don't speak, just type

have you heard friends voice?

conversation with a zipped up mouth

memefest 2014
chris drummond

talk is cheap

put your keyboard where your mouth is

don't speak, just type

rationale

This years memefest was primarily focused on dialogue, which can be quite difficult to interpret and create something relevant. In society today the most common dialogue we see is through social media. It's become our primary source of contacting one another. We do our talking with our keyboards rather than our mouths, we show emotions with emoticons not our facial expressions.

I decided I wanted to create a poster that shows that we use our computers to speak more than our own voices. Eventually an idea came to me to make use of social media icons that are used to communicate. Along with these icons I wanted to create my own icons that blended in with the others in style. The icons that I created were of items that are used to close peoples mouths; a roll of tape, a gag, a muzzle and a pair of lips zipped shut. I wanted to show that social media takes away our physical mouth, not metaphorically, we literally don't use our mouths when interactiong on social media.

After I developed my logos, I decided I wanted to develop a wallpaper pattern out of them. I made all the logos the same colour, I really wanted them to blend in with each other because I want the viewer to have to stand and look at the work for a while until they understand the meaning behind it. I randomly placed the eight different final icon tiles in neat rows on a page to be printed out at any desired length or width. My final colour that used was yellow, pink and purple, but there are multiple colour schemes to choose from. I also put in some random self-made quotes and words to try and make my point more clearer, including things such as "Put your keyboard where your mouth is" and "Have you heard your firends voice?"

I also placed a darker shaded colour of the icons I created on top and uncentered over the different social media icons; in an attempt to show how we are putting mouth blockers over ourselves. This wallpaper is not made for a specific area, it can be placed inside or out.
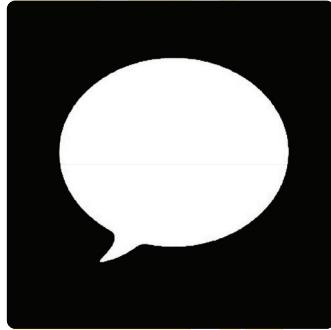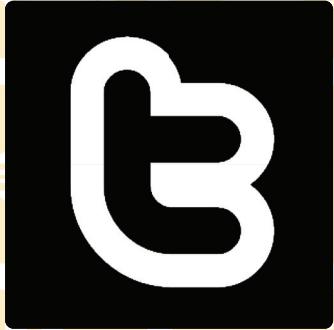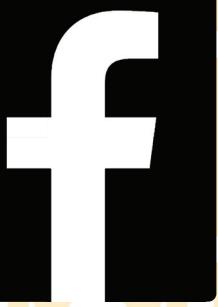
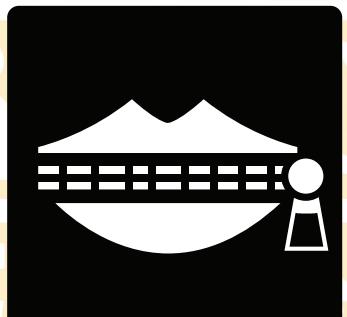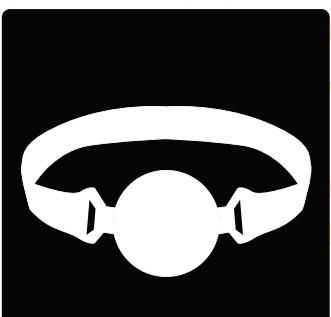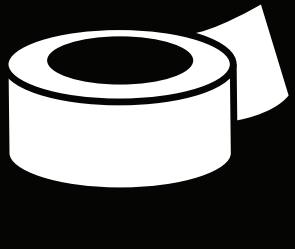# icons

facebook

twitter

message

myspace

Here are the social media icons that I used for my memefest wallpaper. Easily recognisable and all are used to communicate.
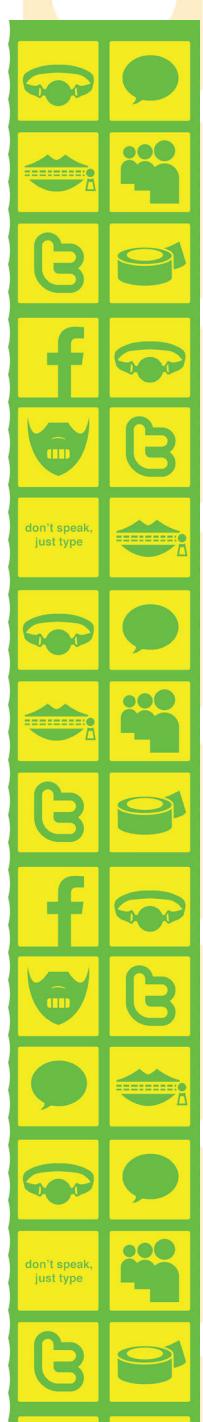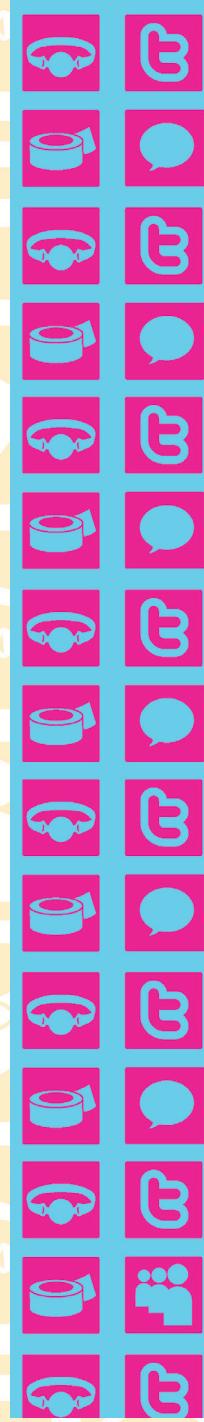
tape

muzzle

gag

zipped lips

Here are the icon I created completely originally, they all put a restriction on the movement of the mouth and speech.

colour schemes

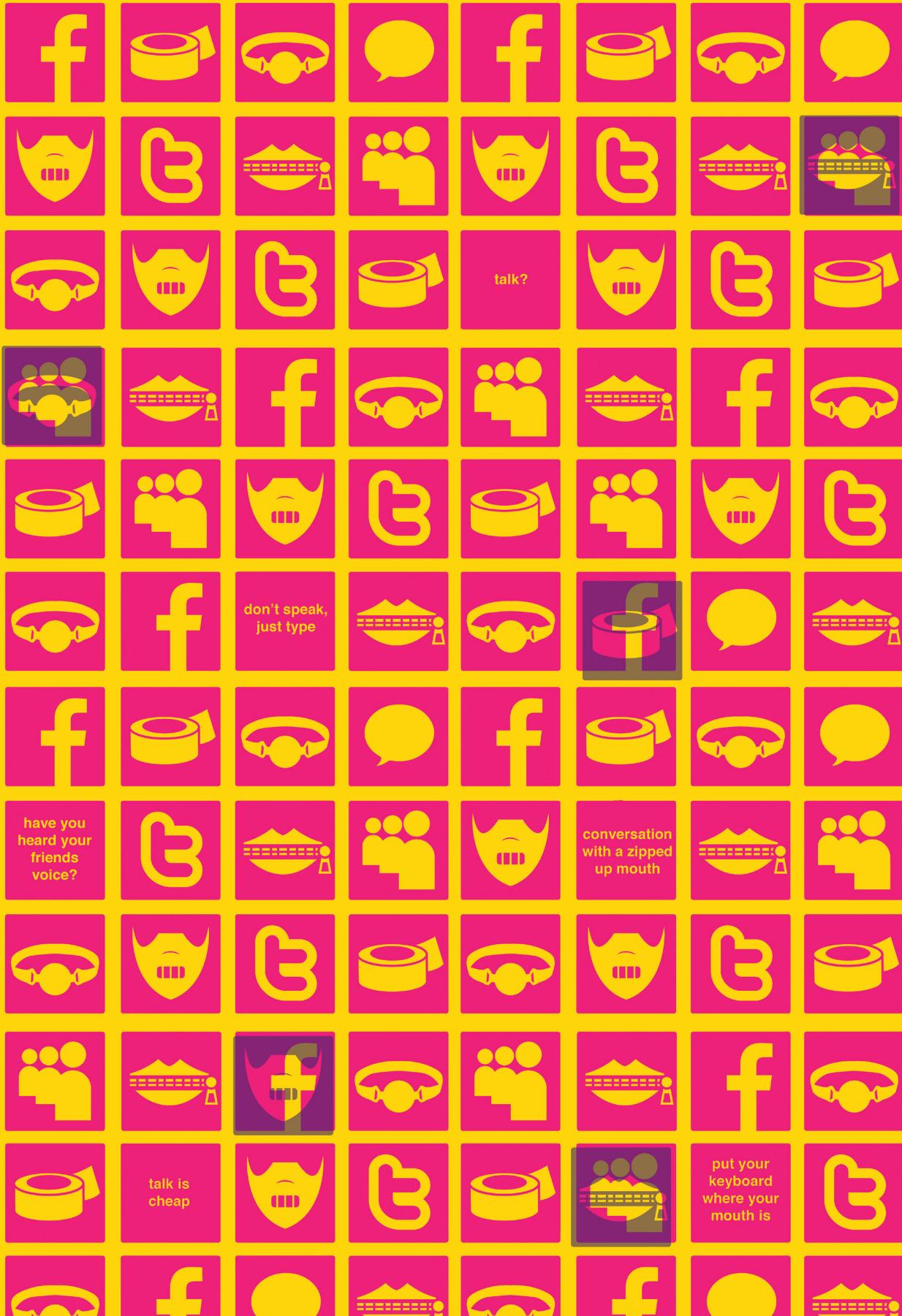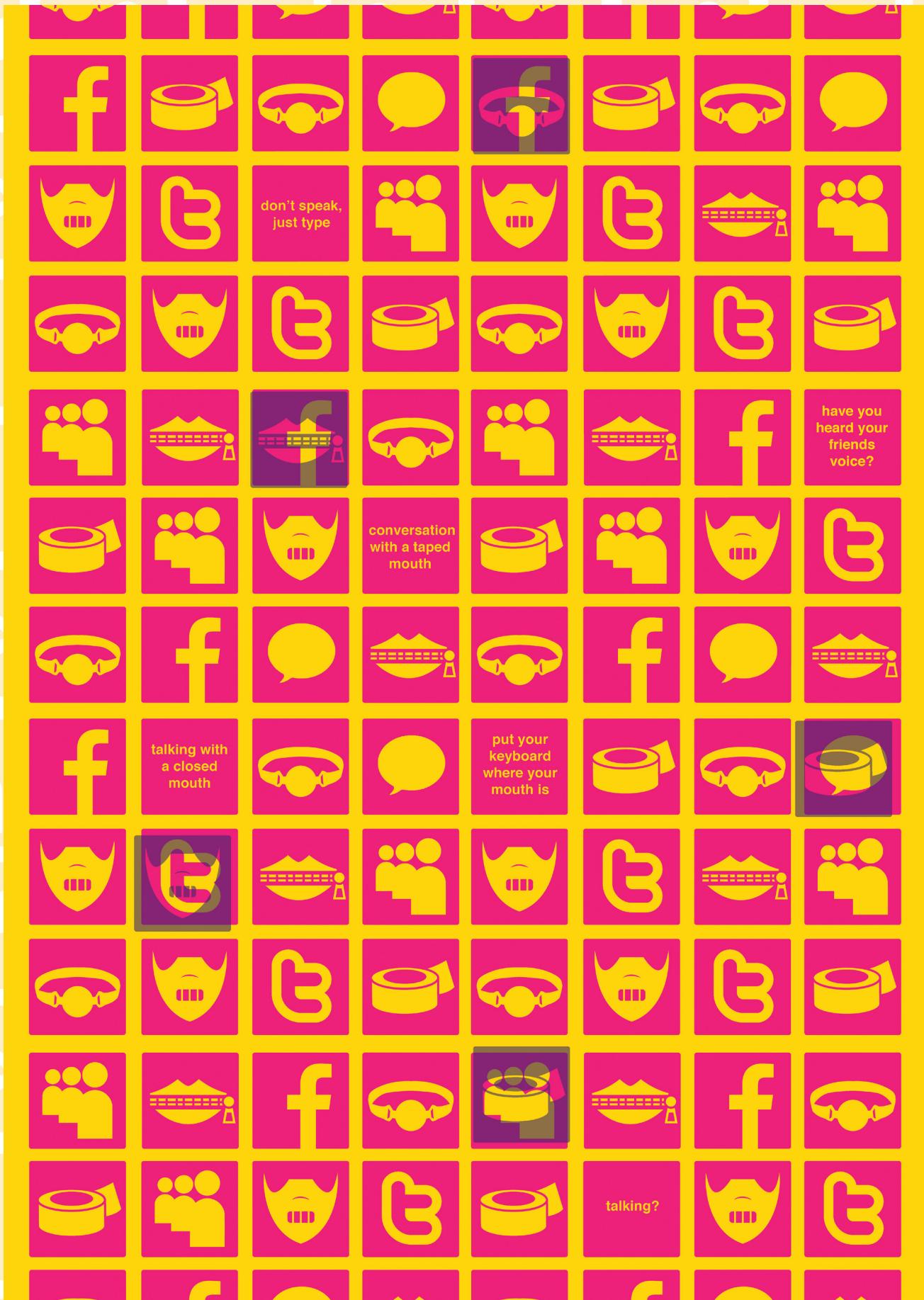Here are several different colour schemes that could possibly be used for the wallpaper, I really tried to stick with retro style colours, because I think that is what suits the icons.
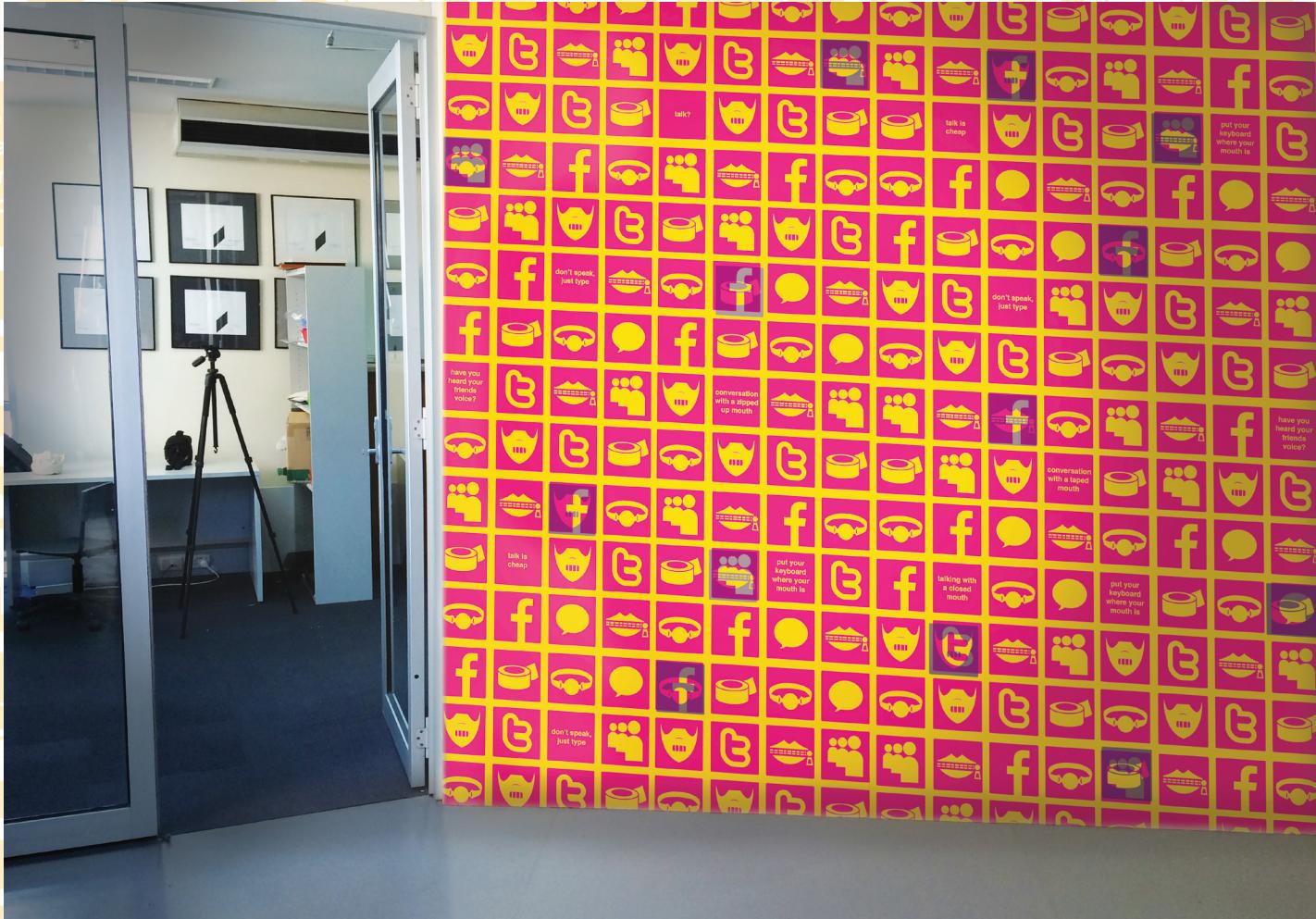
final design

final design

application

This is an example of the application of the wallpaper, very retro and out there. I think the best places for it would be an exhibition or outdoors.

application

This is an example of the wallpaper being applied in a street environment, this is where I believe it fits best.