

Student Name: Ceri Thomas

P Number: 1902083

Programme of Study: Ways of Thinking

Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

Tasks in the order I received them:

Task 1: Observational Writing = 549 words

Task 2: Manifesto Writing = 537 words

Task 3: Practice-based Writing = 539 words

Task 1: Observational Writing

By deconstructing an advertisement, we learn how it was constructed and discover its underlying message. And by discovering its message, we also discover the way in which words and pictures work together to reinforce the message, how the alphapictorial (word and picture) components utilize gesture, art, myth, and symbol to give emotional impact (Grayson, 1987, p.6).

Semiotics is the study of signs and symbols and their use or interpretation and have been seen within history from the ancient times. Charles sanders pierce was an american philosopher, logician and mathematician who established the symbol, index and icon. An index is a referent through a factual connection and has an actual relation to the object to which it refers. An icon is a sign that resembles something, and it can also be illustrative or diagrammatic. Common examples are photographs, portraits, landscape paintings or road signs depicting information. A symbol is a communication device or element used to represent a person, group, object or idea.

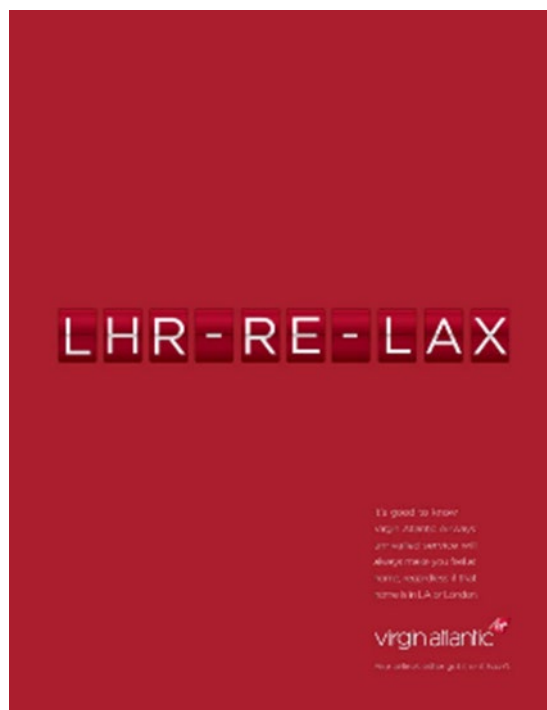


Figure 1: Virgin Atlantic Poster.

<https://www.pinterest.co.uk/pin/511510470149983591/>

The above image is a poster for virgin atlantic used to promote the airline. In this image the headline connects with travel as the word that spells out is 'RELAX'. This word is made up by the initials from the airports which are: London Heathrow, Ireland and Los Angeles. The text is made from a solari board which is used in airports to display flight notifications. The symbolic display of text in this way makes the viewer think of being in an airport and connotes to travel.

John berger discusses that how things are seen is largely different from what is displayed and is affected by the connotations made due to previous experience.

The entire world becomes a setting for the fulfilment of publicity's promise of the good life. The world smiles at us. It offers itself to us. And because everywhere is imagined as offering itself to us, everywhere is more or less the same (Berger, 1972, p.55).

The poster promotes the airline through the viewer making connotations based on their own prior knowledge. The use of airport solari boards to create the text and the word relax links Virgin Atlantic and flying to these destinations as relaxing; a metaphorical link has been made between the airline and the comfort felt. Art in this way links with power and consumerism, publicity and advertising, as discussed by berger.

Anchorage text is an important device used with the Virgin Atlantic poster. Anchorage text is the combination of elements, within a sign that fit together and fix the meaning. The text reads "It's good to know Virgin Atlantic Airways' unrivalled service will always make you feel at home, regardless if that home is in LA or London". This text combined with the solari

board 'relax', makes the viewer think of international travel whilst anchoring them with the comforts of home.

Semiotics play an essential role in publicity. As saussure discussed, semiotics are "the life of signs within society" (Britannica, 2020) and they enable minimal information to be written instead relying on the person's experiences and knowledge. He also described the relationship between the signifier and the signified as being arbitrary in nature. The most effective message arguably requires no words at all instead relying on the use of the sign, symbol and icon.

Bibliography

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

Britannica (2020) *Semiotics Study of Signs*. Available at:
<https://www.britannica.com/science/semiotics> (Accessed: 16 December 2020).

Chandler, D. (2002) *Semiotics: The Basics* by Daniel Chandler. New York: Routledge.

Zakia, D. R and Nadin, Mihai (1987) *Semiotics, Advertising and Marketing*: Robert A Grayson.

List of Illustrations

Figure 1: Pinterest (2020) LHR Relax Available at:
<https://www.pinterest.co.uk/pin/511510470149983591/> (Accessed: 1 December 2020).

Task 2: Manifesto Writing

1. Dogs make the best companions
2. Graphic Design – it is important as it stops the spread of misinformation by presenting facts/ideas in a simple, understandable and visual manner.
3. Social Media- Instagram contributes to a feeling of low self-esteem in a lot of teenagers and their lives.
4. Travelling- visiting different places provides important mental health benefits.
5. Makeup – it doesn't define our beauty.
6. Exercise – helps with mental health.
7. Disability has a negative stigma- my brother has autism and due to misunderstanding, this is considered negative which is wrong.
8. The importance of an open mind to try new things which encourages self-development.

1. Dogs make the best companions



Fig 1: 10 Reasons Why Dogs Are Great Companions [Photo].

“This canine comucopia means that the perfect dog is out there to complement every single human being’s personality and lifestyle” (Grieve, 2009, p.29). Dogs will always connect with their owners in some unique way that is different and varies from dog to dog and this can have a beneficial impact on a person’s mental health, with the relationship between man and dog being compared in terms of positive influence to that of a human relationship (Stevenson, 2018).

It can be argued therefore that having a dog will complete every human being’s life. I am a massive dog lover myself, as I have loved dogs since my childhood, I had my first dog who was part of my family and he was a springer spaniel. Since losing my dog another one of my favourite breeds walked into my life, a yorkshire terrier and he has been with us since.

2. Disability- has a negative stigma- my brother has autism and due to misunderstanding, this is considered negative which is wrong.



Figure 2: National Autistic Society Logo [Image].

“There is a saying in the world of autism that if you’ve met one child with autism, you’ve met one child with autism” (Bernier et al., 2020, p.3). Autism is a spectrum disorder which means that no two people experience it in the same way, and it cannot be generalised for this reason; each person will have their own strengths and weaknesses (National Autistic Society, 2021).

My brother has autism, and he was diagnosed with it in May 2010. My brother is exactly the same as everyone else but different, he has the best support around including myself as I help and look after my brother as much as I can, and it is difficult, but I wouldn’t change that. It is also known that no two children are the same. Two children can be similar and have similarities, but they won’t be exactly the same as each other.

3. Social Media- Instagram contributes to a feeling of low self-esteem in a lot of teenagers and their lives.

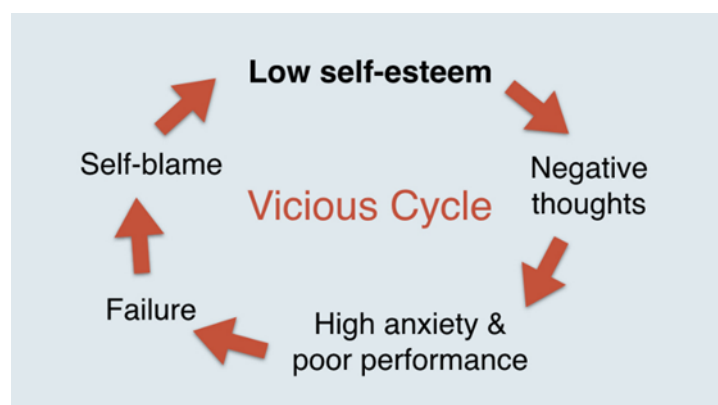


Figure 3: Low self-esteem vicious circle diagram.

“Low self-esteem has an impact on emotional state. Look out for signs of sadness, anxiety, guilt, shame, hopelessness, frustration and anger” (Fennell, 2016, p.8).

The image above shows how low self-esteem is caused and how it can become worse through social media such as Instagram. A photo-based platform, through Instagram people can change their images with filters making them appear more beautiful and perfect which is unnatural and can have a negative impact on others (Jiang and Ngien, 2020). It doesn't take long for teenagers to start having negative thoughts about themselves and their appearance, starting to realise that they are failing as they want to be like other girls out there and thinking they are not good or perfect enough. The vicious circle never stops, and no one realises how much of a massive impact other teenagers have and it is all through the main social media platform instagram. Low self-esteem can have another massive impact on emotional states such as sadness, anxiety, guilt, shame, hopelessness, frustration and anger.

Bibliography

References

Bernier, R. A. et al (2020) What Science Tells Us About Autism Spectrum Disorder. London: The Guilford Press.

Fennell, M. (2016) Overcoming Low Self-Esteem 2nd Edition. London: Robinson

Greive, B T (2009) Why Dogs Are Better Than Cats. London: Andrews McMeel Publishing.

Jiang, S. and Ngien, A. (2020) 'The Effects of Instagram Use, Social Comparison and Self-Esteem on Social Anxiety: A Survey Study in Singapore'. Social Media and Society. Available at:
<https://doi.org/10.1177/2056305120912488> (Accessed: 8 January 2021).

National Autistic Society (2021) What is Autism. [Website] Available at:
<https://www.autism.org.uk/advice-and-guidance/what-is-autism> (Accessed: 8 January 2021).

Stevenson, R. (2018) 5 Ideal Reasons Owning a Dog Can Benefit Your Health [Website] Available at:
<https://idealmagazine.co.uk/5-ideal-reasons-owning-pet-can-benefit-health/> (Accessed: 8 January 2021).

List of Illustrations

Figure 1: Stevenson, R. (2017) 10 Reasons Why Dogs Are Great Companions. Available at:
<https://idealmagazine.co.uk/ten-reasons-dogs-are-great-companions/> (Accessed: 15 December 2020).

Figure 2: National Autistic Society (2020) Available at: <https://www.autism.org.uk/advice-and-guidance/what-is-autism> (Accessed: 14 December 2020).

Figure 3: Hardwick. A Michelle (2017) low self- esteem vicious circle diagram. Available at: <https://releasepeace.ie/self-value/self-esteem-vicious-cycle-with-michelle-a-hardwick-of-release-peace/> (Accessed: 18 December 2020).

Task 3: Practice-based Writing

The piece of work that I have chosen to look at and to discuss is the image displayed in figure 1.



Fig 1: *Ceri*.

During my Foundation Art and Design at UWTSD we were given the opportunity to do a workshop with the Graphic Design course creating a piece using Risograph. The process of Risograph involves

using a high-speed printer that can duplicate pieces quickly with a low environmental impact, using multiple colours (Ambrose and Harris, 2018).

I was really interested in trying out this process as I had at the time a real interest in typography and this was an area, I wanted to learn more about. The core theme of the project was ourselves and a photo was taken beforehand which was brought to this workshop.

We began in the typography room where we were provided with photocopies of letters which we could cut out and experiment with to create our own designs and styles.

The variety of typefaces and the different ways in which typefaces can be used within a design, can enhance or alter the meaning of the very words that the type is used to create. The style in which letters are formed and presented alters our perceptions of the ideas they are portraying (Ambrose and Harris, 2005, p.13).

I enjoyed choosing letters and typefaces to create an unusual design, weird creative and as different as I possibly could. I wanted to experiment with different fonts so that each letter to make my name was different. Some of the fonts were bigger than others and I tried to make it as simple as I could.

When I created my typography, I designed it on a separate piece of A3 paper and layered it on top of the photograph of myself.

Following this experimentation, we then moved to the risograph room whereby I was asked which two colours I wanted to experiment with, and I chose orange and blue. Risograph as a process uses the same technology as screen printing, whereby a master image is sent to the machine and ink pushed through a screen to create the image (Dabner, Stewart and Vickeress, 2017).

These colours worked successfully as they contrast due to being opposite ends of the colour spectrum (one warm and one cold). The blue does not ruin the orange underneath and the photograph of myself can still be clearly seen. The contrast makes the image stand out, and I was very happy with the outcome.

I found this workshop really influential and inspiring. I enjoyed the creative freedom I had in choosing my letters, typeface and colour and being able to experiment with the process, rearranging it onto my page and using riso to make it stand out graphically. The parts I found went best were the use of colour and how I arranged the colours on the page.

I was very happy with the overall outcome of this workshop and the processes used and wouldn't do anything differently. My only wish was that the workshop had lasted longer so I could have experimented with more colourways and creative designs.

I really enjoyed the risograph and typography workshop and have since started a Graphic Design degree as a result of this experience.

Bibliography

References

Ambrose, G. and Harris, P. (2005) *Basic Design 03: Typography*. Switzerland: AVA Publishing.

Ambrose, G. Harris, P. (2018) *Format for Graphic Designers*. Great Britain: AVA Publishing.

Dabner, D. et al (2017) *Graphic Design School*. Canada: J, Wiley & Sons Inc

List of illustrations:

Figure 1: Thomas, C. (2019) *Ceri* [Riso]. UWTSD. Swansea. Personal Collection.