

Portfolio of Writing

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Programme of Study: Graphic Design

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Tasks in the order I received them:

Task One: Jonathan Pugh – Reflective Writing: A reflective process driven piece of writing. – 495 words

Task Two: Ryan Moule – Observational Writing: Identify an image and write a semiotic analysis. – 526 words

Task Three: Julia Lockheart – Manifesto Writing: 'What do I believe in?' – 527 words

Task One: Jonathan Pugh – Reflective Writing: A reflective process driven piece of writing.

Research is a vital part of a designer's design process. By looking into specific design movements, I can gain an understanding of what influences certain designers to make the choices they do, which will help me develop my own thinking, when designing. One particularly interesting art movement is Psychedelic art, described by Krippner as 'artwork manifested in the context of the ingestion of LSD type drugs and related substances' (Krippner, 2016). Although the aim of Psychedelic art was to portray the feelings of being under the influence of these substances, many Psychedelic artists were not directly 'influenced by psychedelic experience' (Masters and Houston, 1968). Instead, artists such as Wes Wilson, were influenced by art movements such as, Art Nouveau 1890 and Op Art 1960.

The piece 'Grateful Dead' by Wilson was designed as a music tour poster for the band 'Grateful Dead', hence the name of the design. This piece was designed using the influence of the world around Wilson during the time. I have looked into many of Wilson's designs and recognised, each design element has been used for a reason. Ingledew suggests 'The greatest designers and artists have always connected with the past to produce their most innovative work' (Ingledew, 2011). This is evident in Wilson's piece as he has used the features of Art Nouveau, the female form and the curved lines, and brought these into his own piece. Other key features of this piece, and the Psychedelic movement as a whole include, hand-drawn, illegible type, bold colours and imagery that depicts the feeling of being on a drug trip.

For me to really understand the influence of Art movements on Graphic Design, I need to make my own design influenced by art history. When designing a music poster, I chose to use the influence of the Psychedelic movement. For example, the use of bold colours on my poster portrays excitement and suggests the idea of up-beat music. Bold colours are also linked to the Punk movement, a movement which is widely linked to music, therefore making it a perfect feature to include in my design.

During my design process, I also remembered that Wilson's design was heavily influenced by what was happening in the world during the time of the design. Wilson's design is focused on portraying the idea of hallucinations and is not necessarily linked to the music itself, and so I decided to focus my imagery on an issue that is occurring today: the climate crisis. This gave my design more meaning and purpose and allowed me to focus my imagery on a specific subject, much like Wilson did. Whilst doing this, I also remembered the words of Braque, 'One must not imitate what one wants to create' (Braque, 1940). This suggests that in order to create a piece of art, you should not copy previous art movements, instead you should be inspired by history and make it your own, which I feel I have achieved within my design.



Grateful Dead, Wes Wilson, 1967

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Krippner, S. (2016) 'Ecstatic Landscapes: The manifestation of Psychedelic Art.', *Journal of Humanistic Psychology*, vol. 57, no.4, pp. 415-435.

Ingledew, J. (2011) *The A-Z of visual ideas: How to solve any creative brief*. London, Laurence King Publishing.

Hazel, S. (2008) *Artists little book of inspiration*. London, Collins.

Task Two: Ryan Moule – Observational Writing: Identify an image and write a semiotic analysis.

'Seeing comes before words. The child looks and recognizes before it can speak' (Berger, 1972). The way we see things influences how we feel and how we perceive the things that we are seeing. To break free from the Contemporary Condition, we must be able to distinguish between the denoted, the literal meaning of a sign (apple means apple), and the connoted, the deeper meaning of a sign, influenced by our social and cultural associations (Barthes, 1977). Ferdinand De Saussure created a theory in relation to semiotics, which suggested a sign is made up of two parts, 'the signifier and the signified' (Saussure, 1967). The signifier is the same concept as the denoted, whereas the signified is the same concept as the connoted, a response based on what we have previously been exposed to.

This leads on to theories by behavioral psychologists, who suggest we are born 'Tabula Rasa' (Locke, 1690), the idea that our minds are born as 'blank slates' (Barber, 2016) and that all 'behavior is learned through experience' (Skinner, 1958). Therefore, we perceive signs the way that we do because we are taught to see them this way through our previous experiences. For example, from a young age, we are taught to associate the colour red with love or danger, and the colour green with nature. We also learn these meanings through cultural appropriation, for example in Western countries, red symbolizes danger, however in Eastern countries red has good connotations. How these signs are given meaning is the basis of semiotic analysis. In order to discuss some key aspects of semiotics we will look into an advertising campaign.

KFC's brand identity has been around for many years, with millions of people looking at its marketing and advertising every day. When looking at this advert, we notice the bold red colour, which is associated with the brand. The colour red within this advert, portrays the idea of excitement, energy and passion. By using this colour, the advertisement is suggesting to the audience that they will love the food at KFC and will feel strongly and passionately about it. The colour also makes the audience excited about the brand, therefore making them want to visit and purchase what the company has to offer.

The advertisement also contains the famous KFC slogan 'It's finger lickin' good'. The slogan uses the words 'finger lickin'' as an adjective to describe just how good the food is, whilst also suggesting that the food is so good, you will want to eat every last bit of it. This is therefore portraying the high quality of the food and shows the message that everyone will enjoy the product.



It's finger lickin' good, KFC advertising slogan, 2011

The brand's logo can also be seen on the advert, which portrays the founder of the company. By using this image, the brand is suggesting it will live on forever, long after the death of the founder, therefore showing the power of the company.

This basic semiotic analysis is something which can be used on any advert, media or sign in order to reveal the true messages and meanings within, allowing an audience to truly see beyond what we believe we are seeing.

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Berger, J. (1972) *Ways of Seeing*. London, Penguin.

Barthes, R. (1977) *Image, Music, Text*. London, Fontana Press.

Mabbott, J. D. (1973) *John Locke*. London, Macmillan

Barber, N (2016) 'The Blank Slate Controversy'. *Psychology Today*, September 21st. Available at <https://www.psychologytoday.com/gb/blog/the-human-beast/201609/the-blank-slate-controversy>

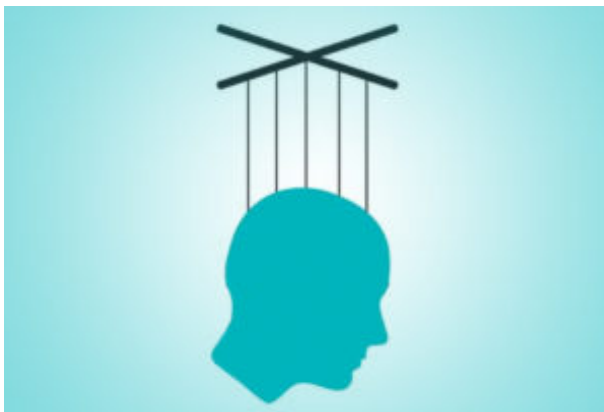
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Task Three: Julia Lockheart – Manifesto Writing: ‘What do I believe in?’

1. An understanding of key design movements is essential for designers.
2. Free will is an illusion.
3. Understand how lucky we are to be alive and healthy. Live every day to the fullest.
4. You can do anything if you put your mind to it. The Law of Attraction is true.
5. Aim to see as much of the world as possible, it can inspire and encourage us.
6. Our unconscious mind can create some of our best art. Surrealism is composed from dreams.
7. We must design sustainably. Saving the planet should be a top priority.
8. All art has a purpose, even if we do not understand it.

Keyword and image:

Free will



Free Will and Morality, theness.com, 2018

1. Free will is an illusion

Free will is the idea that individuals have the power of ‘choice of action’ (Marcoulesco, 2005) and ‘decision among alternatives’ (Marcoulesco, 2005). Those who believe free will is an illusion are known as determinists. In Williams’ journal of philosophy, he refers to determinism as the idea that ‘every force has natural causes and natural effects’ (Williams, 1941), meaning that our behavior is caused by external forces outside of our will. By believing this, it is suggested that every decision we make is controlled by an external factor, for example, we choose to go to work because we will feel guilty if we do not. In this sense, the feeling of guilt is an external factor, which influences our decision, therefore suggesting our feelings control our decision making. The free will and determinism debate is something that has been discussed for many years. Although the idea of free will being an illusion, is a view that is on the extreme end of the scale, it is a believe that is held by many people, even to this day.

Keyword and image:
Law of Attraction



The Truth about the Law of Attraction, www.addicted2success.com, 2019

4. You can do anything if you put your mind to it. The Law of Attraction is true.

The definition of the Law of Attraction, according to Canfield is that 'you will attract into your life – whether wanted or unwanted – whatever you give your energy, focus and attention to' (Canfield, 2012). This is suggesting that by following the Law of Attraction, we are allowing our minds to control the events which come to us in our lives. In order to use the Law of Attraction effectively, we must stop 'responding unconsciously' (Canfield, 2012) to the events in our lives, and instead begin to take note of how we respond. If we respond negatively to certain events in our lives then we begin to feel negatively about the world. However, if we respond to events by always looking at the bright side or seeing the positives in our lives, then we begin to feel more positive about the world, thus allowing our feelings and thoughts to control the events of life. It is possible to 'create what you want' (Canfield, 2012) in your life, if you put your mind to it, think positively about it and focus on what you truly want. By doing this anyone can achieve anything.

Keyword and image:

Dreams



After the rain, Cyril Rolando, 2013

6. Our unconscious mind can create some of our best art. Surrealism is composed from dreams.

One of the most famous art movements is surrealism, defined as 'The superior reality of certain forms of previously neglected associations, in the omnipotence of dream' (Surrealist Manifesto, Andre Breton, 1942). 95% of our mind is unconscious, and so we should use this to our advantage by drawing inspiration from 'the strangeness and obscurity of dreams' (Freud, 1900), which have influenced designers to create amazing work. Surrealists aimed to capture the 'thoughts, images, and ideas that came to them in sleep' (Finger, 2013). The visuals of dreams can combine, rearrange and distort elements of images and life, which can create fascinating designs when put on a page. By using our unconscious to inspire our art, we can create art that is unique to us. Our dreams reveal our deepest desires and hopes, which are often hidden within our unconscious, but can be brought to life through our creation.

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