LEAN MEAN MEME MACHINE

1. **DESCRIPTION:** Prior to competition, teams will construct a meme on a provided topic. At competition, participants will be assessed on their knowledge of memes and popular culture from the years 1940 – Present.

A TEAM OF UP TO: 2   **EYE PROTECTION:** None

IMPOUND: YES   **APPROXIMATE TIME:** 50 Minutes

2. **EVENT PARAMETERS:**
   a. Each team may bring one 8.5" x 11" sheet of paper, which may be in a sheet protector or laminated, that may contain information on both sides in any form and from any source, without any images.
   b. Each team will design and impound a pre-built meme.
   c. Each participant may bring one non-programmable, non-graphing calculator, and a set of colored pencils.
   d. Event supervisors will provide blank computer paper.

3. **THE COMPETITION:**
   Part I: The Pre-Built Meme
   a. Teams must create a meme surrounding a provided topic that will be released one week before competition.
   b. This meme may be any type of format of meme, but must be a pictorial meme (as opposed to other types of media such as video).
   c. A printed copy of the meme must be presented at impound, labeled with team name and number. The meme may be hand-drawn or digitally created. If color printing a digitally created meme is an issue, teams may submit a black-and white copy, along with uploading a digital copy to a provided online form.
   d. Memes must not have any mean-spirited or inappropriate content.
   e. Only one meme submission is allowed per team.
   f. The best memes will be shown at the awards ceremony.

   Part II: The On-Site Meme
   a. Teams will have fifteen minutes to create a meme surrounding a provided topic that will be provided at the start of the competition.
   b. Teams will be given three different formats of popular memes to choose from (For example, 'dat boi' or 'grumpy cat'), and must attempt to recreate one of the three memes in their submission.
   c. The meme must be hand-drawn. There will be no penalties for poor artistry.
   d. The meme must be labeled with the format that the team has selected to recreate.
   e. Memes must not have any mean-spirited or inappropriate content.
   f. The best memes will be shown at the awards ceremony.

   Part III: Written Exam
   a. Participants will be presented with questions in a timed station-to-station format.
   b. Participants will be expected to answer questions on the following topics:
       i. Meme identification
       ii. General history of memes
       iii. History of specific memes
       iv. Social context and relevance of memes
       v. Platforms for meme dispersal
       vi. Origin of memes
       vii. The meme economy
       viii. Basic mathematics
       ix. Memetics
       x. Development of the internet

c. Meme identification questions will come from memes from the following eras in the following proportions:

   xi. Classic memes (early 2000s); 10%

  xii. Lolcat and rage comic era memes (mid 2000s); 20%

 xiii. Meme renaissance (late 2000s to early 2015); 30%

 xiv. Recent memes (2016 – present); 40%

4. **SCORING:**

a. The team with the highest score in the lowest number Tier wins. Final score will be derived from all three parts of the competition:

b. The pre-built meme (Part I) accounts for 25% of the final score.

   i. The pre-built score is based on creativity, humor, and applicability to the provided topic. Each criterion will have equal (1/3) weight. Failure to successfully impound a pre-built meme will result in a score of zero on the pre-built section.

  ii. Memes with inappropriate or meanspirited (making fun of other teams, etc.) content will result in the team being Tiered. Inappropriate memes will be Tiered at the discretion of the event supervisor (make sure you would be ok with your grandma seeing the meme)

c. The on-site meme (Part II) accounts for 25% of the final score.

   i. The on-site score is based on creativity, humor, applicability to the provided topic, and faithfulness to the selected meme. Each criterion will have equal (1/4) weight.

  ii. Memes with inappropriate or meanspirited (making fun of other teams, etc.) content will result in the team being Tiered. Inappropriate memes will be Tiered at the discretion of the event supervisor (make sure you would be ok with your grandma seeing the meme)

d. The written exam (Part III) accounts for 50% of the final score.

e. Ties will be broken using identified questions from the written exam (Part III).

f. Teams may also be Tiered for having images on their note sheet.

5. **RECOMMENDED RESOURCES:** A good resource for meme information would be the internet meme database, at: www.knowyourmeme.com