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Programme of study: Creative Advertisement

Modula: ADAD4018 Ways of Thinking - Martin Bush

Tasks in order I received them:

Task 1: semiotic analysis = 545

Task 2: manifesto = 534

Task 3: practice-based writing = 530

Task one – semiotic analysis

Often images we see placed in advertisements are over exaggerated and not the true image of the story it has to tell. “Meanings in the media are communicated by signs” (Bignell, 2002, p.2) We find these true meanings by creating our own semiotic analysis. But these images are important, as a child sees and reads images before understanding words (Berger, 1972). This shows that we have learnt from an early age to read deeper into images leading us to denotate and connotate a piece of imagery or words (Bathes 1977). For example, roses we think to be ‘red’ (denotation) but as we look in to this further, we associate these roses with love and romance because of its colour and previous ideologies of the rose over time (connotation). Anchorage is also applied for us to understand the relation between text and images. We are then able to relate them to one another to help us make sense of what is being shown. This creates the start of semiotic analysis.

To show this I have looked at a “Miss Dior” perfume advertisement, launched in 2017. In the image we can see signs to denotate and further connotate. As said by Barthes “a denoted message, which is analogon itself, and a connoted message which is manner in which the society to a certain extent communicates what it thinks of it.” (Barthes, 1977 p.17) For example, a female model, wearing a dress who is holding the perfume and led on the floor (denotated). We can then study further and understand why these elements that are being shown. It is logical for there to be a female model as the perfume is called “Miss Dior.” “Miss” being used as representing an unmarried, single woman this links to why she is

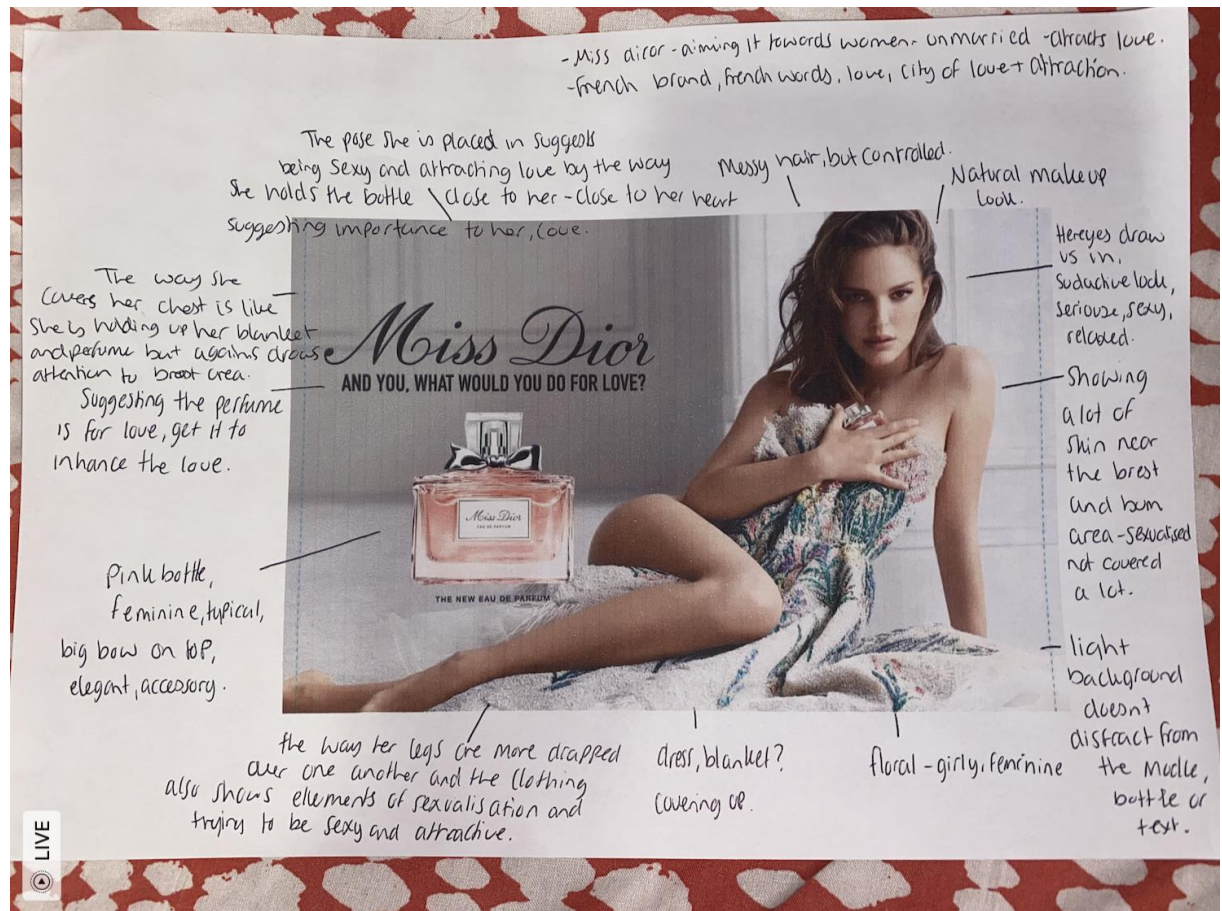
alone in the image and how it is acceptable to base the advertisement on seeking love and the sexualization. This is also shown in the text "And you, what would you do for love?" Showing what Barthes refers to as anchorage, anchorage being "the text directs the reader through the signified of the image, causing him to avoid some and receive others" (Barthes, 1977 p. 40). The model wears a floral dress often associated with purity and innocence. It also signifies that the perfume is a fresh scent. The use of the dress also allows there to be more skin being shown sexualising the model and the idea of love in this advertisement. The model is posed like she is draped over the floor as she holds the perfume in one hand, however this is close to her breast drawing attention to the area, again showing the ideas of sexualization. The bottle itself is pink again reinforcing stereotypical myths based on idealised representations. Pink being a well-known representation of women their target audience and non-target audience can understand the advertisement (connotated).

This is a way to deconstruct an image and can help the audience easily realise the denotations and connotations and make sense of both image and text by anchorage used in advertisements if they use this type of structure and having knowledge of semiotics. I can now clearly see the reasoning to each aspect of the image and have a deeper understanding to why elements were chosen.



Fig. 1, #DIORLOVECHAIN , Miss Dior Eau de Parfum campaign 2018

Map:



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List of figures:

Figure 1: #DIORLOVECHAIN , Miss Dior Eau de Parfum campaign 2018. Accessed: <https://medium.com/ad-discovery-and-creativity-lab/dior-what-would-you-do-for-love-4f716ca856d3> . (Accessed on 12TH November 2021)

Task two – Manifestos

1. Try not to judge a book by its cover. You don't know what people go through.
2. Try to be present and in the moment as much as possible and document what you think is necessary and not constant.
3. Think about how you view people's choices and appearance as it is easy to stereotype and stick to traditional ideologies.
4. Keep your art/design work present with the time as designs and what is popular, or trending is always changing to achieve more success and flexibility.
5. Ideas come from anything especially when you least expect it. So, keep the ideas, write them down big or small because you do not know what ones could be the most useful.
6. Any form of artwork is up for the Viewers Interpretation and for them to create their own thoughts about a piece.
7. It's important to remember everything is seen and thought about with perspective.
8. Semiotic analysis of a piece of work is important to deconstruct and then to understand further, hidden meaning.

Key words and images

- Stereotype threat

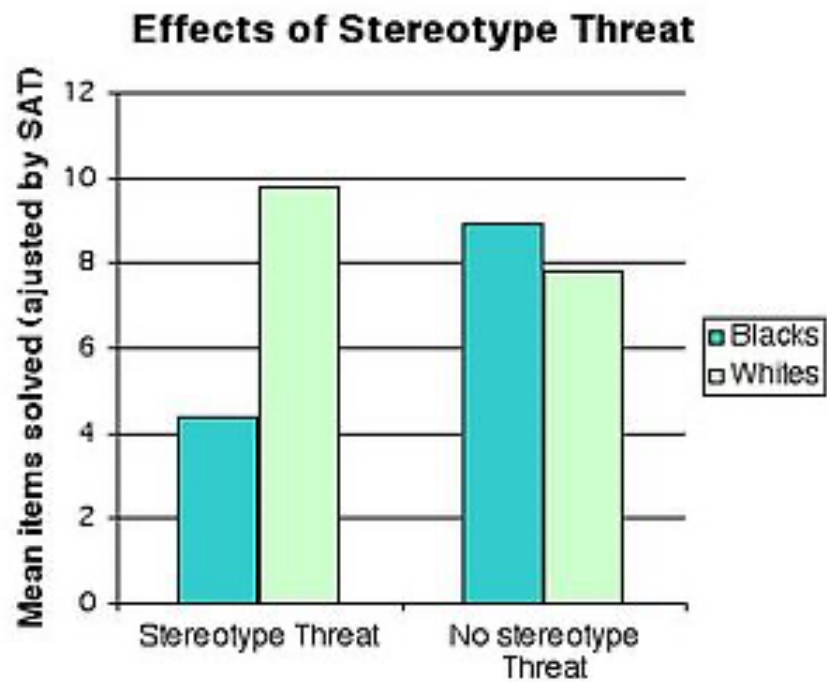


Fig. 1, *The Effects of Stereotype Threat on the Standardized Test Performance of College Students (adjusted for group differences on SAT)* J. Aronson, C.M. Steele, M.F. Salinas, M.J. Lustina,

3. Think about how you view people's choices and appearance as it is easy to stereotype and stick to traditional ideologies.

"Stereotypes should form so as to help the perceiver make sense of a situation" (McGarty, Y. Yzerbyt and Spears, 2009, p.2). Most of the time stereotyping can help us understand how different groups are and their characteristics. Whereas society can't help but use stereotypes they are often used in the wrong ways and can be easily mistaken for harming someone without realisation. "Stereotyping

can also have a variety of consequences. “Most obviously, stereotyping can affect the way that people are treated, whether it is good or bad, fair or unfair” (Puddifoot, 2021, p.3). Something that has been studied and supports this is ‘Stereotype Threat.’ ‘Stereotype Threat’ is when individuals are at risk because of their actions or behaviour and feel like they conform to being stereotyped in their group (Schmader, 2012, p.5). This was proven by different experiments taken out by Steele and Aaronson with different ethnicities resulting in the way they performed in tests due to self-evaluation. It was proven that the half who was negatively stereotyped didn’t perform as well as the other half however when not negatively stereotyped they all performed equally (American Psychological Association, 2006). This shows how stereotyping can influence people in different ways without realisation.

Key words and images

- Idea generation

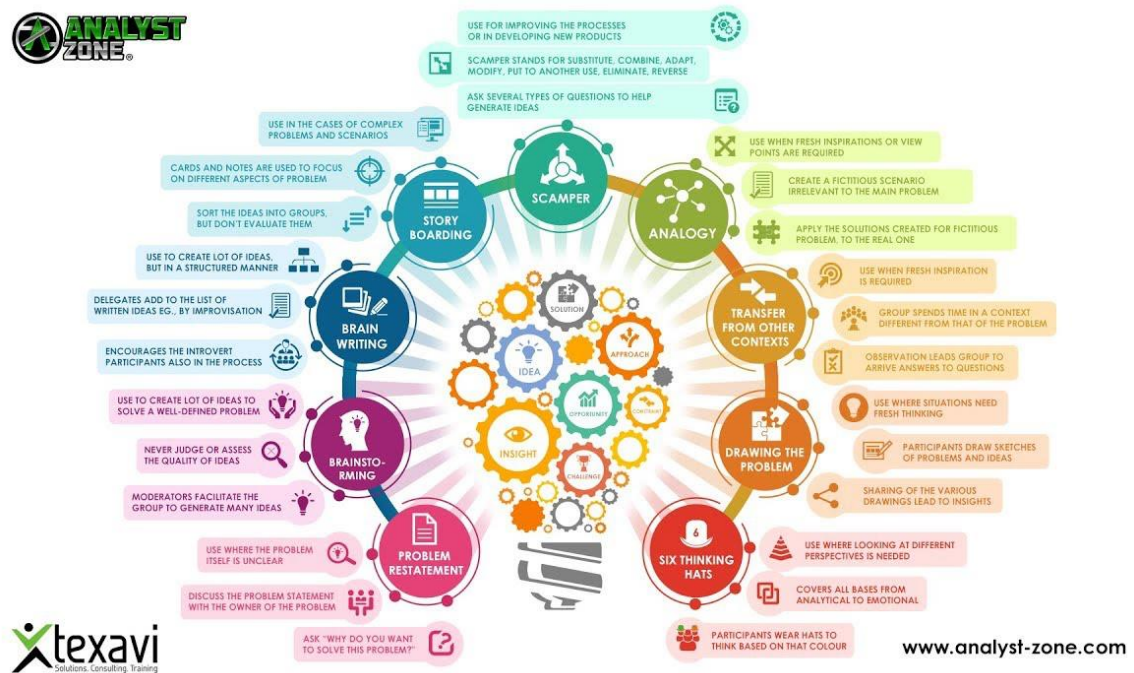


Fig. 2, Idea Generation Techniques - Business Analysis Moderation Approaches [video] 2018.

5. Ideas come from anything especially when you least expect it. So, keep the ideas, write them down big or small because you don't know what ones could be the most useful.

In an era where the creative industries are only thriving it is important to remember that all ideas are still relevant as you never know what idea could be the chosen "to use creative powers to improve jobs and companies" (Greiner, 2020, p.1, preface). Ideas are the most useful part of the outcome it leads to the best work but can only be done from fails and success. Useful steps to take to do this include "create an opportunity statement," "collect the raw materials," "hold an idea workout," "evaluate the ideas" and "implement the ideas" (Greiner, 2020, p. 3/4). Getting ideas

down is the most important, as many as possible as they can lead to greater ideas (Leonard and Ambrose, 2020, p.22). To get the best ideas they always come when you least expect it. A change of atmosphere and environment can help the mind think of the ideas on its own when more relaxed or put into different situations (Leonard and Ambrose, 2020, p.16).

Key words and images

- theoretical perspectives

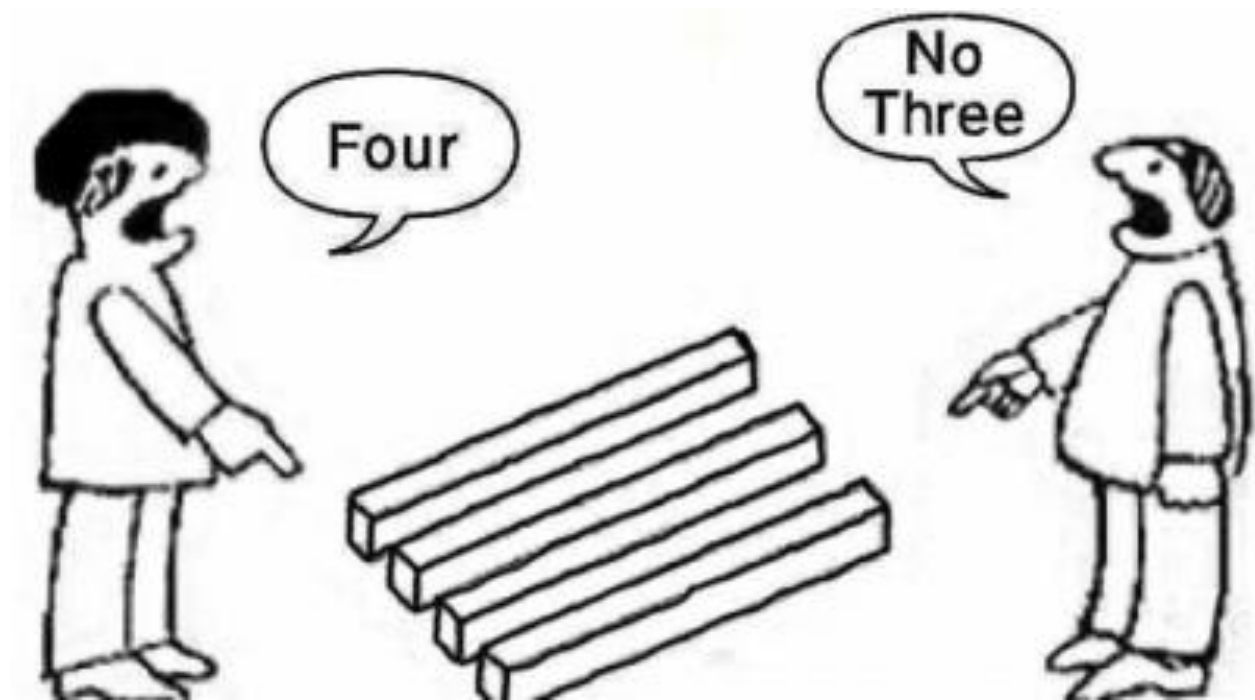


Fig. 3, Zak Hogg, *A different perspective* 2016

7. It's important to remember everything is seen and thought about with perspective.

Perspective causes everyone's minds to see things differently whether that be seeing things from different angles to the way we understand something. It's all based on our own perspective and how we process that media. Perspective can be physical, 3D or it can be sociological. Both fit well with how others see work and process information. Theoretical perspective has many different approaches some of these include Structural Functional Approach that is a structure in society that work together as a whole including things like education and ethnicity, Symbolic – Interaction Approach is based on interactions and how these affect others and Conflict Approach is when

society keep in conflict and inequality (South Dakota university). All of these things come together to understand how everyone can be affected by where and how they live in order to get their values they believe in and their own point of views. Making us realise when someone analysis a piece of work it can be very different depending on each person's perspective.

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List of figures:

Figure 1: *The Effects of Stereotype Threat on the Standardized Test Performance of College Students (adjusted for group differences on SAT)* J. Aronson, C.M. Steele, M.F. Salinas, M.J. Lustina, Accessed: https://en.wikipedia.org/wiki/Stereotype_threat (Accessed on 1st January 2022)

Figure 2: *Idea Generation Techniques - Business Analysis Moderation Approaches* [video] 2018. Available at: <https://www.youtube.com/watch?v=AWbYXQVxR-4> (Accessed on 1st January 2022)

Figure 3: Hogg, Z. *A different perspective 2016* [Blog] Available at: <https://www.veldhoencompany.com/en/news/a-different-perspective/> (accessed on 1st January 2022)

Task Three - Practice-based Writing (will depend on research strand)

A reflective piece of writing about a piece of my own artwork.

The piece of artwork I have chosen to reflect on is a piece I created using acrylic paints for my nephew for his 3rd birthday. It is half of a t-rex dinosaur with a textured background. Personally, I like this piece and consider it to be quite successful.

The idea for this piece was influenced by my nephews love for dinosaurs and the conversations I have with him about them. As said previously I think ideas can come from all sorts of places “A work of art is always born of a conversation” (Seligson, J. 2021 p. 10). I had an idea in my head instantly that I wanted to have the dinosaur be green, with a red background for the connotations of fire, larva, danger and anger. In my work I like a lot of texture to further help the piece feel realistic and relate the textures and colours with the main subject. This meant that I knew I wanted a textured, scraped looking background for that rough effect also relating to a dinosaurs environment. I like close ups, so I knew that I wanted a dinosaur that would look scary but also coming in from the right side as if it was walking into the frame. I looked at a few images online of different paintings and their backgrounds and merged the ones I liked the most together. I did this by finding the dinosaur that I wanted to reference the drawing on and cropping it. I then had more of a vision for the background and how I wanted to create it using a pallet knife.

As I had a plan of what I wanted the piece to look like, I think it went well. The contrast between the background and the dinosaur is just how I imagined, and the textures came out nicely. I think because I created this in the style, I like inspired by David Cambria for example, the faded section of

the legs, this leaves the piece up for Interpretation “art is identified as arts endless conversation (and possibilities)” (Macleod, K. 2013, p.15). For example, the idea of extinction of the creature from the fading away or have no Interpretation. I did struggle with the bottom part of the stomach. I was unsure how to create the texture and shapes flowing up to the top of the body. However, I was able to take it slow and keep going with this and it turned out well. I also struggled with the wider, more empty parts of the body as there was no texture of shadowing here on the reference. This made it harder to make this section look as realistic and fit in with the rest of the piece.

Personally, I think I could have done this part better. I think adding texture would help get rid of the flatness. This is important to look back on so I can see where to improve next time. “Editing and thinking critically about your work are important skills. Give yourself time to reflect and evaluate,” (Bhandari, H. And Melber, j. 2009. p. 21).



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