Student Name: Jacob Allen

P Number:

Programme of Study:

Module: ADAD4018

Ways of Thinking Lecturer's Name:

Tasks in the order I received them:

Task 1: Observational Writing = 588 words

Task 2: Manifesto Writing = 485 words

Task 3: Practice-based Writing = 562 words

Task 1: Observational Writing

Advertising and images are scattered everywhere, from business to video games, the advertisement market is everywhere, however we are living in a world which is filled with *false advertising* (Puleo, 2020), *misinformation being spread* (Mazumdar, 2020) and completely *fake news* (Graham, 2019). In this writing I will be deconstructing an advertising campaign poster for a movie, using the understanding of semiotics to deconstruct the advertisement poster.

Being able to read advertisement images is an important stance on how to *understand the message being put forward* (Dawson, 2020). There are a lot of importance with how you can read advertisements as this could be from the message your eyes are telling you by looking at these messages. There are many advertisements which can be many things, some of the major things we see are advertisement images which are straight forward and some advertisements which are filled with *subliminal messages* (Player, 2016).

We can deconstruct advertisements by using the semiotic model, Charles Sanders Pierce (*1839-1914*) was someone who was heavy involved within the early studies of semiotics, he focused on the study of signs, Pierce stated that even ideas are signs, *"…algebraic, graphs, diagrams, maps and even metaphors*" (Innis, 1985, p. 2) which suggests pierce thought signs within the semiotic model exist anywhere and everywhere. Therefore, in today's age of design and advertisements, it all tells its own story when you deconstruct it.

This is majorly evident when you look at colours, Benson states in his writings "*Green and Red have related but different meanings*" (Benson, 2016, p. 13) and this is very coherent

with Pierce's earlier writings that anything can be deconstructed. 'Red meaning stop, and Green meaning go, the deconstructed meaning of red and green is that red shows prohibition and green shows permission.' (Benson, 2016) and that backs up the earlier claim that if we deconstruct anything really, the semiotic values can be there.

In 2008 the movie sequel to 'Batman Begins' was released under Warner Bros. Pictures was released titled 'The Dark Knight' to incredible success and is slated as one of the *best superhero movies ever created* (Crow, 2018). What I will be breaking down and deconstructing is the movie poster for 'The Dark Knight' as it shows a lot about movie advertisements. This poster does not reveal much about the movie, but in-turn also reveals so much about the movie.

The batman symbol and logo trademark are prominently featured on the front of the poster, in a bright colour with the use of Red, Oranges and Yellows in a fiery style to draw the eye straight to the middle of the poster, however in this case, the Fiery colours are suggesting that Batman could be failing in this movie, implying that Batman is the reason the city is falling and burning. As suggested earlier, this is a smart use of colour, the red and orange showing danger; and that is shown all through this poster with the monochromatic shades of blue, black and the sudden change in reds and oranges. Prieto was someone else who states in his writings that "codes consist of correlations between two 'universes of discourse' called the semantic field (the field of signifiers)" (Nöth, 1990, p. 210) link together colours to following commands and feelings.

Fig 1. The Dark Knight, Warner Bros. Pictures movie poster, 2008

The idea of semiotic analysis exists all around us, anywhere or anyplace, in advertisements, posters, graphs and anywhere within images, art or design. Its important to be able to deconstruct the important elements from the information that surrounds us due to all the false information that is pushed around.

Bibliography

Benson, P. (2016) *The Discourse of YouTube: Multimodal Text in a Global Context.* London, Routledge

Crow, D. (2018) *Why The Dark Knight Is Still the Best Superhero Movie. Den of geek,* July 18th. Available from https://www.denofgeek.com/movies/why-the-dark-knight-is-still-the-best-superhero-movie/ [Accessed on 1st December 2020]

Dawson, A. (2020) *The Importance of Semiotics in Advertising & Branding. Adzooma,* January 8th. Available from https://www.theatlantic.com/ideas/archive/2019/06/fake-news-republicans-democrats/591211/ [Accessed on 2nd December 2020]

Graham, D. A. (2019) *Some Real News About Fake News. The Atlantic,* June 7th. Available from https://www.adzooma.com/blog/importance-semiotics-advertising/ [Accessed on 1st December 2020]

Innis, R. E. (1985) *Semiotics: An Introductory Anthology.* Indiana, Indiana University Press

Mazumdar, T. (2020) *Covid vaccine: Rumours thrive amid trickle of pandemic facts. BBC news,* 1st December. Available from https://www.bbc.co.uk/news/health-55128817 [Accessed on 2nd December 2020]

Nöth, W (1990) *Handbook of semiotics.* Indiana, Indiana University Press

Player, A. (2016) *How Marlboro, Coke and KFC used subliminal advertising. Campaign,* February 19th. Available from https://www.campaignlive.co.uk/article/marlboro-coke-kfc-used-subliminal-advertising/1383489 [Accessed on 2nd December 2020]

Puleo, A. (2020) *The Last of Us 2: The Ethics of Misleading Trailers. GameRant, June 29th*. Available from https://gamerant.com/last-us-2-joel-trailers-misleading-ellie-jesse/ [Accessed on 2nd December 2020]

List of Figures:

Figure 1. The Dark Knight, Warner Bros. Pictures movie poster (2008). Accessed from: https://www.joblo.com/movie-posters/2008/the-dark-knight/image-19776 [Accessed on 1st December 2020]

Task 2: Manifesto Writing

1. Knowing that knowledge and understanding of a topic and subject can easily change over time, be open minded about it.
2. Facts must be checked, being in an era that anyone has a voice on the internet means that more and more rumours can be spread easily. Fact checking is important before taking it as correct information.
3. An argument is only an argument when BOTH sides of the story are told, if only one side is told then it is just shouting a little louder than the next person.
4. Newspapers and other news outlets should not only show one side of a story that is being broadcasted to a large audience, but it is also misleading and wrong.
5. Anything can be considered art, and anyone can validate and give their knowledge on art, without knowing anything about art. Art is about the emotion, not a critical response.
6. WE are the cause to bringing communities and people together in a workplace and education environment.
7. It is our responsibility to push further to learn further, if you are not bothered, nothing can help you.
8. As a learner, we have the responsibility to teach others.

3 areas of exploration:

The understanding that knowledge constantly evolves: Knowing that knowledge and understanding of a topic and subject can easily change over time, be open minded about it.

Fig 1. An open-mind to learning - Learning to Learn, 2019 - Medium.com

Learning, being taught and teaching is something that every single person experience in their lifetime. From childhood to adult hood, learning never changes and constantly evolves. However, some people assume that your learning can never continue, as said in an article from 2019, "Human beings are works in progress that mistakenly think they're finished." (Oppong, 2019). As soon as you acknowledge that the only way you can learn more is by accepting there is more to learn, you will never be able to learn it. Experience is how a lot of us can learn, as covered in the book *Mindshift (2017),* "People have unexpected twists in their career paths all the time" (Oakley, 2017) this points that experience is the making of a

person's learning, not just by education and being told to learn that but learning from the experience a person has experienced.

<u>One-sided professional standpoints: Newspapers and other news outlets should not only show one side of a story that is being broadcasted to a large audience, but it is also misleading and wrong.</u>

Fig 2. One-sided media, 2019 – Mediareform.org.uk

One-sided media is never a good thing, as shown in 2019 when the United Kingdom underwent their now etched in history Brexit debate, however there was a major problem with how "The Sun" and other newspapers in the United Kingdom covered the media, which proved the media system itself is not fit for purpose (Media Reform Coalition, 2019). This is

not a new thing either, being biased. Bias means to be “presenting a mixture of ‘truths, half-truths, and some false hood’, and, in controversial topics being subject to manipulation and spin” (The Propaganda Model Today, p. 104). Our views on topics such as Brexit and debates of who would be the next prime minister should never be pushed in favour or opposition to the big topic. Media should be a place both sides are shown equally.

Art is art: Anything can be considered art, and anyone can validate and give their knowledge on art, without knowing anything about art. Art is about the emotion, not a critical response.

Fig 3. Art is everywhere, 2014 – Vancouver Art Gallery

When putting “Art is not what you think it is. In fact, it is not exactly an *it* at all” (Farago, 2011 p.1.) and “Art is everywhere, whether you know where to look or not.” (American Artscape,

2015) together, it shows something very important in the world of art, everything has included some process of art, from the bottle you are drinking from or the videogame you are currently playing, it is all a work of art. Art is about the emotions, focusing on something people do and feel instead of focusing on the critic's art is response (Dissanayake, 1990, p.8). We often do not understand the emotion behind art as we feel as if we need to be critical against it, walking through a art gallery or even playing that videogame, it all gives us a response to art that we may just not know yet. Videogames house such an important underrated feeling to art as it includes 'three distinct voices: the creator, the game, and the player' (Melissinos, 2015), an art response that is truly everywhere and anywhere within art, there are always three voices speaking out, the creator, the art piece and the observer and anyone is an observer of art, even us.

Bibliography

Broudy, D & Tanji, M (1985) *The Propaganda Model Today: Filtering Perception and Awareness.* London, University of Westminster Press

Dissanayake, E (1990) *What Is Art For?* Washington, University of Washington Press

Farago, C & Preziosi, D (2011) *Art Is Not What You Think It Is.* New Jersey, John Wiley and Sons Ltd.

Melissinos, C. (2015) Video Games Are One of the Most Important Art Forms in History. Time September 22nd. Available from https://time.com/collection-post/4038820/chris-melissinos-are-video-games-art/ [Accessed on 16th December 2020]

Oakley, B. (2017) *Mindshift: Break Through Obstacles to Learning and Discover Your Hidden Potential.* London, Penguin books.

Oppong, T. (2019) *Evolving Minds (You're Always on Your Way to Another Version of Yourself). Medium, July 12th.* Available from: https://medium.com/kaizen-habits/the-evolving-brain-the-psychology-of-your-future-self-d10b058cea0d [Accessed on 15th December 2020]

Phillips, A. (2019) *Election campaign reveals a media system that's not fit for purpose. Media Reform Coalirion,* December 16th. Available from https://www.mediareform.org.uk/blog/election-campaign-reveals-a-media-system-thats-not-fit-for-purpose/ [Accessed on 15th December 2020]

Teabo, M (2015) *Art All Around Us: The Connection of Creativity To, Well, Everything. National Endowment for the Arts,* November, 2015 (2015, No. 3). Available from https://www.arts.gov/stories/magazine/2015/3/art-all-around-us-connection-creativity-well-everything [Accessed on 15th December 2020]

List of Figures:

Figure 1. An open-mind to learning - Learning to Learn, 2019 - Medium.com. Accessed from: https://medium.com/@sandeepkaler/learning-how-to-learn-c54f70f556e [Accessed on 15th December 2020]

Figure 2. One-sided media, 2019 – Mediareform.org.uk. Accessed from: https://www.mediareform.org.uk/blog/election-campaign-reveals-a-media-system-thats-not-fit-for-purpose [Accessed on 15th December 2020]

Figure 3. Art is everywhere, 2014 – Vancouver Art Gallery. Accessed from: https://moussemagazine.it/douglas-coupland-vancouver-2014/ [Accessed on 16th December 2020]

Task 3: Practice-based Writing: A practical reflection of a brand identity, using writings from Austin Kleon in his book 'Steal like an Artist' (2012)

"Every artist gets asked the question, 'where do you get your ideas?'. The honest artist answers, 'Steal them'." (Kleon, 2012 p.5) is such an important opening line to a book. This is something that I have always held close to me when designing. It's okay to steal ideas, because the person before you stole them too, art is the domino effect of stealing. As put by Steve Jobs, "Good artists copy, great artists steal" (Douglas, 2017). Stealing is different from copying, blatantly copying someone's art is stealing, but stealing is not copying.

When designing my fan made poster for a TV show, I quickly realised stealing ideas to create your own ideas is not a simple task, and you have to remember "What a good artist understands is that nothing comes from nowhere" (Kleon, 2012 p.7) and this aided me quite a lot when creating my poster, I quickly realised recreating someone else's art piece is wrong and always will be, however being able to work with your own ideas crossed with this is quite literally what art is. However, it is very important to not become an artist who makes a habit of stealing for stealing purposes and not stealing to become a better artist and use the concepts they created (Harrington, 1925 p. 87). I believe this is very important to know and understand, even though you can steal effectively as an artist, you cannot rip off an entire art piece and completely pass it off as its own creation of art.

When creating my design piece, I understood that creating piece had to be relevant to the actual topic I was creating. For me, it was creating a brand that gave the feel that was intended for the brand, myself, This is important to take inspirations from a lot of places,

“We learn by copying” (Kleon, 2012 p32), this statement is so true to me as this is exactly how we learn, we learn by telling some us how to learn, especially in art where we learn looking other pieces of work, When looking at the relevant research I came across a lot of other brands and packaging so it was easier to grasp an understanding of what existed in the design world for that topic, the brand identity for this intended projected needed to be. To me, the project needed to reflect my own beliefs, so when it came to choosing the name, it needed to reflect the idea of being shy and hidden away. It needed to be ‘Immediately recognizable, distinctive professional image’ (Wheeler, 2003, p.11), which is very important, and I understood this.

I did not expect how hard it would be to change the style I work in; however, it was essential to my development to do such. As stated in Austin Kleon’s book Steal like An Artist, “The best advice is not to write what you know, it’s to write what you like.” (2012. P47), This is majorly important when it comes to art because if you are doing something you will not enjoy or like doing, there is no way to be able to find your creativity in that. And I felt the only way I could overcome the hardship of changing my style, was to steal a style I liked but give my own creative twist within it, there for, stealing like an artist.

Bibliography

Douglas, N (2017) *An Artist Explains What "Great Artists Steal" Really Means,* September 26th. Available from https://lifehacker.com/an-artist-explains-what-great-artists-steal-really-me-1818808264 [Accessed on December 20th]

Harrington, B (1925) The essentials of poster design. Chicago, poster advertising association.

Kleon, A (2012) *Steal like an Artist*. New York, Workman Publishing.

Wheeler, A (2003) *Designing Brand Identity: An Essential Guide for the Whole Branding Team (5th edition), New Jersey, John Wiley and Sons Ltd.*