Brett Kavamoji







A design project by Derek Witucki





BRETT KAVAMOJI

An... "астекнатіче" emoji typeface

Designed for small print and specially crafted to emote alongside vile and derisive content.



A WORK OF

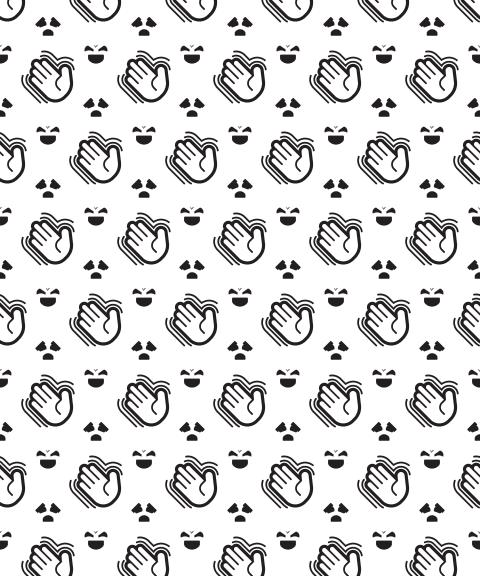
SATIRE



(because we live where it can't be assumed)

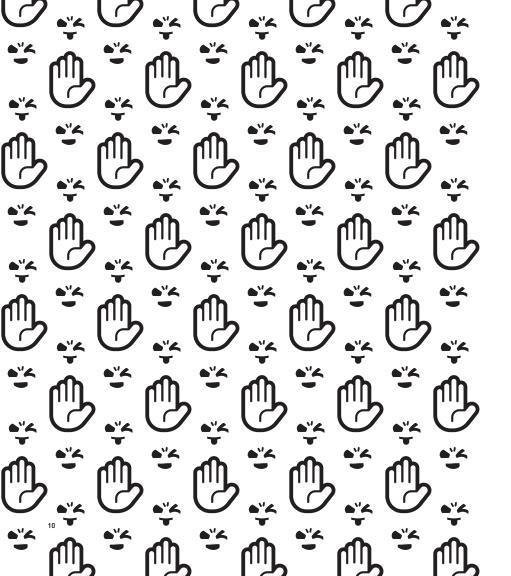


NOUN: An entertaining censure aimed at reform by way of exaggeration, irony, or humor. Typically political in nature.



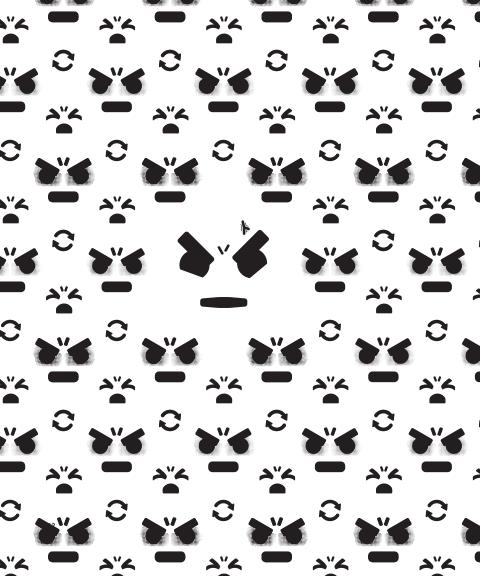
THESE EMOJIS,

like all other EMOJIS, and SMILIES, and EMOTICONS, AND SMALL DESCRIPTIONS WRAPPED IN ASTERISKS, bring expression to emotionally deadpan text.



RATHER the incomplete & ham-fisted simulacra of emotional expression;

a range of **hyper-emotes** for our **hypertext**.



As a caricature on the emotional range of $B\,rett\,\,\,Kavanaugh$

the emojis here are the embodiment of trolling,

of: what happens when anonymity meets communicative distance,

or: when digital mediation strips away all empathy.



Details



Delivered

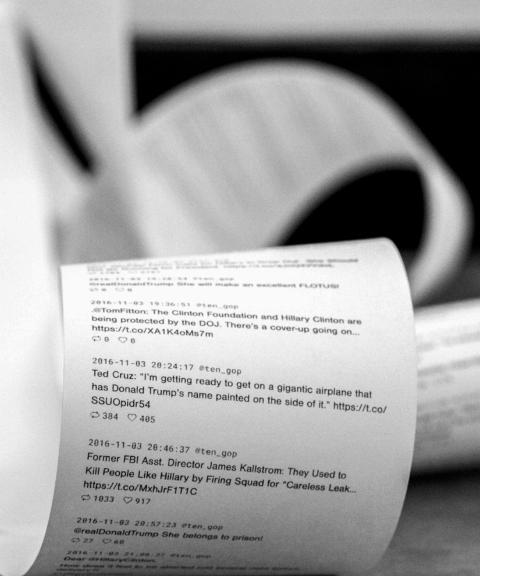
please stop sending these

CHARACTER SET

J K L H H O P O R S T U V W X Y Z

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opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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ff fi fi ft ffi fff fff

ABCDEFGHIJKLMN
OPARSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
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ff fi fi ft ffi ffi fff fff



POLARIZED BLACK & WHITE

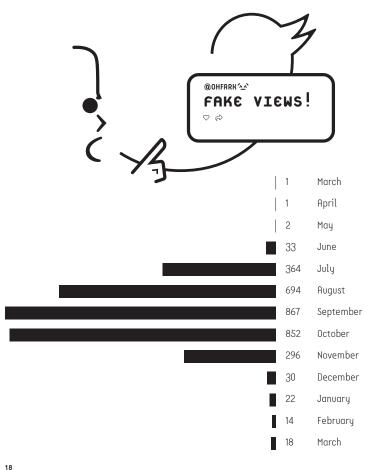
(Just like the real thing)





As a satirical emoji font, the expressions of BRETT KAVAMOJI are stylized to emote the wrathful taunting of indignant trolls on self-appointed crusades in the name of transgression.

It is a companion to design work featuring @TEN_GOP tweets where it replaced the emojis used in the original content.



Who was @TEN_GOP?



Tennessee GOP @TEN_GOP · 4 r/o.

Just a reminder: Obama wants our children to be converted to Islam! Hillary will continue his mission!



Tennessee @TEN_GOP · 4h
I love my whiteness. And yours.

#WhitePeople

70 13 340 W 1.2K

Although purporting to speak on behalf of the Tennessee GOP, the account was run by the so-called Internet Research Agency, a front organization for Russian counter-intelligence operations. It was one of many accounts used in "active measures" campaigns meant to spread misinformation and discord during the 2016 US presidential election. It was tailored to supporting the Trump campaign, harming the Clinton campaign, and influencing the far-right political narrative.

The account was active between March 2016 and March 2017, publishing 3,194 tweets in that time, and was retweeted by prominent conservative and far-right figures like Brietbart, Donald Trump Jr, Ann Coulter, Sean Hannity, Alex Jones, and Ted Cruz. Media analytics firm, Meltwater, found that its tweets were taken seriously by news organizations, having been embedded in 2,615 articles across the Washington Post, NBC News, Huffington Post, Buzzfeed, and a range of small or international outlets.

@TEN_GOP'S

TOP EMOJIS

Frequency by percentage

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DEREK WITUCKI

www.derekwitucki.com

Derek's work is a synthesis of design and journalism, and he uses both in his creative process to pose questions and share perspectives.

