

Student Name: Tomasz Tomaszewski

P Number:2004946

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Ways of Thinking Lecturer's Name: Martin Bush

Tasks in the order I received them:

Task 1: Manifesto Writing = 457 words

Task 2: Observational Writing = 450 words

Task 3: Practice-based Writing = 523 words

Task 1: Manifesto Writing

1. Strength is the power of the whole!
2. Designers! Design every day, desire to create
3. Give to the community and expect in return
4. Learn, learn, learn, from the life of the intimate soul
5. The universe is a mess. The design is a balance
6. Surround with the dreamers
7. No television, no radio, no internet, turn on creativity
8. The spectator must have an experience of timelessness

Exploration:

In 'Manifesto', Cate Blanchett as thirteen characters interprets the texts of dozens of manifestos in surprising situations. Can it change the human mentality? For more than a hundred years, creators, thinkers, spiritual leaders have preceded their innovative using texts to popularise their ideas. (Manifesto, 2015)

This manifesto was written because everyone has their desires. Everyone has their own needs and dreams, looking to the future, but at the same time not forgetting the past.

Each person is guided in life by certain principles, faithful to the given values. We often forget about what is most important to us. That is why we are not always faithful to our values because we do not remember them in our daily work, challenges, and duties.

Principles need to be based on experience. Our moral judgments guided by morality principles are not just simply a descriptive effort but are being imposed by fiat from above. (Roberto, 2012).

Giving a chance and know that the road to a better world will be difficult, acting together to achieve our goal since the strength lies in the whole's power!

Living in disorder is natural, and our universe is chaotic. The opposite of chaos is a balance. Balance is required to make something of the world. (Gregory, 2015).

True nature is afraid of emptiness. A poet could interpret it. The growth of the disorder does not require intervention, knowing this entirely well from everyday life. Everyone should get everything in order, and the mess is spontaneous and rapid. Balance is the one people striving for entire lives. That does not necessarily mean striving for symmetry at all costs, i.e., arranging elements on both sides of the centre of the design is a safe concept that allows adding balance, but there are other options as well. The unbalanced design forms a kind of tension and requires the viewer's eyes to stay longer within the design. Going by the rules, we must know them well.

'Art is a dialogue' (Gregory, 2015, p158). One of the components of creating a design is the audience. There must also be someone who presents, provokes a specific type of reception, and someone who observes follows, and reacts, i.e., spectator. (Gregory, 2015).



Fig 1. Olafur Eliasson's "The Weather Project"

Information is formal, visual, and causes viewer reactions. The type of information depends on the question in time, hence the different ways of reaching the viewer and their various reactions.

The spectator is in a specific space. As the spectator is diverse, there are other spaces. (Eliasson, 2009) These are social, political, and aesthetic circumstances. They determine the way the viewer reacts in a specific place - in that space. The method of changing images, the plot, and more evokes the spectator's view because the spectator wants to experience timelessness.

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Figure 1 <https://edition.cnn.com/style/article/olafur-eliasson-experience-phaidon/index.html> [accessed on 10 December 2020]

Task 2: Observational Writing

The images in the advertisements invite examining the messages of their symbolism. This observation indicates the three aspects of semiotics in adverts and their emotional tone and what they communicate. Semiotics studies the meaning given to signs in various communication processes, science that studies their participation in advertisements and society.

The sign is composed of the signifier the meaning and the signified material object. Sign as a structure or object that have meaning to social group or individual. (Williamson, 2020)

Our brain creates definitions, Saussure (1857-1913) one of the founders of semiotics, specifies that sense is a collective understanding of signs. The quality and relationship of the signifier/signified are essential not only for understanding how the meaning developed in language and symbols. (Oswald, 2012)

Codes are sign systems that are the foundation of sense in the culture, and manipulating this code is in the interest of creativity.

The way we see depends on what we believe (Berger, 1972) and a symbol together with the consumer forms part of the culture. Semiotics thus examine the context in which consumption occurs, and research will identify by analysing mass culture texts such as literature, art, movies, and commercials. (Oswald, 2020), The product in marketing acts as a carrier of meaning. Codes explain the consumer-seller relationship in marketing within a culture.

Symbol structure that is retained more rapidly than the written word. The importance of signs is rooted in our brain, signs store information, and carriers' messages. The visual sign can sidestep language boundaries and be understood all around the world. (Ingledew, 2011)

An example of the use of semiotics in marketing is Bacardi, a drink mix-fruit juice with rum.

The brand seems to care about the product to be drunk by gentlemen's and not to be only by ladies who usually reach for a colourful drink, the narrative of men who do not get coloured beverages carried out over the years. Therefore, the advertisements had to include a sign.

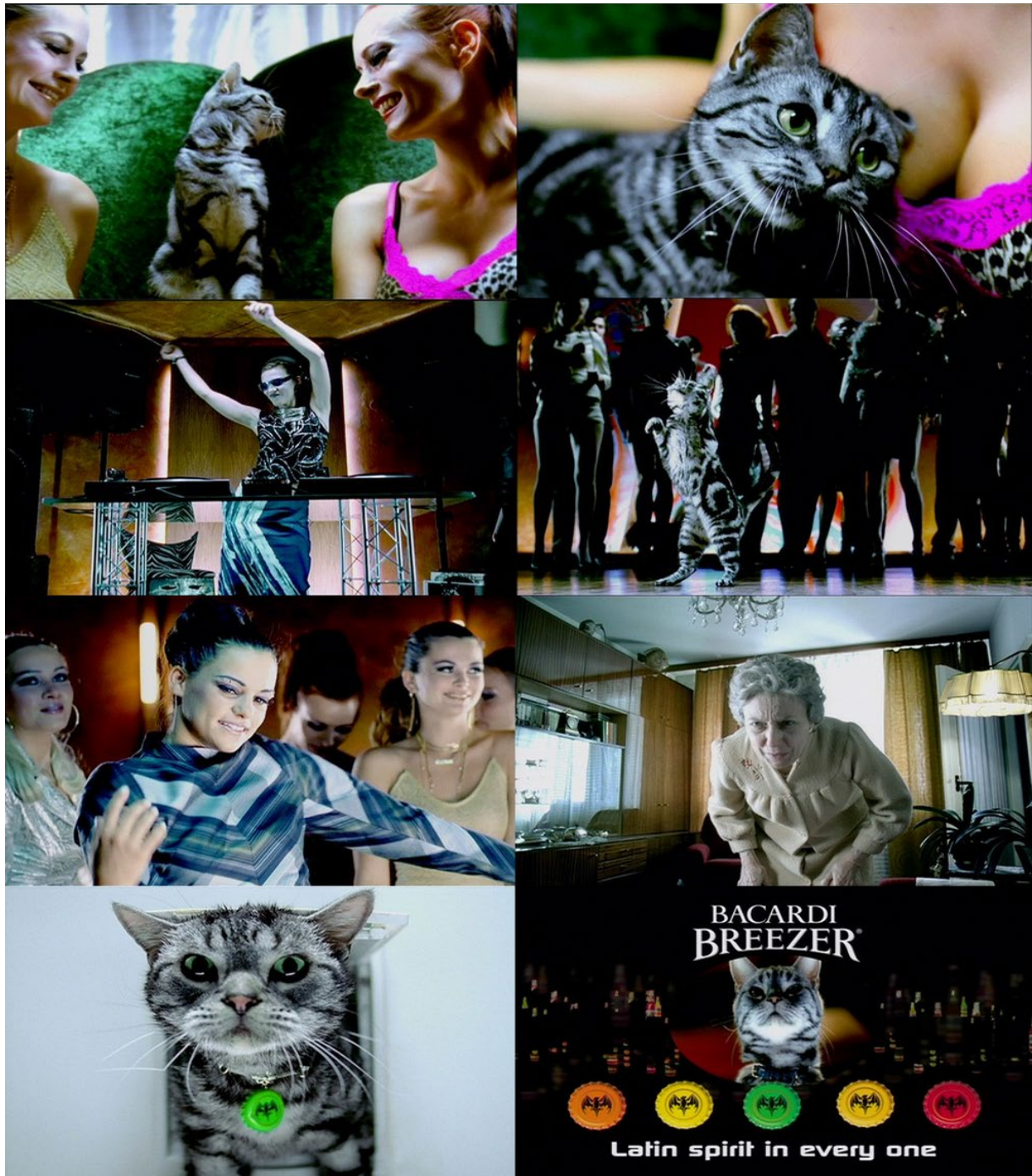


Fig 1. Bacardi Breezer tomcat integrated advertising campaign global

From an advertiser's point of view, the use of a cat is funny. The cat is a metaphor linking signifiers and meanings of youthful misbehaviour or their shared characteristics. (Sharma, 2005)

Summarising, signs are objects and behaviours that mean something to, i.e., family members who are part of a social group. This example could be interpreted in various contexts. The cat is a symbol that both sexes would

identify, Tom at home, fulfilled cat at day, but he felt the need to go out in the evening. He combined seriousness with playfulness.

In the ad, we see a happy family in the number of 2+2. Ladies cook only at home, and gentlemen are chefs in restaurants. It is not a coincidence. It is semiotics.

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Figure 1 <https://www.myagency.co.uk/bacardi-breezer-tomcat-integrated-advertising-campaign-global>
[Accessed on 7 December 2020]

Task 3: Practice-based Writing:

Aesthetics has always been important. An example of the first experience was making a cover (fig.1) and spread for the Eye magazine titled 'Type'. This cover idea, it has been inspired by research. While searching for information, I came across an entry about typewriters. I wanted to document this extraordinary testimony of an old technology due to the title associated with a typewriter. It is agreed that old typewriters fall into the category of relics rather than typography (Weshler, 2005).

However, they contained a large load of inspiration. This resulted in a magazine cover illustrating a 3d render of Hansen Writing Ball, the first commercially produced typewriter.



Fig 1. The Eye magazine cover, Tomasz Tomaszewski

Deviating from the norms is confusing because each target audience identifies with specific criteria. Knowing these criteria well and understand what we want to achieve. The title to stand out should be easy to read. The cover is inviting us to learn more about what is inside. To be effective, one must consider the balance composition, pictures, colour, and font to work along with the title. Colours create an emotional tone and different reactions in people. (Flanagan, 2018)

Creativity involves productive engagement and the designer's interest in learning about society, not only in the digital world. (Ings, 2015) We could use social media for feedback, but keeping in mind the credibility of commenters, in this case of creating the cover, was considered the lecturers' feedback due to their knowledge and experience.

Creative thinking and imagination play a vital role in the creative field. Beyond something obvious, it is worth creating something valuable and at the same time has an innovative approach by practising and gaining knowledge and experience and thus confidence knowing the value of work (Visser, 2017).

Given skill and knowledge, it achieves a visual effect that included the required title, an image of an old typewriter whose appearance is exceptionally artistic. However, the tool used for this job is not right. The cover needs to capture attention and should benefit the target audience. The recipient might be confused by design, which suggests 3d modelling; however, the failure led to developing. As a reader, we would probably not reach for this magazine due to the cover. Had to keep in mind is that during practice, innovation and experiment can lead to failure.

Concluding, it is essential to be aware of the need for continuous development as the designer knows the value, and not fall into narcissism since this will inhibit the progress. (Weshler, 2005)

This illustration (Fig.2) design is based on the structural system. This system utilises typographic communication, is aesthetic and dynamic.

Functional typography and nonobjective element express the composition the radial system is applied to communicate the dynamic purpose of an incoming tour of the band. In this poster, everything is in order as it is challenging to create a clear hierarchy. Careful use of a red tone and nonobjective element improved this work. (Elam, 2007)



The Detroit duo are set to bring their latest road
How to a town near you later next year, as they.
Announce their most extensive U.K tour to date
Tickets available from all good record shops from 6th
January. Proudly presented by Third Man Records.

26 Newcastle Metro Radio Arena
28 Birmingham National Exhibition Centre
29 Cardiff Cardiff International Arena
31 Sheffield Hallam FM Arena
1 Nottingham Nottingham Arena
2 London O2 Arena



24 Glasgow Scottish Events Campus
25 Manchester MEN Arena

Fig 2. The White Stripes Poster, Tomasz Tomaszewski

The structural system in Typography is a framework with a range of compositions and styles for design. Many designers use traditional methods, but other systems' potential is expanding the possibilities for a graphic designer. (Elam, 2007)

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Figure 2 White Stripes, Tomasz Tomaszewski