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Programme of Study: Graphic Communication

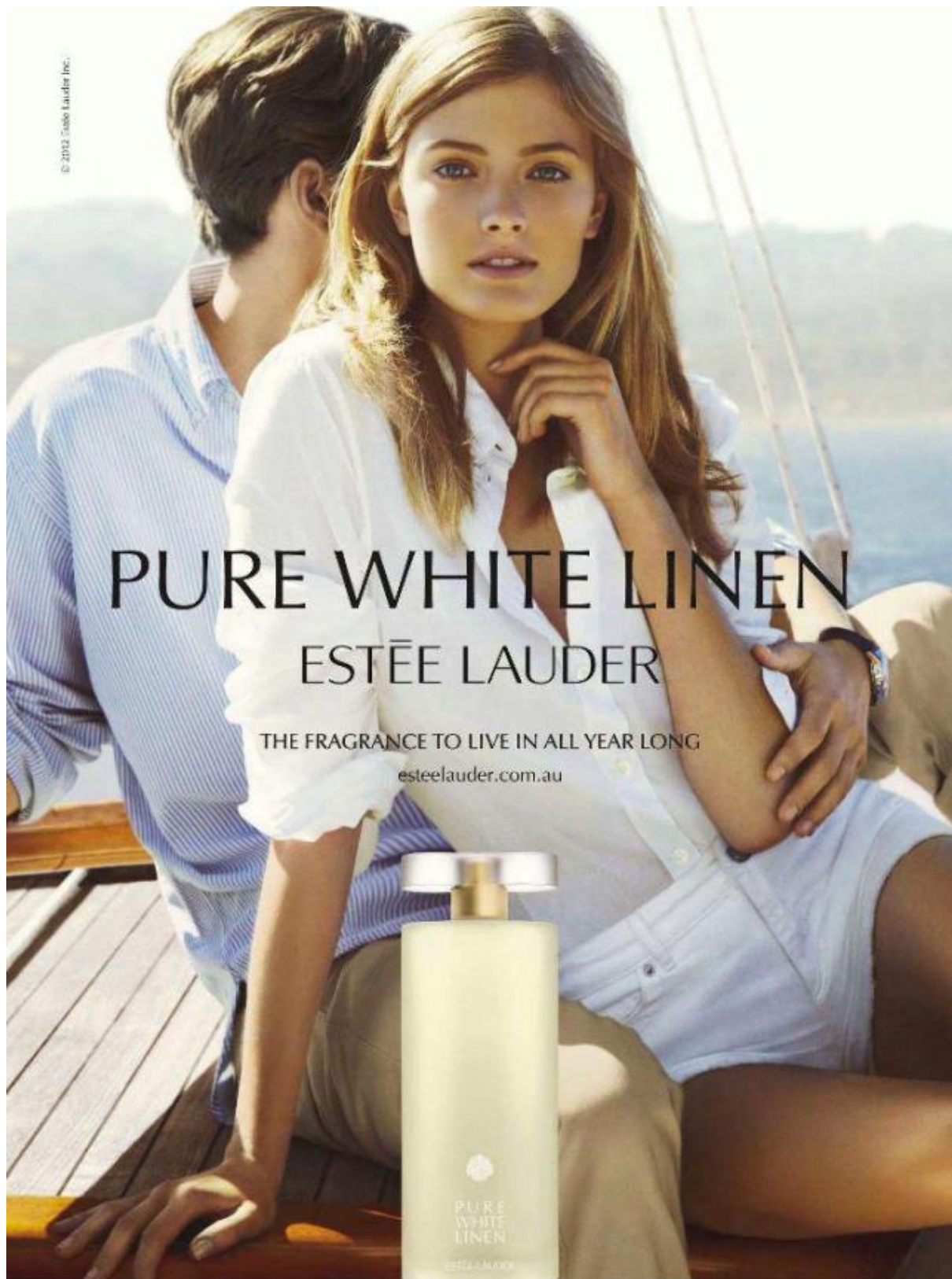
Module: M4X01560

Task One: Semiotic Analysis (Ryan task) = 461 words

Task Two: Manifesto (Julia Task) = 465 words

Task Three. (Jon Task) = 508 words

Task One: Semiotic Analysis (Ryan's task)



First, the image drawn our eyes vertically downward started from the face of the woman and work its way down toward the tagline and use of typeface and lastly the bottle of a fragrance. This is because the alignment and composition of each element of the image is

arranged in the centre. The lifestyle of an attractive young woman living in an extremely elegant holiday which associated to the feeling of wearing the fragrance. Woman eyes and product name are both focal points. The woman signified beauty, feminine, class, gender and gentle, while signifier that she is attractive, confident and carefree. The denotation is the female human being a direct representation of a woman and the connotation is wealth due to her lifestyle as she sat relaxing on a yacht. Tagline 'The fragrance to live in all year long' emphasise the meaning of the image and direct to us that its product not restrict, it can be use anytime of the day, month and year. It's encouraged confidence, easy going and freedom the concept of luxurious lifestyle. 'All year long' and the image also connotes the ideas of endless summer and denote that it will lasting the whole year round. The definition of continuing or lasting for a very long time. Denotive is the woman looking directly at viewer, a man backward which we cannot see his face. Straight face to face with the viewer connotes independence and confidence on the woman's behalf. Meaning can be convey to perfume as a woman who wears the scent can feel confident in and of herself. Woman wearing white summer outfit in a bright sunshine weather this signifies the freshness as colour white associate with purity, innocent and integrity. This apply to fragrance as being freshness and comfortable everyday wear. The denotive is the couple being on a yacht or sailing boat. Sailing is associated with the wealth and relaxing. This can be transferred to a product as a woman who's wear this product are wealthy and rich. Also, it can be relate to the fragrance as being high quality product.

To conclude, what we see is a perceptual thing that refer to perceptual experience these experiences differ in background, religious and culture. 'The way we see things is affected by what we know or what we believe' (Berger J, 2008). This teaches us to become more aware of reality. Sometimes how we see the world depends on certain aspects of our personality. From an image above everything little things have a meaning and link to the main point of the advert whether it's typography, colour, direction, focus, position, colour or chosen image. 'It is true that sometime painting including male lover, but the woman attention's is very rarely directed towards him'(Berger J, 2008), as from the advert image the woman is in front of the man and his face is turning toward other direction leaving the man face to be unknown. Semiotic is important because it help us to take reality for granted.

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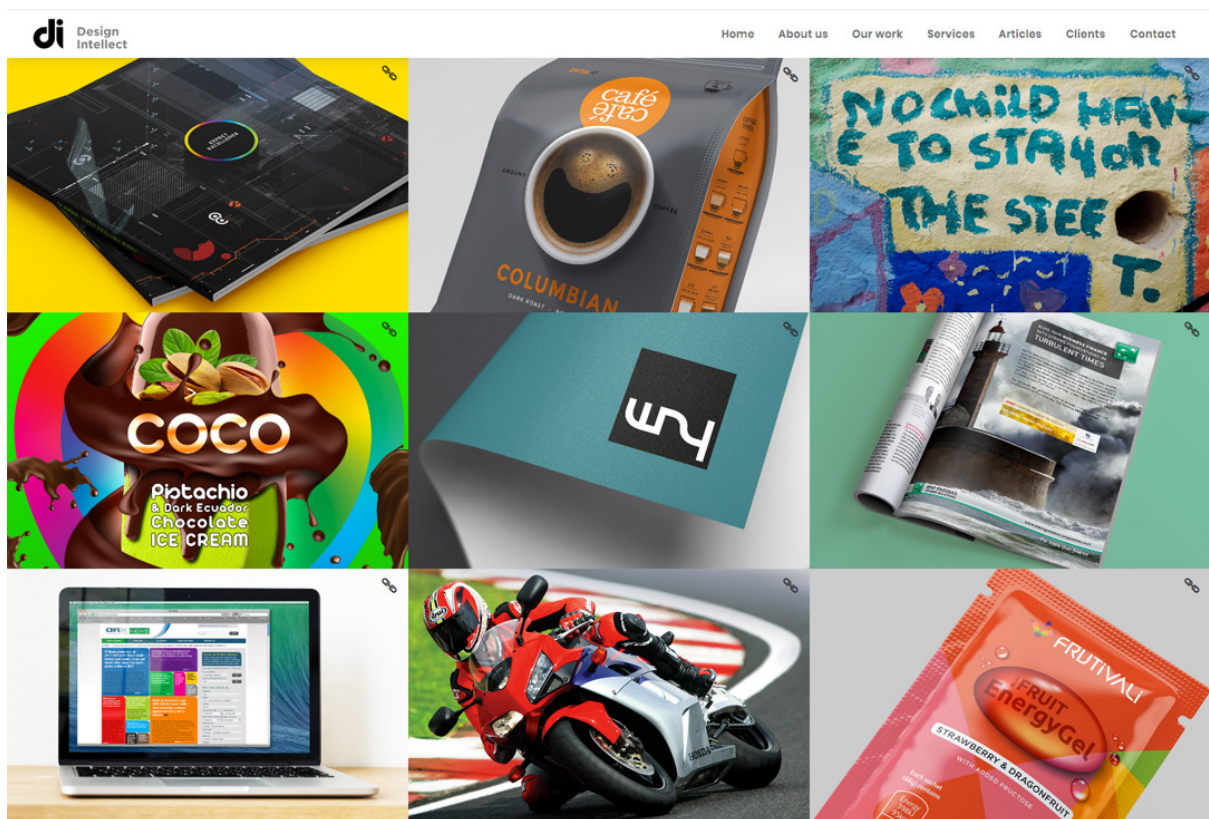
Berger, J. (2008) Way of seeing. London: British Broadcasting Corporation and penguin books.

Task Two: Manifesto (Julia's Task)

1. It is all around us.
2. Element of design is very important in Graphic design.
3. Do not worry that your work is bad.
4. Build confidence in your work.
5. Should not think too much about imagination.
6. Imagination is everywhere.
7. Should not be lazy.
8. Notebook.

Keywords & Images

It is all around us



'Graphic design performs a number of functions. It sorts and differentiates. It informs. It acts on our emotion and help to shape how we feel about the world around us' (Newark Q, 2007). Graphic design is everywhere such as an object on your table with a label, a product logos, a book, advertisement poster when driving past etc. The person who create this is called 'Graphic Design'. Graphic design does not have to always be on internet. Most people tend to misunderstand that graphic design is usually done in the in digital world only, such

as designing beautiful websites. Which can be seen everywhere until familiar. If supposing that everything has no colour, everything is hard, blunt square or maybe just a sphere It certainly won't come into our eye in our daily lives. Graphic design being used in the world because 'human always like differences' means human life is not fixed and will not remain with the same things that are seen throughout, so there are people who can think of designs that changes the original. Also known as creator or in the modern day, the designer.

Keywords & Images

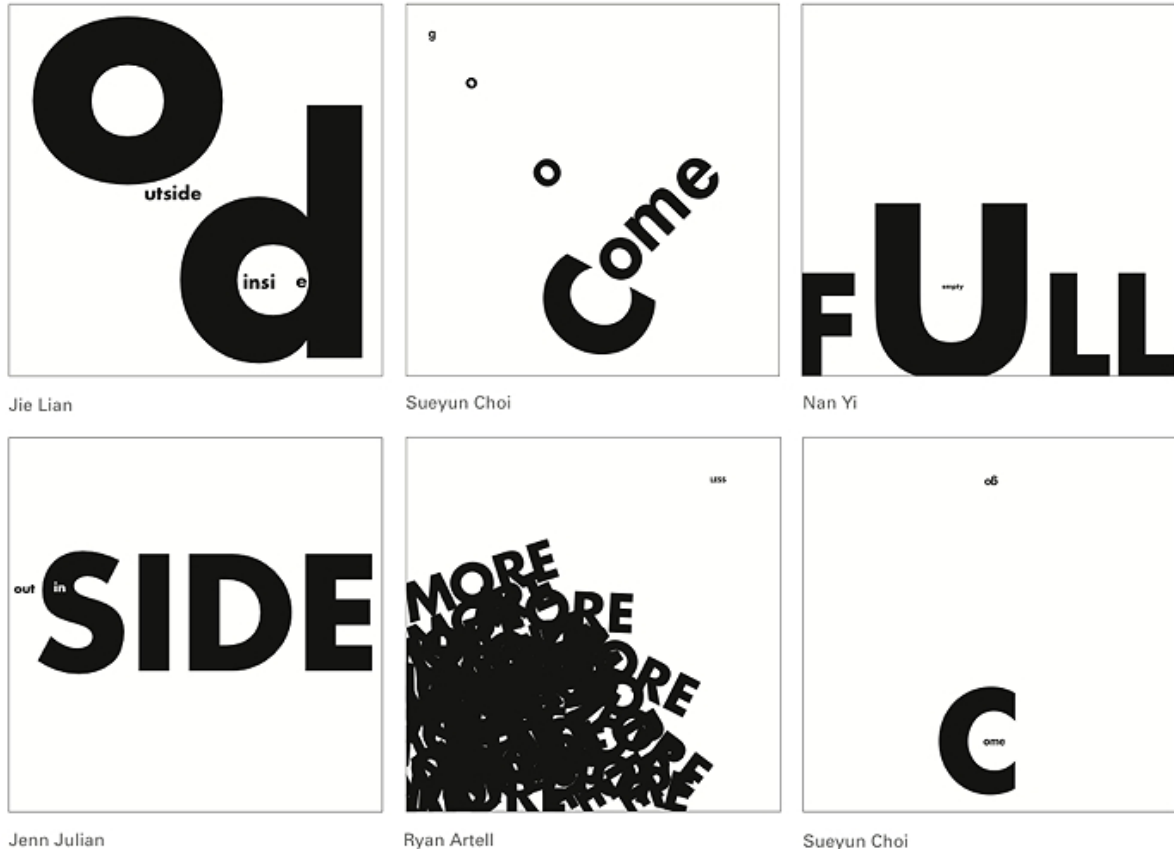
Build confidence in your work.



'Bad graphic design never killed anyone' (Newark Q, 2007). Don't worry that your work is bad because if you think that your work is bad it already pulled your initiative. Try to build confidence in your work, it may seem easy, but the truth is very difficult when you work try to not create stress for yourself. On the other hand, think that you are enjoying your work I called these methods 'Enjoy your imaginations' and by enjoying you feel more positive and able to build more confidence. It can be hard to feel confident if you are not happy this especially apply to the work of design. Sometimes your mood effect on what you are doing.

Keywords & Images

Element of design is very important in Graphic design.



There are many different elements of design in graphic design such as line, colour, size and scale, space, typography and Harmony. Graphic design imposing meaning on the world by using different element of design. Lines can be uses to divide space and help our direct to certain spot. May be straight line, curves or anything that in a line style. Colour has a great influence on us. The colour that appear may due to the vision of our eye, from the light that hits the object or caused by the colour contained in the object itself. Colours create mood and tone. Different colour says something different from one another. 'The colour red is associated with caution in most western cultures, but with good fortune and luck in China' (Dabner, D, Stewart S, Zempol, E.,2014). Scale and size add emphasis to your piece of work. Space can create unusual shapes. Often used in logo or design that want to conceal various meanings. 'Many designers are happy to be known as typographer' (Newark Q, 2007). Typography act as a detailed distribution of information. The information is to be presented in a form of layout that is beautiful, clear, design, style selection, and the formulation of characters to be used. It must have unique characteristics, easy to read, beautiful and interesting. Harmony is the main goal of graphic design this can be illustrate as when pieces work together. Sometimes less is more.

Bibliography

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Task Three. (Jon's Task)



Among many diverse people during daily commute we may be walking in a way people we know, with friends who have studied together, with relatives who are far away or while waiting for traffic light you may have talked, played and laughed together contrary to one another, but we couldn't see them or they didn't see us. Or maybe because of rush, so we don't have time to turn our eyes on anything else. Or maybe because of the new technologies is progressing faster than ever. People are therefore trapped in world of screen like an image above a bird that trapped in a small cage away from the world of reality. The image emphasises the feeling of being imprisoned by yourself and not being open to the world of reality like most of young people in society. 'The relation between what we see and what we know is never settled' (Berger J, 2008). People never look for sincerity. In an era that somebody say the age of a wider world, but really people are imprisoned themselves in a narrow personal world, create their own world, and may think of themselves that they live in a vast world. In relation to the image above we can see the photo frame that say 'Goodbye – Blue Sky' suggest that we are far away from what we know and trapped in a small surreal imaginative world. A bright small yellow bird is a focal point as its contrasting to monochrome background which draw our eyes into one main position. Grayscale image evokes an impression of being in a dark, fear or mystery. According to Dabner, D, Stewart S, Zempol, E. (2014) 'Black is the colour of mourning and death in the industrialized West, whereas in China and India the colour of mourning is white' this suggest that other part of the world might see this particular image differently by the use of colour although the image itself emphasises of being in a trapped small world. 'People who engage in a lot of social media use may feel they are not living up to the idealised portraits of life that other people tend to present in their profiles' (Lewis K, 2016) Which lead to an endless cycle of depression in our society. To reflect as a design practice, we must not strict to one certain thing and try to challenge ourselves in many different ways as possible. Try to make your work more interesting, unique and stand out of the crowds. Technology always improve therefore as a designer we must develop and improve our skills to meet the needs and expectation of customers. Sometimes we can be out of focus on the message or the work concept that we are trying to communicate as we become too focused on our own thought. As a result of their ignorance we will end where we completely neglect from the viewpoint of the audience. These are the complete difference between artists who want to change the world the way we they see it and the designer that will make the world a better place and create work from the perspective of their target audience. 'Imposing meaning on the world' (Newark Q, 2007). Graphic design is the art of digital communication in which we trying to solve problem and communicate or send the messages through the audiences. To conclude, as a design point of view the design has changed a lot by exploring more and not restrict ourselves. We are able to understand how to fix problem and able to send messages to the viewers.

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