

Student Number: Lauren Thomas

P number: 456

Programme of study: Graphic Design

Module: ADAD4018 Ways of Thinking

Tasks in order I have received them:

Task one: Semiotic analysis –

Task two Manifesto:

Task three Practice – based writing:

Essay 1

This is the J'adore Dior perfume advert that launched in 1999. The creator of the J'adore Dior advert is Charlize Theron. Actress Charlize Theron has been the face of the advert for the past 14 years. The purpose of this perfume advert is to promote [1], and it is about the grand feminine floral by the house of Dior.

The tall, elegant perfume bottle has a similar representation to the actress Charlize Theron. In the way Charlize is holding herself. The dress design is very similar to the bottle design, her gold choker is almost identical to the perfume bottle. The way Charlize's eyes are staring right ahead is a use of signified semiotic because that suggests that this advert wants to draw you in.

The only colour that is mostly used is gold, this is a type of polysemic semiotic. The reason for this is that the colour gold represents luxury, royalty and power, this is what the advert is trying to present

to perfume as. 'The characterisation by physical methods of the colour of gold alloys is of particular significance to industries which use them on account of their aesthetic qualities' [2]. Everything is linked in this poster. The gold on the women's dress is also in the background. Charlize hair is a light blonde which fits well with the gold. Her beads on the dress is like the bottle design.

Using a celebrity such as Charlize Theron is a great use of iconic sign semiotic as it helps the brand stay relevant and people will remember it more. Celebrities who are liked play a part in the impact towards the advert, this will then influence the brand beliefs [3]. As she was the face of J'adore Dior she could help keep the brand engaging with customers and become memorable. Celebrities would help persuade the customer to buy their products.

Overall, after examining this J'adore Dior advertisement I thought it is a great example as it shows lots of elements of semiotics. In each section there are hidden messages which create a deeper meaning. My first thoughts on this advert was that it is an expensive looking advertisement as the main colour is gold which shows luxury. However, after thoroughly looking into it I realised there is a lot to this advertisement. I realised the colour gold plays a part in the way this advert is coming across. By using a subtle background would help the main elements stand out such as the women, the perfume bottle and the text. What I thought was most engaging with this advert was the similarities between the women and the perfume bottle as after analysing it I could understand what the hidden message was trying to say.



Figure 1 J'adore Dior advertisement [4]

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Student Name – Lauren Thomas

Student number -- 332837

Programme of study – BA (Hons) Graphic Design

Module – ADAD4018 Ways of Thinking

Tasks in order I have received them

Task one – semiotic analysis

Task two – manifesto

Task three practice- based writing

Essay 2

I believe that everyone is equal and should have equal opportunities.

I believe that health and wellbeing is important.

I believe in supporting cancer charities.

I believe in becoming a successful graphic designer.

I believe in socialising with friends.

I believe in creativity and exploration.

I believe in being resilient.

I believe in respecting and looking after the environment.

Mental health and well-being effects our emotional, psychological and social wellbeing. This is important to me because when I feel stressed or anxious, I can suffer from debilitating acephalgic migraines. I feel there should be more support and services available for people suffering with their mental health. To help with my mental health I try to exercise, and studies have shown that exercise can have a positive effect on anxiety, stress and depression [1, 2]. Most mental health illnesses originate in young adulthood [3]. Despite this, research shows that young people are less likely to

seek out and receive professional help with regards to their mental health, mostly men [4].

University students included with studies showing that it is a growing concern [14,15].



Figure 1: Positive mental health graphic

In recent years, plastic waste has become a huge environmental factor [5]. Due to the growing production of packaging some of which can be recycled other parts continue to pollute the environment [6]. Without improvements in waste, it is predicted that plastic will increase hugely in our oceans by 2025 [7]. When our plastics reach the ocean, they can be harmful to wildlife they can cause entanglement and deaths [8]. Plastics gradually break down into micro plastics which have been found near the shore and in the ocean. These chemicals can be transferred to humans through the food chain [9]. The Welsh government is supporting single use plastic. [10] I think this is a very good idea and hopefully it will encourage more people to reuse their plastic, use a bag for life and refill water bottles. I feel strongly about recycling, reusing and reducing plastic in order to protect our environment now and for the future.



Figure 2 plastic entering the food chains [17]

In October 2021, my grandfather was diagnosed with mouth cancer. He had an intensive course of radiotherapy. In July 2022, my father was given a diagnosis of myeloma which is a blood cancer. [11]

In the uk 4,300 people are diagnosed with myeloma every year in the uk [12].

Over the last year, my father has had extensive treatment including chemotherapy, medication and a stem cell transplant. As a result of this course of treatment he has recently gone into remission. It has been a difficult year for us as a family. Therefore, as a big thank you for the care, support and treatment he has had for his cancer. I would like to give some of my time to volunteer in a cancer charity shop, donate unwanted items, and make fundraising donations to cancer research.

In order for the excellent cancer research and treatment to continue and hopefully in finding a cure for myeloma. Research has shown that charities have made life saving progress for patients and reduced cancer deaths. They have played a part in the development of medical treatments such as radiotherapy [13].



Figure 3 cancer research logo [18]

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Student Name – Lauren Thomas

P Number – 459

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Task in order I have received them

Task one – semiotic analysis

Task two – manifesto

Task three – practice based writing

Essay 3

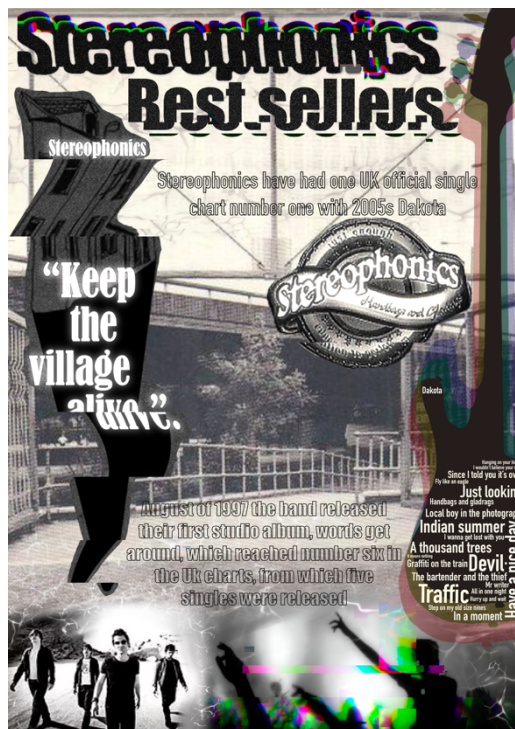
This is a music poster I designed when I was in college studying a Foundation Diploma in Art and Design. I decided to design a poster to promote the Welsh band Stereophonics. Posters are a good way to attract an audience and people are more likely to read a poster if they are pleasing to the eye, easy to read and include an interesting topic [3]. I enjoy their music because they boost my mood helping my wellbeing. Studies have shown that music has been used for non-medical treatments. Music therapy has been used for recovery from stress, meditation, exercise and anxiety [4]. I like the style of their album covers due to the colour pallet used and the vintage style. The program I used was procreate in order to create a glitch effect.

I am happy with the monochrome style with a splash of vibrant colours in places. I like the way I have laid out the words in the guitar with the use of different sized words for the song titles. I also like the layered effect on the guitar. I chose a subtle background for this poster so that I could emphasise the main images. The best background colours are pastels and greys. They are easy on the eye and are a good contrast for photographs, graphics and texts [1]. I put a glow on the lyrics of one of their songs to draw attention to the word “alive”. I added colour to the top, middle and bottom of the poster so that the eye would naturally flow around the poster.

I am disappointed with the two paragraphs of text at the top and bottom, I feel that they are plain, boring and not very engaging. They are difficult to read due to the thin lines and lack of colour. The logo on the right-hand side could have been better placed. The bottom right and corner image does not match the theme and I don't think it is suitable for the poster. The presentation of a poster should show good use of space, colour, layout and context, these are crucial elements of design. [2]

Next time I would take the paragraphs away and display the information differently. In order to improve the logo, I would make it smaller, duplicate it and overlap both of them. I think by adding an extra logo would make it more interesting. I would take the image away from the bottom corner and replace it with a more suitable one.

Overall, now looking back at this music poster I am happy with the outcome. However, I feel my skills have developed over the last year and if I were to do it again, I think it would show an improvement.



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