

## Image/Text Juxtapositions

For this assignment, you will be making **five** separate image/text juxtapositions (not traditional Internet memes) that will give you practice in:

1. Creating new, interesting, and surprising possibilities for interpretation through juxtaposition.
2. Making **all** aspects of a composition (font size, font placement, colors, clarity, etc.) contribute to the overall meaning of the piece.

### Composing juxtapositions

You're looking to avoid the literal. In other words, if your quote is about a dirty kitchen, it's not going to cut it to stick the quote on a picture of a dirty kitchen. You want to compose an unexpected juxtaposition that offers some sort of message and interpretive possibilities. The idea is **NOT** to go to memegenerator.net and make a meme.

You will make one juxtaposition where you place a quote (any quote – from a movie, a poem, a political figure...) on a picture.

You must also make four juxtapositions where you place a single word on a picture. The idea is the same as the quote manipulations, you want the single word and picture to suggest a message or meaning that wasn't there until you stuck them together. However, these can be much trickier, for you only get one word per picture. You can use any words you like; just remember, one word – one image.



If you are having problems getting started, you might begin by adding a question mark after the word you choose and see how that changes the composition; experiment with other punctuation and character effects. See the examples at the end of this description too.

### Grading Criteria

1. Your juxtaposition must be interesting, striking, and in some way spark thought. Yes, this is a bit vague. You don't want to be too literal, and you don't want to be too vague that an audience can't even begin to interpret them. The best way to think about this is you want to make some sort of cultural commentary or some kind of point-of-view statement.
2. Beyond the message or suggestion in each juxtaposition, you are also being graded on your ability to make every bit of the composition contribute to the overall meaning. This means you

can not just simply stick the word or quote on the picture without thought and be done with it. The look of the word/quote (size, typeface, color, placement, arrangement) should also communicate meaning. In other words, the choices made in creating and placing the quote/word should be rhetorical and linked to your overall purpose.

3. The images should be overall large enough to see clearly, and the word should be legible.

4. You can use many different programs to create these. You could even use Powerpoint!

5. The final grade for this assignment will be representative of the whole package, representing my feeling for the overall quality of work and effort. The five manipulations are not graded separately.

### **The Written Element**

You will also be turning in a brief written rhetorical analysis for all five juxtapositions. Don't think of this so much as an essay. An extended paragraph on each one will suffice, and don't worry about formal essay-writing norms an extended introduction, conclusions, and such. For each juxtaposition you should attempt to explain the message or meaning you were going for (though be aware that your intended message may not be the only way to interpret your compositions). You must also explain your reasoning, and for each juxtaposition explain why you made the composition choices you did and how they contribute to your purpose. What message does the typeface you chose send, for example.

These rhetorical analyses are important. If I don't "get" your compositions at first, a strong analysis may help me see what you trying to do and will help me see your compositions in new ways.

An example:



Here's a juxtaposition that occurred "in the wild, as it were:

