

ASSIGNMENT 1

MEMEFEST PROJECT

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PLEASURE OF DRUG

FOOD

Pleasure. Pleasure has become the major rule in our lives with communication and design. Pleasure can be an illness or a cure to us or it can be both. Pleasure can transform the way we live as it is all in our behaviour, it is a root. Even when we tend to do something painful, we do it for the pleasure of the action.

For the memefest project, I will be working on the topic of 'Pleasure of Drugs' which I will be covering on about food. Why food though? As food can be addictive and an addiction like drugs, we use for pleasure as well. Food is essential in our daily lives. We eat when we're hungry, we eat when we're bored. We basically use food as an entertainment. Food satisfies our minds and our stomachs. Like many addicts, food has been overwhelming power over us. People with food addiction struggle with increased cravings and stringer urges to eat in response to food cues and may feel more out of control when we eat delicious food. We need to eat! Humans are biologically required to do so which is the reason we are set up to feel pleasure through food in the first place.

We have been convinced that the answer to almost all our problems is food. Food is the answer to everything basically. What I'm trying to do with food in my project, is to bring the social justice. How am I bringing the social justice in food? I was thinking of designing a campaign project to help share the awareness of sharing the pleasure in hunger. I will be doing an illustration I drew on photoshop of a pizza on the poster. Why pizza you ask? Because when our eyes sees a billboard or a poster banner of food being advertised on the streets, our minds would straight away know its food and gets our tummies grumbling. It starts to grumble even though we just ate not too long ago.

The campaign is more likely to create an awareness to share the pleasure of food behind the hunger. I is also basically finding out what is behind the pleasure. If a poster or a banner of food can make us hungry, it is sharing the hunger through an image. If the image can share its hunger with us, why can't we share our hunger with people who are homeless or less fortunate to be able to buy themselves a decent meal. In the poster i'll be using the "cheese-pull effect" with the pizza illustration. Why the cheese-pull effect? The cheese pull effect is meant to be pulling someones hunger towards the campaign. It is like pulling someones hunger that is hidden beneath those eyes and minds.

My campaign of "SHARE THE PLEASURE, SHARE THE HUNGER" project will be happening in and around Melbourne. It will be targeted to young adults and older adults which is from 18 years of age to older. The strategy of my project will be the campaign by using the cheese pull effect on a pizza to help create awareness. So I will be creating a awreness poster that will be put up around Melbourne. The type of design my campaign poster will be using graphic design.

MEMEFEST PROJECT - CAMPAIGN POSTER

**SHARE THE PLEASURE,
SHARE THE HUNGER.**

like how this poster is sharing its hunger with you.



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