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Course: Advertising and Brand design
Module: MAX01560

Task 1/Julia Lockheart – Manifesto writing / “what do I believe in?” =500 words

Task 2/Ryan Moule – observational writing / Identify an image and write a semiotic = 500 words

Task 3/Jon Pugh – Reflective Writing / do you know what you think? = 500 words

1. No Matter the joke you shouldn't punished lawfully for saying it
2. You can't win a race if you don't take part in it
3. There is no such thing as the perfect person so people should stop acting like there is
4. Express yourself no matter what people think of it
5. Art in its purist form is subjective
6. Any choice you make as long as your happy is the right one
7. Any life that makes you happy is the life you were meant to live
8. Don't be ashamed of who you just because you stand out from everyone else

Keywords and images

Acceptance



A woman in a crowd

Don't be ashamed of who you just because you stand out from everyone else

Can we truly progress our society when things as trivial as hobbies, music taste, clothes worn can genuinely divide some people from even interacting, we need to shed this societal cast system so that starting from a young age everyone can blossom anyway they see fit and love whatever they want. In saying all this I'm also a strong believer that if you are happy with who you are don't let anyone tell you otherwise or try and take it away from you, this mind set is perfectly showcased in Kamal Ravikant's book Love Yourself Like Your life depends on it in this quote "The truth is to love yourself with the same intensity you would use to pull yourself up if you were hanging off a cliff with your fingers. As if your life depended upon it" because who wants to be normal.

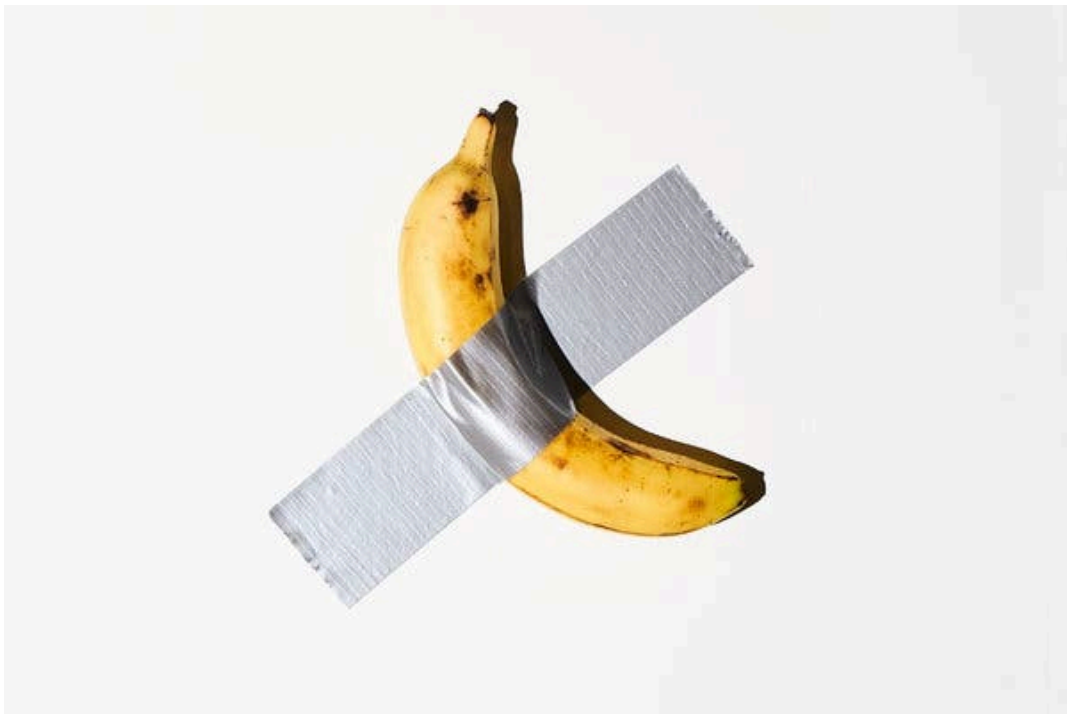


League of legends world champions take home \$2.5 million

Any choice you make as long as your happy is the right one

In a society where the thought of making money playing games as recent as 2010 was seen as a bad joke its apparent that following what makes you happy no matter what others say can lead to great things and in the case of many videogame lovers has, for instance the massive phenomenon of lets plays on YouTube and the explosion of popularity that twitch has gained due to people doing what they love even though there was a stigma attached to it not so long ago. I feel this quote by Barry Schwartz in his book The Paradox of Choice: Why More Is less sums up the idea "Focus on what makes you happy, and do what gives meaning to your life"

Expression



A picture of the comedian

Art in its purist form is subjective

“The comedian” has many people saying many things and brought up the classic debate of what actually classifies as art due to the random creation of the piece, a gallerist thinks the idea behind the piece was to explore how we assign worth and objects we value, but right now If I really want to apply meaning to this piece I feel like this could be an item that explores humanities grip or strangle hold over nature due to a natural thing in a banana being held in place by a man made item in duct tape, when different people look at art they can get out of it what they want to see. A book that explores this idea very well is Ways of seeing by John Berger and a quote that incapsulate my point is “the relation between what we see and what we know is never settled. Each evening we see the sun set. We know that the earth is turning away from it. Yet the knowledge, the explanation, never quite fits the sight”

Bibliography

Images

<https://www.mycong.com/top-tips-for-standing-out-in-a-crowd/>

<https://www.businessinsider.com/league-of-legends-world-championship-winner-funplus-phoenix-photos-2019-11?r=US&IR=T>

<https://www.countrylife.co.uk/luxury/art-and-antiques/focus-taped-banana-questioned-meaning-art-209074>

Books

Love yourself like your life depends on it - Kamal Ravikant

The paradox of choice: why more is less – Barry Schwartz

Ways of seeing – John Berger

Research Resources

<https://nerdycreator.com/bookclub/books-on-self-love-and-acceptance/>

Ryan's task

The Object I have chosen to take a semiotic look at is fire I'm about to break down the planet altering effects such a simple concept as rubbing two sticks together or smashing rocks to create a spark has had on history as we know it.



The Picture of the fire is my sign and I will be analysing this over my text, and the signifier the object itself. What is the characteristic of this fire and fire in general, its hot, flickering, orange, yellow the sign makes it fairly obvious on what the signifier can associate with such as wood, warmth, cooking and danger.

But fire is so much more than we give it credit for “The spark of civilisation may be likened to fire; first, a feeble spark, next a flickering flame, then a mighty blaze, ever increasing in speed and power” a quote by Nikola tesla that stands as a true testament to the influence

such a simple discovery has had on us as a species, every fire lit is our story as humanity told in a primordial form without words just acts, fire is a perfect mirror to our lives as humans also as it encapsulates birth, life and death it's the cycle of the fires blaze. This idea is further supported by this quote by Otto Weininger "Among the notable things about fire is that it also requires oxygen to burn – exactly like its enemy, life. Thereby are life and flames so often compared"

"The fire you kindle for your enemy often burns yourself more than them" a Chinese proverb that helps establish fire as humanities counterpart as just like how fire is destructive and merciless even so are we humanity, constantly drawn to acts of violence and war. This is the duality of fire which is death and therefor destruction. As a fire welters and becomes nothing but embers and ash so do our embers become the memories we leave with our loved ones, our ash the bones we leave in the ground, and the unbridled destruction that a roaring blaze brings is an easy comparison for humanities primal need to fight and destroy that has been reared up all across history.

"To feel the love of people whom we love is a fire that feeds our life" a quote by Pablo Neruda, that I feel represents the final aspect of humanity and fires connection which is emotion and how rampant these emotions can run compared to any other species on the planet, fire is humanities oldest soul awakener, there is a reason we can compare most of our emotions to fire dating back as far as written history, a person's passion can burn so bright that no darkness can fault them, a man's rage can desolate anything in his way, a woman's love can warm even the coldest of hearts, fire is the perfect projection of the human spirit and how we project emotion into the world, Fire is more than a tool

Bibliography

Image

<https://www.discovermagazine.com/the-sciences/20-things-you-didnt-know-about-fire>

Quotes

“The spark of civilisation may be likened to fire; first, a feeble spark, next a flickering flame, then a mighty blaze, ever increasing in speed and power” a quote by Nikola tesla in his memoirs

“Among the notable things about fire is that it also requires oxygen to burn – exactly like its enemy, life. Thereby are life and flames so often compared” quote by Otto Weininger – A translation of Weiningers Uber Die Letzten Dinge, 1904-1907, on last things

“The fire you kindle for your enemy often burns yourself more than them” a Chinese proverb

“To feel the love of people whom we love is a fire that feeds our life” a quote by Pablo Neruda – The Poetry of Pablo Neruda

Johns task

I have decided that I am going to reflect on the classic video game Doom and the impact it's had on not just video game development but the entire videogame industry as a whole.

Before doom video games where for the large part dominated by platforming and family friendly games such as the Mario franchise and more adult orientated games such as mortal where forced to dial down the gore and graphic nature due to public backlash, during this time many game developers felt like Nintendo was suffocating them and choke holding the industry due to their consistent output of “safe games” and felt like they were “sanitizing” the industry and due to this many game devs began to migration back to developing games for the PC rather than the consoles “The truth of art lies in its power to break the monopoly of established reality to define what is real” a quote by Herbert Marcuse that perfectly describes the revolution that would strike the industry in the very near future.

Doom launched in 1993 and was immediately thrust into the general public's sights and single handily launched the first person shooter genre, the revolution that was doom showed many game devs and publishers that games could be more than simple platformers designed for a younger age, they could be gore filled, vulgar and focus on skill based gameplay and make a profit, dooms gameplay was a breath of fresh air in an industry that had become stagnant “the most basic way to get someone's attention is this: Break a pattern” a quote by chip heath and that is what doom did, this then kicked off a renaissance for game development that was led by the brain child of John Romero.

“Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek” a quote by Barack Obama and a true example of what happened to the industry after doom launched, quickly after the FPS genre blew up and a slew of “Doom clones” soon flooded the market place and that has led us to the point we are at now, where the first person shooter genre is the most popular and all-encompassing genre in gaming which has seen dozens of improvements on the skeleton that doom laid down form the genre such as the addition of sprinting, toggle

aiming and the move to a 3D space instead of 8bit “The best thing you can possibly do with your life is to tackle the motherfucking shit out of it” as said by Cheryl Strayed and acted upon by John Romero and the whole doom developer team who took a chance on a project that had the odds stacked against it and because of the risk take then have been immortalised in the history books as the people who kicked off one of gaming’s greatest time of growth and spear headed gaming’s normalization.

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<https://arstechnica.com/gaming/2018/06/the-original-doom-cartridges-one-of-64-objects-that-shaped-video-game-history/>

Quotes

“The truth of art lies in its power to break the monopoly of established reality to define what is real” a quote by Herbert Marcuse from the book Reason and Revolution

“The most basic way to get someone’s attention is this: Break a pattern” a quote by Chip Heath from his book Switch: How to change things when change is hard

“The best thing you can possibly do with your life is to tackle the motherfucking shit out of it” as said by Cheryl Strayed from her book Tiny Beautiful Things