

Semiotics Write up

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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.

Word Count

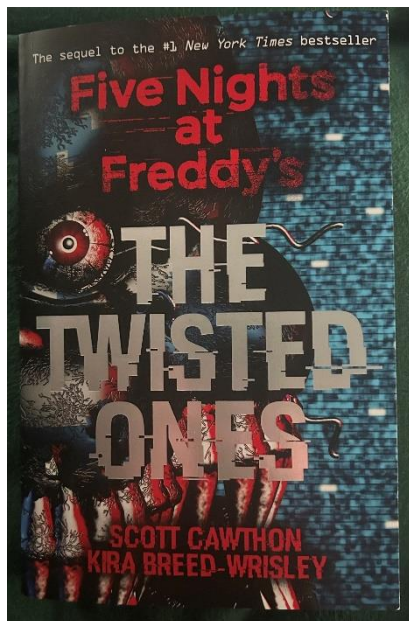
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Task 1

Semiotics is the study of signs and has directed our shared understanding of what we see and how we read any image or artwork. The key thinker I have chosen is Roland Barthes whos understanding of Semiotics has greatly contributed to the understanding of information and models of communication including computers, photography, music and literature.



Twisted Ones Book Cover (leuan Bond 2024)

The piece of media I have decided to analyse in this task is a book from the *Five Nights at Freddy's* franchise which is a franchise I quite enjoy and grown up with and the book I am looking at is called *The Twisted Ones* which is the second book in a 3 part series.

The book was written by Scott Cawthon and Kira Breed – Wrisley and then was published by *Scholastic INC* New York on 27th June 2017. The book's cover art was designed by the franchise creator themselves *Scott Cawthon* while the book cover was designed by someone called *Rick DeMonico*. The cover also features an image of the character *Nightmare* which was created by *Scott Cawthon* who used this character in the game *Five Nights at Freddy's 4* (*Five Nights at Freddy's Wiki*. (n.d.). *Nightmare*. [online] Available at: <https://freddy-fazbears-pizza.fandom.com/wiki/Nightmare>.)

The Semiotic devices I have found while looking at this book cover is that there is a use of *connotation* because with the title where it mentions *The Twisted Ones* it has been coloured in a shiny metallic colour which I believe is meant to represent the characters as they are animatronics (robots) to make the reader think the text design is to represent the characters and another one that I found is the text looks like it has a glitched effect so this could represent the fact that electronics do sometimes glitch out so this could give the impression that the robots could glitch out. The next semiotic device I found on the cover is a *iconic sign* because with the character on the book cover it resembles a bear shape in the face and has got a distinct look to it which can be linked to the title *Twisted Ones* as the character itself appears very damaged or twisted as its mouth is very open and can see all its sharp demonic teeth and its eyes are all bloodshot as well as you can see wires coming out of its head which links to what I said about it looking damaged. The final semiotic device is a *paradigm* because of the imagery and design of the character it tells us that it's linked with the horror genre because of the scary nature

of the character its characteristics like the sharp teeth and red eyes and also the damaged state of the body.

My views on the image have changed a slight bit while analysing the book cover as I have come to understand the meaning behind why the cover was designed the way it was and how it fits the horror and franchise genre.

Bibliography

Five Nights at Freddy's Wiki. (n.d.). *Nightmare*. [online] Available at: <https://freddy-fazbears-pizza.fandom.com/wiki/Nightmare>

FNaF: The Novel Wiki. (2017). *Five Nights at Freddy's: The Twisted Ones*. [online] Available at: https://fnaf-the-novel.fandom.com/wiki/Five_Nights_at_Freddy%27s:_The_Twisted_Ones.

Roland Barthes understanding of Semiotics
<https://moodle.uwtsd.ac.uk/mod/resource/view.php?id=610330>

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Twisted Ones Book Cover (Ieuan Bond 2024)

Task 2

- 1) Treat others the way you want to be treated.
- 2) You won't always get it right the first time.
- 3) Respect People's Opinions.
- 4) Forget the mistake remember the lesson.
- 5) You don't have to be the best at everything.
- 6) Make time for the people that care about you.
- 7) Work life balance is important.
- 8) Follow your dreams.

1. Treat others the way you want to be treated.



Image 1 (WizeClifford, 2022, Treat others the way you want to be treated)

The reason why I have used this quote in my manifestation and why I think its important to my beliefs is because I feel that this is something all people should consider when speaking to current people they know and meeting new people as these are important things to consider with peoples emotions as if you are treating someone horribly but then you don't like it when they are doing the same actions towards you then this is a very big reason why this quote stands as it teaches people how to behave with others so that there is rarely any conflict towards people. This is the reason why this quote is really important to me and my beliefs as personally I live by this quote as I treat others nicely as I wouldn't like to be treated any other way as its not the best thing to do to people so if you are nice then people will be nice back.

3. Respect Peoples Opinions



Image 2 (Florida State University,2020,Agree to Disagree)

The manifesto here I choose is another one I found is quite personal to me is *Respect Peoples Opinions* or as some may call it agree to disagree. The reason why I have chosen to write about this second one out of the 3 is that it's a very high one in my beliefs as when discussing topics with friends, family or even completely strangers you've met there should be some sort of respect put in place as everyone around you has a different opinion on certain things like the government or certain shows/films even sport teams!

Now even though there most likely will be when talking to people that these will roll out into arguments then this is ok as its showing each other how much you care about your chosen opinion which shouldn't be a debate and that everyone should like what you are liking it should be a discussion and be allowed to be left at that as ive said everyone has there own opinions on subjects so people should be able to be left to discuss that openly.

5. You don't have to be the best at everything.



YOU CAN'T BE PERFECT AT EVERYTHING

ANDIE MACDOWELL
PICTUREQUOTES.COM



Image 3 (Andie Macdonall, 2023, You cant be perfect at everything)

The final part of the manifesto I have chosen to write about is the one called *You don't have to be the best at everything*. The reason why I had chosen this quotation is due to the fact that it's a very true statement and is kind of in my opinion describing a life lesson as in life you are naturally not going to be good at every task you do even if you try to do it, so there is some things you cant change for example someone you may know might be good at painting pieces of art work whereas you wouldn't be or you might be good at using electronics and other people wouldn't so its really showing off everyones different skill sets in their life and shows off that not everyone is plainly black and white!

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WizeClifford (2022). *Treat Others The Way You Want To Be Treated - Free Classroom Poster*. [online] SKOOLGO. Available at: https://www.skoolgo.com/worksheet/treat-others-the-way-you-want-to-be-treated/#google_vignette [Accessed 1 Dec. 2024].

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Image 1 - WizeClifford (2022). *Treat Others The Way You Want To Be Treated - Free Classroom Poster*. [online] SKOOLGO. Available at: https://www.skoolgo.com/worksheet/treat-others-the-way-you-want-to-be-treated/#google_vignette [Accessed 1 Dec. 2024].

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Image 3 – PictureQuotes.com. (2023). *PictureQuotes.com*. [online] Available at: <https://www.picturequotes.com/you-cant-be-perfect-at-everything-quote-860903> [Accessed 2 Dec. 2024].

Task 3



Image 1 (Personal Project, Ieuan Bond, 2020)

The image you see here is off my piece of art work I done in college for my *Personal Project* which I made back in roughly 2020 which shows off all the franchises I like in the videogames and films category.

The task when doing it we had to use A3 paper to design our personal project so I used the paper and started to research some reference images to use when I am designing my page, the things I looked at was *Transformers War for Cybertron character designs*, *Venom design*, *Call of Duty zombies Perks and Bendy and the Ink Machine Designs*. Once I had found some good reference images to use I then started drawing out the outlines of the 2 big characters I wanted to be centre stage was *Venom* and *Optimus Prime* because they are my favourite characters and since I never have drawn them before so I wanted to challenge myself but I decided to do venom first as I thought he would be the easiest to start with and I believe it went to plan as the shape came out really well and I could really see the character assembling on the page as for *Optimus* his drawing process was a real struggle due to the fact he had a lot of details so there was a lot of trial and error included but all together I believe it went ok as when I finished it was readable since you could work out what it was meant to be. The other elements which I drawn was the Call of Duty Perk logos and the Bendy character face I think were the easiest to do with the designing part so they all went to plan when designing them elements.

The things I believe went right when designing my project was that the designs themselves came out the way I wanted them to look and the colour scheme was spot on in my opinion and the detail really shined on them when they were painted. The things that could have gone better is that when I was drawing *Optimus* is that I should have drawn him bigger as compared to *Venom* hes a lot smaller than I intended so next time I will try match the measurements up so that it actually looks equal, the other thing I think I could have improved on is keeping a consistent size with the Zombie logos as some are different sizes and shapes which I didn't want.

The final outcome of the project I believe I did quite well as it came out quite detailed and it was a nice challenge for me as at the time I hadn't drawn characters the way I did on this project and used paints in my artwork before so it was a nice experience. The things I would improve on next time is improving on the scaling for the drawings as some were bigger than other and some shapes looked out of proportions so this would be something I will have to master for future projects.

Bibliography

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