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Task One: Manifesto (Julia's Task)

1. Quality is more important than quantity
2. Design is a morally neutral idea. It's whatever you do with it that can be good, bad, or somewhere in between.
3. If Graphic design was a language, it would be multiple languages.
4. Not all types of design will be interpreted the same way by audiences, it can be free for interpretation.
5. We encounter Graphic design almost every day, it is all around us.
6. Representation within Graphic Design can be powerful and can impact a mass of people to begin a movement.
7. Being a designer is a lot more than just being simply 'creative'.
8. If you can't remember the logo or the design it's not an effective logo or design.

1) Key Word: Visual Representation

WWF: The Earth Melting, 2004



The art of combining words and pictures to convey ideas by creating visual works to sell products, raise awareness about issues, and to promote brand. In the words of a designer 'to design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatise, to persuade, and perhaps even to amuse.'

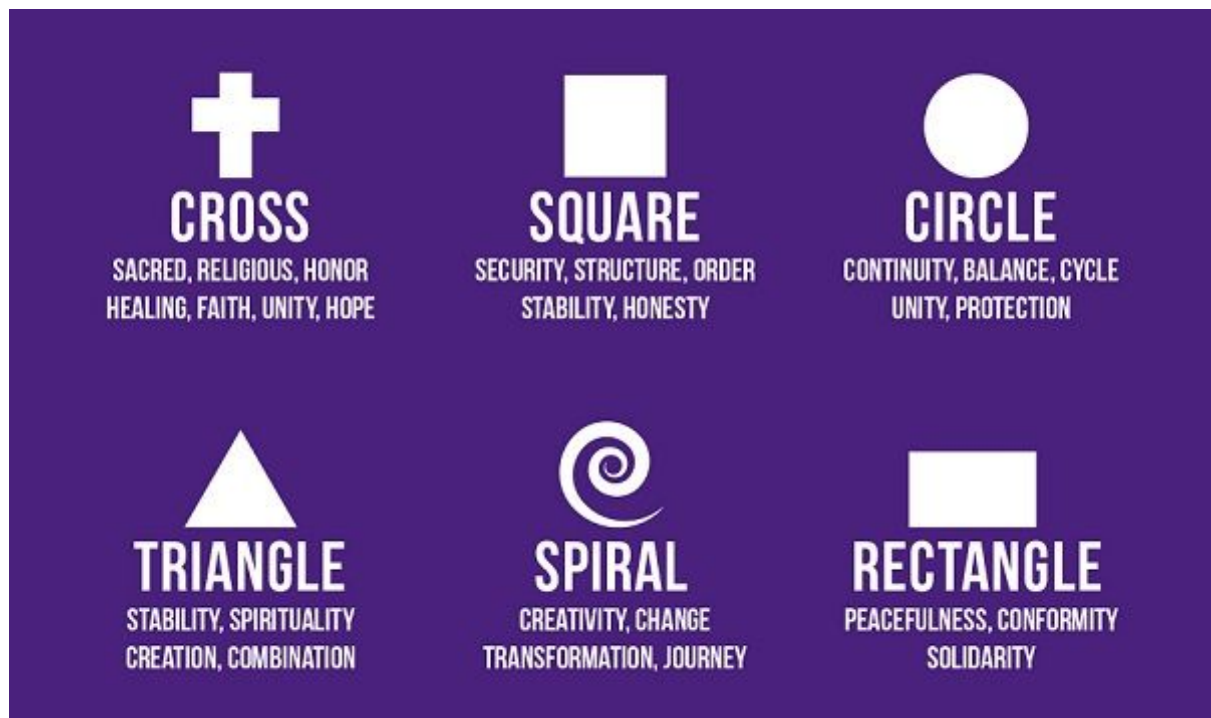
(Paul Rand, Author, Graphic Designer)

However, determining how effective and powerful a piece is can have a major impact on people's views towards a subject. For instance, the ice cream is the signifier, replacing the 'ice cream' with an image of the

earth represents the idea that the earth is in fact melting. Keeping the background black removes any distraction from this message and using such a widely recognized icon ensures that it is understood by a wide audience.

2)Key Word: Free Interpretation

Symbols



The interpretation from a viewer towards a piece is determined by multiple factors such as age, ethnicity, interests and more. All these contributing factors can change an audience's view on any simple element within a piece of design. A term more often used for this is semiotics in which can be described as 'the theory and study of sign and symbols, especially as elements of language or other systems of communication.'

However, sometimes this could be a negative effect in different circumstances like branding. Most brands try to push a single or a preferred 'intended' message towards their consumers, meaning they all think about something the same way thus the importance of what elements are used and how they are presented.

3)Key Word: More than creativity

Anti-Smoking campaign



According to the Cambridge dictionary, being creative means 'producing or using original and unusual ideas. Everyone could have a slightly different idea of creativity and what it means to them. What people usually think and believe about designers is that we are 'creative'. They think we have the capabilities to use our brain in a more logical, more functional and thus, a creative manner. Although honestly, designing is also about making people believe in your craziness, and earning their respect, and faith. Unlike everyone else, we do this through the art of visual communication. Therefore, it isn't just about using the creativity for making a fancy visual piece but rather expressing passion and demonstrating this throughout your designs.

The image shown above was part of an anti-smoking campaign designed by Anurag Sachan which dictates a cigarette in the shape of a heart rhythm that is typically recorded from a heart monitor. The cigarette is merged with smoke that makes up the rest of the heart rhythm with the addition of a tagline 'don't smoke out your life'. Using clever tactics, the designer was able to construct a piece that is meaningful and shows an indication of passion to carefully illustrate this design.

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Task Two: Reflective writing (Jon's Task)



The iconic 'Hope' poster, created by an American called Frank Shepard Fairey (born February 15, 1970) who is a contemporary street artist, graphic designer. The poster features the highly well-known previous president of America, Barack Obama which was used to represent and promote the 2008 presidential campaign. Later that year, it was announced on November 4, 2008, Obama defeated the Republican nominee, Senator John McCain of Arizona, making him the President-elect and the first African American elected President. The image is showing Barack Obama in three-quarters profile, focusing sharply into the distance, while wearing a suit with the Obama/Biden logo with the same colour palette reflected on Obama's face.

The hope poster uses a colour palette that signifies the American flag. A solid red, a light blue and a beige/off white colour scheme. On the one hand this could show the blue and red states, as in Democrats against Republicans and never-ending antagonism between these two oppositions. When taking a closer look at the positioning of colours, it is arguable that the artist, Shepard purposely placed the white colour highlighting Obama's face to show that race does not matter and Obama would be just as good of a president if he was white. Another intriguing

element to notice about the colours is that the dark red on one half of the poster and the soft blue on the other. These colours could perhaps be highlighted to show that Obama can be very stern and commanding if he needed but is also very sincere and caring towards others. The font used in the poster is Gotham, a geometric sans-serif typeface designed by Tobias Frere-Jones in 2000. The font type is big and bold which again is signifier for the bold character Obama is.

Moreover, the first sighting of the poster is truly interesting as it was first displayed as a street flyer but immediately was distributed to different mediums such as a digital image and other paraphernalia. During its time, the poster was viewed as very modern and still to this day has that effect on audiences. Eventually, due to the quick and positive reaction from the public, it became approved to use within the official campaign. Other versions of this poster were later created for a wider variety promotion with some subtle word changes including 'Change' and 'Progress'. Shepard Fairey did an incredible job, not only did he create an iconic poster that will be remembered forever, but also, he combined the political messages from the democrats with his own perception of Obama, without losing his way of creating art that has inspired many others. His graffiti like style never seen before by other online during the poster's release back in 2008 has sparked many parodies of the famous poster and has even inspired existing designers today. Even now still you can buy merchandise such as t-shirts and mugs with the original poster design placed for consumers to buy.

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Task Three: Semiotic Analysis (Ryan's task)



Semiotics is the study of signs and their meaning in society. A sign is something which can stand for something else. In summary, semiotics is a powerful tool for helping to understand and interpret how meaning is constructed and deconstructed in messages. Connotation and Denotation are crucial concepts in Semiotics, Structuralism, Marxism, Cultural Studies and in the entire realm of literary and cultural theory.

Denotation refers to the primary signification or reference – the definitional, literal, obvious meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide, while connotation refers to a range of associated significations, the socio-cultural and 'personal' implications

(ideological, emotional etc.) of the signs. These are typically related to the interpreter's class, age, gender, ethnicity and so on. Signs are more polysemic and more open to interpretation in their connotations than their denotations.

This Tabasco sauce advertisement presents to us a creative product marketing poster in which semiotics can be applied to identify the codes that are connoted and denoted within this piece. For instance, we can see within this advert that displays a hot sauce (the signifier) uses a basic colour palette of red, green, white and black. If we apply semiotics to this poster, we could relate the colours to different meanings. The colour red suggests that the signified meaning is that it's hot and spicy. Even the background is red which creates the connotation of danger and to 'Beware the heat' as the tagline states. Furthermore, from viewing the Tabasco campaign, it's simply targeting anyone who likes spicy food and wants to add some heat to their food. The colour scheme is a simple complementary colour scheme involving red and green. When thinking of the main colours chosen, Red and Green are the most common colours of peppers, a semiotic code. Of these colours so it also helps remind the viewer of that association. The Tabasco sauce is placed in the centre of the poster making it the first thing you are drawn to, the main sign within the design with the addition of the slogan 'Beware the heat' underneath the main focus in the colour white heightening the warning and bring safety to those who cannot withstand a spicy flavour. Despite the background being a similar red to the Tabasco sauce, it's

very easy to view as the slight lighter centre helps separate the reds and adds the connotation that it is perhaps godly or different from other sauces. The poster uses smart tactics within the advertisement by presenting a regular Tabasco sauce but adding extinguisher hose further implies the connotation of extreme spice and flavour. The sauce's flavour is very hot, even the slightest drop can be overwhelming to some hence the additional slogan 'Little Bottle, Big Flavour' (denotation).

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