



**STUDENT CHALLENGE**

**Is it pronounced “jif” or “gif”?**

**A GIF, or Graphics Interchange Format, is an image file type that can contain multiple images or frames. These images or frames are then presented in sequence or on a continuous loop, like a digital flipbook that mimics animation.**

Animated GIFs are a quick and easy way to visually communicate information or ideas widely. Their file sizes are small compared to dynamic content alternatives like Java and Flash so they can be downloaded by the browser easily to allow for a faster browsing experience. Even with multiple images on the same file, the file size can still be made small because of the way GIF is encoded with a limited color palette.

GIFs are also very useful in highlighting essential ideas to direct the attention of the audience and can be a far more effective and impactful communication tool when trying to convey an emotion or state of being than text alone.

Owing to social media and the rise of micro advertising, GIFs are a great way to get your idea to spread. They capture a small moment to represent a bigger idea, which is a powerful practice in messaging effectively to the masses. There’s a reason GIFs are so tied to memes!

**CONTINUE TO GIF CHALLENGE**

# (GIF) I Could Change the World

## APPS/PROGRAMS

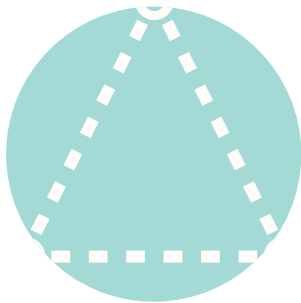
Use the GIPHY app or visit GIPHY.com on browser  
**Feeling creative?** Use Vidcode or Photoshop  
**Looking for a login-free version?** Try [Brush Ninja](#).  
**Want to record a quick video gif?** Try [andtheniwaslike.co](#)

## RESOURCES

[How to Make a GIF using GIPHY](#)  
[UN Sustainable Development Goals](#)



## #MYLA2030 CHALLENGE



**1** Pick a goal from the UN Sustainable Development Goals (SDG) website. Read more to learn about specific problems and possible solutions.



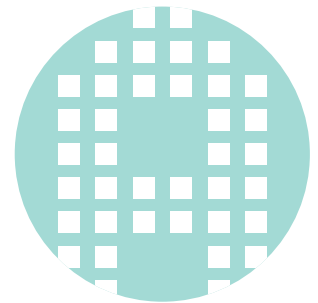
**2** Create a GIF that demonstrates a current need for a more sustainable future through the lens of your chosen SDG.

Is it climate action? Or the housing crisis? Homelessness? Access to healthcare and mental health? Changing neighborhoods due to gentrification? Access to green space? Reducing inequalities?



**3** Search for three GIFs online related to the one you created. Write 250 words about your GIF series and the idea behind what you are trying to communicate about sustainability or the lack of it in Los Angeles.

**What matters in your LA2030?**



**4** Submit your GIF essay (1 original GIF + 3 found GIFs + 250 words) to your teacher and/or post on social media with **#MYLA2030** and tag **@ARTSMATTER** to be eligible for student prizes