memefest 2014
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This year's 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 people's 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 interacting 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 color, 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 color that used was yellow, pink, and purple, but there are multiple color 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 friend's voice?” I also placed a darker shaded color 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.
Here are the social media icons that I used for my memefest wallpaper. Easily recognisable and all are used to communicate.

Here are the icon I created completely originally, they all put a restriction on the movement of the mouth and speech.
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
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.
This is an example of the wallpaper being applied in a street environment, this is where I believe it fits best.