

PORFOLIO OF WRITING:

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MANIFESTO

Word count 459

SEMIOTIC ANALYSIS

Word count 464

REFLECTIVE WRITING

Word count 452

MANIFESTO:

1. Do it NOW.
2. If you don't like it, STOP.
3. Travel at every opportunity.
4. Life is too short to worry about.
5. To be brave is to be curious.
6. Dreaming is Believing.
7. Seeing through a screen is not the same as seeing through your eyes.
8. Don't be afraid of the unknown. The unknown is what makes you yourself.

PRINCIPLES TO A HAPPY LIFE.

These are some of the principles that I feel strongly about. All these principles can be linked together. I believe that you should take every opportunity to go out into the world and explore what different countries are like such as the food to their landscape. Not worrying about the consequences and just doing it. This also links my seeing through a screen is not the same as seeing through your eyes nicely because you can see anything you want through a screen. which, for me does not make it as remarkable as seeing it for the first time in person with your own eyes, therefore, is why you should travel, see the places that you want to see. 110WC Another way of linking them all together is do not be afraid of the unknown. The unknown is what makes you yourself. Which is something building your character as a human going out into the world to places you have not been before and seeing how you deal with it because you do not know what could happen. My principles change who you are going to be as your life progresses. They will also change the way you think in life from; what you buy, what you use and how you use it which, can be a good thing because you will be more experienced in lots of different areas and will learn stuff that will

help you later in life. The picture is an example of a botanical waterfall in Johannesburg and, the sheer beauty of it in this photo itself. However, if you were there standing right next to this waterfall, it would be a much better experience with the sun on your face, the sound of the waterfall and nature around you would make it a better experience for you. Leading back to my point of travelling and how you should go for it and see something you have not seen before with your eyes and not through a screen. My principles which are aimed at young adults who are just entering the working world and could be struggling to settle in if they were to stick by these principles there would learn things that would help them in the job world because it is the meeting new people whilst exploring which would help you with your communication and you would become more open minded which in lots of jobs is extremely helpful in today's world. Your mental state would also improve because of the relaxation of going for a holiday is a time for calmness and you come back a new person. Which would happen if you followed the principles because you would be going to explore finding yourself and seeing wonderful things with yourself.



<https://www.pinterest.co.uk/pin/208221182747612914>

Semiotics analysis



semiotic analysis

This polysemic design for Ford, a worldwide car manufacturer, is an advertisement for their brand. In this design, I think the communication to the ordinance is well presented. The quote at the top of the image is remarkably effective in the sense that it gets the point across, "the city is in your hands", works well with the design, in the way that the car key has been cut in the shape of a city skyline, and if you get this car, you will be able to take on the city. In the image, you can see that the key is the signifier which represents the car and the brand to try and grab your attention. You also have the city skyline and the way it presents itself with all the elements of the design flowing which, would tell the audience that the Ford cars can give you the city at your fingertips, which is the signified. With both the signifier and the signified together in the poster, you get the sign itself, which are the connotations and the denotations of the design. Which is the abstract meaning of the design in using the car key part as a city skyline and, then you have the literal meaning, which is just the key. "If a communication process has to be explained as relating to a system of signification, it is necessary to single out the elementary structure of communication at the point where communication may be seen in its most elementary terms". This text I like because it represents this photo well in the way that they have used simple but effective ways to reach the outcome of what

they wanted. The elements within this image is minimal with only a key being present. The image contains a deep blue ocean and lower value colours throughout it. The light around the centre of the image gives a white tone effect in the realistic reflections and highlights on the key. The light emphasizes the city shape within the key and the hierarchy used is very clever. The first thing you get drawn to is the key itself then you get taken to the city skyline on the key, which takes you to the Ford logo and then onto the quote "the city in your hands". This image has so much more than what the eyes see straight away with just the key skyline with how everything is laid out even to the horizon line going down the centre of the key work well together and, it gives the image a good anchorage. Overall, this design does exactly what it needs to be in representing the brand (Ford) and tells you what it can give to you if you take the chance freedom could be yours.

Referencing list:

Artist/ designer: Elisa Pazi, Sara Ghindoni

Title: Ford: Key Skyline

Year of creation: 2008

Quote used in analysis:

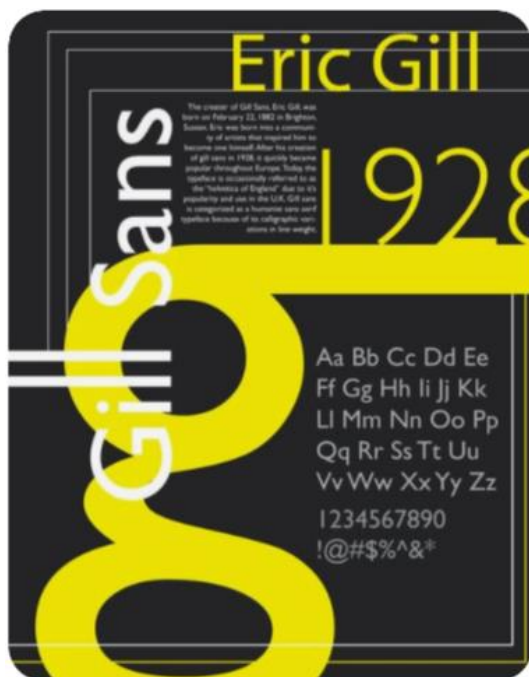
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REFLECTIVE WRITING



This is my design for a project I did not too long ago, around a specific typeface which for me was Gill Sans. When designing this piece of artwork, I found it difficult to get started with having a lack of ideas to go off. The way I came over this was by spending time on different websites. Such as Pinterest and Dribbble to look and see what caught my eye and why. After a good couple of days of doing some well-grounded research, I found it much easier to get the ideas flowing. Once some of my ideas were down on paper, I could then start developing them, which took me on my development path towards the finished design. The whole development process of my work was not a massive problem for me after researching because I had strong ideas and I knew exactly what I wanted to do for my design. This is what I tend to do when designing, once I have settled on something I do not like changing it which is a bad habit for me as a graphic designer as I need to be more open-minded to be able to improve my work when I can. Which took me around two days to try and work out the best option for the colour of my design including if the colours worked together or if they were too similar but not too contrasting. Another thing was the spacing

and placement of the content in my design and how I could use the blank space better which is where the elongated Ls came into the other page just at the bottom. One of the images that I used for my mood boards to help me when designing my artworks inspired me and did give me some ideas for my design in the elongated letters and I also thought that the yellow on the black worked well. I still felt something wasn't right, so I was playing around with the angles of words and letters which was when I found having Gill on a 45-degree angle works well and gives a different blank space. During this project, my time management was something that could have been improved, because of the problems I had at the start of the project looking back now it is better to make the mistakes because that is when the work improves. "Creativity is allowing yourself to make mistakes, Art is knowing which one to keep" quote by Scott Adams. This is something I'm now going to work by because if I would have applied this at the start of my designing process, I don't think it would have been as much of a struggle.



Referencing list

<https://www.pinterest.co.uk/pin/556335360203720396/>

Adams S. (26th Oct 2014). *quote*. Available:

<https://quoteinvestigator.com/2014/10/26/creativity/>. Last accessed 03rd Jan 2022.