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ART 385
Project Writeup
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For my final Project I decided to choose the theme of consumerism. I thought this topic was a prevalent social justice issue, as it is embedded deep within our American consumer Capitalist economy. As social media returns to rise, the accessibility of products and media becomes inevitable. Instead of fixing our disproportionate systems and sustainable alternatives of consumption, large corporations use these socioeconomic issues to their advantage, exploiting consumer struggles for marketing ads in order for multimillionaires, and billionaires to produce higher profit. Consumption is accessible to all, but our planet and minds. There is a constant theme in our country of keeping up with the jones'. Buying nicer vehicles to receive status, cosmetic surgery to achieve societal beauty standards, and life hack tools to make our lives "easier." Often times these products are marketed as time savers, yet they promote the compliances to the work until you die, American mantra. I chose this issue, because I believe it breaks the surface, to unveil a deeper set of social justice issues.

Consumerism is the acquisition of goods and services, the purpose of consumerism is to promote economic growth, by production. Consumerism, is an important factor in employment, and the creation of wealth; however this creates issues. The social impacts surrounding the subject matter include: production of mass waste, pollution, the exploitation of child labor, low quality goods, and negative impacts upon mental health. In my project I grace the surface of these issues, by developing a satirical 2D adventure game.

For this game, I chose bright colors, to represent psychological color theory in the midst of advertisements. Consumers are often manipulated into buying goods by color provoking advertisements. I also chose a comical route in order to get my point across, as consumerism is very much embedded within American culture, satire was a tool used to intrigue the player, and understand the superficial specifications of consumerism. They are often normalized in our day to day life, comedy gave distinction to the problem.