

Ways of Thinking

Student Number – 1205461

BA course title – Graphic Design

Manifesto Writing word count – 551

Practice-based Writing word count – 482

Observational Writing word count – 517

Tutor's name – Martin Bush

Task 1 - Manifesto Writing

1. One thing at a time
2. Think outside the box
3. Don't worry/compare yourself to others
4. Choose happiness
5. Think before you speak
6. Live in the moment
7. Spontaneity adds spice to life
8. Making mistakes is how we learn

What I believe in as presented through my manifesto points is influenced by everyday life and what I try to carry when coming into new experiences or simple tasks.

I believe that a sense of 'Spontaneity adds spice to life', exploring this belief, being spontaneous allows you to be more creative as you are essentially carrying a 'go with the flow' attitude. This mentality would especially benefit your artistic, design work and projects where it gives your mind more space to breathe and process ideas with no limitations in place. Consequently, you as a person have less pressure and stress as the last thing you're worrying about is whether you have enough time on your hands. The flexibility this approach allows you would also contribute to this reduction in stress; you are up for anything the world throws at you at any given time.

From personal experience, I feel as though I have felt mentally happier and under less stress when I have a spontaneous mindset by the excitement and "winging it" mentality. I find my creativity flourishes and is at its strongest with a fresh feeling as if no boundaries are set within my mind.

The idiom 'Think outside the box' is a manifesto I strive to follow in terms of everyday life but especially artistically in order to produce unique and innovative ideas and designs as well as becoming a sharper thinker, seeking the next problem to solve. This skill to acquire is something to practice creatively, in order to achieve, a vivid imagination is also a trait that would allow you to express visionary pieces. To think outside the box is to encourage you to not follow the crowd and become a sheep but start your own trends.

The manifesto points somehow link together as it follows onto 'Don't compare yourself to others', granted, this is easier said than done as is a natural human instinct where insecurities take place. As described "In scientific terms, the self is an object of enquiry among others and, in this respect, is deemed to be fully analysable and predictable."

(Floridi, L. 2015, p.11), suggesting that you are under scrutiny as you do with others.

However, this only damages your mental health and belief in self-worth by making yourself feel as if not good enough, consequently, never be happy with a piece of work by losing focus, resulting in poor quality work. Social media takes a lead role where it's almost encouraged to extensively compare even our looks to other users where "Endorsing responsibility in a hyperconnected reality requires acknowledging how our actions, perceptions, intentions, morality, even corporality are interwoven into technologies" (Floridi, L. 2015, p.11), following on from the concept of always being in the light of analysis. I think this manifesto point is important to always keep in mind as it is only wasting your own time focusing on others progress rather than your own, stalling your development. Regardless, the people you are comparing your work or life to doesn't have a perfect life underneath the tip of the iceberg you view either. To overview my manifesto points, as I have mentioned briefly, they all somehow come hand in hand, taking the 'Think outside the box' complimenting into 'Don't compare yourself' as it encourages you to create your own self-image.

Bibliography

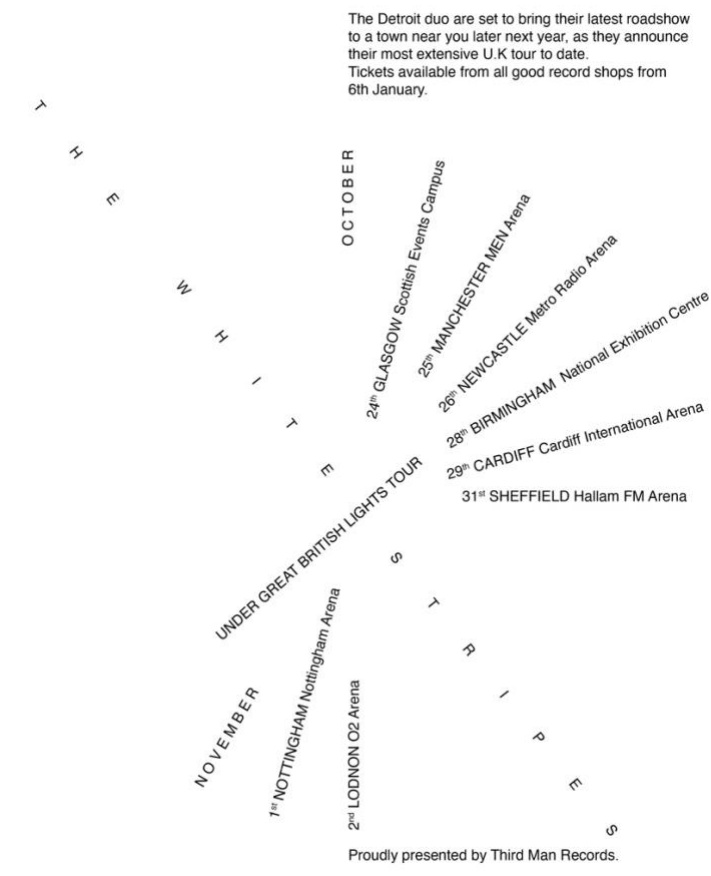
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Task 2 - Practice-based Writing



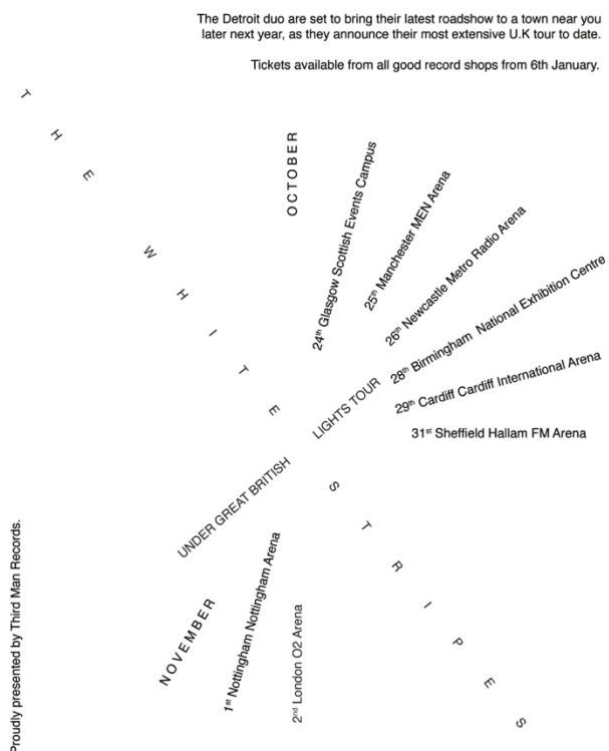
[My final design, following the brief for Typography]

The brief for this piece of work meant I initially felt restricted as we could only use one font size, no shapes and no colour. However, this allowed me to explore and experiment with other options in order to create an effective piece with minimal extra content, essentially thinking outside the box.

To get the ball rolling, I began by quickly setting out various potential methods of layout as this was the main factor I could experiment with to stick to the brief. As I had not explored

the possibilities that this entails before, I researched the numerous options with the main methods I focused upon being radial and axial. Through producing layout thumbnails and researching through 'Typographic Systems' by Kimberly Elam that states "To be a good designer, you must be creative. But because all design is based on structural systems, it's also important to factor systemic thinking into your work." (Elam, K. 2007), this brought the importance of considering what may seem like a minor detail to create a well-designed, effective piece. Also, by looking through this book, it inspired me to run with the radial system as I had not used this within my work as of yet and "Learning is the process whereby knowledge is created through the transformation of experience". (Kolb, D.A. 1984, p.38).

As the content given was all I could use, I made sure to make the title stand out by utilising other aspects where I increased the spacing (kerning) to cover the surface area of the page diagonally, using the space provided to emphasise the title as well as setting into uppercase due to the restriction to text size.



By then creating a radial pattern circling the title and subtitle, I struggled to find where to place the extra text pieces where they wouldn't appear isolated as seen in the image. This was the most challenging process I came across when producing the work as you would usually refer to incorporating other factors, although with feedback from an outside perspective and using what I had learnt throughout the

process so far, to solve the problem I combined the axial system where using a ruler I aligned the extra text to the radial text vertically (as shown in the final image).

The main thing I have learnt and taken away from this work is that you can create an as effective piece if not better as more thought is being put in the details without the assistance of fancy features or simply added shapes, encouraging you to think deeper into how to make a difference innovatively. Despite this, if I were to improve it moving forwards, I would try again to incorporate side text pieces into the main body as I would like to attempt to fit as a full circle of text as I feel as though this would bring the whole piece together.

Bibliography

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Kolb, D.A. (1984). *Experiential learning: Experience as the source of learning and development* (Vol. 1). Englewood Cliffs, NJ: Prentice-Hall.

Task 3 - Observational Writing



[Chosen image for semiotic analysis, Carlsberg advert (2007)]

Semiotic analysis introduces studying the connotations behind the signifier to the signified and investigating the denotations and their further meanings of which I have chosen to pursue on the presented image.

Carlsberg published this advertisement poster in July 2007 where on the surface it displays two content men holding the beers advertised, on what looks like a luxury terrace rooftop as is surrounded by ocean. In the background, we see two women in bikinis with one showering underneath a rain cloud and one sunbathing under a rainbow portraying the image of the 'best weather'.

The added signifier text of 'Carlsberg don't do the weather, but if we did it would probably be the best weather in the world.', signifies that their beer is the best and so the weather would be too if they had the power to control as portrayed in the poster.

Along with the poor grammar used in this text, the informal use of 'don't' rather than the uncondensed form 'do not' may imply that this is a beer for everyone and casual use, appealing to all classes of the target audience. Diving deeper into the meaning of the 'If Carlsberg did' campaign, this signified the effort for the consumers to create their content, especially with the great presence of social media.

Summertime weather is portrayed as the best weather through the visible sun, blue skies and rainbow, with elements of rain and a metaphorical fridge played by snow yet only in unrealistic quantities. These forms of precipitation are presented as impossible singular clouds, therefore portraying the perfect weather is unachievable; yet Carlsberg could achieve anything as they achieved the 'best beer'.

The male gaze is heavily featured within this stereotypical advertisement, presenting a masculine pull with the sign of women with minimal clothing attire where the denotation is the attraction of the opposite sex but exploring further, this concept would not be aired in today's age as an uproar would occur as "One might simplify this by saying: men act and women appear." (Berger, J. 2008, p.25). The sexualised portrayal of women performing basic holiday actions in this poster reflects the fantasies of the targeted younger audience. In order to back this connotation is "Thus she turns herself into an object – and most particularly an object of vision: a sight." (Berger, J. 2008, p.25) where they are purely featured as a sight for the male gaze, drawing in the target audience.

As a British advertisement, the beverage advertised is a widely consumed product in social situations and as stated in The Drum article “brands must consider the cultural environment, and whether they are creating it, or merely responding to it.” (The Drum Team. 2011), with the earliest mention of beer brewing in England is 1412. Deeply ingrained into the British culture, Carlsberg (1847) is referencing the culture their target audience adheres to around ‘the world’, as supported by their tag line.

To summarise this advertisement, the combination of perfect weather and the connotations behind this, the stylish clothing, the alcohol, the women and luxury placement symbolises the desire of the younger target population.

Bibliography

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