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Keeping Digital Space Evil

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GESA Social Media

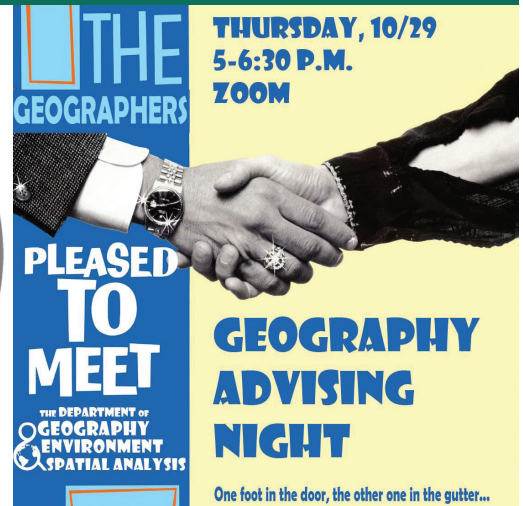
Keeping Digital Space Evil

Anthony Lucero

Transferring to Humboldt State as a Geography major last fall, I joined a fully virtual educational environment. The best way to get information about the department, I quickly discovered, was to check out GESA on social media. Its Instagram page ([HSUGESA](#)) has helped me feel a real sense of community. It not only gave a face to its faculty and many of my cohort peers, but this digital space also allowed me to express my artistic mind while contributing to cohesion in the department.

Browsing GESA's Instagram page one evening, I came across a sweet album cover that had been refurbished by Dr. Derrick to announce Geography Advising Night. Like a fish caught in a net, I was drawn in by his diabolical plan to claim our own place and keep digital space evil. With no prior experience with Photoshop, I spent time between classes learning how to put software to work (shoutout to PiXimperfect on YouTube!) to create my own series of GESA Instagram posts. My source materials have ranged from magazine advertisements and pop art to movie posters and postcards, carrying the GESA stamp to help foster a distinct aesthetic associated with the department.

Helping map GESA's digital space has been a blast. In the course of two semesters, I have watched our Instagram posts increase in artistry and complexity. A corpus of social media unlike anything you might expect from an academic program. Viewing our evil assembly on my phone screen has been motivating during the pandemic. GESA on Instagram reminds us to remain flexible and resilient, keep a sense of humor, and be consistent as we plug into global networks and explore spaces that connect us all.

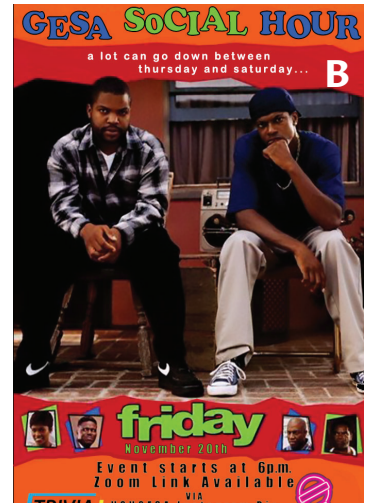


Top Left: GESA Task Force is how we branded the social media team of three faculty and four students working behind the scenes.

Top Right: Dr. Derrick's post that started it all.

Below: When GESA was first to the moon, we marked our digital spot on the night-sun with this post. One of my favorites, this piece stands as evidence of my slow mastery of the Stamp tool within Photoshop, allowing me to create textures that previously were unimaginable.





A. This post was part of GESA's campus beautification campaign. B. GESA held its social hours on Fridays, so I enlisted a couple movie stars to help spread the word. C. Debuting here now, this is a piece I created on Earth Day. Let us not forget our deep roots on this planet. D. The climate in Humboldt is perfect year-round. Can't beat cloudy days, a cup of joe, and chilling at the Arcata Plaza. E. Elton joined Dr. Derrick in welcoming us back for spring semester. F. I combined material from old magazines with new imagery to create a series of postcards announcing guest speakers and other events at the 2021 conference of the California Geographical Society.