

Igor Borowiec

2404115

Graphic Design

Ways of Thinking ADDA4022

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.

Task 1: Observational Writing

A simple way to define Semiotics is the study of signs and symbols and the way we interpret them as a social community, for example we can understand a no smoking sign through its traditional symbol of a red circle with a diagonal line over a cigarette to show interdiction.

‘Meaning is always the social product of the language system’ (Thibault, 1997).

Using semiotics, I will proceed to translate the iconic ‘The Godfather’ poster



Fig 1, (S. Neil Fujita, 1972, The Godfather Poster)

The iconic Godfather poster features the main character Don Vito Corleone, played by Marlon Brando, the poster itself shows the main character in his venerated Tux, iconically signing to the viewer that he is a prestigious character in the film.

One of the most prominent aspects of the poster is the puppet hand signifying control and manipulation, in this context it signifies how Vito Corleone Controls the fate of his associates, The Poster itself is very iconic for the font that it uses, "I [originally] designed the book jacket for Putnam in 1969. By taking the "G" and extending it to the "D," I created a house for "God." The way the word was designed was part of the logo and so was the type design." (S. Neil Fujita, 2006, p4) The poster itself is not very flashy and neither is the font, its classy but distinct with serif letters, the choice signifies formality and authority, the use of a serif font ties the film to a sense of respectability contrasting the reality of the mafia of organized and violent crimes,

Usually loyalty and love can be signified using a rose, but in the context of the godfather it would be more appropriate to give the rose a different significance in the meaning of this film, a more daunting and thrilling meaning of the characters inevitable death and destruction that looms over them, it can also be a sign to show the sacrifices made in the name of power and loyalty within the mafia family to gain respect of the fellow associates but also to get promoted to a higher level of the mafia.

"The interpretation of signs is a cultural process, in which meanings are shaped by context, shared knowledge, and the codes through which people understand the world" (Chandler, 2001)

The colours used in the poster can possibly be used purely for visual minimalism but also raise the question if they are there to highlight the power dynamics and overall theme of the film, this minimalist use of colour in the poster plays a strong and critical role in conveying the films story, making the poster one of the most recognisable and evocative images ever made for media

Bibliography:

Thibault, Paul J. (1997) Re-reading Saussure. London: Routledge.

S. Neil Fujita (2006) Waxing Chromatic: An Interview with S. Neil Fujita,
https://www.hellerbooks.com/pdfs/voice_s_neil_fujita.pdf

David Chandler (2001) semiotics: The Basics

List of Figures:

Figure 1: S. Neil Fujita. (1972) The Godfather Poster, Available at <https://i0.wp.com/posterposter.co.uk/wp-content/uploads/2022/11/the-godfather.webp?w=600&ssl=1>

Task 2: Manifesto

1. Don't hold yourself back
2. people over profit
3. Keep yourself busy with anything
4. Make one with peace keeping toxic people out of your life
5. Break the rules
6. Embrace cultural difference
7. Live like there's no tomorrow
8. Break yourself to grow yourself

2. People over profit



Fig 1

The world as it stands currently prefers the sight of money than seeing fellow humans get out of poverty, the corrupt insurance companies would rather see a human die than pay the medical bills and landlords would prefer to see their wallets get fatter instead of not increasing the rent of their tenants, these actions can be seen through the recent actions in America when the CEO of a health insurance company that is famously known for rejecting insurance claims when the people need the money, “I’m horrified by the assassination of Brian Thompson. I’m also horrified that we let people die without medical care” (F. Prose, 2024) the assassination is believed to be society starting to fight back against the health insurance giants that are profiting off people's health, denying claims if they believe that it will cost too much to the multimillion company giant.

5. Break The Rules



Fig 2

Breaking the rules is not about embracing chaos within society and committing crimes, but its more about a call to challenge the constraints that limit the growth and creativity within society, it is about speaking out about the outdated norms and beliefs that no longer serve a purpose within our society, it's to not stop humanity from questioning and learning, it's to continue growth as a society, it's to question traditions and beliefs to find out more about them. "The important thing is not to stop questioning. Curiosity has its own reason for existing." (Einstein, 1955) breaking the rules has been a powerful tool in the progress of a friendly and more tolerant humanity through Feminist activism, Civil rights movements and LGBTQ+ rights campaigns, they have all often relied on breaking the rules to get what they want, whether through protests or just living in resistance of oppressive norms, "Your silence will Not Protect You" (Lorde, 2017)

7. Live like there's no tomorrow

To live like there is truly no tomorrow is to live your life to the fullest, to not procrastinate what you want, it's a powerful invitation to take on life head on and without any hesitation, the phrase tells you to just live pursuing our passions and seizing any opportunity that comes into our life paths, living like there's no tomorrow is considered a very philosophical statement, causing us to think about how do we currently live our lives, how our quality of life could be improved, "Life is long if you know how to use it." (Seneca, 49AD) This statement is not about ignoring the future as it may not exist, but it is about the realisation that the true power lies in the present, the choices you make now will possibly impact your future however long the future is, it is about living in the present, and be fully engaged in our lives instead of 'Doomscrolling' on social medias all day

Bibliography:

The Guardian, 2024(<https://www.theguardian.com/commentisfree/2024/dec/09/brian-thompson-unitedhealthcare-assassination>)

Einstein (LIFE Magazine, 2 May 1955, <https://www.asl-associates.com/einsteinquotes.htm#:~:text=%2D%2Dfrom%20My%20Future%20Plans,it s%20own%20reason%20for%20existing.>)

Lorde(Your silence will not protect you, book title, Oct 2nd 2017)

Seneca(On the Shortness of Life by Seneca,
<https://jamesclear.com/book-summaries/on-the-shortness-of-life>)

List of figures:

Figure 1: <https://thenounproject.com/browse/icons/term/people-over-profit/>

Figure 2: <https://www.istockphoto.com/photos/rule-breaking>