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Programme of Study: Graphic Design

Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

Tasks in the order I received them:

Task 1: Observational Writing = 466 words

Task 2: Manifesto Writing = 504 words

Task 3: Practice-based Writing = 420 words

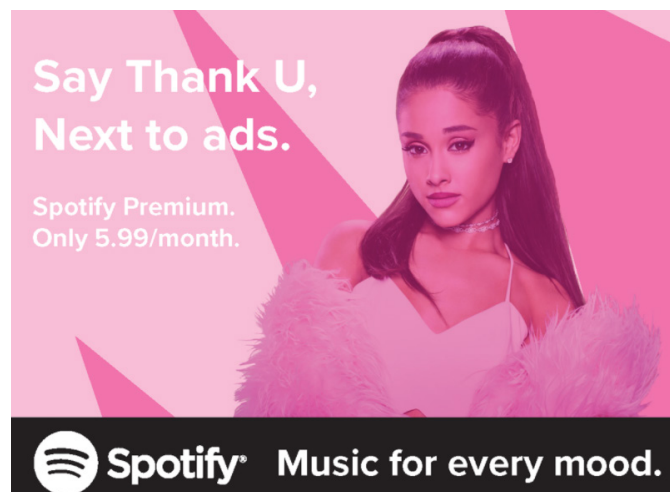
Observational Writing

The system used to signify this Spotify advertisement was the “Saussure” approach which defines linguistic signs as being a two sided entity showing the signifier and what is signified. The image used is a Spotify premium advertisement which conveys many different signs of which I continued to research this art piece.

The first sign I'd like to discuss is the pink hue background and how it overlays on to Ariana Grande. Pink is known to signify “the flush of first love and stands for nurturing femininity.” (Smith.K 2019) and it is often used to engage women, this is suggesting that the target audience is female. This is backed up with Ariana Grande, who is a “role model” to young women and empowers them to “occupy positions of decision and power.” (Monclou.C 2020) as a female artist this works very well with the colour pink.

Ariana Grande is a sitcom-star-turned-pop music sensation, known for such hit songs as “Problem,” “Bang Bang,” “Dangerous Woman” and “Thank U, Next.” She is described as an “unflinching portrait of a pop sensation and inspiring, uncompromising woman” (White, D. 2017), she has supported a range of charities such as Cancer Research Institute, AIDS Foundation, Make-A-Wish Foundation, PETA, Stand Up To Cancer, and many more (Looktothestars, 2021) and she also has a large following on social media, she's mostly known for her songs about her sad heartbreaks and her recovery, “Thank U, Next” has undoubtedly become an all-time favourite break-up anthem for many, (Hassan. B 2019) this is used in the advertisement as a polysemic meaning which Spotify uses to hint towards her song and the ability to skip adverts with premium. The tagline “Thank U, Next” works as a method of getting her fans attention by making them feel like the advert is directly related to them, as they would enjoy the song and feel connected.

Spotify's ad campaign “Music for every mood” slogan is used throughout the campaign advertisements and describes the variety of music for the variety of moods listeners go through on a day to day basis. The campaign has been enduced by social medias “meme culture,” this outlines how Spotify users interact with each other through the tagline “music for every mood.” (Adnews. 2019). In the modern society today “meme culture” a vessel of communication to spread information quickly and efficiently and creates an “evolving sense of humour” (Habib, A. 2020). Therefore this advert has adapted the same techniques as internet memes / “Meme Culture” such as using humour and using references from insiders knowledge and for this instance Ariana Grande's “Thank U, Next” Lyrics. To conclude this advertisement uses a variety of signs to reach its target audience through the use of pink hues, Ariana Grande as the role model, and reference to popular pop music.



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Manifesto Writing

1. Treat people how I would want to be treated
2. Treat everybody with patience
3. Don't judge a book by its cover
4. Work hard play hard
5. Find your Voice, want to be heard (Burrill, 2020)
6. Greater imagination leads to greater potential
7. Being different stands out
8. Learning From Mistakes

Find your Voice, want to be heard.

Making Your Voice Heard (Burrill, 2020) influences others, Boosts your presence and your personal impact “Regardless of your gender or background.” (Locke. C. 2021) When your voice is heard it can benefit others, sharing opinions can encourage others to voice their own opinions.

There is a large number of people that remain “fearful” to voice their opinions, statistics indicate that 82 percent of people believe their voices and ideas aren’t being heard and also 39 percent of females declare that their voices are being ignored by their co-workers, compared to 30 percent of males. (Jordan, A. 2021). There are countless people who have used their freedom of speech and used their voices to ensure human rights, especially economic, social and cultural rights are achieved (Human Rights, 2016 pg 109).

I believe without voicing your own ideas, you will not discover your needs and feelings and will not, therefore, influence other people or create change.

Treat people how I would want to be treated.

If you want people to be polite and respectful towards you, then you should be polite and respectful to others, This “golden rule” of Leviticus 19:18 in the Christian bible, “Do unto others as you would have them do unto you”. (The Bible, 2000, Matthew 7:12) and described by him as the second great commandment during his Sermon on the mount, the collection of sayings and teachings attributed to Jesus Christ. (Sermon on the Mount, 2021)

In the book “The Water Babies” a boy called Tom must prove his worth and desires and is told the golden rule, “do as you would be done by” (Kingsley, 1863) It was written in support of Charles Darwin’s “The Origin of Species.” The story is related to the concern of Christian redemption, and how the boy transforms from a life of poverty and poor hygiene, into a clean “water baby” and highlighting the epic proportions and strong moral overtones. (The Water-Babies, 2021)

The phrase ‘Don’t Judge a Book by its Cover’ means you should not decide upon something based just on outward appearances (Don’t Judge a Book by its Cover | Phrase Definition & Origin, 2021). The origin of the phrase ‘don’t judge a book by its cover’ originated from a 1944 edition of the African journal American Speech: “You can’t judge a book by its binding”, however in 1946 it became familiarized after the murder mystery “Murder in the Glass Room”. It’s easy to judge people by looks or behavior and its human nature, however, you never know what could be happening in their life and a rush to judgment can often turn out to be incorrect. (Dawn, L. 2020). Judgments can help you understand everything around you, it is not necessarily bad to judge others however, most of the time judgments are made without a lot of contexts and can be negative based on a persons appearance and can increase fears of being judged and can decrease feelings of connection and empathic understanding. (Brady, 2021)

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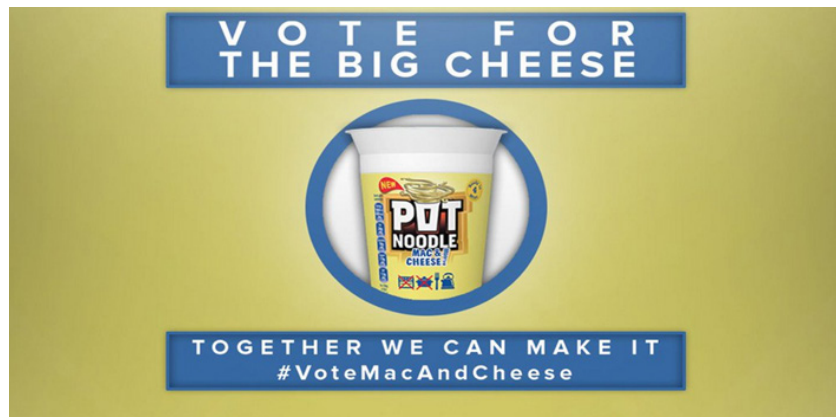
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Practice-based Writing

Reflective practice has been identified as one of the key requirements we can use to learn from our experiences. (Jasper, M. 2003). Essentially, Reflective practice means to engage through the process of your work and taking action also defined as “paying critical attention to the practical values and theories which inform everyday actions, by examining practice reflectively and reflexively. This leads to developmental insight” (Bolton, G. 2010)



Pot Noodle, Mac and Cheese, (John, D. 2016)

The process of this advertisement started from Twitter when the company announced the release of the new flavor “Tell your neighbors, tell your spouse, the Big Cheese is coming to town!” (Pot Noodle, 2016). At this time I was only getting used to designing advertisements and I wanted to gain experience and expose therefore, the #votemacandcheese movement was a great way the design would gain attention from the company themselves.

Based on the other designs Pot Noodle had for the movement, using the same colors was the key aspect in relating to the branding of the flavor. The design needed to be well presented and easy to read however, also targeting the customers from Pot Noodle on social media by keeping it socially and professionally accepted.

The design however has many flaws identified after reflecting at a later time. The first flaw I believe should be changed is the sickly yellow as the main background wasn't the most appealing color looking twice. The blue used also is very strong and outbalances the white text. “Recognizing the power of simplicity in conveying a succinct message without too much noise or artifice.” (Less is More: Limited Colour Graphics in Design. 2017)

The typography used should have looked more intact, with similar line heights as the design used looks very scrambled and unprofessional, leaving the reader confused and uncertain on where to start reading. Typography is very important in advertising, too many different fonts and scattered text can alter how we process information. (The Importance of Typography in Advertising, 2021)

If I researched more the design could have had a completely alternative approach, after seeing other Advertisements the design could have been more simplistic and the typography could have been altered to make it easier for the reader. I believe it is important to improve your visual library with real-world inspirations, as a more refined visual library helps make more effective artwork and can therefore facilitate better visual communication, having used only one social media poster as my visual library displayed on my work and understanding that I didn't research as much as I should of.

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