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Tasks in the order I received them:

Task One: Semiotic Analysis = 503 words

Task Two: Manifesto = 533 words

Task Three: Practice-based writing = 550 words

Task One: Semiotic Analysis

‘A sign may be simple or complex’ (Louis Hébert 2019, Charles Sanders Peirce) and ‘to express the meaning they wish to represent at a given moment in a specific social context’ (May Wong 2019), this is the study of semiotics. In this topic, we will look upon how we as humans see and communicate through colour, type and imagery and how it is done through ‘underlying systems of elements mutually correlated by one or more codes’ (Umberto Eco 1976).



Figure 1: *Make Some Noise*, Old El Paso’s food campaign, 2019

The image I have selected to do my semiotic analysis on comes from the Old El Paso’s 2019 campaign, ‘MAKE SOME NOISE’. The advert depicts a considerably small table covered in a variety of Mexican style food with the addition of multiple pairs of hands, and, in the outskirts of the image, almost undetectable chairs. The focal point of the advert is highlighted with the campaigns slogan and the brands logo. As seen in the image, there is a large selection of food, from items like jalapeños to shrimp and avocado and minced beef. This addition makes people feel like they can make their own food personal while in the company of others. Similarly, because of the selection you’re not just restricted to trying one thing. This is connecting the Old El Paso brand to being personal while still being able to enjoy your personal preferences in the company of others. The image equates to a sense of togetherness and there always being time to enjoy with others.

Placing the text and the brand logo in the centre of the advert connects the brand with the feeling of togetherness. It gives that inclusivity and the idea of being in the middle of good time. Similarly, the chosen typeface and the slogan - 'MAKE SOME NOISE' - connect quite well. This is because the typeface has a rough, organic texture making it feel somewhat unrefined yet fun. Additionally, the word 'NOISE' in this particular typeface makes me think of the sound of a person putting their hand into a plastic tortilla chip bag, something that is connected to the brand and is a product that they offer.

The advert continues to show the idea of inclusiveness by using models of different ages. In the advert, you can see the hands of younger children - suggested by smooth, unscratched, small size and texture, with addition of what looks to be a child's bracelet on one of their arms, then followed by a pair of older adult male hands - maybe those of a father or grandpa - looking at the larger palm size and the more callus and rough wrinkled texture. We can then maybe start to think that this is more of a family setting, sitting down for dinner together rather than a party. This then highlights that this is homemade food that brings people together.

Overall, I feel that this advert encapsulates the feeling of being together, family, and the joy of spending time with others while making memories and a feeling that will last a lifetime, ingraining the sense of fun and community into its structure.

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Figure 1: *Make Some Noise*, Old El Paso's food campaign, 2019, Accessed:
<https://www.olderpaso.co.uk/makesomenoise> (Accessed on 16th October 2021)

Task Two: Manifesto

1. Appreciate your own work.
2. Once you have started something you must never leave it abruptly.
3. Criticise your own work.
4. If you do not feel like you have grown after completing a project, then you did not believe in it enough.
5. Always question your choices.
6. Put effort in.
7. Know that if it was easy, you haven't done it right.
8. If you feel exited once you finish a project, then you can assume that you have developed your skills.

Keywords & Image

Keywords: Always Question



Figure 1: *Banksy Vs King Robbo (Street Art Vs Graffiti)*, 2009

5. Always question your choices

‘What is a dildo? An object, an organ, a fetish? Should we consider the dildo an ironic parody of the penis or the penis’s crude recurrence?’ (Volcano, 1991, as cited in Preciado, 2019). To question something is the most human feeling in the world. ‘The child wants to take another child’s toy which appeals to him but on the other hand he equally wants to please and obey his parents’ (Russell, 2017), we constantly question our own actions fearing that we may be judged or judging others, fearing our own moral compass on whether we or society will deem it to acceptable. Above are two statements which may not be seen as appropriately placed together but, from here stems onto me questioning my own actions. ‘- I know you’re not allowed to say this anymore, but, -’ (Hodgson, Vlieghe, Zamojski, 2017), any statement placed after these immortal words will forever evoke an internal response that will most likely be just as questionable as what was said. The example of painting over another person’s work (Figure 1) is questionable in more ways than one, as even though it highlights both artists work, it raises the question on is it right of wrong to meddle in other people’s business.

Keywords: effort

6. Put effort in

I see a lack of effort as the beginning of falling down the rabbit hole of despair. Even if it’s just a little bit, putting in some effort will put you at a higher position than if you hadn’t tried at all. Though it may not seem like it, by pushing yourself that little bit more, by trying to pursue your own thoughts and actions, you are furthering the development of the world that you are in. ‘Schools across the country are accustomed to change efforts’ (Lindsey, 2017), here you can understand the spectrum of people that effort has an effect on, may it be negative or good. Without it, the human civilisation will become stuck, unmoving and in an endless cycle of uncomfortable normality, never to find out what will come next, how we could develop, to become better and live in a way that was once thought to be impossible. By imbedding this into my own practice, I am making the effort to further not just myself, but everything else.

Keywords: Criticize

3. Criticize your own work

Being able to criticize your own work makes it a whole lot better when you feel happy with it as you know that all the time and energy you have exerted has culminated together to create something amazing and wonderful that may never have existed in the first place. By criticizing your own work, you allow room for development and tend to become less fearful of the negative response as somewhat pessimistic commentary will become the foundation of developing work. 'When *Design Noir* was published in a modest edition of 4,000, it was met with a reception that, according to its publisher Nick Barley, ranged from mild amusement to utter bemusement' (Dunne and Raby, 2021), creating work to that allows people to feel emotion, you can become a better critic of your work. Criticism isn't meant for depleting the creative development but rather to build upon what you have done and to make it that much better. If you cannot become critical, you will become stuck and shrink in your own self ignorance.

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- Figure 1: Banksy Vs King Robbo (Street Art Vs Graffiti), 2009, Accessed:
<https://www.artfido.com/banksy-vs-king-robbo-street-art-vs-graffiti/> (Accessed 4th December 2021)

Task Three: Practice-based writing

Through a self-reflection, I shall look upon what material items come together to create my favourite things.

This work was created from a set brief with the purpose of exploring what and how my favourite things built me as a person. The idea was that through looking at what kind of things I liked, you would be able to grasp upon who I was and how I viewed the world and the things in it, much like a guessing game to learn and create assumptions about a person.



Figure 1: *Favourite Things*, Rebecca Hodgson UWTSD Summer Introduction Project Poster, 2021

I think my final design was more successful than not. The most important features in the work are composition and legibility. When I analyse my work, I think that the legibility of my illustrations is to a high quality, as when you look at them you can tell what they are, (the only questionable illustration in the design is the 'GWR' Great Western Rail logo as it is one of the older designs that may not be known to a younger generation and people who have never travelled via the Great Western Rail company).

The final composition does feel problematic to me now that I am reflecting on the design more than it did before. This could be caused by me having completed the project back in August and now with time and having produced more work and learning more about how graphics can look and work as a piece, the final outcome feels slapped together with little thought about where everything should sit in relation to one another. Although I do still agree with the original placement of some aspects – mainly the alcohol bottle and the mug as well as the boot on the wire – items to the left and right of them (the fajita and GWR logo) feel stand alone and look static and frozen in place. To rectify this, I could have added solid drop shadows to these items like I had done to some of the others.

Another regret of the design is the way in which the boots hang from the wire line. This was a regret that I had as soon as I had finished the poster, however decided not to change it due to lack of time, motivation and energy. If I were to change it now, I would probably try to use my own reference photo rather than one from online. Not using my own reference is probably the biggest regret I have as I know it would have made a massive difference to the final design and they wouldn't look as if they were suspended in mid-air.

The last thing I feel that troubles the design is the white background. Even though I appreciate how everything stands off it so clearly and cleanly, its plainness admittedly make the poster feel naked and unfinished. At the time, I decided to leave it white to highlight the illustration as I felt that by putting something in the background it would take away from the overall poster, but now see that leaving it blank has still not resolved that issue. To fix this, adding a grey layer may do the trick. In future projects, I think I need to look at my time management as this is where my faults and regrets seem to stem from.

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(Accessed 2nd January 2022)