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Module: M4X01560

Tasks in the order I received them:

Task One: (Jon task) = 492

Task Two: Semiotic Analysis (Ryan Task) = 462

Task Three: Manifesto (Julia Task) = 502

Task One: (Jon's task)

This is a piece of work by April Greiman it is a poster titled 'Pacific Wave' from the post modernism design period designed in 1987. Throughout the design movements there was always a theme or style for an era and before post modernism there was the punk art movement which was a rebellion to what was happening with in politics at the time which encouraged post modernism to 'propose imbalance, disjunction, and spatial ambiguity' (Micheal Clarke, 2010) going against design movements and allowing the designer to create/design in whatever sort of style they liked which allowed them to be bold and use bright colours and prints, the Post-modernism movement was 'harder to pin down in the visual arts' (Micheal Clarke, 2010) as it had no real structure and was 'a reaction against the formalism of Modernism' (Micheal Clarke, 2010) .

April Greiman was a strong influence with Graphic design still to this day 'Greiman is touted as one of the first designers to merge digital and video imagery with print graphics' (Patel, Kunur, 2015) This influenced her designs as Greiman would incorporate pixel effects, she really wanted to show she was using more digital techniques within her work.

The work stood out at the time because she wanted to create a new style, 'transmedia design,' (Patel, Kunur, 2015) which is like 'storytelling that takes a brand or design concept across print, architecture and video, from pamphlets and identities to colour schemes and materials for buildings to large-scale digital installations.' (Patel, Kunur, 2015). Greiman's work is very influential within Graphic Design as she once said "I'd like to think I've been somebody who is always willing to leap into the void," (Patel, Kunur, 2015) as if she was clearing a path or making it easier for of designers to find inspiration within her style.

'Pacific Wave' is a strongly influential piece of work as you. Can see within the wave image the use of pixels and how the bright colours flow into the background, the digital techniques are also used within the text to make it stretched out and almost illegible which was also 'produced electronically' (Elizabeth Martin, 2009) to highlight that Greiman included the pixel effect within the text. April Greimans style of work has defiantly influenced design today as she is 'recognised for introducing the 'new wave' design style in the US'. Her work has encouraged designers too work 'outside the box' and not follow a certain style, era or

movement and use multi medias such as digital, screen printing, offset lithography printing, water colour, photography, collage and some many different styles. April Greiman suggests art can be made from anything and you don't have to follow one 'suit'. April Greiman influenced me as she went outside of what designers' thought was the 'normal' and expressed her design style through words like 'fear, the void and adventure.' (Patel, Kunur, 2015) and suggests to new designers that there is no pattern to follow.



April Greiman, Pacific Wav, 1987

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<https://www.famousgraphicdesigners.org/april-greiman>

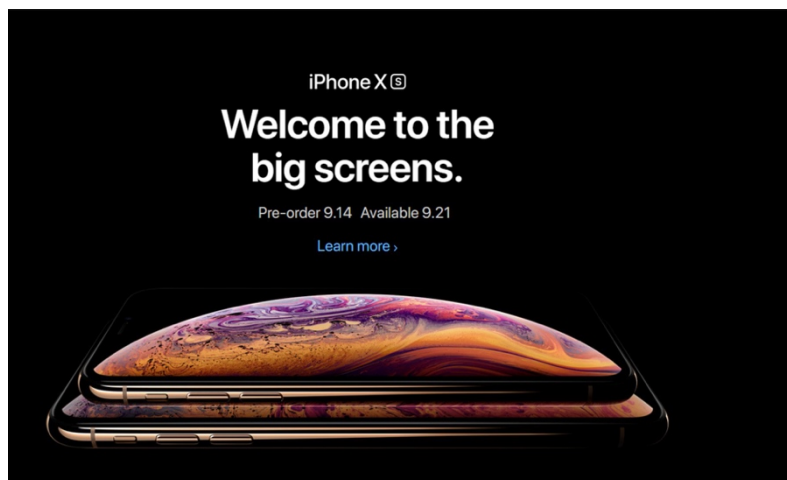
Task Two: Semiotic Analysis (Ryan's task)

Apple is a brand that always shows a story behind their adverts and shows it as an 'adventure' (Hu, Jane. C, 2019) and almost as an 'Experience' (Marc Hassenzahl, 2010) this is highlighted in the advert due to the black background creating the look of 'space' (Consumer vulnerability, 2016) it suggests that anything is reachable, implying that if you had an iPhone you can go 'above and beyond' what you thought you could, and experience a whole new world. The dark background also 'illuminate's' (Consumer vulnerability, 2016) the image of space making it look 'dynamic' (Katinaitė, Deima, 2015) and suggesting it's something that can explored the colour 'physically, psychologically, and socially' (vanseodesign.com) draws you into the design and can influence the way you see it, makes you feel and can strongly influence you to purchase the product. Apple have always done

this within their adverts, tell a story. The whole design is very dark and then there's the brighter image of a planet that almost looks 3D like expressing your adventure and draws you into the product as it is the only bit of colour within the advert. The text is very clean and fresh which makes the product look expensive just like the background it almost suggests you need the product, to have more fun and adventure in your life or to be able to document the world or tell a story. The layered phones add another dimension which makes it look 'out of this world' also makes it stand out against the page. The light Glares from the bottom highlighting features of the product showing the clean corners and sleek features making it even more expensive and the clean finish the space design also adds a futuristic element. The design is almost effortless and only shows what people want to see and the basic design of the product. The simplicity of the advert also reflects the simplicity of the product how it only has three buttons, the advert isn't confusing just like the product.

Apple play into what humans are as a species which is curious, always looking for more always wanting to find more that's what draws you into the adverts the curiosity of, if I had that product I could do this, or see this and by using an image of a planet they've shown peoples curiosity is endless.

This online advert was launched in 2018 however apple has always continuously advertised there products for the curious, like the 'Hello' iPhone advert in 2007 it had a range of clips from famous movies which suggested you could get in contact with anyone an reach anyone, it also had a nostalgic touch with old black and white picture, applying to all generations and showing how far their technology had come.



Apple advert, 2018

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Task Three: Manifesto (Julia's Task)

1. We should aim to reduce plastic in the ocean to reduce the harm to the wildlife.
2. The human race needs to realise what effect they have on animals' welfare and wellbeing.
3. It should be compulsory to recycle.
4. As a human race we should be more honest and less deceitful.
5. Actions speak louder than words.
6. Every little Helps.
7. Younger generations deserve more respect from older generations.
8. The human race is selfish

Key words & Images

Key word: Reduce plastic



Sky ocean rescue, 2017

1. We should aim to reduce plastic in the ocean to reduce the harm to the wildlife.

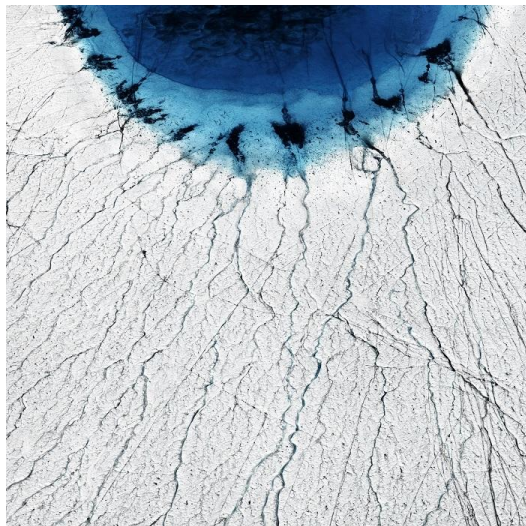
In recent years 'there has been a rising concern' of the 'floating plastic' that has accumulated in the 'open ocean' (Andrés Cózar, 2014). In 2013 people didn't know to what 'magnitude and the fate' (Andrés Cózar, 2014) the 'floating plastic' would have, whereas in 2020 we know the impact. Sky started the 'ocean rescue' act in 2017 and did a dedicated art piece made from recycled plastic after a whale got stranded and died near Bergen, Norway with a stomach full of plastic. In 2013 there was 'floating plastic' and now there is the 'Great Pacific Garbage Patch' (Jeannie Evers, Caryl-Sue, 2019) Which stretches from 'the West Coast of North America to Japan' (Jeannie Evers, Caryl-Sue, 2019), the ocean is quickly filling up with human debris by '2050 there will be more plastic in the ocean than fish', by weight these are facts about the way we have treated the planet and the wildlife that lives within it and we can make a change before it is irreversible.

Key word:

Animals, welfare and wellbeing.

2. The human race needs to realise what effect they have on animals' welfare and wellbeing.

In recent years there has been 'a rising global alert due to the steady increase of global warming' (Vastola, Antonella, 2015) this has not just been caused by the increase of greenhouse gases it has also been impacted by peoples 'lifestyle models' (Vastola, Antonella, 2015) and how much more demanding people are. Climate change isn't just effecting peoples summer heat waves or the coldest winters to date or even the hottest winters to date, we as a species have caused this to ourselves and are in a place where we can change this and need to 'take urgent action against climate. Change' (Vastola, Antonella, 2015). We are responsible for the damage against wildlife and we share the earth with thousands of other species which we are killing due to our actions, our waste, our fossil fuels, and many other countless things. These animals didn't cause climate change and had no impact to it and as a species it should be our duty to fix what we have done for the welfare and wellbeing of animals.



Timo Lieber, United Kingdom, The eye, 2019

7. Younger generations deserve more respect from older generations.

Key word: generations

From a young age you are taught respect your elders which is very true you should as everyone deserves respect but your never taught that people younger than you deserve respect 'Most cultures forgot the contributions of their child-and youth-ancestors and their genetic predisposition to lead' (Cummings, Michael S. Maghakyan, Simon, 1975) older generations believe that because they are older they are therefore wiser because they have experienced more however forget how a younger generation could contribute.

At school you would always be more nervous to be around the older years because they looked so much bigger and so much more grown up you could even say intimidating. It all works the same even with siblings the older sibling is almost always in charge and in control even if you're just a year apart. How older generations get more respect from younger generations and the 'Baby boomers' almost look down on the younger generation because they do things very differently to their generation.



KERRY DARLINGTON - Until the Wind Changes (2019)

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