

MAY 11, 2021

Nikon | LEARN & EXPLORE

INTERMEDIATE

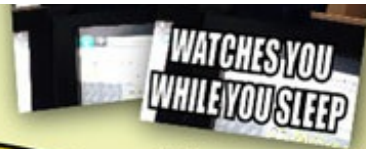
Create a Visual Meme With Your Photos & Quick Wit!

HOW TO COOK UP A HOMEMADE MEME

This guide will teach you how to create a unique and original visual meme, just like everybody else.

Step 1: Find an interesting picture of a person, animal or inanimate object.





Cute

The subject should stand out from the background, so make sure it is completely centered in the image.



The mundane still can work

It helps if the picture itself is compelling (read: cute or funny) in some way, but this isn't a requirement.

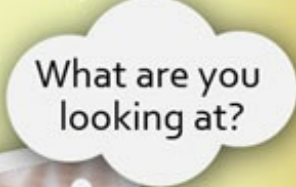
Step 2: Identify the emotion or concept displayed by the subject.



Correctly identifying and articulating the emotion or concept can be tricky, but getting this part right is critical for creating an enduring meme.



It helps if the subject is juxtaposed to the emotion. In this example, the infant appears to be demonstrating skepticism. (Note the furrowed brow, narrow eyes, and pursed lips.)

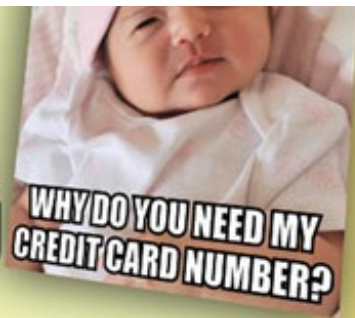


Step 3: Find an easily-relatable situation where the emotion or concept applies.





Skeptical baby



Skepticism in general



Here you have a choice to make. The situation can be something that applies to people in general, or alternately it could be a situation that applies to the subject of the photo.

Step 4: Use the proper font when captioning your photo.

FRANKLIN GOTHIC
ARIAL BLACK
TREBUCHET
HELVETICA

Large, white, all-caps, sans-serif typefaces with a thin black outline will be legible on almost any background.



Step 5: Choose your caption formats.

For this example we're using a top and bottom caption. There are many other common formats, but we'll focus on this one.

Choose your voice. Is the caption the subject speaking, or is it a third-person statement?



NEEDS TO SEE YOUR
CREDENTIALS

DIARY

First-person
statement

Third-person
statement



Another emerging meme variant has the top caption introducing the situation, and the bottom caption explaining the subject's reaction to it:



Step 6: Give it a quick whisk. Then it will be ready.



Step 7: Now its time to serve up your meme.
Where to host/post it:



reddit/r/adviceanimals



digg



facebook



Facebook, reddit/r/adviceanimals, and digg will all welcome your apparent originality with open arms.

