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Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 206 words

Task Two: Manifesto (Julia Task) = 314 words

Task Three. (Jon Task) = 377 words

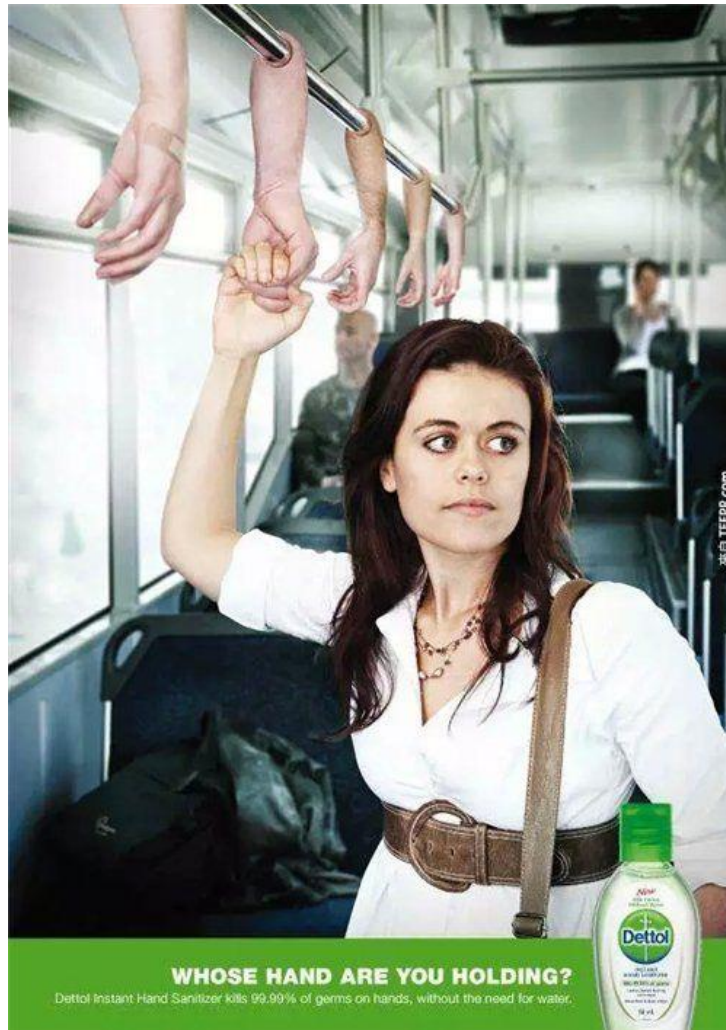
Task One: Semiotic Analysis (Ryan's task)

The study of signs and symbols and their use or interpretation.

With the different adverts and market using semiotics as a way of Selling and making you want the product. How does it do this? The task will be looking at semiotics and the theories behind it. Then an advertisement made by Dettol company to show how it is used in advertisement.

There is are two main part of language, the signifier and the concept. "the signs which make up the code of the circuit between the two individuals "unlock" the contents of the brains of each" (Berger,1972). The code is the two parts of language that allow people to understand words. The idea of semiotics is that signs and symbols can have multiple meanings. Example of this could be the colour green, for advertisement it could be used to show how natural it is.

In 2008, Dettol released an advert that would focus on hygiene to sell their product. It gives things different meaning and uses the implied meaning. The advert uses hands and other un-hygienic things like plasters on the hands to enforce that the bus isn't clean. Also, the women in the advert is wearing a white dress, signifying that she is clean.



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Task Two: Manifesto (Julia's Task)

1. To always have an open mind in discussions and in everything to be able to improve yourself.
2. Never sell stuff to the player, including advertisement or random accessories that add nothing to the game or experience.
3. To have conversations with other people and truly interact with them.
4. Strive to always improve in my field and never think that it can be mastered.
5. Make new and creative games that derive from experiences.
6. To set goals for myself and not let other people define my success.
7. To be more productive and organised
8. To treat people in a way of I would like to be treated.

1. To always have an open mind in discussions and in everything to be able to improve yourself.

It is important to always have an open mind to be able to learn new things and have the possibility to learn and have open discussions with people. If you are destroying

everything you don't believe in or not reading research to disprove your idea you are living your life being ignorant.

Ignorance is no way of living your life because you will never grow. Also, it will affect your answers to questions. An example would be someone walking across a road and not knowing there is a truck coming. As he not listening to the people trying to tell him, he will die.

2. Never sell stuff to the player, including advertisement or random accessories that add nothing to the game or experience.



(Digital Communications 3209 G, n.d.)

To me, a game is an escape and can be a piece of art if done properly. So, I wouldn't want some to sell me a holiday or something that you don't want or need in that experience.

Game are putting lots of different adverts in the experience, with brand placements in the new death stranded with the monster energy drink. Other advertisement could be a billboard like in the image above.

It can be used to make money like for small devs but shouldn't hurt the overall experience of the game.

4.Strive to always improve in my field and never think that it can be mastered.

If I think that I mastered the chosen software or the technique I will stop learning and other people will overcome me. I want to always be learning different things from my other experiences and from other people. This will make sure that I always improve and don't get left behind in the industry.

It will also make me a better person because it will allow me to be approachable because I will not think I know everything.

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Task Three (Jon's Task)

Bernard Williams

A reflection of utilitarianism and game idea including the concepts of the philosophy.

Utilitarianism is the act of focus on the result or consequences of our action and treats intentions as irrelevant. The actions should be measured by the pleasure or happiness that they produce (Lazari-Radek and Singer, 2017). The basic idea is to make the most happiness out of the action, even if it hurts you.

An example of this could be a doctor that has 5 bottles of medicine that will have peoples lives. There are six patients that need the medicine to survive. One of the patients need all five bottles to survive. Utilitarian's would let the one patient die and save the five patients because it will course the most good.

This idea was very intriguing because it was unlike a lot of other ethical philosophy because it would regard the intentions of the doctor in the example. So if the intention of the doctor was to kill the sixth patient (one that need all five bottles). He still would be doing the most good and would be ethically right, if you where looking at it as a utilitarian.

After looking at the philosophy I thought that it would be a good idea for a game that would test the player idea of what would be right in different scenarios. I would have to use different philosophy and expand on Utilitarianism.

21 century philosopher Bernard Williams othered this experiment. Jim is on an expedition and comes across a group of people about to be shot. The soldier says to Jim, "I will shoot all 20 people, or you can choose one and kill that one person. I you don't chose I will kill them anyway" (Green, 2016) .This sound simple and you should kill the one person but it a really demand theory because whatever you do your hands will now be dirty.

This thought experiment was a great idea for a game along with others. I would gather a collection of these and see what the general overview of what people would do. I would take the experiment and put the player in the experiment, they would feel the way that Jim did. There would be no right answer to the question.

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