

## Graphic Design Subcultures Today

For your assignment, identify a contemporary subculture and a particular graphic object that exemplifies the associated graphics.



As a result of wide availability of internet and vast popularity of social media, large amount of emojis have been created and frequently used by social media users, in particular younger ones, to express themselves in various situations. The popularity of emojis largely attributes to their easy recognition by receivers across the globe without any language or cultural barriers. Emojis have already become a subculture of social media.

Emoji has a wide range of collections. The emoji showed above is called “the Face with Tears of Joy”, which was named the Word of the Year of 2015 by Oxford Dictionaries. This emoji is mainly in yellow with two drops of tears in blue. Through the facial expression, people, without any difficulty, can feel tears are the result of joy (not misery or despair). Emojis are so powerful - No single word is needed, but the image tells everything.

The growing popularity of emojis as a subculture of social media just could be explained by Oxford Dictionaries President Caspar Grathwohl’s expression "traditional alphabet scripts have been struggling to meet the rapid-fire, visually focused demands of 21st Century communication. It's not surprising that a pictographic script like emoji has stepped in to fill those gaps—it's flexible, immediate, and infuses tone beautifully."