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P Number:

Programme of Study:

Module ADAD4018 Ways of Thinking

Tasks in order:

Task one: Semiotics analysis = 622 words

Task two: Manifesto = 433 words

Task three: Reflective writing = 578 words

Task one: *Semiotic analysis*



New Lynx Attract For Him + For Her advert (BBH, 2012)

In February 2012, *Lynx* released their new advert *New Lynx Attract For Him + For Her*. Bartle Bogle Hegarty designed the advert to emphasise the '*appeal to girls as much as boys*.' Hegarty has created a series of adverts where '*the narrative tells the time-old tale of boy meets girl, but each image is loaded with potentially catastrophic twists*' (Hegarty, 2012). The advert relies on visual constructs to communicate the brand's core ideas. I will be analysing the semiotic approach and structure of the advert and how an audience decodes it.

Little information is presented on the advert. 'New Lynx Attract for Him + For Her' and 'Unleash the Chaos' are presented in the top right corner of the advert, anchoring the text within the advert. This anchorage text helps us decode the visual meaning. These words are significant within the advert as the word 'unleash' connotes ideas of animalistic behaviours of being out of control, causing disorder and 'chaos.'

The main image is polysemic and the word 'attract' could connote the obvious of two people meeting or a sexual connotation. This refers to Roland Barthes theory. *"Part of Barthes' contribution to semiotics is in how he analysed the nature of images and how they are deployed to create meanings."* *"For Barthes images are 'polysemic' (open to a variety of meanings). Anchorage attempts to restrict this openness by limiting interpretation: it is 'a kind of vice which holds the connoted meanings from proliferating'"*. (Walton, 2012).

The image is used to portray how opposites attract within the advert, for example light and dark, outside, and inside, male and female, clean and dirty, danger and the consequences of danger (Charles Sanders Peirce, symbol, index, icon). *"Peirce constructed a taxonomy of signs, starting with symbols, indices, and icons. Symbols are "arbitrary signs" in which the form of the sign is not related to its signification and the signification is assigned by convention."* (Storkerson, 2010).

The male figure denotes typical ideas of how a man should look. The male figure is wearing dirty work clothes as well as a protective uniform. The fact he is wearing a uniform connotes that he is a hard worker, and the protective equipment emphasises he works a dangerous job. This denotes traditional male ideas and refers to myths of how men should be the one to bring home the money. As a binary contrast, the woman is also represented as a gender aligned, traditional woman. The woman is perceived as 'the perfect woman' through multiple signifiers such as having perfect hair, slim, well dressed and conventionally pretty. The male and female are seen to be attracted to each other in the advert, referring to the title and myths of 'opposites attract'. (D.Johnson, 2018)

The word 'unleash' and 'chaos' anchors the advert and narrates what is happening in the image. The woman in the advert is holding a bag of fireworks inches away from the male's fire torch and the effect of them coming together would cause 'chaos.' This would refer to Ferdinand de Saussure's sign system. *"It is our perception, or how we view this 'thing,' together with the sound system of our language that creates the two-part mental linguistic unit he referred to as a 'sign.'"* (Lanir, 2019)

My semiotic approach has made me look at the advert differently. My original understanding of the advert was a traditional man and woman standing in a garage scene. After analysing the advert, I was aware of the sexual tensions within the advert, the obscure notations to chaos and how they unravel within the scene. This advert is not just a scene, it is telling a story through signs and signifiers.

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Manifesto:

1. Practice makes perfect, never settle for anything other than your expectations
2. Perfect is subjective to an individual, your worst could be someone's best
3. Negativity and self-doubt are your worst enemies
4. Each time you make a mistake, each time you learn
5. Don't hide what deserves to be seen, show the world
6. We are all on a journey, it's up to you what route you want to take
7. Typography is an art in itself
8. Graphic design is timeless. It will never go out of fashion.

3. Negativity and self-doubt are your worst enemy

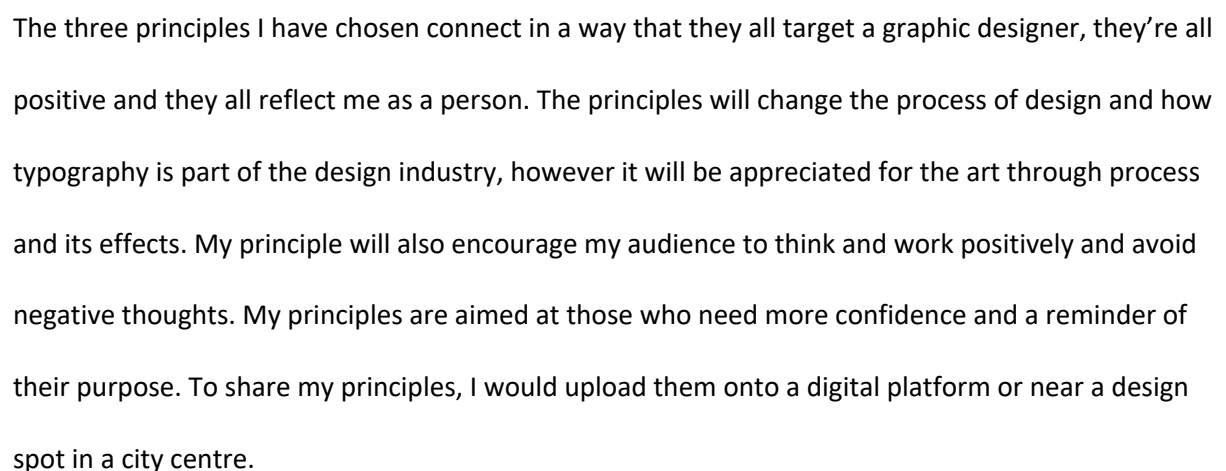
Working with a negative mindset can affect the work and creative ideas that you produce.

Negativity "weakens their ability to think and lowers their creative powers" (Soroka, 2014). A simple walk to clear your mind can help overcome negative thoughts and clear the mind. Personally, I find by not comparing my work to others and doubting my own ability, and not judging a piece of work too early, I can avoid thinking negatively. In my opinion, negativity is the worst type of defeat.

7. Typography is an art in itself

Like graphic design, typography is moving with the times. "The postwar period of consolidation when graphic design became a specialist profession in its own right, directed towards service and objectivity in visual communications" (McNeil, 2017, p. 8). The words 'specialist profession' emphasise that typography is a sub industry within the graphic design community. "The digital revolution of the 1980s and 1990s" stimulated the growth of graphic design profession" (McNeil, 2017, p. 323).

Graphic design is continuously growing in the art and design industry. Graphic design evolved drastically in the late 1960s during the postmodern movement. Graphic design trends have changed over time and with our future being digital, the graphic design community is evolving with trends and revolutions. Graphic design is moving with the times and “commentators observe a growing need for graphic design to embrace the changing demands of industry and commerce” (Moszkowicz 2013). This principle was inspired by the ‘First Things First’ manifesto which was “written in 1963 and published in 1964 by Ken Garland along with 20 other designers, photographers and students”. The manifesto was referring to the “humanist aspect of design” and how the use of graphic design has been used in adverts and publication but should be used more to “promote the betterment of society” (Garland, 2000).



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[illegible]

The brief in 'learning in the digital era' was to design a poster that shows how to use the Harvard Referencing system. Within the brief we had to use the copy provided and think about grid structures, typeface choices, typeface sizes, typeface weights and hierarchy of text.

I started by researching information posters which consumed a large copy of text to establish the texts hierarchy, structure, and an idea for the size of font I should use.

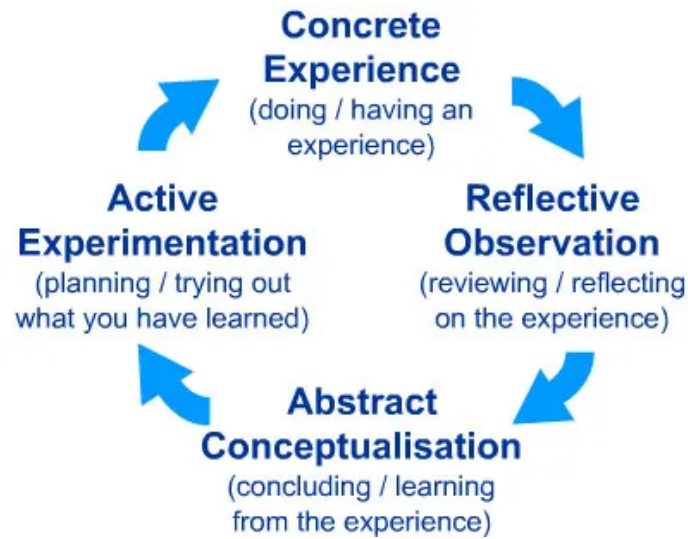
This helped me choose my font size. I split my copy into two sections, the first section being 'The Basics' and the second 'Books and E-Books'. The first section consumed of three columns and the second I split into four columns as there was more text and more subheadings.

My large heading is positioned at the top, followed by the subheadings and lines to split up the headings from the text which makes the hierarchy of text clear.

My original idea for the poster was to keep the poster black and white, however from my research, I would see other designers had used the colour blue in their posters. I decided on navy, blue and white for my colour palette. Blue *“stands true to its appearance. Peaceful, calm, and gentle, blue has tremendous power to manage stress. It is a very soothing colour that helps calm your mind, slow down your heart rate, lower your blood pressure and reduce anxiety”* and white *“symbolizes clarity and freshness. It is the right colour to be surrounded with in times of stress, to get clarity of your thoughts”* (Pangin, 2017). Personally, I found Harvard Referencing stressful, so for someone who does not know how to reference and is stressed, the colours of the poster would create a relaxed mood.

The first thing I have learnt is how to use columns to evenly break up text and how a reader is more likely to read a large copy of text in columns rather than large paragraphs. I questioned myself halfway through the process of creating my poster as the bottom of the poster looked heavy with text. I was able to resolve this issue by looking back at the poster with a fresh mind a few days later and adding a fourth column. *“Set aside for a couple of days, and then edited again with a fresh mind,”* (Bariso, 2021).

If I was going to create this poster again or change anything about it, I would re visit the colour palette. Even though I would still use blue as the primary colour, I would choose different shade that was is formal and current with the poster style. *“A practitioner’s reflection can serve as a corrective to over-learning. Through reflection, [they/s] he can surface and criticize the tacit understandings that have grown up around the repetitive experiences of a specialized practice and can make new sense of the situations of uncertainty or uniqueness which [they/s] he may allow [themselves/herself] himself to experience.”* (Vliet, 2012)



Above is a diagram which demonstrates Kolb's 'Experiential Learning Cycle'. "Learning is the process whereby knowledge is created through the transformation of experience" (McLeod, 2013) (Kolb, 1984, p. 38). From my experience creating this poster I can now use my knowledge in further briefs and projects.

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