



Art Design & Sustainability

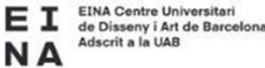
Design for a better future



Short Learning Program of “Art & Design & sustainability with special focus on environment and climate change. Cooperation partnerships in higher education.

Module 1

Sustainability & Climate change: historical perspective and their relationship with Arts



Lesson 2

Topic 2

Artivism's digital formats

Essential Questions

What is tactical media, memes, remix, subvertising and culture jamming?

How can the above be framed as an artistic practice?

Can you find examples of the above-mentioned digital formats that are related to sustainability and climate change?

What strategies should be used when creating memes or remixes with an artistic intent?

Artivism's digital formats

CULTURE
JAMMING

SUBVERTISING

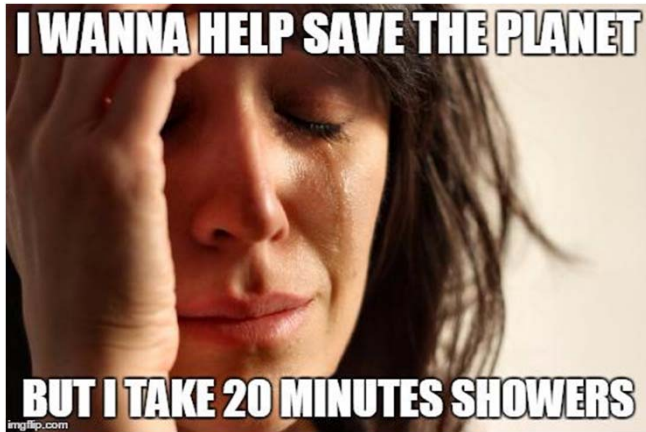


MEME

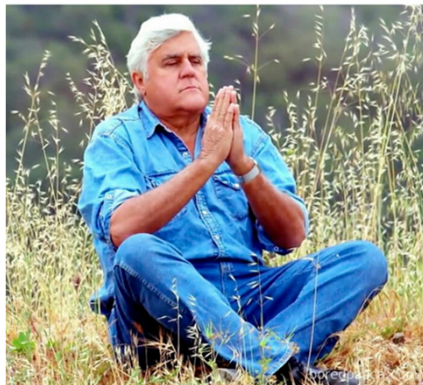
REMIX

JUST DO IT.

BRANDALISM



CEOs of corporations when they recycle a coke can after dumping 200 tons of toxic waste into a river

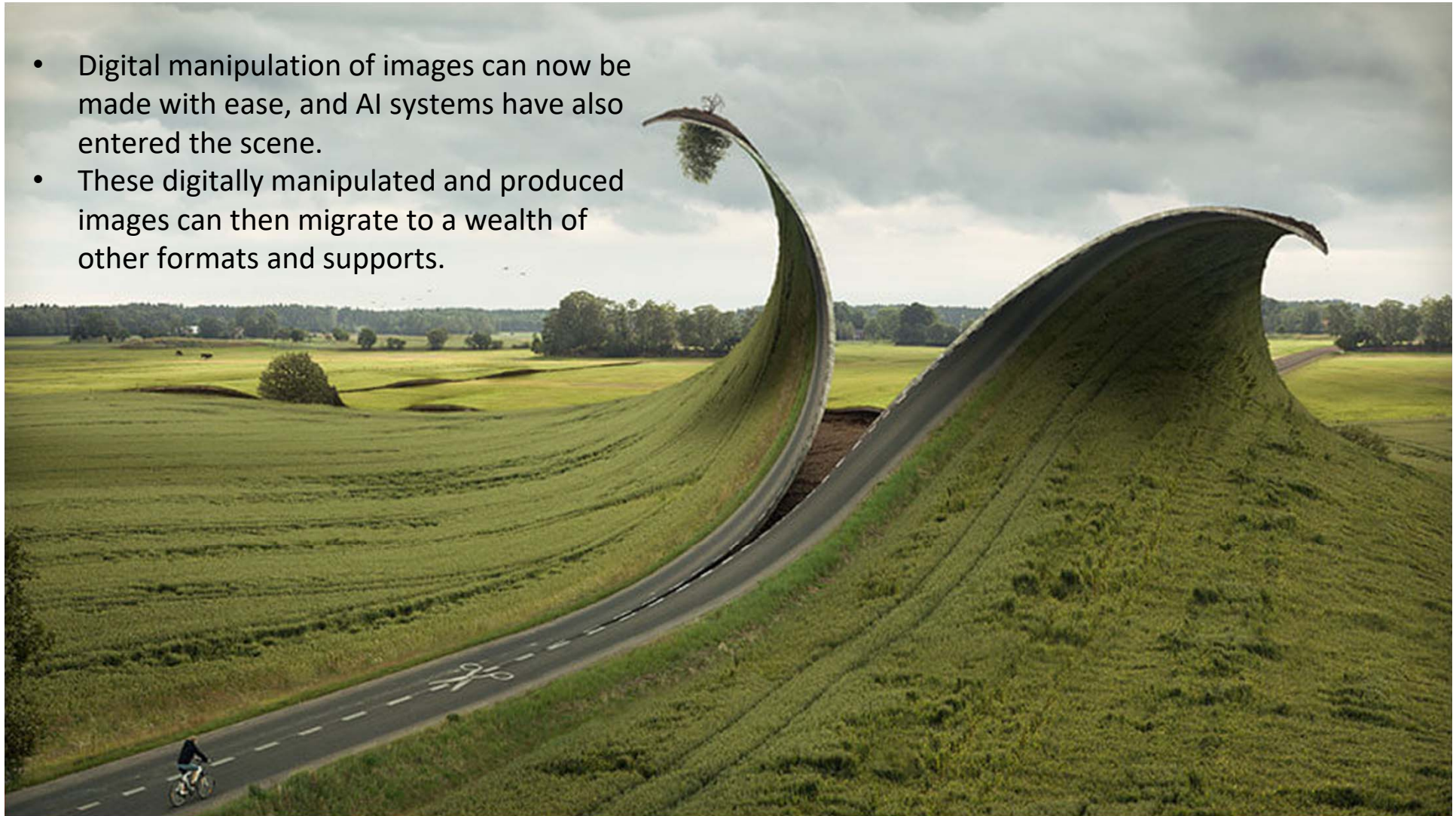


You: *uses plastic straws, cups, lids, bags .. for just a few seconds before throwing them away*





- Digital manipulation of images can now be made with ease, and AI systems have also entered the scene.
- These digitally manipulated and produced images can then migrate to a wealth of other formats and supports.





Statement

Issues

Projects

Gallery

Artists

Take Action

Blog

Press



This fight, waged in all places,
on all networks and circuits of communication
is the responsibility of all who believe another world is possible.

This is our battle-cry, our semiotic war,
our rage against consumer mis-philosophy,
and the machines of predatory corporatism,
that block out the sun
burn our atmosphere

We steal this space (from capitalism)
and we give it back to you for free
for the communication of possible futures

So imagine, if you will, another world
Emptied of mad empires,
Manufactured fears,
Paranoid dreams
and marauded lands.

Now imagine the sounds of those memories
crushing in your hands.

Instead of the facile dreams of consumer products and
the shadow festival
of fake-estate lifestyle choice,
pacifying with wealth those who remember,
smart-drugging the next generation of revolutionary minds.

We are people, not targets.

It might be time to listen to the rage inside,
the rage against more of the same
the rage because another world must be possible,
a rage against the atrophy of hope.
A rage against the changing climate, bullshit jobs,
division, fear.

So we subvertise here for hope,
hope that is never too late to start.

LATEST NEWS

22.09.2022



In a massive coordinated
subvertising action across the UK,
Netherlands, Spain, Italy, Portugal,
Belgium and France, anonymous
Brandalism crews hijacked...
[Read More](#)

[See all News](#)



@BRANDALISMUK

advertising. Of all car-makers, Toyota and BMW are...



19.01.2023

RT @T_Extinguishers: We love these billboards!
<https://t.co/xJXWYngkb>



19.01.2023

RT @ProfBillMcGuire: Brilliant! Lots more of this
please @SubvertisersInt @BrandalismUK
@ExtinctionR @JustStop_Oil @InsulateLove
@parents...



<http://brandalism.ch/manifesto/>



<https://www.youtube.com/watch?v=-iX3nJ6zUBY>



Blog > Activists target airline advertising over its climate impact.

// ACTIVISTS TARGET AIRLINE ADVERTISING OVER ITS CLIMATE IMPACT.

// 22 SEP 2022

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FREE LONDON THURSDAY 21 JULY 2016 247 ONLINE NEWS STANDARD.CO.UK WEST END FINAL

Evening Standard

EVERTON PREPARE BID FOR PALACE STAR ZAHA
ARSENAL ALSO CHASING THE FORWARD BUT ARE YET TO STUMP UP CASH'S SPONSOR (PAGE 47)

NEW HERO OF THE FIENNES FAMILY
RALPH'S NEPHEW ON HIS NETFLIX DRAMA
ENT Magazine FREE EVERY THURSDAY AND FRIDAY

NOW BORIS RAMPS UP NO DEAL THREAT

► 'MONEY NO OBJECT' IN PLAN FOR CRASHING OUT
► BUT ALREADY PM FACES CLASH WITH TORY REBELS

Joe Murphy, Michelle Cook and Kate Proctor

BORIS JOHNSON warned Europe today that no deal preparations are a 'top priority' and that money was an option in preparing the country to exit the European Union if necessary.

The new Prime Minister revealed another offside and intervention in his speech before the first leadership vote since he came to power in October 2015.

'I have asked the Treasury Secretary to establish the cost benefits to deliver the message if it should become necessary,' he told the House of Commons. 'And the Chancellor has confirmed that all necessary funding will be made available.'

But Mr Johnson announced an additional year freeze on the public sector, the 'second generation economy in Europe' as he claimed the first would be 'unstable' given the current state of the economy.

He then responded to the Commons members' questions on his plan and reforms.

He before changed the authority to the first article of the Lisbon Treaty by declaring the 'all of us' vote.

Continued on Page 2

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Videogames

Videogames

- Video games have emerged as an integral facet of audiovisual culture.
- Notably, video games have transcended their mere entertainment value, assuming the role of a narrative medium adept at fostering consciousness and instigating transformative initiatives within our tangible realm.

Videogames

- Analogous to their cinematic counterparts, video games employ screens and characters as vessels for storytelling endeavors.
- However, the unique attribute that sets video games apart lies in their interactive nature, endowing players with agency and influence over the unfolding narratives.
- As active participants, players are confronted with decisions whose repercussions permeate the virtual scenarios in which they are immersed. Pondering upon the hypothetical proposition of salvaging the world, one might contemplate whether they would seize such an opportunity and act upon it.

McDonald's VIDEOGAME

Making money in a corporation like McDonald's is not simple at all! Behind every sandwich there is a complex process you must learn to manage: from the creation of pastures to the slaughter, from the restaurant management to the branding. You'll discover all the dirty secrets that made us one of the biggest company of the world.

PLAY

McDonald's Videogame by Mollindustria - Some rights reserved CC 2006



The McDonald's Videogame

"Making money in a corporation like McDonald's is not easy!

Behind every burger there is a complex process you need to master: from pastures to the slaughterhouse, from restaurants to branding.

You'll discover all the dirty secrets that made us one of the biggest company in the world."



Home / Explore Topics / Youth, education & environment / What we do

Playing for the Planet

The Playing for the Planet Alliance was launched on 23 September 2019 at UN Headquarters in New York during the UN Secretary-General's Climate Action Summit. The initiative is being facilitated by UNEP with the support of GRID-Arendal and Playmob. In joining the Alliance, members have made commitments ranging from integrating green activations in games, to reducing their emissions and supporting the global environmental agenda.

<https://playing4theplanet.org/>

However, gaming technology is also responsible for a very significant role in producing quickly outdated consoles and accessories, which add to the already increasing pollution.

Therefore, before using one specific medium, we should always check its actual footprint, at the risk of not contributing to the solution, but adding to the problem instead.



Is online activism effective?

1. Digital Divide
2. Weaponization of Social Media in Politics
3. Slacktivism and Virtue Signaling
4. Passive Interactivity





Activity 1 - Summary

Name of Activity	Setting	Aim	Time (h)
A1. Create a digital activist project	Group Online and Classroom	Create a sustainability and climate change digital activist project	4



Activity 1 - Instructions

Step 1 – Identify a present-day cause that your whole group can find relatable.

Step 2 – Decide on at least two (eventually more) of the studied formats (meme, remix, etc.).

Step 3 – Create digital prototypes of several elements within your project.

Step 4 – Create a strategy for delivering your project to the public, aiming at maximizing its impact/effect, while considering possible negative consequences. Be aware of your project's ecological footprint.

Step 5 – Present your project in class and gather feedback from other groups.

References

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Module1 - Lesson 2 - Topic 2

Material Development

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Coordination

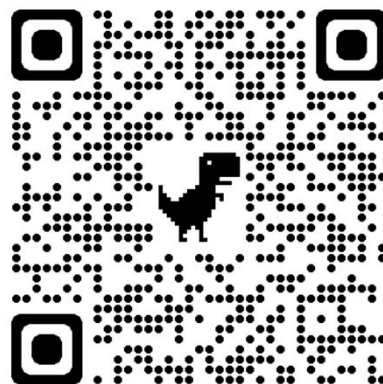
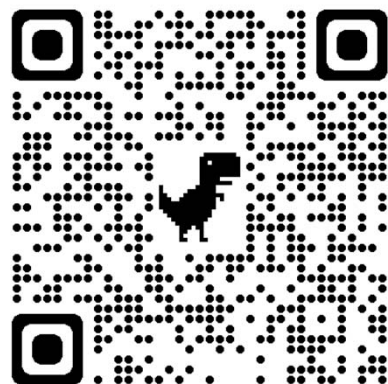
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