



wot in presentation

# Mememes & GIFs

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# Wat is a GIF?

**Graphics Interchange Format** - GIFs are image files that are compressed to reduce transfer time.

- **GIFs** support both animated and static images to create a short video or moving clip without sound.
- They're also useful for product illustrations, animations, and instructions.
- <https://www.youtube.com/watch?v=gjafa959JvY>

# How do you make a GIF?

There are 2 ways to create a GIF:

1. Use an online or cell phone GIF Generator
  - <https://giphy.com/create/gifmaker>
  - Apps such as GIFx, Flixel, Cinemagram, or GiphyCam
2. Use a Photo or Video Editor
  - Use a free or paid photo editor such as Adobe Photoshop, Pixlr, or PicMonkey to open and edit a series of image files
  - Save as .gif and share!

# GIFs for Business

GIFs can make social media accounts pop and advertisers are taking note. GIFs can be used to showcase a product, animate ads or data, and show “sneak peeks.” They can also be used for generic messages or for tutorials and instructional videos.

[https://twitter.com/NASA/status/479324028382228480?ref\\_src=twsrc%5Etfw](https://twitter.com/NASA/status/479324028382228480?ref_src=twsrc%5Etfw)

<https://twitter.com/Seantaneous/status/832762007205185536>

[https://twitter.com/Visually/status/480122997286903808?ref\\_src=twsrc%5Etfw](https://twitter.com/Visually/status/480122997286903808?ref_src=twsrc%5Etfw)

<https://twitter.com/Wendys/status/831943780592971777>



ONE DOES NOT SIMPLY



REVIVE OLD MEMES  
ARE FUNNY?

OH, YO

imgflip.com



YOU MUST BE NEW HERE



# Wat is a meme?

## → New medium, who dis

A meme is style or behavior imitated by people in a culture. On the internet, a meme is relatable image, usually with text, that is recreated and re-shared on SM by other users.

→ Memes can be funny, sad, political, dark, ridiculous, or any combination of emotion. They sometimes use actors, musicians, televisions shows, books, or cultural icons. They can be used in a group or culture-specific way, or to promote a product or business.



 <b>Egg</b> .always tired .eats spaghetti to forgetti .in love with avocado	 <b>Toast</b> .likes girls .loves baths .crying right now probably .420 blaze it	 <b>Puddin</b> .mom friend .here 2 have a good time .very round
 <b>Jerky</b> .hates sunlight .loves trash .lives in the woods	 <b>Milk</b> .soft but angry .everyone loves them .a demon???	 <b>Avacado</b> .powerful communist .suffering™ .a real big nerd

# How do you make a meme?

There are 2 ways to create a meme:

1. Use an online Meme Generator
  - <https://memegenerator.net/>
  - <https://makeameme.org/memegenerator>
2. Use a Photo Editor
  - Use a free or paid photo editor such as Adobe Photoshop, Pixelz, Pixlr, or PicMonkey to open picture file of the meme you want to edit/recreate
  - Edit text or images
  - Save (.img, .pic, .png) and share



## Tips

- Don't be afraid to be weird, outrageous, or mildly inappropriate
- Follow meme trends; stay current to stay relevant

# Mememes for business

In As mememes have become part of pop culture, businesses have jumped on the bandwagon, especially on social media. Mememes can be used to promote products, reach out to customers, and to stay interesting and relevant online. Advertisers often utilize hashtags to increase post visibility. Be sure not to be offensive and to design mememes for your targeted demographic.

<https://www.brandwatch.com/blog/marketing-creating-memes-that-help-your-online-marketing-efforts/>





 **Jimmy John's**   
@jimmyjohns

You vs. the guy she tells you not to worry about.

1:00 PM - 18 Aug 2016

  2,726  5,375



 **RUFFLES**   
@RUFFLES

When your roommate eats all the Ruffles.

4:58 PM - 29 Jul 2016

  27  52

@Wendys

Dont have to defrost meat if it was never frozen



RETWEETS  
496

LIKES  
3,001



1:14 PM - 15 Feb 2017







UC Nightride

@UCNightride

Follow

What in public safety transportation



RETWEETS

138

LIKES

433



7:28 PM - 27 Feb 2017



4



138



433

# Activity

**1. Create a meme (or GIF!) using a meme generator or free/paid photo editor**

**2. Focus this meme around a business or product you want to promote**

**3. Choose a brand/company:**

Nike, Apple, Google, Pillsbury, Maybelline, Pepsi, Amazon, Converse, Forever 21, Axe, Ford, Gap, Netflix, Kellogg's, HP

Or choose your own!

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**Thank you** for listening!