

Written Portfolio

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Tasks in the order I received them:

Task 1: Observational Writing = 516

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Task 1: observational writing

Rossi-landi describes semiotics as the 'general science of signs' (Winfried Nöth, 1990, p.14).

Charles Sanders Peirce defined signs as 'anything (an object) which is so determined by something else and determines an effect on a person (the interpretant) that the latter is thereby determined by the former' (Atkin, 2013). Peirce said the form a sign takes can be classified as one of three types: a symbol, index or an icon (Bradley, 2016). But before these terms can be defined we must look at Ferdinand de Saussure's definition of a sign.

Ferdinand de Saussure defined two parts of signs: the signifier and the signified. The signifier is the form of a sign while the signified is the object that is being represented. Peirce added a third part, the interpretant or what the audience makes of the sign. Therefore a symbol, index and icon can be defined. An icon has a physical resemblance to the signified. An index is something deduced from the object through fact. Lastly, a symbol has no resemblance between the signifier and the signified. A symbol is culturally learnt and has a shared agreement of meaning (Bradley, 2016).

The advert by ash.org will now be introduced:



'Publicity is the life of its culture' (John Berger, 1972, p.154.) The chosen advertisement is an anti-smoking campaign that represents our current culture's disdain for smoking and our desire to eliminate smoking (Danesi, 1999, p.4). Marlboro is a cigarette brand that was introduced in 1924 (PN staff, 2015) when smoking was glamorized and the American dream was thriving. The packaging indicates luxury and class signified by the gold luxury typography and the use of the colours red and white. This advertisement would greatly contrast the way cigarettes were perceived and publicised years ago. The packaging now is placed in a chilling grey scene with red childlike text 'just like mommy'. The luxury red colour now signifies danger or risk. This can be explained through Barthes mythologies (1972, pp.110) 'The major function of myth is to naturalize a belief'. The myth of cigarettes have changed. The signification of cigarettes has changed throughout history and it is naturalized as being bad and harmful. No longer associated with glamour and success which can be noticed is how the advertisement has displayed the packet.

An indexical image is when two objects that are related such as crayon sticks and cigarette sticks have a direct connection (Dezeew, 2017). We understand that the crayons represent cigarettes as cigarettes can be signified as a small stick of addictive material wrapped in paper, in this case crayon paper. John Berger states that publicity can alert our moral senses and "just like mommy" implies that a child will soon do what their mother does. We understand as a society that smoking is wrong and we look down on parents who would harm their children. This advertisement shocks and angers people to shame and spreads awareness of smoking. This is a process called Shock Advertising which is a type of advertising that startles and offends its audience by violating norms of social values.

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Task 2 manifesto writing

- 1) Believing Any person can be respected as a communications designer no matter gender, age or education.
- 2) Actively support marginalised practitioners so that equality within the creative industry can be achieved.
- 3) Understanding There is no productivity in unnecessary hate on work.
- 4) Knowing that Honesty and trust is the most important element to a good designer and client relationship.
- 5) Support socially-driven enterprises.
- 6) Acknowledge the importance of design and the impact that it has on individuals and businesses.
- 7) Follow the code of ethics and the rules of professional conduct.
- 8) Dismiss any opportunities that make the practitioner feel uncomfortable or unwelcomed.

Actively support marginalised practitioners so that equality within the creative industry can be achieved



Figure 1: A mission to advance workplace equality
(DiversityQ, 2019)

When a group of people are marginalized they are often written off as unimportant. They are often victims of discrimination and social stigma. These include Racial/Cultural minorities, Hearing, visually, and Physically Challenged People and LGBTQ+ people (Garrett, 2020). Marginalized creative practitioners have been promised support and acknowledgement but have received pressure to showcase their hardship and experience the effect of declining funding in creative subjects, despite studies showing that ‘students with disabilities use creative subjects as a way to express themselves’ (Spieler, 2017). Marginalized practitioners receive hollow support from selfish performative activism (Metta, 2020) and Art history, exhibitions and museums lack representation for marginalized people to feel included as countless of LGBTQ artists have been left out because of their sexuality. (Deters, 2017 P. 5). Donating to charities like black art futures fund, staying up to date with LGBTQ+ news, demanding accessible equipment and proper support for marginalized groups are steps that can support marginalised practitioners. All marginalised practitioners have stories to tell. Which is why their vision and talents will always matter (Ewart, 2020). We have to make sure their hard work is not overlooked and do more to gain equality within the creative industry as we all should have the same privileges and rights (Campbell, 2014, p.10)

Acknowledge the importance of design and the impact that it has on businesses.#

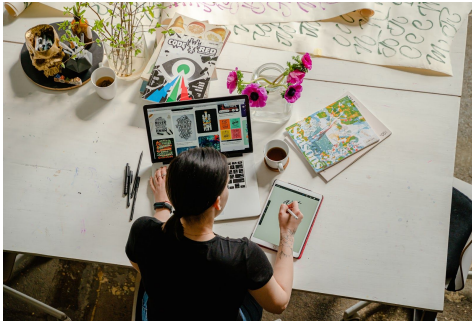


Figure 2: Graphic Designer (Shkraba, A. 2020)

According to Karl T. Ulrich and Scott Pearson (1998, p. 353) A product's aesthetic appeal can influence revenues. Well put together and well designed products generate large revenues because of consumer appeal. There is no denying that Graphics Design is important for business as businesses can't survive without visual communication (Costello, 2018). Focusing on packaging, poor designs will be overlooked and since most people shop with their eyes the quality of the product can only be considered as good as the packaging that encases it. Designers need to acknowledge the importance of their work as businesses rely on designers to make their branding and identity, otherwise customers don't know what to expect (Smithson, 2015). A designer should keep clients happy and invest time and effort on client education to understand the importance of designing for a business and to get a successful outcome for both sides (Shapiro, 2005, p. 87)

Follow the code of ethics and the rules of professional conduct.



Figure 3: Ethics scale (smith, C. & Pepe, P. 2020)

Following rules is thought to decrease professional misconduct and to restore public trust (J Bus Ethics, 2018, p. 1180). Designers need to understand ethical norms to not cause harm to someone and also need to understand the standards for behavior that is expected from them as professional designers (Resnik, 2015). This will ensure that designers can be trusted and respected by mutuals and clients. It should be important to a creative practitioner to not upset clients and behave appropriately. The two main ethical code designers must follow is not to lie or deceive clients and mutuals. The second ethical code is having consent, this is to have permission to publish or use pieces of information given by an organization or person (Cliff Notes, 2020). These are the two that are important ethical codes from a career perspective but a designer should not struggle following limited moral standards. if they cannot be honest and have decency then they are unsuitable (Gaut, 2007, p.41).

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Task 3 Practice-based Writing



According to Jan Fook and Fiona Gardner (2007, pp.133) being able to reflect on your work is useful to designers as they have to be honest and understand themselves especially when working with clients. I will be making reference to Kolb's theory to learn from my design experience. The piece that I decided to reflect on was a project from my first year visual studies class which challenged me to make a packaging design for a jewelry brand. This was my concrete experience according to Kolb's theory.

Observing my packaging I can conclude that the requirements that were important were met such as having a logo that appears twice, having a slogan and having a description on the back of the packaging. However, according to Gee + Chung Design, "a designer should look for new ways to do things and learn how to improve a piece" (Fishel, 2003. pp.40). Despite it going as planned and the finished piece having the required elements, looking at the piece now, most of these elements could be improved.

According to Kathleen Mcmillan keeping ideas and information stored in a sketchbook and mood board is vital to stay organised and keep valuable thoughts from getting lost (2013, pp.49). When reflecting on the experience my design process and ideas were limited. I didn't explore as many ideas as I should have and because this was the starting point for my packaging, I may have missed other opportunities to create something better and more effective. A quote from Linus Pauling also reminded me of my mistake as he states "The best way to have a good idea is to have lots of ideas" (Interaction Design

Foundation, 2020). Kolb's theory talks about Abstract Conceptualization reflection which is what I have learnt (Mcleod, 2017). When I create something I will make a habit of exploring more ideas through research, thumbnails and experimentation.

When reflecting on the look and feel of the packaging. The painted flowers and the typography help give a feeling of luxury successfully. According to Socreative (no date) the luxury font should accurately reflect the brand. I believe that the typography I picked for the front, back and sides were suited to this package. My Abstract Conceptualization reflection of these elements would also make me learn about the layout and positioning of my packaging, which could be improved as 'jewelry' is slightly shifted to the left and this is clear once noticed, making the face of the package (which gives the first impressions) look less professional. When focusing on the contents I think the slogan is one of the strongest elements of the packaging. The font used is suited to the packaging, the size is proportionate and it's decorative but readable which is important on a package.

The last step in Kolb's theory is Active Experimentation which means try and do what I have learnt. This is to not only improve this project but learn from this experience and remember the mistakes I made when I design packaging again. I need to remember what I disliked about the style, layout and typography to keep improving my skills.

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