

Student Name: Kiran Buckle

P Number: 2104397

Programme of Study: Graphic Design

Tutor Name: Martin Bush

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Semiotic Analysis = 501 words

Task Two: Manifesto =

Task Three: Reflective Writing = 512 words

Task One: Semiotic Analysis

Semiotics is the study of signs and symbols creating meaning and how these can be interpreted. Semiotics has a huge impact on how we see the world, consciously and unconsciously. Culture, History, landscape and the context of an image or in real life, can all effect semiotics and the sign that can be deciphered. We unconsciously use semiotics instinctively whenever we see something common or that we have just slight context of what it is. For example, a traffic light we instantly know what each colour signifies simply due to how we were culturally brought up. Red is often associated with anger and blood meaning it's bad so you must stop for it at a traffic light. Eco Lamberto says in Semiotics and the Philosophy of language 'words are different from the sounds emitted by animals. Words are conventional and arbitrary, whereas other sounds are natural and motivated' (1986 p.24) This shows how important semiotics are as everything we say can be investigated to find a meaning not just noises created naturally. Animal noises can't be investigated due to them being 'natural' sounds and not distinguishable by us humans. This advert being the very opposite of natural with it being a manmade iPhone potentially bad for the environment and the future.

Ferdinand de Saussure is regarded as 'the father of semiotics' He made semiotics into 3 variables:

- The signified is the concept
- The signifier is the acoustic image
- The relation between the concept and image is the sign

Roland Barthes compares the sign 'like a coin which has the value of a certain amount of goods which it allows one to buy, but also has value in relation to other coins' (1977 p.14).



Fig. 1, Apple's new initiative targets Android users to Switch to iPhone, Campaigns of the World. 2017

In this advertisement campaign from Apple, who are one of the biggest brands in the world well-known for being money hungry with very expensive products, they are aiming to target Android users to switch and buy Apple products because 'Life is easier on iPhone'. This is a good slogan to attract new consumers because many things just 10 years ago can be completed in less than a second just from a click of a button. They use this bright blue as the background to create a very calming presence of the iPhone in the very centre. This advert is very minimal with only 2 lines of text being used, the iPhone and the background. This minimalistic approach links into Apple's own logo which is very simple with it being just a 2D apple with bite marks from it. This minimalism and simplistic approach in the campaign also connotes with how easy the iPhone is to use. John Berger in *Ways of Seeing* 'The power to spend money is the power to live'. (1977 p.81) Buying an iPhone could be seen as powerful since it's a big commitment as they are expensive, but it shows that someone is willing to live and spend that money to make their life 'easier' as shown in the campaign.

Bibliography

Eco, U. (1986) *Semiotics and the Philosophy of Language*. Bloomington, Indiana University Press.

Barthes, R., Lavers, A. and Smith, C. (1968) *Elements of semiology*.

Berger, J. (1972) *Ways of Seeing*. London, Penguin.

List of Figures

Figure 1: Campaigns of the World. 2017. *Apple's new initiative targets Android users to Switch to iPhone – Campaigns of the World*. [online] Available at: <https://campaignsoftheworld.com/digital/switch-to-iphone-by-apple/> [Accessed 1 November 2021].

Task Two: Manifesto

1. Treat others how you would like to be treated
2. Aim to always be sustainable as the earth's resources and materials are finite
3. Always be kind to animals as they share the same air and earth as us.
4. Don't be afraid to make mistakes as they can help us to learn and improve.
5. Try and live in the 'present' in this ever-changing virtual world.
6. Try new things outside of your comfort zone.
7. You should always have passion in what you are creating as this will improve the overall quality of the final outcome and make it seem genuine.
8. Always trust the process.

Task Three: Reflective Writing



I will base my reflective writing on this final outcome for a project from my previous course. It was focused on typography and I was briefed to create an illustrated alphabet using any software, medium you would like on a topic of your choice. I chose to base my alphabet off a sport I'm interested in, this being football. Using adobe Illustrator and hand drawn sketches, I made every letter into a different football club starting with that letter incorporating their logo, kits and team colours into my design choices.

'Reflection is a basic mental process with either a purpose, an outcome or both, applied in situations in which material is unstructured or uncertain and where there is no obvious solution' (Moon, 1999 p.10) Jennifer A. Moon explains what reflection is and the process behind. To reflect on my piece of work I must introduce my work, describe it and what were my successes and problems. I think there a quite a few successes in this outcome as I feel that I created to the best of my ability in what was asked to produce. I really like how the final image fits together with each individual letter contrasting but overall working well with the balance created. An issue I found with this piece of work is that in some letters the background is too bold and takes away from the prominence of the main element of the design, the actual letter. A potential problem in this piece of work is that there

weren't any big/well known teams for the letter x. To overcome this obstacle, I chose to use Exeter City (eXeter) since when pronouncing the team, it seems like the x comes first and the e is silent. This problem solving and working out a solution relates to Schön in Design as a reflective practice saying 'The designer constructs the design world within which he/she sets the dimensions of his/her problem space and invents the move by which he/she attempts to find solutions' (1992, p.11). Another slight problem I found while researching for this work was that there wasn't too much information on the less common team letters, however I overcame this by making these designs a bit more minimalistic and simpler without losing the overall effect. Something I have learnt through reflection is that some of the individual letter's backgrounds may be too strongly coloured and this takes the eye away from the more important element in the design being the actual letter of the alphabet. If I were to do this project again, I would improve it by taking this into consideration and possibly altering the colours into making the backgrounds less vibrant and bold in order to make the more important design components pop out. Kolb, 1984 says 'Learning is the process whereby knowledge is created through the transformation of experience'. (1984, p.38). I definitely feel like I have learnt something through this reflective experience which can help me improve into being a better designer and learning how to overcome difficulties and tasks I have been set.

Bibliography

Moon, J. A. (1999) *Reflection in Learning and Professional Development: Theory & Practice*. Virginia: Konan Page, p.10.

Schön, D. A. (1992) *Design as a reflective practice*.

Kolb, D. A. (1984) *Experiential Learning: Experience as the Source of Learning and Development*. p.38

