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Task One: Semiotic Analysis

In modern times we are almost constantly exposed to some type of media. For years the world we live in has bombarded us with images and typography, which in one way or another are used to persuade and manipulate our minds. We are able to decode and analyse this imagery with the use of semiotics.

Semiotics by dictionary definition is “the study of signs and symbols and their use or interpretation.” Semiotics is how us as people give both a literal and a cultural or interpretive meaning to something. For example, take a traffic light that is composed of 3 lights: red, yellow and green. In the literal sense these are just colors. However, with modern society we now associate these colors with the idea of starting and stopping. Also with the lights we also

associate red with danger as it's telling us to stop and green as safe as it's telling us we are free to go. These non literal meanings also then carry over into other aspects of the world such as road signs or safety information as they all revolve around the idea of safety in which we have associated these seemingly random colors of red and green.

<https://signalsalad.com/our-thoughts/what-is-semiotics/>



In 1968 KFC released their 'wife-savers' ad. This advertisement being quite sexist as it was released in the 60's is a play on the term 'life savers'. This ad used the term wife-savers to appeal to the husbands, claiming that you could save your wife from doing one of her jobs (cooking) and that he could be the hero bringing home food for his family with this simple quick takeout.

The imagery used on the advertisement is also a contributing factor as it has the founder of KFC (Colonel Sanders) in a full white outfit which not only is his signature look but also gives off this trustworthy and pure representation. Showing the audience that he's a good trustworthy man and you can count on him to serve you a delicious dinner. The way the photo is taken is also important as it's a midbody shot of Colonel Sanders of him holding a large platter of food as if

the audience is looking down at him. This is used to give the audience a feeling of power, basically showing him bring food to you. Treating the audience as a higher up and showing a respectful vibe.

Another important part of this advertisement is the placement and visual of the food. As we see, it's quite a large amount of food. This shows a generous side as Colonel Sanders is providing you with a large portion of food bound to feed a whole family. Showing the audience you'll definitely get your money's worth. Also it's being served on a silver platter which is very fancy for a fast food meal. This gives the food a more expensive look and adds to the idea of bringing home something nice for your wife. Not only is it saving her a job but also is showing that it's a meal worth paying for.

In conclusion, we can see how a simple advertisement for KFC not only in a literal sense is showing an ad for fried chicken. It also plays on the audience's mind with imagery and literacy and persuades them to not only purchase the product but makes them feel proud and Happy to do so.

Task Two: Manifesto

1. Always try your hardest
2. Never give up
3. Kindness is free
4. What goes around comes around
5. Be thankful for what you have
6. Everyone's journey is different
7. The past is the past it's how you improve
8. If you want a rainbow you have to deal with the rain

Kindness is free

In the modern world where money has a huge impact on people's day to day lives I like to think this quote shows that money isn't everything. The quote 'kindness is free' shows that you don't need money or presents to make somebody happy. If you share kindness it's contagious and soon you will find that the more kindness you give the more you will receive. It also shows that people who are mean or upset people there are no reasons too. Why would you choose to purposefully make someone's day worse when with a few words or a simple action you can make someone happy and improve their day. I believe no matter who you are, how rich or poor you are, where you live, your past etc... You should always try your 100% best everyday to at least make one person smile. Cause you could never know how much that one smile could improve somebody's life.

Everyone's journey is different

When growing up I always felt like there was only one path in life and if I wanted to succeed I must follow that path no matter what. From growing up and experiencing life I now understand how different everybody experiences life. Especially in school, I found that whilst my other friends could pass with top marks the first time round it took me a few tries to even get average marks and this always made me feel less than. But now I see that I'm not any duller than my friends. I just needed to take a different path to achieve my results. When you get older you discover how different everybody's lives are and it doesn't discredit any of your achievements if you didn't achieve something by the book. It just shows that life is unexpected and you don't always have to stay within the box but look outside it to discover your own path.

If you want a rainbow you have to deal with the rain

In the modern world as humans we are often plagued with sadness and mystery. We are always bombarded with bad news about the world but hardly anything good. This is often true for most people but with this quote you understand that not everything can be good 100% of the time. Most of the time you have to push through and get over the hard times to finally get to your goal and get what you desire. There are always going to be times in life where you don't particularly enjoy what you have to do but you then have to decide for yourself if it's worth putting up with this and pushing through to reach that end goal. So not only does this quote show us that hard work does not go unnoticed but if you put the effort in you are for sure going to get your own rainbow in the end. This quote very nicely symbolizes this journey and shows how yes the rain might be annoying and cold and wet. But once it's all over you're presented with a lovely sunny day which you can go out and enjoy and what symbolizes this change but a rainbow.

Task Three: Practice-based writing



This was a project for my first semester of university in my typography class. We were tasked in making our own typeface. For my typeface I took one of my favourite games at the time 'animal crossing' and decided I wanted to create a typeface which represented both the overall vibe and the characters which I love about the game. For the basic design of the letters I wanted them to be quite childlike, fun and flowing as the game is very free and do what you like whilst also having a nice childlike nostalgia for me in particular. And for the colors I took four of the main areas of the game being grass, water, sand and dirt and made them pastel to show the calming and relaxing atmosphere of the game. I also added a pastel pink to represent the player. After this is when I decided to add the characters. In animal crossing there are over 500 characters to choose from but from doing some research and some of my personal favourites. I made sure to include characters which would be recognizable to fans of the game, but also a few personal favorites which I believe should be given more spotlight. With the characters corresponding to the letters I made sure that every character was placed by the letter that their name begins with. For example the letter 'S' that the character's name is stitches. Overall, I think this project turned out well as I believe all the letters are readable and it also represents the game i love very well. However, if i were to change something next time i would maybe try and create my own characters for the letters instead of using existing ones. It could add a bit more of me into this project and make it a lot more unique. Also with this project I think it may have been better if i had incorporated the character into the actual letter. This would make the letters a lot less bulky and could make the type flow better. I would have done this by taking the main characteristics of a character (color palette, distinguishing features etc..) and using that

to design the individual letter. However, I really do like the way my letters turned out and have often used them personally to create my own designs. I really enjoyed this topic as well as it was a lot of freedom to discover and play around with different ideas. I was able to take one of my passions at the time and create something new. After discussing with other classmates and seeing other peoples typeface i was amazed to see all the different ways we had taken this brief. But seeing my typeface up with all the others I felt really proud of myself as I had worked so hard with this project. Making sure every last detail on the characters was there and that I kept that cool, chill vibe present. I am still to this day proud of this project and hope to do something similar in the near future.