immersive art exhibit** that creates an entertaining and instagrammable experience for viewers. the artwork can be both 2D and 3D, experimental, and most importantly poorly rendered for ultimate meme potential. however, each artwork will have some kind of message like “respect women” or “gay rights” or any kind of positivity. the artwork along with these messages creates something entertaining but also proof that something can be funny without being offensive.

the exhibit will wind about so that the viewer can fully immerse themselves in a meme walk.

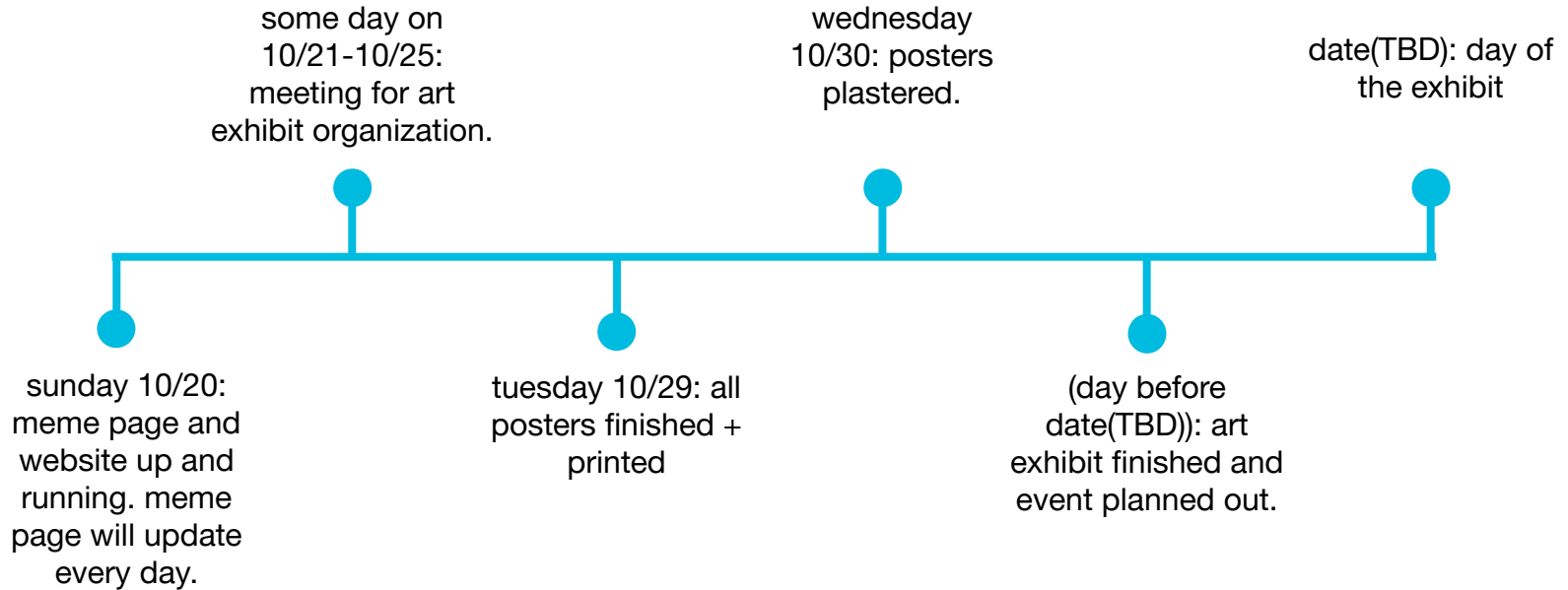
what stage 3 looks like



the exhibit will have art show dividers and display stands that the viewers can go through and photograph. It will feel somewhat like a maze, but it will be whimsically fun rather than disorienting.

date and location for exhibit TBD.

the timeline



what we need



FOR STAGES 2 and 3, WE NEED DOCUMENTARIANS TO TAKE PHOTOS AND VIDEOS.

stage 1:

- ❑ **2-3 admins** to moderate the meme page. must be proficient in pixlr(mobile editing software) to modify memes and need to post once a day.

stage 2:

- ❑ **editors** who can follow the template for the posters.
- ❑ **students from various schools** to take this branch of the project to their own schools.

stage 3:

- ❑ **any visual artists/storytellers/creators...** anyone who can incorporate pop culture into powerful works.

branding

contemporary

minimal

high-energy

fun

informative

witty

unforgettable

bold



#ff004c for seriousness and alertness.



#00bbe0 for informativeness.



#66d300 for the promotion of positive ideologies.

everything is in lowercase so that it sticks out, unlike something blandly authoritative.

branding



the logo is inspired by the **B** emoji, which has been used in innocent contexts but has also devolved into a stand-in letter for racist slurs. In the logo, the colors of the **B** are flipped to reflect our goal of countering hateful meme culture while also using memes with good intentions.