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Making Memes: Teaching Visual Literacy in a (Fun) Remote Environment

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Making Memes: Teaching Visual Literacy in a (Fun) Remote Environment

Jillian Ewalt & Bridget Retzloff

THE GOAL

Introduce students to visual literacy concepts in a lighthearted and fun co-curricular activity.

Inspired by the **Uplifting Memes Project**. See more in resources.

PARTICIPATION

As part of AVIATE, sponsored by Housing and Residence Life, participants received a PATH credit that affects their priority in the housing selection process.

See more in resources.

567 students participated in this program.

12,112 students participated in AVIATE programs hosted by University Libraries in 2020-2021.

ASYNCHRONOUS TUTORIAL

The LibWizard tutorial included videos, articles, and quizzes that introduced students to fair use, public domain, and Creative Commons images. As part of the tutorial students created or remixed their own meme.

See more in resources.

INCORPORATING FEEDBACK

The positive feedback received from students in '20 inspired us to relaunch the program in fall '21. We incorporated student feedback such as clarifying instructions and including additional examples.



Memes by Ashley Nguyen, Brad Becker, Abigail Mullen, and Brian Kizer

RESOURCES: <https://bit.ly/MemeResources>



University of Dayton

