

## **Project 1 – Meme Research Infographic**

As we have seen in our initial class discussions, human cultures emerge and develop through the repetition, transmission, and mutation of “memes.” Furthermore, these memes grow and evolve through the processes of remix—copying, transforming, and combining memes in order to better fit within new rhetorical situations. This project will develop your understanding of these processes by conducting research into a meme of your choosing, learning about its rhetorical history, and presenting your findings to an audience of your peers.

### **Phase 1 - Research**

You will select and research a cultural “meme” that interests you. You may select an online meme format/template (like Pepe the Frog), a single image/visual (Like the Obama Hope Poster), or you may choose a broader cultural meme that exists within and beyond digital spaces (Like “Keep Calm and…” posters). We will meet to discuss potential memes and finalize your topic during our first individual conference.

Once you have selected your topic, you will research the meme in order to identify:

- The meme’s predecessors, origins, and/or first instance
- Three separate examples, or “generations,” that adapt the meme to function within different rhetorical situations.

For each “generation” of your meme, you will conduct rhetorical analysis to identify:

- The examples’ intended rhetorical purpose;
- Its intended audience;
- How it transforms, adapts, or changes the “original” meme to meet that new rhetorical situation.

### **Phase 2 - Delivery**

Next, you will present your research and analysis to an audience of your peers (late teens, first-year college students, Gen Z, etc.), creating an infographic or visualization in a free online platform called Canva. How you visualize and organize your research is up to you, but the visualization must have a consistent visual theme/aesthetic that relates to your meme or with your audience in some capacity.

### **Phase 3 - Reflection**

Accompanying your infographic will be a 900-word reflection describing the rhetorical choices you made in designing your project. Use the questions below to compose your reflection, using specific examples from the project to illustrate your answers:

- How did you decide which generations of your meme to include? Why would those examples be relevant to your audience?
- Why did you organize the project the way you did? How does that organization help guide your reader through the project?
- What common features of infographics did you incorporate into your project? How do those features help engage your audience and/or help them understand your project?

[This file is supplemental material to Maynard, *Feels Good Man: Memes as a Framework for Teaching Circulation, Remix, and Writing Transfer*, prompt 9.1 (2025), doi: 10.31719/pjaw.10.31719/pjaw.v9i1.208]

- What specific elements (shapes, colors, images, fonts, etc.) did you incorporate into your project to build your visual theme? How do those elements contribute to the overall visual theme, and how do they connect to your topic and/or audience? What rhetorical effect does this visual theme have on your reader?
- How did our use of AI tools help you in brainstorming, writing, and designing this project? How did you have to adapt or revise the AI-generated outputs to better meet your rhetorical goals?
- What did the AI tools do well? What did they struggle with? Did you learn anything new about writing from using them?
- What other types of support did you seek out in completing this project? Feedback from friends or family? The Writing Center? How did you use those supports, and how did they help or hinder your success?
- Did you draw upon any previous writing/design experiences to help you complete this project? How did those previous experiences help you?
- Based on your experience completing this project, did you learn anything new about writing?

### **How We Will Use Generative AI**

We will work with generative AI platforms at multiple stages of the writing process for this project. The functions we will experiment with include:

- Brainstorming – Getting ideas for topics and creating outlines;
- Audience Analysis – Developing strategies for communicating with the audience of your peers;
- Design Consultant – Seeking guidance for creating infographics, including organization, features, visuals, color schemes, and fonts;
- Drafting – Generating drafts of the infographic’s written materials.

Unacceptable use of generative AI for this project includes:

- Submitting unedited or unrevised generative-AI outputs;
- Submitting an AI-generated infographic;
- Submitting an AI-generated reflection.

Using generative AI in these ways will be considered a violation of the university honor code.

### **Project Submission**

You will submit two separate files in Moodle:

- Your Reflection in a word doc, google doc, or PDF
- An image file, PDF, or URL of your infographic/visualization.

### **Assessment**

In assessing your projects, I will be focusing on three areas: content, design, and the reflection. In terms of content, I will be looking to see that you have fully completed the research tasks outlined above; in terms of design, I will look to the overall theme and aesthetic of your artifact; finally, the level of rhetorical awareness your reflection indicates.

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	Needs Improvement	Good	Excellent
Identifies origins/first instances of the meme			
Identifies three separate generations of the meme			
Unpacks rhetorical dimensions (purpose and audience) of each generation			
Addresses how each generation adapts/changes the original meme			
Adheres to a consistent aesthetic/visual theme related to the meme or audiences			
Employs logical and coherent organization			
Employs strong visual design			
Incorporates features commons to infographics/visualizations			
Reflection addresses prompts and points to specific examples from infographic			

### **Project Timeline**

- Introduce Project – Week 2
- Project Conference – Week 3
- Rough Draft – Week 4
- Complete Second Draft – Week 5
- Final Draft – Week 6