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Creative Exploration Explanation

For my Creative Exploration, I chose to use the format of text-image memes to parody the current state of video games. In the interviews I have conducted, I have found that the overarching theme of an average video game enjoyer's dissatisfaction with the current video game market is largely based on the over-commercialization of the medium. Video games were once appreciated because of the amount of time they took to complete and the content that they offered, now games seem to be rather content sparse and are more focused on trying to get you to purchase more content.

The first image is a callback to what many consider to be the first true microtransaction pushed by a AAA developer in a AAA game: The infamous, Oblivion: Horse Armor. At this point in time, it was not marketed as a “microtransaction” but rather as DLC. It was sold for \$2.50 as per Microsoft’s minimum requirements. It was the first time a purely cosmetic DLC was sold in a full price game.

The second image is a riff on what many consider to be the lowest point in the history of microtransactions, an egregious overstep and part of the growing pains of video game monetization: The \$1 red dot from Black Ops 4. It was released when microtransactions were just starting to gain traction and producers did not know what they could get away with. Needless to say, the internet had a field day with it.