

Ffion Emily Lewis

BA Graphic Design - Ways of Thinking

Lecturer – Martin Bush

Essay 1 - **Observational Writing:** 505 words

Essay 2 - **Manifesto Writing:** 577 words

Essay 3 - **Practice-based writing:** 551



Image from coca cola, 2014

For my semiotics essay, I have chosen to deconstruct this The Coca Cola print advertisement. Semiotics is the study of signs, and sign making behaviours. It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, as the study of “the life of signs within society.” Semiotics have directed our shared understanding of what we see and how we perceive any image or artwork. Famous stars including The Beatles, Elvis Presley, Marilyn Monroe, The Rolling Stones, who were all big stars during the 50’s 60’s and onwards to present time, are placed across the page to make up the physique of the bottle. The Coca-Cola Company is one of, if not the world’s most successful fast-moving consumer goods brands.

The colour palette of the advertisement is simply red and white, the 2 main colours that we always associate with the Coca Cola branding and the majority of its franchise. The vibrant red of the bottle against the white background draws the attention of the potential buyer and leads us on to register what is being conveyed. "The way we see things is affected by what we know or what we believe" and it's known to all that white is A classic colour. The white colour of the background could be argued to be a timeless colour as according to online sources, it is the colour of "weddings, new life, death and winter".

The font of the text "A classic never goes out of style", is the same as the text which reads "Coca Cola" placed in the centre of all their merchandise, as well as the bottle in the advert. The font is written in cursive, which portrays a fairy tale image. Although the text "A classic never goes out of style" can be associated with the product using the repetition of the font, the text itself and the meaning it withholds isn't always true. The text is more of a stereotype, it is *expected* for a classic to never go out of style, but that doesn't mean that it *won't*. The text is almost trying to reassure us that Coca-Cola won't and effectively cannot ever go out of style as it is being compared to legends like Marilyn Monroe.

"To change the mind of a reader, authors compose written persuasion according to a set of rhetorical features". The fluency that the persuasive text perceives shows the target audience another way of viewing the ordinary Coke bottle. Something so ordinary, is being associated with something as unique as The Rolling Stones. It makes you think about how large the brand really is, and how it could so easily be considered a 'Classic'. The persuasive

text is then proved with the image of the Coca-Cola bottle combined with the big names of history.

With the simplicity of the ad and with the heavy meaning the persuasive text carries, I believe that the print ad successfully appeals to its target audience and carries its message well, willing us all on to buy the product.

Bibliography

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November 20th 2023

(<https://orielvies.org/shop/products/ways-of-seeing-john-berger#:~:text=John%20Berger%27s%20Ways%20of%20Seeing,%2C%20taste%2C%20class%20and%20gender>)

Winsor Newton - Established in London

November 20th 2023

(<https://www.winsornewton.com/na/articles/colours/white-the-colour-of-life-death-weddings-and-winter/>)

Sage Journals

“Do adults change their mind based on persuasive text?”

Volume 13, Issue 3

Marilyn J. Chambliss & Ruth Garner

Published July 1996

December 2nd 2023

(<https://journals.sagepub.com/doi/abs/10.1177/0741088396013003001>)

1. There should be more shelter for the homeless.
2. Treat everyone with the same level of respect, until they earn more or lose the right.
3. Everyone should be open to learn the art of manifestation.
4. Always be pleasant to everyone.
5. Mental health should be put at the forefront of health care priorities in the UK.
6. Wages should be equal for both genders no matter what job they are in.
7. Love work but also love your life – the world and your job need you to be well rested, well-nourished and well supported. Balance is key.
8. Always put yourself and your needs first.

Keywords & Images: Prioritising Mental health

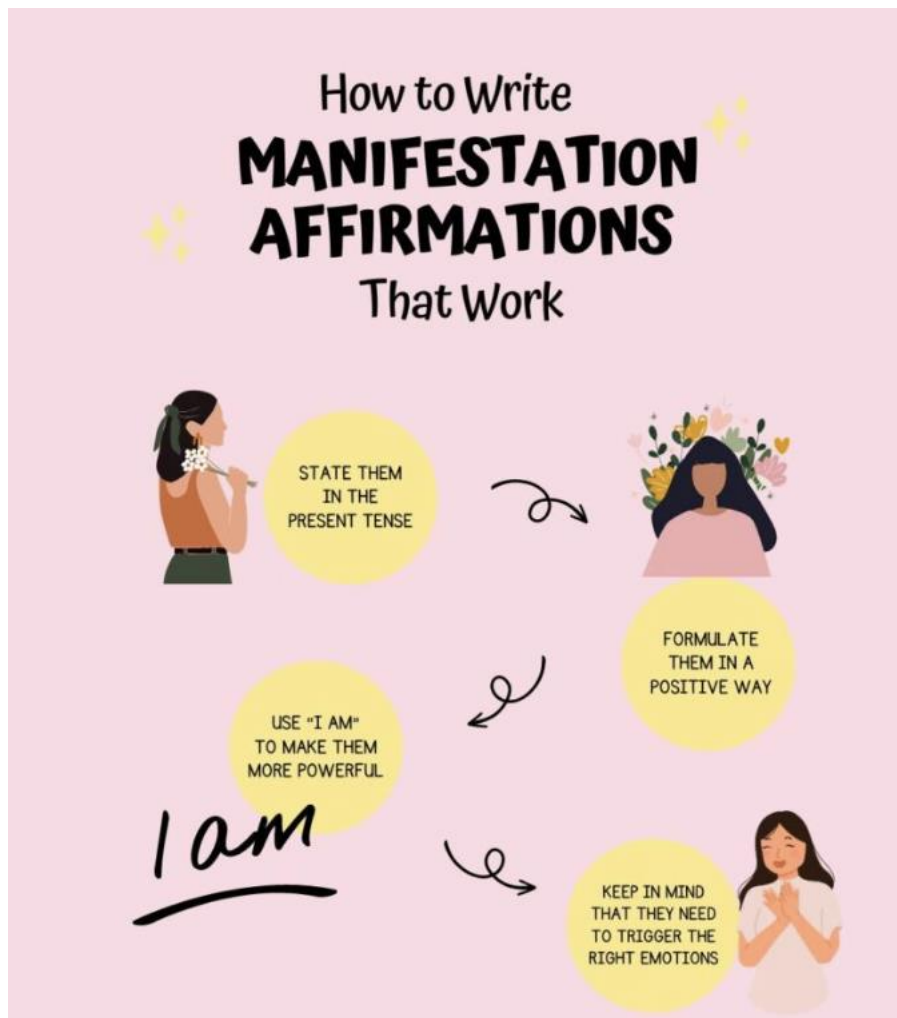
Mental health should be put at the forefront of health care priorities in the UK.



Image from the Royal Marines Charity Website – Mental Health Awareness Week

Mental health is a broad topic, and understanding some of the facts and figures associated with it can help to put individual experiences in context. Approximately 1 in 4 people in the UK will experience a mental health problem each year. In England, 1 in 6 people report experiencing a common mental health problem, such as anxiety and depression in any given week. With the rise in suicides being a huge problem, it is known to us in the UK that mental health illnesses are not being taken seriously enough and that more people are left to suffer instead of getting the help that they deserve. Approximately 1 in 4 people in the UK will experience a mental health problem each year, and over 700,000 people take their own life each year - that's one person every 40 seconds. Alongside this statistic, 115 people pass away by suicide in the UK every week, with 75% of those deaths being male. The current number of people waiting for community mental health care is 1.2 million, with the NHS missing several targets. This statistic is appalling knowing that there is a rise in suicides per week, especially since the COVID_19 pandemic.

Keywords & Images: Manifestation, the art of getting what you want.



Everyone should be open to learn the art of manifestation.

“In the tapestry of life, there’s an art that allows us to weave our desires into reality, to sculpt our dreams from the clay of possibilities.”. This art is a manifestation, a practise that involves harnessing the power of thoughts, emotions, intentions, future dreams and bringing them to reality. Affirmations are positive statements that reframe your beliefs and thought patterns. By consistently repeating these statements, you can shift your inner though process and narrative to get what you want. Gratitude is the magical key that unlocks the doors of

abundance. It is the best trait a person can have and is something that one can also start to learn and implement into day-to-day life to gain more positive experiences. When you express gratitude for what you have, you raise your energetic frequency and attract more positive experiences into your life.

Keywords and Images: Shelter, Homeless, United Kingdom

There should be more shelter for the homeless.



“At least 271,000 people are homeless in England Today”. My 3rd manifesto is based off homelessness and poor housing in the UK because I believe that it is truly outrageous. I feel that our British government does not have enough organisational morale or any drive to make a change for the homeless. The number of people living in temporary accommodation has risen by an alarming 74% in the last 10 years – something the charity ‘SHELTER’ argues is driven by the chronic shortage of social homes, and an over-reliance on grossly expensive and unstable private renting. 68% of families living in temporary accommodation have been

there for over a year, showing this type of accommodation is becoming less and less “temporary”, as families cannot escape homelessness due to the severe lack of affordable homes and the lack of effort from our government. For this to change, the government needs to implement more money into homelessness crisis in the UK, instead of paying for things that we don’t need as much of.

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Published by Joe Pindar

Dec 7th, 2023

([https://championhealth.co.uk/insights/suicidal-thoughts-statistics/#:~:text=Over%20700%2C000%20people%20take%20their,those%20deaths%20being%20male%20\(ONS\)\)](https://championhealth.co.uk/insights/suicidal-thoughts-statistics/#:~:text=Over%20700%2C000%20people%20take%20their,those%20deaths%20being%20male%20(ONS))))

Mental health awareness week imagery – *The Royal Marines Charity* – published 15th May 2023.

7th December 2023

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25th August 2023

7th December 2023

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Manifestation Image - ‘*How to write affirmations for manifestation*’

Published by Mia Fox, bestselling author and NLP coach.
(<https://selfmadeladies.com/affirmations/>)

Shelter – published 11th Jan 2023

“At least 271,000 people are homeless in England Today”.

December 7th 2023

(https://england.shelter.org.uk/media/press_release/at_least_271000_people_are_homeless_in_england_today#:~:text=Posted%2011%20Jan%202023&text=New%20research%20from%20Shelter%20shows,England%20are%20without%20a%20home.)

Practise based writing.

A practical reflection of my 2 written essays, Semiotics Analysis and Manifestos.

For my reflection essay, I will be reflecting on a piece of work that I completed whilst I was doing my graphic apprenticeship with Dyfed Powys Police force. The task brief was to complete a children’s rights charter to raise awareness n their rights, which would then be displayed in police forces, doctor’s surgeries, schools and fire stations in the Carmarthenshire area. The task had a firm brief as it needed to appeal to children aged between 3-15, which is quite a broad range. To perfect the brief I was given, I had to arrange meetings with the Chief over the course of a few weeks so that we could communicate with the local organisations and send them our drafts. This then gave us enough time to make any changes that were needed and to ensure that everyone was happy with the current process and future design processes. The only slight issue that we faced in the design process was considering gender neutrality and LGBTQ+ laws- “It is well established in international human rights law that states must take steps to safeguard the rights of LGBTI people” When

we had sent off our final design, we quickly realised that a cartoon illustration I had used of a baby had a pink bow on it, meaning that it wasn't gender neutral. This was quick to change, and we changed the bow to a gender-neutral colour such as cream. Once this had been changed, the design was perfect.

The feedback that we received from the organisations in the Carmarthenshire area was outstanding, and we got posted in multiple local newspapers. I was also praised for my efforts in the police force's end of year awards ceremony, winning the 'Design of the year' award. The only part of the process that I found particularly tricky was the translations. We needed the charter to be translated to Welsh, Polish, Russian and Latin. With the help of the translation team and a few extra hours of work, this was easily accomplished. Translations are important in a design process as it's vital to show diversity "The skills of translation are becoming ever more important and desirable. Today's multicultural and multilingual society demands effective, efficient, and empathetic communication between languages and cultures".

The meaning of the charter was to appeal to children and to create a poster that they'll want to learn from and to educate them on their rights – "They (children) tend to have well-developed imaginations and often think in pictures". I think that all in all I managed to achieve that and more, the organisations and the children loved it. Due to this, I insured that the design was lively and fun. I would've liked to have known what translations we needed to complete beforehand, so that I could've based the final design around how big the text would need to be, the font, the colours etc. This just would've saved me a bit of time in the process and then I could've presented all posters, including the translated ones all at once to my peers and the surrounding organisations. Despite this, I enjoyed the process and felt that

it was a great learning experience for me getting to design from such a specific brief, alongside people who have worked in the industry for so long.

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