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Module: ADAD4022 Ways of Thinking

Tasks in received order:

Task One: Semiotic Analysis = 484 words

Task Two: Manifesto = 464

Task Three: Practice Based Writing = 524

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Semiotic Analysis

Over time, semiotics has been understood in a number of ways. In the 1900s, Swiss linguist Ferdinand de Saussure, one of its pioneers, referred to it as "the life of signs within society" (Britannica, 2024, para 1). Several scholars created their own semiotics theories, like Charles Sanders Pierce and Roland Barthes. It is quite literally all around us and is always there, whether we know about it or not. Basically, semiotics is the study of how signs and symbols are used to produce and interpret meaning. Now, I'll use their theories to go over this No Time To Die poster and its main character.



Figure 1 - (Empire Designs, 2021, *No Time To Die* Poster)

No Time To Die is the 25th installment in the iconic James Bond franchise, directed by Cary Joji Fukunaga. The film was released in 2021. The central actor on this poster is James Bond, played by Daniel Craig. This is one of several posters as part of the promotional material of the film.

The anchorage text 'No Time To Die' uses semiotic cues to direct the viewer's view of the poster's idea. While 'Time' adds urgency, as shown by the chaotic sparks around the Aston Martin, 'No' conveys absoluteness, reflecting Bond's stern and determined profile. By emphasising the scarred antagonist and the weapons, "Die" creates ideas of peril and death, suggesting intense struggle and high stakes. The narrative appears as one of survival, urgency, and heroism, with Bond at the centre of these tensions, and the language acts as the visuals' anchor.

"Myth does not deny things; on the contrary, its function is to talk about them; simply, it purifies them, it makes them innocent, it gives them a natural and eternal justification. (Mythologies, 1972, p. 143). This is clear from the poster's depiction of James Bond's language in the poster. His thoughtful face, seen in a side profile, shows reflection and a man who is burdened by responsibility. The idea of Bond as a man of elegance can be seen by his smart attire, which shows professionalism and class. His identification as a spy is implied by the '007' number that is encoded in the background, which suggests a vague

association with espionage. Together, these parts create a mythological figure—someone who represents peril, and refinement.

The poster speaks to a wide range of viewers by using a number of semiotic cues. As a symbol of violence and danger, the guns serve as the main focus of the story's high-stakes action. Espionage and villainy are associated with the masked man's suggestion of mystery and menace. While the speeding Aston Martin conveys urgency and anticipation, the exotic city backdrop induces adventure and the global reach of Bond. The bespectacled man symbolises knowledge and technological know-how, and the femme fatale exudes intrigue and charm, confirming traditional Bond clichés. Each component works together to weave a complex web of indicators that represent themes of drama, danger, and sophistication, drawing in both casual viewers and fans.

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Manifesto

1. It's okay to get things wrong
2. Pursue your passion
3. Research is knowledge, Knowledge is power
4. Weirdness is originality too
5. You don't have to be the best, so long as you try
6. You don't need new ideas all the time
7. The world goes on, no matter the mistakes you make
8. You can't put a price on creativity

8. You can't put a price on creativity



Figure 1 - (Crowners, 2019, *New Bond Street Louis Vuitton Store*)

Everyone has creativity, regardless of where they come from or they are, and creativity can be interpreted in countless ways. Creativity has always been an integral part of what it is to be human, it's something that can't ever be taken away or be limited to a price.

"You can't use up creativity. The more you use, the more you have." (Bell Telephone Magazine, 1982, p. 33). Great art, groundbreaking ideas, and transformative designs often emerge not from wealth but from necessity, dreams and resilience. Creativity flourishes when it isn't burdened by financial expectations. True creativity isn't about market trends or consumer demand, it's about originality, passion and the courage to envision what yet doesn't exist. To put a price on creativity is to diminish its power, reducing it to a transaction rather than an experience. Creativity should be honored not as a product but as a vital human trait. Invest in it, and most importantly, let it remain priceless.

1. Pursue your passion



Figure 2 - (Oefner, 2019, "*Disintegrating*" Bugatti Type 57)

Passion is one of the central drives within a person. Passion isn't about chasing perfection or a grand gesture; it's about honoring what makes you come alive. Whether it's creating art, solving problems, or caring for others. Your passion is uniquely yours—and it deserves attention.

Pursuing a passion doesn't mean abandoning responsibility or taking reckless risks. It's about making space for what fuels you, even in small, meaningful ways. It's about the will to carry on through doubt, finding joy in the process and enjoying the journey over the end point. Life isn't just about what you *have* to do, it's also about what you *want* to do, and that mindset is a scarce thing in today's world. So many are terrified of doing so thanks to classic thoughts of failure and belief that they won't make it. "Nothing great in the world has ever been accomplished without passion." (The Socratic Method, 2024, para 1.)

6. You don't have to be the best, so long as you try



Figure 3 - (Safdie, 1967, *Habitat 67*)

Life isn't a contest, and success isn't defined by being the best. It's about showing up, putting in the effort. If you're always waiting until everything is perfect, you'll never get anything done. Trying is an act of courage—a commitment to growth, learning, and progress.

These days, everyone is so focused on winning and outperforming others that it's easy to forget that effort counts. People tend to forget that every step forward, no matter how small or large, is a good thing because they are so focused on getting ahead. “Better to do something imperfectly than do nothing perfectly.” (BrainyQuote, 2014). Effort builds experience and character—qualities much better than titles or trophies, and it's not about proving yourself to others; it's about showing your commitment and genuine interest in your goal. Try, fail, learn, try again. Because in the end, effort usually far outweighs the outcome.

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(Accessed: 6 December 2024)

Figure 2 - Oefner, 2019, *"Disintegrating" Bugatti Type 57*. Available at:
<https://www.wallpaper.com/art/photographer-fabian-oefner-presents-disintegration-ii-a-show-of-exploded-cars> (Accessed: 7 December 2024)

Figure 3 - Safdie, 1967, *Habitat 67*. Available at:
<https://www.safdiearchitects.com/projects/habitat-67> (Accessed: 7 December 2024)

Practice-Based Writing



Figure 1 – Clarified 007 Aston Martin DB5, (own image, 2024)

If there is one thing that could be said about me, it is that I am beyond obsessed with cars.

It has always been a strong passion that I have held close since I was small. The figure attached is part of a series of designs I created showing off various (mostly Aston Martin)

cars seen in the James Bond films. Alongside cars, the James Bond franchise is another passion of mine and what better car to promote than the legendary (1964) Aston Martin DB5. I started looking up professional photography of James Bond cars, what I found were a series of beautifully captured images of several different cars seen in the films. Using these, I began to create the design around the car, using that as the centre point.

“We do not learn from experience... we learn from reflecting on experience.” (Dewey, 1933)

I found this quote appropriate when I looked back at my work. I had not reflected on it fully until I decided to use it as part of this task, and I could not help but feel that it felt hollow, and a bit empty. I wondered for a while on how it could be better, but I took one last look at it and decided that the simplicity of it, the cleanness and the overall “spacious” design worked very well. In the end, I felt pleased with the time I put into the design. I was proud of the way I managed to capture the “spacious” feel while also presenting my passion of cars.

Through creating this task, my understanding of sometimes “less is more” became clear. I have often resorted in the past to filling my work with stuff but looking back on it, it makes it seem cluttered and unnecessary. Originally the background was filled with James Bond themed elements which suited the design but drew away the viewer's attention from the pieces I carefully designed to be looked at and appreciated visually. Having removed those pieces, the white of the post makes the text and other design elements like the car stand out, drawing more attention to them. I also discovered that subtle colours sometimes

show more than vibrant ones, an example being the subtlety of the text being a dark navy but then the sudden pop of vibrant blue with the “Clarified” logo do add that layer of subtle vibrance.

I think the typography was one element of the design that could have been done better. The amount of informative text I used detracts from the overall design's crisp, clean appearance, and because there is a lot of it, it had to be resized to fit it all in, making it difficult to read without zooming in.

What I can take away from this design overall is that sometimes; less is more, and I stand strongly by that. But reflecting on work can only improve it for the next time.

- it is important to be critical and not just descriptive. You should make links between actions and performance and suggest ways in which you will do things differently in the future. (University of Leeds, 2017)

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Figure 1 - *Clarified 007 Aston Martin DB5*, (own image, 2024)