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Programme of Study: Graphic Design

Module: ADAD4018

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Tasks in the order I received them:

Task 1: Observational Writing = 533 words

Task 2: Manifesto Writing = 497 words

Tasg 3: Ysgrifennu yn seiliedig ar arfer = 543 gair

Task 1: Observational Writing

Over the years the face of advertising and marketing has changed, we've seen a shift from character-based advertisements that put emphasis on the company name and logo to an approach that values a sense of brand awareness (Gallegos, 2016). As such, the "semiotic value exceeds the functional value of goods" (Oswald, 2020, p. 1) which means that what the customer associates the brand with and how this is communicated through its branding has become all the more important. In this essay I will be deconstructing an advertisement by *Kielo Travel* to analyse its use of semiotics to communicate to the customer.



Figure 1: An advertisement for *Kielo Travel*

At first glance it seems very mundane, which can be decoded by the use of bland office items such as the plastic phone and thick looking binders. This allows the viewer to relate to the unseen figure in the advert seeing as office jobs are common and often seen as mundane and boring. This visual rhetoric of an instantly recognisable and bland scene makes the viewer feel an emotional connection to the advertisement and wants to know

what it's about (Oswald, 2020, p.24). The advertisement expands on this by using the arbitrary sign of a heavy looking binder filled with already filed and completed papers. This portrays the character as a hard worker with a lot of dreary and repetitive work to do which creates an image through which the viewer's "mental mirror" (Barnham, 2019, p.479) relates it to themselves. Now the viewer is committed to learning more about the advertisement and feels a sense of entitlement in their desire for a reward, appealing to our "natural appetite for pleasure" (Berger, 1972, p.132).

The indexical sign in form of a pool represents an all-inclusive, expensive holiday that is attractive to the white-collar worker and seen as a reward for hard work in earning enough money for the holiday, this brings to mind an individual with aspiration in who's shoes the viewer can, again, place themselves. The use of a ladder could symbolise the corporate ladder, by working hard and climbing the corporate ladder, you are rewarded with a descent into a pool of relaxation and satisfaction.

The doodles on the paper are simple and thus draw the eye of the viewer which is likely intentional because they are the most obvious metaphor for a holiday so the viewer is making the emotional connection almost immediately and committing entirely to the idea of a holiday, increasing the brand equity (Oswald, 2012, p.16). Also, the doodles signify that the hard-working individual has started daydreaming and grown tired of their work, expanding on the previously mentioned desire for a reward for their perceived hard work. The doodles are simple yet accomplished, seeing as we can recognise what they are depicting, this implies that they have good vision and focus, much like the hard-working viewer, and it is this focus that gets them their reward, a holiday.

After decoding the meaning of the advertisement, the viewer now notices the anchorage text at the top, the hand-drawn style looks as if the same hand that was doodling drew it.

The unseen, relatable person is telling the viewer that *Kielo Travel* is the answer to their work problems.

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Figure 1: Kielo Travel Advertisement, (2012) Accessed from <https://kielo.net/en.html> [Accessed on 25 October 2020]

Task 2: Manifesto Writing

1. We should do everything in our power to lessen the effects of climate change on our planet.
2. Always make time for nature in your daily routine.
3. The gender pay gap should not exist.
4. Acknowledge your mistakes and learn from them rather than repeating them.
5. People should be treated equally, there is no place for discrimination.
6. Manifestos should not exist to tell people how to design.
7. Mental health awareness should be more widely promoted.
8. Wales should become its own independent nation.

3 Areas of exploration

1. Climate Change: We should do everything in our power to lessen the effects of climate change on our planet.



Fig 1. A sign during a flood, 2014

Since the Industrial Revolution, the Earth's global temperature has risen by about 1°C (BBC, 2020) and is currently predicted to rise by another 1°C by the end of this century, which would cause the sea level to rise and cause widespread flooding and drought (NASA, 2020). Despite this the population has been hesitant to act. This is for numerous reasons. With the absence of an effective global governance system, coordination of an effective response to the threat of climate change is made very difficult (Gardiner, 2011, p.5) and while some smaller countries might do their part, their efforts are nullified by big polluters such as the US and China. Another reason is that we as people tend to “overvalue benefits in the short-term relative to benefits in the long term” (Markman, 2018), this means that we would rather not have to change our lifestyle in small ways now and corporations would rather save money now than invest in the uncertain future. However, I believe urgent action is needed to curb the increase in temperature to a rise of just 1.5°C, for the sake of all life on our planet.

2. Nature: Always make time for nature in your daily routine.

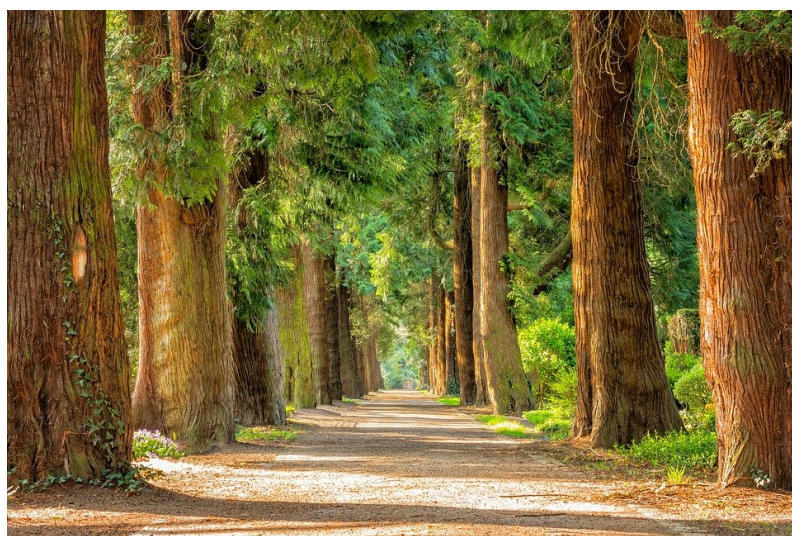


Fig 2. A path through the forest, 2017

I believe that simply taking time to surround yourself with nature can greatly improve your mental health. First there is the simple fact that being out in the sun provides you with extra vitamin D which can help prevent diseases such as rickets and cancer and reduces the risk of obesity (Walters, 2011). Additionally, green exercises such as walking, cycling, fishing and gardening have been proven to provide immediate mental health benefits to all ages and not just to those with mental illnesses (Barton et.al, 2016, p.7). Fortunately, access to these incredible benefits is easy, just make some form of green exercise part of your routine, this can be as simple as going out every morning or afternoon, growing some vegetables or wandering around a local park (Walters, 2011). By using green spaces, you are also supporting the preservation of nature in your area, helping in the battle against climate change.

3. Pay gap: The gender pay gap should not exist.



Fig.3 Pay gap illustration, 2020

Unfortunately, the gender pay gap is still an issue today, with women in the UK earning, on average, 15.5% less than their male counterparts (Office for National Statistics, 2020), a figure which is even higher in other parts of the world. In addition to this, women tend to be victims of vertical sex segregation, where they are more often placed in low level positions and men in higher level positions (Glover and Kirton, 2006, pp.30-31). This means there are more men in

senior positions, likely explaining the fact that 88.8% of women work for a company that pays them less than men (Wisniewska, Ehrenberg-Shannon and Gordon, 2020). This significantly wounds women's career prospects and is unacceptable.

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Figure 2. A nature trail in the woods, (2017) Accessed from: <https://pixabay.com/photos/avenue-trees-away-walk-green-2215317/> [Accessed: 2nd December 2020]

Figure 3. Gender pay gap digital illustration, (2020) Accessed from : https://www.freepik.com/premium-vector/business-sexism-concept-gender-gap-inequal-payment-businessman-businesswoman-piles-coins-unfairness-career-problem-woman_10275247.htm [Accessed: 2nd December 2020]

Tasg 3: Ysgrifennu yn seiliedig ar arfer:

Rhan o fy nghwrs lefel AS Dylunio a Thechnoleg oedd creu cynnyrch/ set o gynhyrchion fy hun a oedd yn ateb rhyw broblem yn y farchnad. Roeddwn i'n cael fy marcio ar y cynnyrch terfynol ond hefyd ar y broses o ymchwilio, modelu a gwerthuso'r gwaith hefyd, felly roedd sut a wnes i benderfynu ar syniad terfynol yn bwysig.

Penderfynais greu set o gynhyrchion ar gyfer siop ffug a fyddai'n defnyddio deunyddiau ecogyfeillgar yn unig i becynnu ei chynhyrchion. Wedi i mi ddod lan â'r syniad, fe ymchwiliais mewn i fy ngrŵp targed ac mewn i gynhyrchion tebyg mewn ymdrech i ehangu fy "visual vocabulary" (Arnston, 2011, p.9) ac felly creu cynhyrchion o safon well ac sy'n addas i'r grŵp targed. Wedi i mi wneud yr ymchwil fe wnes i ddechrau dylunio'r logo a modelau ar gyfer y pecyn yn bennaf. Yna, fe wnes i greu'r cynhyrchion terfynol sef, pecyn ar gyfer brechdan, pecyn cnau, cerdyn busnes, tywel te gydag enw'r siop arno a stondin i arddangos popeth. I orffen, holais aelodau o fy ngrŵp targed am adborth ac fe werthusais fy ngwaith.



Ffig. 1- Llun o'r pecyn brechdan, 2019



Ffig. 2- Llun o'r holl gynhyrchion terfynol, 2019

Ar y cyfan, credaf fod yr ymchwil a wnes i gwblhau yn dda iawn gan fod llawer ohono fo ac roeddwn i'n medru deall fy ngrŵp targed llawer well yn ogystal â phethau fel deunyddiau ailgylchadwy addas gallwn i ddefnyddio. Golyga hyn bod erbyn i mi gyrraedd y broses modelu a dylunio roedd gen i syniad da o sut dylai popeth edrych. Beth ddylwn i wedi ystyried oedd pa ddeunyddiau byswn i'n medru defnyddio yn yr ysgol, fe wnaeth hyn profi i fod yn broblem pan roedd angen i mi archebu cerdyn penodol i'w danfon i'r ysgol a wnaeth cymryd amser hir gan atal fy mhroses dylunio rhag symud ymlaen. Yn ogystal â hyn, roedd y cerdyn a archebais yn rhy denau ac felly roedd y deunydd pacio yn debygol o rwygo sydd ddim yn briodwedd addas i rywbeth sy'n dal bwyd. Nid oedd gen i'r amser i archebu cerdyn newydd ar ôl sylweddoli hyn. Os allwn i fynd nôl byswn i'n penderfynu pa ddeunyddiau oeddwn i eisiau profi cyn dechrau modelu er mwyn gallu treialu sawl deunydd ar gyfer y dyluniad terfynol.

Wrth ddylunio roedd rhaid i mi feddwl yn fyfyrïol, yn enwedig wrth ddefnyddio Adobe Illustrator. Nid oedd yn bosib dibynnu ar waith theori a beth a ddysgais yn y gwersi yn unig gan nad oes un llwybr neu fan orffen clir i'r dyluniad terfynol (Schön, 1992, p.68). yr ateb i hyn oedd creu llawer o ddyluniadau gwahanol a myfyrio ar bob un yn ôl ei addasrwydd i'r briff a osodais fy hun. Trwy wneud hyn credaf fy mod wedi llwyddo i greu dyluniad addas i'r grŵp targed a oedd yn gwneud pwrpas y cynhyrchion yn amlwg.

Wedi i mi greu'r cynhyrchion terfynol, roedd yn amser gwerthuso a myfyrio ar fy ngwaith. Mae'r broses o ysgrifennu yn fodd o ddeall rhywbeth yn well (Bassot, 2016, p.31) ac roedd hynny'n sicr yn wir yn y prosiect yma oherwydd roeddwn i'n gallu cymryd cam yn ôl o'r gwaith a wnes i weithio arno am dua 8 mis a gwerthfawrogi beth oedd yn llwyddiant a sut i wella. Roedd hyn yn fy ngalluogi i wneud hyd yn oed yn well blwyddyn nesaf.

Llyfryddiaeth

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Rhestr Testunau

Ffigwr 1- Price, J. (2019) *Model terfynol y pecyn brechdan*

Ffigwr 2- Price, J. (2019) *Casgliad o'r holl modelau terfynol*