

Student Name: JiaYi Zheng

P Number:2106584

Programme of Study: Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Semiotic Analysis = 532 words

Task Two: Manifesto = 528 words

Task Three: Practice-based writing = 523 words

Task One: Semiotic Analysis

Nowadays, semiotics is widely used in our daily life. Everything around us can be given a specific definition by semiotics. Sometimes maybe we will think that why we called this “a” not “b”. Life today is much less ambiguous because semioticians suggested a way that let us interpret symbols easily. Saussure (2011) believed that language signs are produced via a combination of the signified and the signifier. The signifier is a physical entity which references both the sound and image of language. In contrast, the signified is the meaning of language itself. For a linguistic sign, signifier and signified are two extremely critical elements and any one of them is indispensable. With these two characteristics, semiotics enables people to use symbols to convey the implied meaning.

Denotation and connotation also play an important role in semiotics. The former is the literal definition of a word and the latter refers to its associated connotations of the word, the associated landscape. For example, in ancient Chinese poetry, the moon denotation is a sphere, the brightest celestial body in the sky after the sun and its connotation is the ancient poets' yearning for a home. In our life, the reasonable apply semiotics in ads fields can promote and appeal to customers to purchase goods. But at the same time, its disadvantages should also be taken seriously. Capital constructs additional symbolic value for commodities, making the price far higher than the actual value of commodities. Essence is ignored. All living things become representations (Debord, 2000) .

“But for the present age, which prefers the sign to the thing signified, the copy to the original, representation to reality, appearance to essence …truth is considered profane, and only illusion is sacred.”

(Feuerbach,2011, no pagination)



Fig. 1, Figure 1: *Duet Ice-Cream Obama* by Voskhod, 2009

To understand the use of semiotics in our life, I found the ice-cream ad which amplified the publicity with images of Obama was created by a Russian ad agency to make a further study. Anchorage the image, the black in white is a denotation which means Obama a black man had been elected a white president. You can note that the White House is white, and Obama's skin colour is black. The connotation is chocolate of the ice cream is black, then the vanilla is white. The Obama hand gesture is a signifier that denotes he is the victorious president and this matches the logo of the ice cream bar. Also, it conveys a feeling that the ice cream favour is fantastic. He is dressed in a suit and leather shoes, which emphasizes success and the connotation are ability and wisdom. The advertising campaign is a success if the targeted consumers feel unsatisfied with their present life. They think if they buy this product their life will be improved. Ads always promise great things but offer very little (Berger,2008).

In conclusion, semiotics and spectacle play an important part in society. Debord (2000, p.7) shown that “spectacle is not a collection of images; it is a social relation between people that is mediated by images .”We should not indulge in illusions while searching the essence as hard as possible. Keep a clear mind not mislead in exaggerated advertisements.

Bibliography

- Berger, J. (2008) *Ways of Seeing*. London, Penguin.
- Chandler, D. (1994) *Semiotics for beginners*. Accessed:[Semiotics for Beginners-with-cover-page-v2.pdf \(d1wqtxts1xzle7.cloudfront.net\)](#) (Accessed on:25th October,2021)
- Debord, G. (2000) *Society of the spectacle*. London: Rebel Press.
- Feuerbach, L. (2001) *The Essence of Christianity*. Cambridge: Cambridge University Press,
- Saussure, F.D. (2011) *Course in general linguistics*. New York: Columbia University Press.
- pp. v-xviii.

List of Figures

Figure 1: Duet Ice-Cream Obama, 2009.

Accessed: <http://uuhy.com/html/15206.html>(Accessed on 27th October 2021)

Task Two: Manifesto

- 1, Finding good aspects in bad things and finding bad aspects in a good thing.
- 2, Human being should not arrogant and not to do anything against the laws of the universe or nature.
- 3, No pain no gain. Your effort sometimes does not pay off but if you never pay effort you will never gain it.
- 4, If we are unsatisfied with our present life, going to change it. Don't live conventionally. Don't worry too much about what others think of us. Believing ourselves , do not always say I can not do it. Allowing ourselves have the courage to explore the world.
- 5, When seeing or thinking something should be more perspective. See-through the appearance to the essence.
- 6, When interacting with people and appreciating things, feel more with your heart and see more with your eyes. Stop asking around and blindly following other people's opinions. Think by yourself.
- 7, The phenomenon of patriarchal society is still very serious. I insist that equality of men and women. I support the feminist movement. Women are not after a priority, but want to have equal status with men in society. All men are created equal and should not be bound by old stereotypes.
- 8, If you can dream it, you can achieve it.

Keywords & Images

Keywords: equality between the sexes

The phenomenon of patriarchal society is still very serious. I insist that equality of men and women. I support the feminist movement. Women are not after a priority, but want to have equal status with men in society. All men are created equal and should not be bound by old stereotypes.



Fig. 1, *Two activists for Indigenous women* ,2018

Now is the 21st century, but the status of women has not really improved completely in the deep power structure. As Bruce and Smits (2016, p60) claimed that "A woman's freedom was totally circumscribed by the authority of a man; she was deemed to have no mind of her own; her body was not hers to command, being the property of her father (or guardian) and, on marriage." Power structure includes the power structure between men and women. The hidden power structure is in the design of social institutions, the deep-rooted inequality in history and culture. Chimamanda Ngozi Adichie(2017, no pagination) wrote that "the second tool is a question: can you reverse X and get the same results? " The answer is no. You've heard that women wearing short skirts are unseemly and revealing. However, you've never heard that a man wearing less is not decent or self-

respecting, right? To promote equality between men and women, I think first, women should own their careers. Economic independence is true independence. It can avoid a woman being a man's accessory. Secondly, there should be fewer things to divide the sex in society, like toys, colour, characters and so on. Never say you are a girl or boy so you need to do something. In these aspects should fewer restrictions, society cannot imperceptibly shackle one's thinking.

Keywords: Live in harmony with the environment

2. Human being should not arrogant and not to do anything against the laws of the universe or nature.



Fig. 2 , *The interior of wuhan International Convention and Exhibition Center ,2020*

As saying goes, human has endless potential, but actually, our ability is a limitation. We have a lot of scientific problems that we can't solve. Like to bring people back to life, to stop time, and so on. Humans have had spectacular successes but we also failed many times. The reason why humans failure the first reason is ignorance and the second reason is

incompetence (Gawande,2011). Although we are constantly exploring and advancing, our ability is limited. The vast expanse of the universe needs generations of people to explore and discover. Every age has its limitations, we should realize our ignorance and choose to respect nature instead of blindly challenging it. Like today's COVID-19, rampant extreme weather, all because of human disruption of the law of the universe. Sometimes there is nothing we can do about it when it comes to catastrophes. "The knowledge exists, yet we fail to apply it correctly." (Gawande,2011,P.18).

Keywords: be yourself

4. If we are unsatisfied with our present life, going to change it. Don't live conventionally. Don't worry too much about what others think of us. Believing ourselves, do not always say I can not do it. Allowing ourselves have the courage to explore the world.



Fig. 3 , *Apple: Think Different*, 1997

While some see them as the crazy ones, we see genius(Design manifestos .org, 1997) .

When we do everything, do not care about others' sights too much, just be yourself. On the way of growing up, we hear so much judgments, but we cannot question our choices easily.

Because our choices are about us and have nothing to do with anyone else. Changing ourselves for someone else will make us less and less like ourselves. Sometimes we think us

are so crazy, while we are the first mover. It means we have courage and determination of exploration which others do not own. They can quote us, disagree with us, glorify or vilify us, but they do not influence the thing we have done (Design manifestos .org, 1997) . We just show our results. After that, everyone who looks down on us will shut up.

Bibliography

- Adichie, C. (2017) *Dear Ijeawele, or a Feminist Manifesto in Fifteen Suggestions*. London: Knopf Publishers
- Barlow, J. P. (1996) *A Declaration of the Independence of Cyberspace*. Available at: www.eff.org (Accessed: 4th November, 2021)
- Bruce, S. and Smits, K. (2016) *Feminist moments: reading feminist texts*. First edition. London: Bloomsbury. doi:10.5040/9781474237970.
- Design manifestos .org (1997) *Apple: Think Different*, Available at: [Apple: Think Different – design manifestos .org](http://designmanifestos.org) (Accessed on 4th November, 2021)
- Gawande, A. (2009) *The Checklist Manifesto: How to Get Things Right*. New York: Metropolitan Books
- Harding, S. (2016) *Whose Science? Whose Knowledge?: Thinking from Women's Lives*. Ithaca, N.Y: Cornell University Press. doi:10.7591/9781501712951.
- Ingold, T. The textility of making, *Cambridge Journal of Economics*, Volume 34, Issue 1, January 2010, Pages 91–102, <https://doi.org/10.1093/cje/bep042>
- Lewis, J.J. (2021) *The Core Ideas and Beliefs of Feminism*. Available at: <https://www.thoughtco.com/what-is-feminism-3528958> (Accessed: December 2, 2021).
- McLeod, S.A. (2019). 'Social identity theory'. *Simply Psychology*. Available at: www.simplypsychology.org/social-identity-theory.html (Accessed: 12th November)
- Zipple, A. (2010) 'Review of The checklist manifesto: How to get things right', *Psychiatric Rehabilitation Journal*, 34(1), pp. 76–77. doi: 10.1037/h0094660.

List of Figures

- Figure 1: *Two activists for Indigenous women*, 2018. Accessed: <https://www.thoughtco.com/what-is-feminism-3528958> (Accessed on 17th November, 2021)
- Figure 2: *The interior of wuhan International Convention and Exhibition Center*, 2020. Accessed: <https://baijiahao.baidu.com/s?id=1657756166952406921&wfr=spider&or=pc> (Accessed on 10th November, 2021)
- Figure 3: *Apple: Think Different*, 1997. Accessed : [Apple: Think Different – design manifestos .org](http://designmanifestos.org) (Accessed on 4th November, 2021)

Task Three: Practice-based Writing

I need to complete a font design assignment, which is to design a case letter, from a to j's both uppercases and lowercases and numbers 1 to 5. What is more, the font I designed needed suitable for the packaging of candies.

Because it was my first time designing fonts, I had encountered many problems in the process. First, I overlooked the consistency of fonts. Willen and Strals (2009) said that font designers need to follow some rules, which are consistent throughout the creation of fonts. If one or two letters violate this rule, they stand out in the font. But in my fonts, my serif didn't notice the consistency, and some of the serifs were sharp and some were round. The thickness of my font strokes was also not consistent. Some strokes are thin and some are thick. But in practice, these letters did not have legibility. However, this character was so important. 'Legibility is what makes letterforms recognizable and gives an alphabet letter the ability and power to speak through its shape.' (Willen and Strals, 2009,p1) Due to I was affected by handwriting, when I sketched I just wrote letters on ruled paper. As a result, all lowercase letters were half the height of uppercase. But in fact, the specifications of handwriting and print are different. You can see in figure 1 which was my sketch and figure 2 which was I typed them on the computer. When I read this book, I knew this rule more clearly. You can see figure 3. 'The x-height usually occupies more than half of the cap height.' (Lupton,2010, p37) If people read the fronts which I sketched before, lowercases would be too small to recognize. Because people intuitively judge the size of objects based on their bodies and surroundings. (Willen and Strals, 2009,)

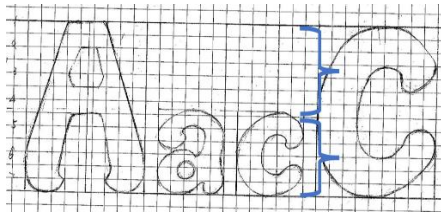


Fig.1,

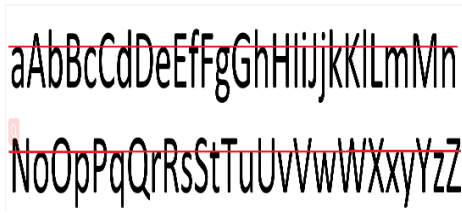


Fig. 2,

Fig.3, The principle of typography (Lupton, 2010).

Bone

Although kids learn to write using ruled paper that divides letters exactly in half, most typefaces are not designed that way. The x-height usually occupies more than half of the cap height. The larger the x-height is in relation to the cap height, the bigger the letters appear to be. In a field of text, the greatest density occurs between the baseline and the x-height.

In this process, I realized the importance of practice. The teacher taught some key points in class, but I thought it was so easy at that time, but later found it was tough work when I applied them. Font design is a very detailed job, so small changes can make a big difference in the visual. As Su propoesd that fronts also conveys the spiritual essence of the information and different emotions through their shape, colour, size, position and arrangement in the layout. (2014) Creating letters and fonts is a long process, involving multiple changes to a single character and typography system. (Willen and Strals, 2009,) So even I had changed a lot of versions, I still thought my consistency was not enough. At the same time, in this process, I realized that readability refers not only to the difficulty of the language itself but also its appearance. While recognizability involves word shape, font size, stroke shape and thickness, etc. There is a difference between them. In the next font design work, I will pay more attention to details. Determine font thickness and character size at the beginning of the design. Determine the serif and continue this for each letter of the font. Reflection allows me to learn from my weakness and do a better job next time.

Bibliography

- Boxer, P. J. (1980) 'Supporting Reflective Learning: Towards a Reflexive Theory of Form', *Human Relations*, 33(1), pp. 1–22. doi: 10.1177/001872678003300101.
- Ganzer, C.A. and Zauderer, C. (2013) 'Structured Learning and Self-Reflection:Strategies to Decrease Anxiety in the Psychiatric Mental Health Clinical Nursing Experience', *Nursing*

- education perspectives*, 34(4), pp. 244–247. doi:10.5480/1536-5026-34.4.244.
- Harkins, M. (2020) Contemporary processes of text typeface design. New York, NY: Routledge.
- Lupton, E. (2010) *Thinking with Type : A Critical Guide for Designers, Writers, Editors, and Students*. New York: Princeton Architectural Press.
- Su,K.(2014) *新概念字体基础&应用(New Concept typeface fundamentals & Applications)*. Xi 'an: Taibai Literature and Art Publishing House.
- Sharples, M. (1999) 'How we write -- Writing as creative design', *British Journal of Educational Psychology*, 69(4), pp. 620–622. Available at: <https://search-ebscohost-com.ezproxy.uwtsd.ac.uk/login.aspx?direct=true&db=eue&AN=24646669&site=ehost-live> (Accessed: 8 December 2021).
- Thomas S C Farrell and Melanie Macapinlac (2021) 'Professional Development Through Reflective Practice: A Framework for TESOL Teachers', *Canadian journal of applied linguistics*, 24(1), pp. 1–25.
- Willen, B. and Strals, N. (2009) *Lettering and Type : Creating Letters and Designing Typefaces*, New York: Princeton Architectural Press.

List of Figures

Figure 3: Lupton, E. (2010) *Thinking with type a critical guide for designers, writers, editors, & students*. New York, N.Y: Princeton Architectural P, p37, graph.