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Tasks in the order I received them:

Task one: semiotics Analysis= 518 words

Task two: Manifesto= 478words

Task three: Practical based writing=501words



Shepard Fairey, 2017, Nope

Task one: Semiotics Analysis

In this part, I will undertake a semiotic deconstruction of a piece of artwork by Shepard Fairey which emulates a hugely world-famous piece from 2007 known as 'Hope' In order to find a 'purpose of Graphic design here is not to communicate with the broadest audience"- (Blackwell and Carson 2000 p49). Using this design, I am hoping to achieve an understanding "to challenge conventional thinking about form and function"- (Wozencroft1994 p27) and go further than just develop an understanding as 'Visual Meaning is too indefinite"- (Kress and Leeuwen, 1996, p16).

The chosen word 'nope' in this design is a direct encoding on the word 'no' meaning denial within a certain event or scenario. There is also a decoding element due to the twist on the original 'hope' piece from 2007. This design uses the same font, colour and placement within the overall design from the original design which implies the opposite meaning from the 2007 piece. The overall font is large block capital lettering which has a huge impact on the viewer as if someone is shouting out the word as a cause of concern to draw attention to this design. This is telling and indicating no in response to the corresponding events to the release of this poster design. These events being the election for President of America and this design is for the viewing targeted audience residence of America voting no for Donald Trump.

The signifier within this design is the chosen image and the expression it with holds. The character is Donald Trump who was running for President of America during the time this piece was released which signifies its purpose as an anti-campaign poster to go against him and his party. The expression on his face which has been chosen isn't the face of a leader

nor is it even a nice image of him. The expression is childish and immature which speaks to the viewer to not let this man be in charge for as he is too much like a child. The expression is also positioned looking right at the viewer as if he is pulling that face in disobedience like a child would for not getting their own way. This goes with the encoding text below 'nope' representing more childish like behaviour by saying no and pulling a mean face as a result of not getting things his way or his way only.

The overall colour key acts as a polysemic within this piece of work. Not only are the colours representing the same colours used on the Flag of America, but it is also the same style that Shepard Fairey used to create his most famous 'Hope' design for when Barack Obama ran for President in America. This allows attention from the target audience- people who are allowed to vote- recognising the design but receiving a different message; in fact, the complete opposite message. The technique used to create this design is in the same format and texture as when Fairey created Obama's 'Hope' design which also mirrors the differences between the two posters and what outcome they intend to give.

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Task two: Manifesto

1. Less is more within design
2. define your own 'rich'
3. You can't spell unique without 'U' in it
4. How literal can the objective be
5. Art is whatever you say it is
6. Everything happens for a reason
7. A plan or no plan that never goes to plan is always the best plan
8. We rely on technology way too much as a universe



My wife and My mother-in-law- by William Ely Hill

5. Art is whatever you say it is

Art and design develop every day, and with that development comes new subjective meanings to 'expressing your views' (Shaughnessy, p51,1996).

The designer may intend their art to express one view but in this world of everyone having a different perception due to up bringing effecting their schemas, it's hard to say everyone understands what the artist is intending to communicate to their chosen target audience; how the design is used to achieve this can be anything with a target audience This can sometimes lead to miscommunication within the design which is why understanding the target audience is so important to the design in order to avoid any other meaning to the design piece which isn't intended.

Much like this illustration where the design can show two different types of images depending on how the audience perceive it.



Taxi/ Alfiusdebux -Alan Kitching

8. We rely on technology way too much as a universe

As the world evolves into the future, more and more versions of technology advancements are being introduced into the world of design; but is this a positive or a set back? 'The ever-changing world' (Fiell, p8, 2013) is something we are all part of and sometimes don't acknowledge traditional art techniques as much as we may have use to. With adobe being the leading software and screen-printing machines with perfection outcomes, the natural human factor is no more than an added layer texture at the end of a design. Pieces like Alan Kicthings traditional press print work is some of the few styles still used in the digital world of art and design that don't get enough appreciation or consideration for the hand and human element put into each design. This is under going negative to

the world of art and design that I don't think is considered in lecturing designs over education platforms and encouraging hand crafted elements such as background designs to typography in order to make the design hold more depth in the overall outcome.



McDonalds Billboard- Cossette, Canada 2018

1. Less is more within design

Sometimes in designing any format the less elements on the piece can have more of an impact on the viewer compared to something that has everything and is perfect. In some designs the 'ugliness was more

interesting than beauty' (Farrelly, p12, 1998) and can make the viewer lose all interest in the design as it becomes too complicating and overwhelming. The McDonalds add campaign from 2018 was a huge break-through in demonstrating a clear communication with the target audience with minimum context included within the design. Just by using the iconic colour key and incorporating part of the golden arch the message is clearly relating to the worldwide brand and its message to the target audience. This design was a huge success due to it's impacting factor of delivering the intended message to the viewer whilst having a design that holds so little elements; therefor showing sometimes in design less is more.



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Task three: Practical Based Writing



The concept behind this design was to address a world issue and design a campaign in order to create awareness and reduce the effect of it into positive effect. I went on to selecting sexual harassment as my issue and the outcome above was one of the formats used to create awareness in order to reduce it. Before designing this outcome, I was made aware by how silent the issue of sexual harassment was and the actual statistics shocked me as I became more in depth with information over this subject which made me want to make my work ' " beyond its functional intention" (Glaser p7, 2000). The shocked effect that these statistics had on me was something I wanted to channel into my work to have the same effect on the target audience which was general older teens and working people. The poster format was chosen because sexual harassment happened

anywhere from street, bars, clubs to the working environment of people's jobs. Now I had my context and format the overall design and choice of how I would communicate it was next. It had to be impacting and clear, so simple colours and large typefaces were what I went with to attract viewers and deliver the message. I think this was achieved from this design which was influenced by the &Walsh TED campaign design of using how we recognise danger signs and use those colours and elements and the effect that campaign had in creating awareness on climate change.

Seeing a real life design example, from such a leading design branch like Jessica Walsh, that could relate to my own campaign really helped me visualise the possible end result of my own outcomes and allowed me 'to challenge conventional thinking about form and function' (Wozencroft p27,1994). Seeing this allowed me 'to test their ideas and forms'- (Meggs, p259,2011) and continue with my campaign. The display of the hierarchy I think works really well with the fewer elements meaning the message communicated is clear and the action or outcome from this design intended happens and there is no miscommunication. If I was to do this design again the first thing that has caught my attention is the 'contact us' element and display of information on the poster. It could be much clearer

to see and read especially because that could result in an effect from the poster to a possible victim to sexual harassment. It needs to be a larger size and possible this could lead to it being in a different position on the format to add to the hierarchy on the design. Another part I would have liked to have tested was the overall effect of this design in a real life situation, printing some out and popping them in areas where this issue could be made more aware of and seeing if my target audience is aimed at correctly and does it have any effect on the viewer in order to reduce this as a world issue.

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