

Student Name: Harriet Bond

P Number: 2001174

Programme of Study: Ways of Thinking

Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

Task 1 - Observational Writing = 493 Words

Task 2 - Manifesto Writing = 569 Words

Task 3 - Practice-based Writing = 620 Words

Task 1 - Observational Writing



(This is the image I chose for the observational writing)

The denotation of this image is a picture of Biden, It could maybe be a presidential campaigning election poster, to raise awareness and make people vote for Biden. In this image there is no written information supplied. The only information you'll get from this poster is through visual communication. Even though written information will give you most of the knowledge, visual communication is very important, as a lot of images will give away things that you can't necessarily write down.

I think that with any advert, image or poster the colours are the most important as they really show you what the image is about. Whether the poster is sad or happy, it can really manipulate your emotions based on the colour. 'use of colors can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively' (Singh, S. 2006). The colours are the most significant aspect of the poster, other than Biden himself. The colours that are shown are a pinky red and a blue. Obviously these colours are very significant when representing America. There are many implications that colour red shows us, some of these include passion, love, power, courage, will and ambition. However if there is too much red in any image or poster it can instead give us the implication that there are more negative aspects, these include anger,

war, danger, rebellion and deceit. Likewise, the colour blue can insinuate confidence, comfort, strength, or love. In parallel if you use too much blue it can appear to show coldness, depression and sadness. 'Like a carefully chosen brand name, color carries intrinsic meaning that becomes central to the brands identity, contributes to brand recognition, and communicates the desired image' (Labrecque, Milne. 2012)

When looking at the image you can see that the lighting and pose is used to show how important the image of the person is. As Biden is on the front, the way he's posed and the way the lighting is, just shows that he's important. Even his body language and posture implies that

he's focused and in charge, it also shows that he's of importance, he's standing upright. The low-ish camera angle/shot also adds to the bigger more important look of Biden. 'a low-angle shot, where the camera is placed below a person's eye-point, should make the person appear larger and more powerful. This perspective emphasizes the dominance of the person'. (Baranowski, Hecht. 2017) Focusing on the images within the poster and not the colours. You can see that the only image included is obviously Biden. The fact that they haven't placed anything else and not over cluttered the poster shows that they want us to focus on Biden and who we are voting for. If they had included random things and overcomplicated the poster, it wouldn't have been eye catching, however as the poster is rather simplistic, it makes Biden stand out among the background a lot more.

Reference list:

- Baranowski, A.M and Hecht, H. (2017) '*Effect of Camera Angle on Perception of Trust and Attractiveness*'. Johannes Gutenberg University Mainz: Germany
- Labrecque, L and Milne, G. (2012) '*Exciting red and competent blue: the importance of color in marketing*'. Journal of the Academy of Marketing Science: New York.
- Singh, S. (2006), '*Impact of color on marketing*'. Emerald Group Publishing Limited.

Task 2 - Manifesto Writing

1. Be ambitious and confident with your work.
2. Be daring
3. Strive to achieve your best
4. Experience new and different graphic design mediums
5. Nothing is a bad piece of artwork, they are all good in their own way
6. Graphic design gives you opportunities to make new skills
7. Graphic design is important for any business
8. My interest in music gives me inspiration for my work.

Three areas of exploration:

Point 1: Be ambitious and confident with your work.

To a lot of people the major thing that leads them and their career to success is being ambitious and confident in their work and sometimes in themselves. Confidence will most likely decrease the feeling of stress and decrease the amount of time you procrastinate and put things off. The fact that you are confident you are able a lot more of your goals and dreams. Ambition, a lot of the time will get you ahead of work and other things. This is good because if you don't get ahead and you're quite far behind, it will add a lot of stress, and the will result in a decrease of quality in their work. I think that if you are confident in your work, it will not only make you more confident in yourself it will also improve the quality of your work. Self-confidence is considered a major motivator to some people, it will motivate someone to achieve something that they might have never thought of achieving before, all because they are confident in themselves and their work. 'her self confidence is behind her success as she has had little education in trade and management' (Success against the odds, 2004)

Point 3: Strive to achieve your best

Perfection is not always the best, sometimes the people you work for don't want perfection, they want progress, because in some cases people rush to get perfection or strive for perfection and the perfection they wanted to achieve is not a good quality. If you have deadlines, the people who set the task in motion, will normally ask for progress as most of the time they don't want to rush final pieces but want a well thought out process and detailed progress. Generally a lot of people are satisfied with the satisfactory amount of acceptable progress. Some businesses or places of work don't look for perfection. If you want to achieve your best and see the signs of your progress then you need to set goals. However make them reasonable and as time goes on you can progressively make them a little bit harder each time. This will allow you to know your strength and then improve it for the future goals you set. 'Strive for progress, not perfection' (Mariama-Arthur, 2018)

Point 7: Graphic design is important for any business

I think that graphic design is very important for businesses because it is a type of communication between the buyer and the seller. Most of the time the reason for a businesses success or failure is the graphic design, it can make a positive or negative impact on the people who see it. Whether it be a website, a poster/flyer or a business card, everyone will see it. When the customer sees the poster they are going to go out of their way and research the company to check what it is and what they sell, however if and when they go and search you, your graphic design is the first thing they see. Their first impression of you is either going to be bad or good, so you need to make sure that the designs are outstanding and really catch the buyers eyes. It needs to make an outstandingly good influence on the people. This impression is very long lasting, so companies have to make sure that the graphic design is excellent in order to increase sales. 'In the 21st century, graphic design has become one of the most important ways of communication with people.' (Lyallya, 2016)

Reference List:

- Lyallya, K. (2016) *History And Importance Of Graphic Design*. Karelia University of applied sciences, Degree Program in Design.
- Mariama-Arthur, K. (2018) *Strive for progress, not perfection*. Palgrave Macmillan, Cham.
- Success against the odds* (2004) Vietnam: Vietnam investment review.

Task 3 - Practice-based Writing



(This is the image I chose for the practice-based writing.)

The piece of work of my own that I chose was a final piece of artwork that I made for my ALevel Graphic Design course. I chose this piece because there is a lot to say and reflect about it.

For this lesson we had to make a piece of artwork based around the theme of 'Youth Culture', I chose to base my work around the film 'IT'. I wanted to test my skills, so I chose a quite difficult image, however the result in the end was worth all the stress and confusion. This task has really helped my skills and will be useful and helpful that may lead to success in the future. The University of Cincinnati says 'Studies in other disciplines demonstrate a significant positive relationship between the knowledge among participants and final project success' (Tesch, 2009)

I think the fact that 'IT' isn't my favorite chain of movies influenced my choice of inspiration. I wanted to maybe change my mind on the fact that I don't like the movies, by creating a poster/artwork. In the end it still hadn't changed my mind but It did give me a really good piece of art. The successful parts of the task were the fact that as I knew what we had to do for this task, I was able to do a lot of research to improve my knowledge of the different aspects and parts of the film. All of this inspiration then allowed me to know exactly what to base my poster

off of. Another thing that I was proud of was the fact that even though I didn't understand some of the buttons and options, I was really happy when I was able to complete a really good piece of artwork on time.

A problem I had was when I was searching for reference images for my design, it took me a really long time to find a picture that wasn't too small as if I enlarged the image. It was way too blurry and because this happened I wasn't able to see all the details. Another problem throughout was the fact that I had chosen a difficult image and the fact that I hadn't been using photoshop for that long, so I didn't know where loads of the effects or options that I needed were. However now after 2 years, I find photoshop the easiest to use as I now know most of the controls although there are a few I still don't know a few, I still know most of them. 'An ancient Chinese proverb says. "Failure is the mother of success."' (Baumgardner, 2017)

If I were to do this again, I will try to find a less detailed image or a larger image so I can actually see all the details without the blurriness, so I can easily complete the task without any difficulty. I would also try out different exercises or follow tutorials and examples on the options and controls I couldn't work out or found difficult to use. I think this should resolve the issues. If that doesn't resolve it, i'll try trial and error. I think that trial and error is a good way of learning because you can learn all the wrong ways to do something but then you will also gain the knowledge of how to do the task the correct way. I think that throughout the task my knowledge will increase as I will learn new things and I will know what options not to take as they are incorrect. The Academic Psychiatry states that 'tutorials provide an effective means of increasing psychiatric knowledge and improving performance' (McKean, A.J.S and Palmer, B.A, 2015).

Reference List:

Baumgardner, J. (2017). *'Struggles Can Lead To Success'*

McKean, A.J.S and Palmer, B.A (2015) *'Tutorials Increase Medical Student Knowledge and Improve National Board of Medical Examiners Shelf Exam Scores'* Academic Psychiatry, 39, pp. 309-311.

Tesch, D. (2009) *'User and developer common knowledge: Effect on the success of information system development projects'*. Xavier University, Cincinnati.