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Programme of Study: Graphic Design

Module: ADAD4018 Ways of Thinking

Tasks in the order I recieved them:

Task One: Semiotic Analysis = 509

Task Two: Manifesto = 506

Task Three: Practice-based writing = 486

Task One: Semiotic Analysis



*Third Class*

Barbara Rose mentioned in her book called *American Art Since 1900: A Critical History* that “American art did not achieve a similar maturity until the United States emerged as a dominant global power after World War II”, and Robin Kelsey wrote “The broad affirmation that photographs can be art ,which comes after more than a century of disagreement and doubt, fulfills an old dream of uniting creativity and industry, art and automatism, soul and machine.” in the book *Photography and the Art of Chance*, which means photography plays an important role in art field. I chose the photo "Third Class" taken by American art photographer Alfred Stieglitz in 1907 as my semiotic analysis.

Standing on the deck were wealthy people dressed in gorgeous clothes and with dignified behavior, while standing in the cabin were ordinary citizens dressed in simple clothes. The wealthy people in the distance gathered together to look in the same direction, perhaps admiring the beautiful scenery on the sea, or perhaps being attracted to something peculiar. The wealthy people standing by the fence had an anxious expression, as if waiting for the ship to set sail. Some wealthy people looked at the people in the cabin below with a playful expression on their faces, as if mocking their

clothing and behavior. Ordinary citizens in the cabin dress simply, wear headscarves, and do not deliberately dress themselves up. They live their own lives in the cabin, hanging their clothes on the chimney to dry. The children sat together chatting. A mother is coaxing her child, while another mother standing on the right side of the picture is holding her child and talking to a gentleman who comes down the stairs, presenting a scene of joy and harmony. These are the “signifiers” of the photo I see. This photo is divided into two parts in terms of composition, one is the deck where the wealthy are located, and the other is the cabin of ordinary citizens. The upper and lower parts of the photo echo each other, with the lower part where the ordinary citizens are located being brighter and the upper part where the wealthy are located being darker. The dark tones of the wealthy contrast with the bright tones of the ordinary citizens. This photo vividly showcases the high and mighty attitude of the wealthy and the social background of the early 20th century American wealth division and protectionism, reflecting the unfairness of American society at that time. This is what I consider the "signified" of this photo.

Michael Busselle wrote “Using a camera well means much more than just taking good pictures. It also means that you have learned to see the world around you really clearly and that you will find more pleasure in the visual aspects of your daily life.” in his book *Basic Photography*. The sign of photography is not only to record beautiful moments in life, but also to reflect the emotions contained in the photos by the photographer, and even to reflect the era background when the photos were taken.

#### Bibliography:

1. Barbara Rose, *American Art Since 1900: A Critical History*, page 11:

Nearly two centuries after winning political independence from England, America was still an artistic colony of Europe. Although American literature renounced European models in the nineteenth century, American art did not achieve a similar maturity until the United States emerged as a dominant global power after World War II. Until that time, American artists continued to be torn between their allegiance to Europe’s high culture and their wish to initiate a genuinely American style. The struggle to resolve this conflict is the history of twentieth-century American art.

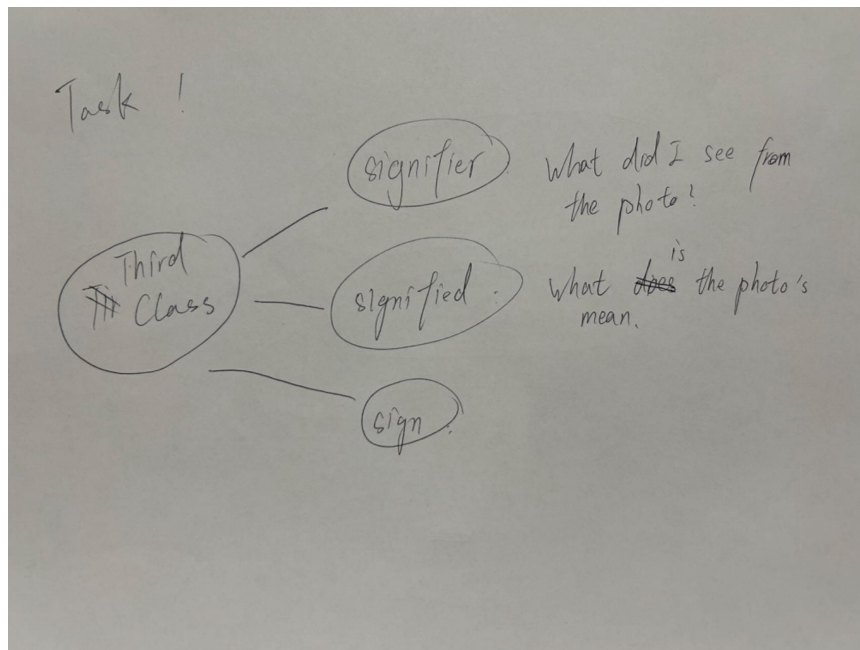
2. Robin Kelsey, *Photography and the Art of Chance*, page 1:

The broad affirmation that photographs can be art ,which comes after more than a century of disagreement and doubt, fulfills an old dream of uniting creativity and industry, art and automatism, soul and machine.

3. Michael Busselle, *Basic Photography*, page 18:

Using a camera well means much more than just taking good pictures. It also means that you have learned to see the world around you really clearly and that you will find more pleasure in the visual aspects of your daily life.

Map:



Task Two: Manifesto

1. Have no fear of perfection, you'll never reach it. - Salvador Dali
2. Don't worry about people stealing your design work. Worry about the day they stop. - Jeffery Zeldman
3. I reflect on myself multiple times every day. Have I put in my best effort to do things for others? Have I been honest and trustworthy in socializing with friends? Have I reviewed the studies that my teacher taught me? - Mencius

4. You know more than you think you do. - Anthony Burrill
5. Less is more. - Ludwig Mies Van der Rohe
6. Design is thinking made visual. - Saul Bass
7. No matter how long the night is, the day will come. - William Shakespeare
8. If you can't explain it to a six-year-old, you don't understand it yourself. - Albert Einstein

Keyword and image: Simple

Less is more. - Ludwig Mies Van der Rohe



Bauhaus School

In a book by Elaine S. Hochman, it was said that “*The Bauhaus is the most celebrated*

*artistic institution of our time*". "Less is more" was proposed by German architect and the headmaster of the Bauhaus, Ludwig Mies Van der Rohe. In our daily life, We should pursue the quality of life and not measure it by the accumulation of material possessions and the quantity we possess. When our lives are filled with too much material wealth, we need to spend more energy and time managing them, which leads to a significant expenditure of time and energy. Therefore, not excessively pursuing material wealth can reduce stress in life, save time, and focus more energy on more important things. In terms of design, it aims to replace complexity and luxury with simplicity and refinement, remove unnecessary decorations, and showcase the intended meaning of the work with concise and clear design. In this era of developed economy and busy life, people may not have enough time to appreciate design. Therefore, concise and clear design can allow viewers to directly understand the connotation of the design work and the thoughts and emotions that the author wants to express.

Keyword and image: Introspection

I reflect on myself multiple times every day. Have I put in my best effort to do things for others? Have I been honest and trustworthy in socializing with friends? Have I reviewed the studies that my teacher taught me? - Mencius



Mencius

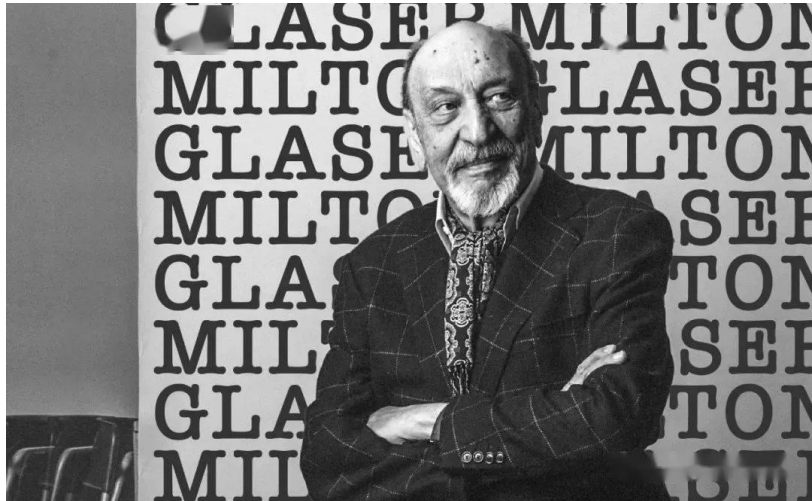
The quote *"I reflect on myself multiple times every day. Have I put in my best effort to do things for others? Have I been honest and trustworthy in socializing with friends? Have I reviewed the studies that my teacher taught me?"* was proposed by Mencius, a representative figure of Confucianism during the Warring States period in China, as well as an ancient Chinese philosopher, politician, and educator, in his book "The Analects of Confucius". Reflecting on oneself is a virtue and an important means of

self-improvement. Only by constantly reflecting on oneself and examining one's inner world can one recognize the shortcomings of one's thoughts and actions, and make progress and improvement. If a person does not understand self reflection and empathy, they will lack self-awareness and easily fall into the misconception of blind confidence.

“Research methods can be defined as ways of approaching design problems or investigating contexts within which to work.” by Ian Noble and Russell Bestley, *Visual Research*. During the design process, reflecting while designing helps me identify the mistakes I made and improve myself.

Keyword and image: Transformation (from thinking to visual)

Design is thinking made visual. - Saul Bass



Saul Bass

"Design is thinking made visual." is a phrase spoken by American graphic designer and art producer Saul Bass. This sentence conveys the essence of design and emphasizes the importance of thinking in the design process. Design is not only a visual presentation, but also a process of thinking. "What you will need in your own workshop depends on yourself, your circumstances and, in particular, the kinds of work you do." by Ruari McLean, from *The Thames and Hudson Manual of Typography*. Designing a work requires designers to deeply think and understand the problem, and then express it visually. Therefore, the phrase "Design is thinking made visual" has given me great inspiration, reminding me to think when designing works and to express the things I want

to express through the form of the work.

## Bibliography

1. Elaine S. Hochman, Bauhaus, Crucible of Modernism, page 1:

The Bauhaus is the most celebrated artistic institution of our time.

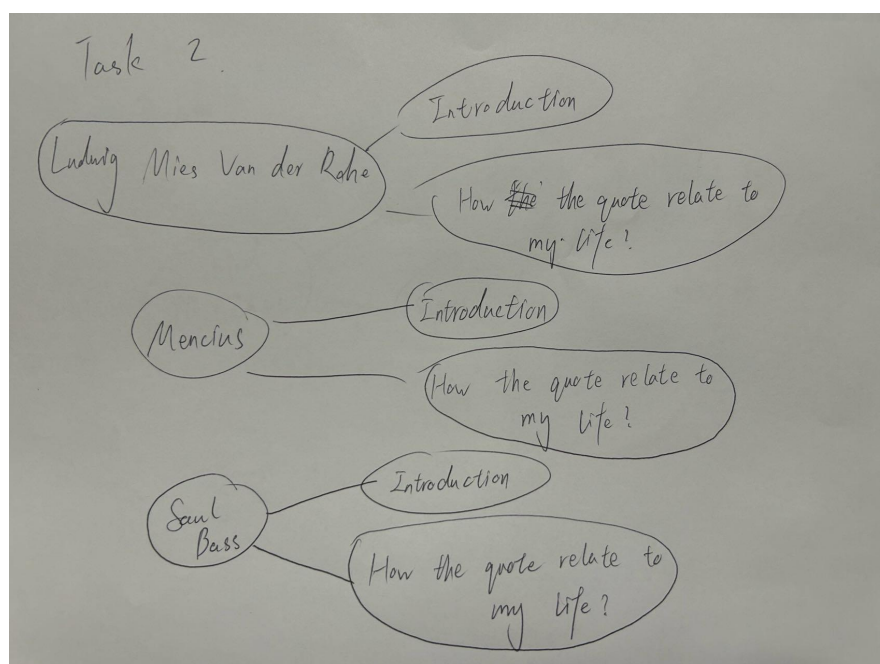
2. Ian Noble and Russell Bestley, Visual Research, page 46:

Research methods can be defined as ways of approaching design problems or investigating contexts within which to work.

3. Ruari McLean, The Thames and Hudson Manual of Typography, page 34:

Students on graphic design courses in Art and Design Colleges should find available every book and piece of equipment they are likely to need and the opportunity to try them out. What you will need in your own workshop depends on yourself, your circumstances and, in particular, the kinds of work you do.

## Map:



### Task Three: Practice-based Writing



Line Drawing Peony

This is a Chinese line drawing "Peony" that I drew for the UWTSD entrance portfolio during the summer of 2023, and it is also my first Chinese line drawing work. Drawing white lines requires ink, rice paper, and different types of soft and hard brushes. Then you need to choose an image and express it with lines. "Ink is one of the oldest writing and drawing media known to man, having originated with the Egyptian and Chinese civilizations of some 4500 years ago." by Norman Laliberte and Alex Mogelon from *Drawing with ink*. Line drawing is the name of Chinese painting technique, which

completely uses lines to express objects in Chinese painting. Line drawing requires accurate, smooth, vivid, and coherent brushstrokes. Only by shaping the shape of the object through lines, and by adjusting the concentration of ink or the intensity of the strokes, the texture and changes in intensity are enhanced, making the object more radiant. The image, demeanor, luster, color, volume, texture, etc. of objects all need to be expressed through lines, which is very difficult for me. “Redusal and unwillingness are the starting points of most of my work.” said by Job van Bennekorm, be recorded in *Graphic Design for the 21<sup>st</sup> Century*, written by Charlotte and Peter Fiell. I am a person who easily gets restless, and white drawing is a painting technique that requires a peaceful mindset. Therefore, during the process of drawing this painting, I am prone to uneven strokes due to irritability. In the process of creating this sketch, I developed my observational skills, enabling me to observe and grasp the form, structure, proportion, and perspective of objects. And when drawing, it can cultivate my patience and focus. However, I don't have enough patience when creating works, which often leads to mistakes, such as

uneven force, resulting in uneven ink thickness when drawing with a brush. Therefore, I also need to cultivate my patience more, so that I can be calm when creating works, and improve my emotions and relieve stress in life. The reason why I chose peonies for drawing white lines is because peonies are the national flower of China and have a very rich symbolic significance. Peony can express elegance, nobility, wealth, and auspiciousness, and is regarded as a symbol of auspiciousness and blessings. Due to its ability to grow in harsh environments, peonies also symbolize tenacity and the pursuit of courage and resilience in China. "Being modern means being up to date, but being a Modernist is an affirmation of faith in the tradition of the new, which emerged as the creative credo of progressive artists in the early years of the twentieth century." by Richard Weston from *Modernism*. As the younger generation, I have an obligation to continue promoting this painting technique that has been passed down from ancient times to the present. So I need to continue working hard.

#### Bibliography

1. Norman Laliberte and Alex Mogelon, Drawing with ink, page 7:

Ink is one of the oldest writing and drawing media known to man, having originated with

the Egyptian and Chinese civilizations of some 4500 years ago.

2. Job van Bennekorm, Graphic Design for the 21<sup>st</sup> Century, Charlotte and Peter Fiell, page 92:

Redusal and unwillingness are the starting points of most of my work.

3. Richard Weston, Modernism, page 7:

Being modern means being up to date, but being a Modernist is an affirmation of faith in the tradition of the new, which emerged as the creative credo of progressive artists in the early years of the twentieth century.

#### Map

