

Student Name: Tara-Charleen Harley

P Number: 2107256

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Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

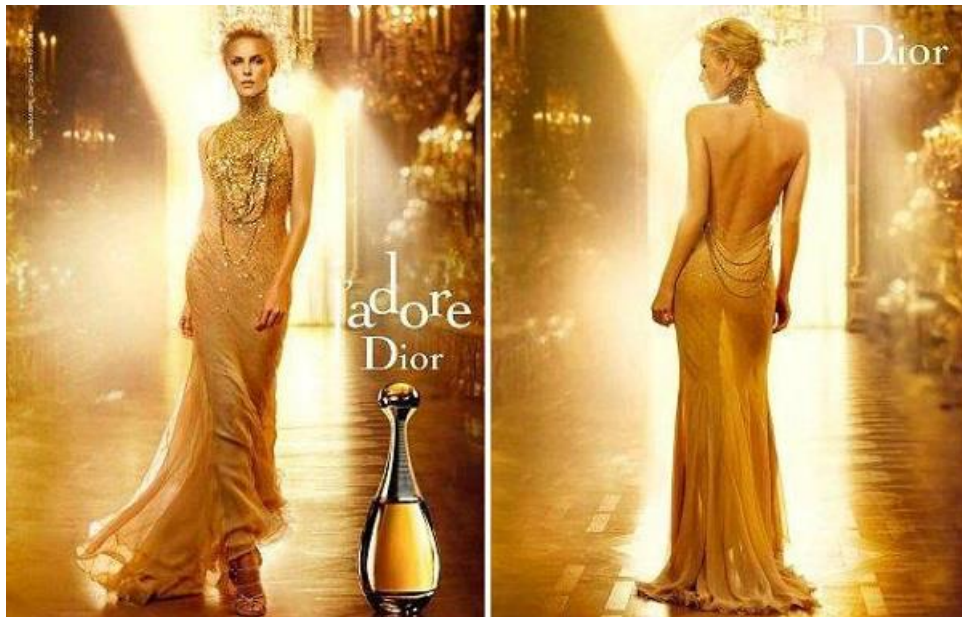
Task in order I received them:

Task 1: Observational writing = 673 words

Task 2: Manifesto Writing = 804 words

Task 3: Practice-based writing = 539 words

Task 1: Observational Writing



(Advertisement for J'adore Dior Fragrance...2019)

Everyday our lives are flooded with information whether written or hidden within an image. Everything we see or hear has a subconscious influence on our actions. With social media being more popular now than ever, it is difficult to escape, as well as our subconsciously having our opinion created on something by how we perceive it. One image can say a thousand words, and that is the case for many advertisements, and how your opinion can be easily influenced into finding out about a product or company. By understanding the study of semiotic analysis, we get to take a 'deeper look into the unconscious cultural patterns that shape consumer response' (*MindTake Research, 2017*).

There is a theory called 'Empiricism' that states our concepts and ideas come from our sense-experience. John Locke explains how we are born with 'no innate ideas' - that the mind is a clean slate. Through our 'sense-experience' is how we gain our knowledge. We have the simple idea, the raw material knowledge for example, red which the mind forms into a complex idea through general names and sensations such as tomato and anger. This can

be related to the two key components in semiotics analysis. 'The signifier: physical sign – sounds, images, letters conveying meaning' and the 'signified: personal interpretation of a signifier'.

The above advertisement is simple in its approach yet effective. We all know Dior as a high end, luxurious brand. Keeping this in mind and looking at the above image, the defining colour is gold. According to colour theory, gold represents elegance, luxury, and sophistication. Gold is a precious metal that is associated with wealth, grandeur, and prosperity, as well as sparkle, glitz, and glamour' (*Bourn, J. 2016*). It gives a sense of high end and expensive just as Dior do linking the two. This implies that it is aimed at a higher-class audience. The advertisement is monochrome and keeps all elements as one, keeping your focus on the product.

Front and centre is the beautiful model Charlize Theron, identified as the signifier. The aura of white light represents her in a pure angelic way. This aura of light can also be seen by the fragrance bottle. This is an attempt to create similarity and a link between the model and perfume bottle as well as making her a 'replica of the manufactured bottle' and is 'shown through the use of the chained necklace and silhouette of her stunning figure' (*Tinsley, R. 2013*). She gives the message of inner confidence released through the brand's clever marketing using timeless, seductiveness, luxury and wealth "A picture of a beautiful female model in a perfume ad is not simply a sign denoting a particular person who has been photographed. The picture of the model is also a sign which has connotations like youth, slimness, health etc. Because the sign has these positive connotations, it can work as the signifier for the mythic signified feminine beauty." (*Bignell 2002, p.32*).

The text plays an important part. J'adore means "I adore you" or "I love" and is shown in a playful font to make more appealing and eye catching. The name can link to a personal feeling towards the perfume. For example, it could be your favourite perfume in which case you do 'J'adore.' The concept of the French language is that it has always been the language of love as well as being sexualised. This again links back to the image with the open back, almost see the dress, creating another selling point.

By understanding and applying semiotics in marketing and market research, it allows brands and companies to delve deeper into the message and meaning behind the brand/product or advertisement being created and making that connection to the consumer. "Semiotic theories and methods can be used to identify trends in popular culture, to understand how consumer attitudes and behaviour are formed in relation to popular culture, including brands, and how marketing and advertising programs can best meet the needs of consumers by improving communication with the end user" (Vos, L. 2019).

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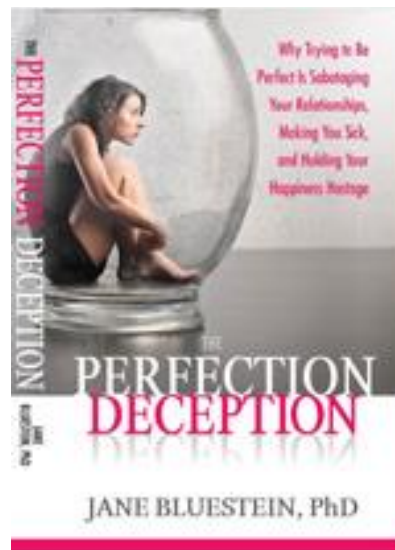
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Task 2: Manifesto Writing

1. We are all imperfect.
2. We are all on a journey through life.
3. Be confident in yourself and opinions.
4. Embrace Change.
5. Never let fear stop you.
6. If you tried, you have not failed.
7. Ignore fake news.
8. Fight for what you believe in.

1. We are all imperfect

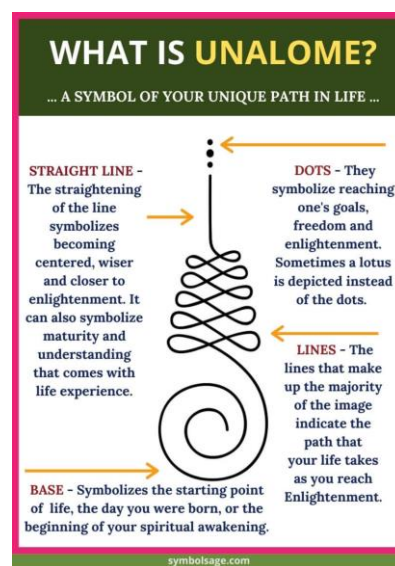


(Book on Perfectionism by Jane Bluestein, PhD...2015)

We all struggle with the idea of perfectionism, even without realising. The tendency can start from an early age from something as small as accidentally colouring outside the lines and becoming frustrated with yourself and this feeling heightening through more important tasks/moments in life, as we grow older. Some people may even call themselves a perfectionist. The problem with this is that they will put a lot of pressure on themselves which may come from their 'perception that others require them to be perfect' (*Bluestein, J, PhD. 2015*), when perfection is an idea of our own minds. You may very well be someone else's idea of perfect, or your work may appear perfect to others and flawed by ourselves. We need to stop looking for approval from others. "Trying to be perfect is sabotaging your relationships, making you sick and holding you hostage' (*Bluestein, J, PhD. 2015*). Many people fear that it is becoming an increasing public health issue and that perfectionism does not mean that each generation is becoming more accomplished but that they have more expectations to live up to making us feel 'sicker, sadder and undermining of our potential' (*Ruggeri, A. 2018*). We need to learn that we are all different, with all different abilities. Our idea of perfect should be being the best we can and knowing we have done all that we can.

Perfectionism can leave you feeling anxious and overthinking, not enjoying the present, fading into the background when 'perfection is in being present' (Schwartz, M. 2021), not going over every action you made/make or may take in life.

2. We are all on a journey through life.



(Buddhist Symbol of a Unalome...symbolsage.com, 2020)

We are connected more than ever in today's day and age, allowing us to take on new opportunities and create new relationships all around the world. Although seen as incredibly positive, it can lead us to comparison of our own life to another. We may see someone of similar age or background and wonder how they have achieved so much already. It is the comparison we make to others, as well as the feeling we need to have an entire plan mapped out for our life's, that leave us feeling as though we have fallen behind and sometimes burnt out. We need to learn to 'respect the uncertainty that exists within us' (Morrison, E. 2019), as we can then respect the process of life. The Buddhist symbol of the

Unalome holds great significance to our journey through life. It is a symbol of our unique path and a reminder that 'the path is not always straight, perfect, or even in the "right" direction. Our paths are filled with missteps, lessons and suffering' but, inevitably will always end up where we were always destined to, so long as you stay true to yourself. 'Stop struggling. What is meant to be will always find its way to you' (*Fahkry, T. 2017*). We need to trust in ourselves and decisions, understand that it is ok to make mistakes, say no or to take the jump and try something new. 'Everything happens for a reason, though you may not be known to the reason until the entire picture is formed'. I think this can even be carried during tough times. They are only making you stronger or preparing you for something ahead.

7. Ignore fake news



(Image taken from BBC News on Misleading covid vaccine Information, 2020)

With everything going on in the world regarding Corona Virus, set off several debates and the circulation of conspiracies and fake news, a lot based around the vaccine. 'The effect fake news has on society is causing behavioural changes resulting in a threat to public health' (*Schwitzer. 2017, p. 45*). This created the problem of people not attending vaccine appointments and decreasing the number of people being vaccinated. From a magnetic chip being put into your arm to the vaccine altering your DNA (*Sardarizadeh, S. 2021*) created a lot of uncertainty and doubt within our society. 'There are many fake and misleading news stories related to medical treatments and major diseases like cancer or diabetes. Trusting these false stories could lead you to make decisions that may be harmful to your health'. The

authenticity of information has become a longstanding issue, both for printed and digital media. This creates the problem of people becoming 'less likely to consume or accept information' (Graham, D. A. 2019). The problem with misinformation is that it can have serious implications on behaviour, attitudes, and belief from the public. 'Moving forward society must make their own decisions on who and what information to trust' (Genzkow, 2020). Take the time and opportunity to research and find the truth. Look at the emotion and tone the news is portrayed in. Consider where the source has come from. For example, if you first see a news story on social media like Facebook, it is likely not to be true. 'Trusted news sources will include information about article's author and publication date'.

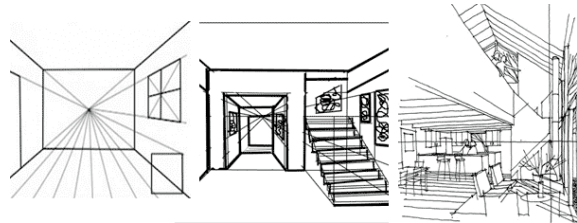
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Task 3: Practice based writing



***(My first interior design drawing...2019
2016)***



***(One-point perspective drawing...online
2016)***

Interior design has always been a big interest of mine. Whether scrolling through property listings, Pinterest, drawing or creating interior spaces digitally, I realised the importance of 'taking the time to do things that we love is important –not only for our short-term happiness, but also for our mental and emotional well-being' (*Day Designer, 2015*).

I remember staring at the blank piece of paper not knowing where to start. I knew I wanted it to look like a raw sketch, whilst still looking as realistic as possible. Trying to decide where the pencil would first touch paper to create the perfect perspectives. Looking back now, I wish I had taken the time to research and gather more knowledge on perspective drawing. One-point perspective drawing 'appears when we look at the object, interior, building, or street straight on, we face it'. I began thinking about how I could further and better my skills and drawings. 'Perspective is the key to what you see in our 3D world. Mastering perspective will improve your sketching skills and make your drawings look professional' (*Sorokina, O. 2020*). I wanted it to look like a quick sketch done for and in front of a client, but still being clear and with some detail. Comparing and looking at drawings from others through Pinterest, I had achieved just that, especially with the minimal colour used often

seen in interior portfolios. I remember wishing I had given myself more time however to find out how to draw interiors using different techniques like drawing from a vanishing point. Although I enjoy drawing interior designs, I had never actually thought of the concept. I knew there had to be more to interior design than just colour schemes and pretty furnishings. Although there is no right or wrong in design, there are always tips and tricks to follow to create the perfect living space. After taking time to research, I learnt that there seven design principals and elements of interior design: balance, emphasis, contrast, rhythm, scale and proportion, details, harmony and unity. Although getting all seven on these principals can be difficult, using them efficiently will allow you to create the perfect 'feng shui' commercial and living spaces. 'Feng shui is an ancient Chinese philosophy that seeks to find balance and harmony between elements'. It is about 'positioning different elements to optimize "Chi," or energy. The term is comprised of two words: "feng," meaning wind and "shui," meaning water' (*Invaluable*, 2017).

Taking what I have learnt, I feel it will only better my creative ideas and designs. Rather than just drawing, I will think about the space I am trying to draw and create. That it is not just aesthetic but meaning behind each design. It is important to try better your skills and self as a designer to allow yourself to create more amazing pieces. 'A well-designed interior is essential to a structure's ambience. This is because interior design provides a soul to a building, making it more functional, pleasant and liveable. So, when designed to a high standard, a beautiful space has the power to enrich one's life too. The key to developing such a scheme is attention to detail and careful consideration of finishes for comfort and style'.

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