

## ricePod: For All Your Fobby Needs

For my final project, I wanted to mix to completely different cultures into one image. These two cultures needed to be different enough to contribute its own unique flavor while still maintaining one uniform image. I ultimately decided to combine the FOB culture with the iPod culture.

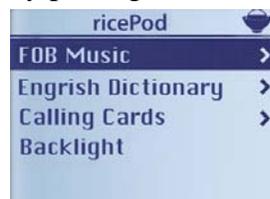
In just a few years, Apple's iPod has gained tremendous success in the portable music player market. Everywhere I turn, I see the sleek and stylish white design whether it is in a spoiled rich kid's hands or on some middle-aged man's waist. The iPod craze is at an all time high, with advertisements everywhere from subways to television. I'll admit, I even succumbed to the minimalist look and bought one myself. This is the first culture I aimed to parody.

For countless years, fresh-off-the-boats, or FOBs, have been the butt of all jokes. Their broken English in conjunction with their stingy lifestyle have made them easy targets of racist jokes. I chose this culture to be the second I spoofed.

With this project, I aimed to satire both cultures by combining the commercial culture of the iPod culture with the overgeneralizations of the FOB culture into one product – the ricePod. *[Disclaimer: this is merely a joke; take the ideas with a grain of salt]*

There were a few aspects of iPod publicity I wished to spoof. First, Apple stores go for a very simplistic look – predominately black and white. And so I mimicked this color scheme by starting my canvas off with a white background and black sidebar.

Secondly, the packaging of an iPod has a white version of the famous Apple logo. I replaced this logo with a bowl of rice and chopsticks. I chose these two objects for my logo since they are associated with FOBs and placed this logo in the middle of the sidebar. I found the bowl and chopsticks from images from the web and carefully cropped them and edited them to the size I wanted them. Afterwards, I added an outer glow to the layer to blend it with the black background of the sidebar. Using the same font as Apple's advertisements, I finished the sidebar by placing the name and website of the product underneath the logo.



Advertisements of Apple's iPod show the frontal view of the gadget, further demonstrating the simple yet effective design. And so, I found a frontal view of the iPod and edited the display screen to show a menu fitting for a FOB. This includes some FOB music (since the ricePod still functions as a portable music player) but also additions like an English dictionary (to look up the meanings to the bad English FOBs tend to use) and a list of calling cards (since FOBs use calling cards to call China all the time). I also changed the battery meter to be a bowl of rice instead of the original picture of a battery. I initially wanted to change the menu buttons as well but in the



end decided against it since the buttons should still reflect those of a music player.

Recently there has been an advertisement line where there is a silhouette of a person dancing with an iPod in hand. And so I took a picture of myself eating a bowl of rice while listening to my iPod and converted the image into a similar silhouette. Finally, I added some lines of text on the canvas to copy the usual iPod advertisements.



To ensure that the spoof advertisement looked a real Apple iPod advertisement, I needed to find the fonts online. After rummaging through the web, I discovered the main fonts are Myriad Pro Semibold and Chicago. I acquired these fonts and used them accordingly in the parody.

I am pleased with the overall project. The only minor concern I have would be the rice bowl logo. I had a hard time trying to put both the rice bowl and chopsticks together without it looking to awkward. I ultimately ended up overlaying the two, which I'm not sure was the best way. Other than that detail, I believe I was able to mix the iPod culture with the FOB culture pretty well.