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Tasks in the order I received them:

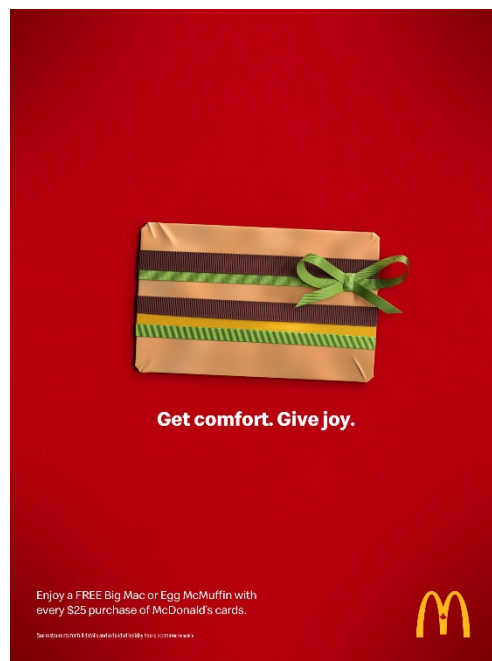
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Task One: Semiotic Analysis

I begin this task of explaining semiotics and analysing an image of my choice with a certain anxiety. There already an ever-expanding range of literature on the subject and likely on the very image I plan to look at and “It is Difficult to understand, having a strange vocabulary” (Storkerson, 2010). So, my objective within these 500 words is to explain the semiotics of this advertisement image from McDonalds to you, the reader. I hope to look at and talk about some of the key signs and signifiers of this advertisement, these include the use of colour, shape, and text.



(Cho and Saye, 2019)

Let me start with what I'd consider the most obvious signifier, the colour red. It's a colour associated with the meanings of love, desire, strength, courage, joy, action (Bourn, 2021) and so many more things. It's a colour you see surrounding McDonald's brand and products which makes viewer associates McDonald's with

these feelings. You see the gift-wrapped burger in the spotlight centre being a staple of products and is again associated with the feelings brought on by the colour red.

Now let us talk about the central image, the gift-wrapped burger and the text reading “Get comfort. Give joy.”. The gift-wrapping paper is associated with gifts, whether that be for Christmas or any other holiday. This accompanied with the text makes the viewer see the burger as the gift that they can “Get comfort. Give joy.” To themselves or to others. The gift being the Product that bring a warm, happy feelings to both people in the interaction. All pointing McDonald’s to the warm family feeling that people often experience during the holidays and when giving/ receiving gifts.

Finally, I want to talk about the logo and text at the bottom of the advertisement. The logo is the McDonald’s golden M logo which often the first-time viewers notice in all McDonald’s advertising. They represent the “stability, a place where customers can relax and enjoy...” (McDonald’s Iconic Golden Arches Ensure The Brand Is Recognizable 2021) their food after a long day at work. The colour yellow also providing that “warmth, cheerfulness” (Bourn, 2021) pleasant happy feeling that’s associated with yellow. The text adjacent to the logo is giving the details that are behind this promotional advertising pieces providing customers with the knowledge and incentive to go to McDonald’s now because of the promotion they are running which is being backed with all the feeling and associations that I just spoke about in this piece.

Now having read this semiotic analysis, I hope you've gained an understanding of how it works and could perhaps use this new understanding to be able to expand on the semiotics' of this advertisement. While I only covered just 3 points on this one piece, the same base principles of semiotic analysis remain the same and could be applied to help you deconstruct any number of advertisements by any company.

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Task Two: Manifesto

1. Don't be afraid to start, just got for it and whatever you're hoping to achieve will come.
2. Nothing is perfect because it is subjective to the individual.
3. Have confidence in your work, even if you don't, someone has to believe in your practice and no one else is going to do it for you.
4. Creativity is working within applied restriction and still being able to do something unexpected.
5. We shouldn't be scared to make mistakes; they should be encouraged so we may learn from them.
6. Always try your best even when you're not motivated by what you're doing.
7. Do your research so every decision is an informed one and can be explained to others.
8. Don't spend forever struggling to do one thing, leave and come back to it later with a refreshed mind and try again.

1. Don't be afraid to start, just go for it and whatever you're hoping to achieve will come.

I wanted to start with the first point on the list because I'm guilty of this all the time including with this very task. It's common to feel this mental block and labelling it as being lazy or procrastinating doesn't help you get past it. "The most common reasons are fear of failure, feeling overwhelmed, fear of success, and lack of motivation." (Sinfield, n.d.) I wanted this here because I feel knowing that you are stuck in this phase and knowing how or what to do to escape, it is invaluable in getting over it and getting on with the work that you need to do. For me it's likely the fear of failure but as I've also mentioned in other point in the manifesto, making mistakes is a key part of development and is the way forward in terms of creating a good design.

2. Nothing is perfect, it is subjective to the individual.

Perfectionism is "flawlessness, exactness, precision, absolute correctness and accuracy, completeness in every case, freedom of error and mistake, lack of the slightest fault, and excellent condition are used" (Vasasova and Lipkova, 2014) I think this is one of the stronger points in my manifesto because it is something I have struggled with myself. It is easy to see other people's work as something amazing and inspired and see your own work as flawed or wrong. However, that is never the case. Everyone has a different level of perfectionism and while it is a healthy trait to have. The problem comes when it's taken to the extreme. An unhealthy perfectionist

will often lead to “self-destructive thoughts and behaviour aimed at the achievement of extremely high and unrealistic goals” (Vasasova and Lipkova, 2014) while a healthy perfectionist is positively motivated by these high standards and uses the failures to learn and improve themselves. Being able to distinguish when something is as good as it'll get without throwing too much into it is something I feel everyone should be able to do as to not develop an unhealthy perfectionist habit. This also ties into the point in my manifesto that I wanted to talk about.

5. We shouldn't be scared to make mistakes; they should be encouraged so we may learn from them.

I think this is another really important one for when you are working on anything.

“Because these supposed weaknesses and imperfections are what make your brain so adaptable, dynamic, and creative.” (Beck, 2019). It can be really daunting to do something and get it wrong and have to start over again but that is how we grow and evolve as people and especially as designers. As designers and creators, if “you don't make a mistake does not necessarily imply that you are right.” (Beck, 2019), we need to make mistakes, so we know what good design is and what bad design is. To see what's been made and having the ability to assess whether it fits the need and is understandable to others.

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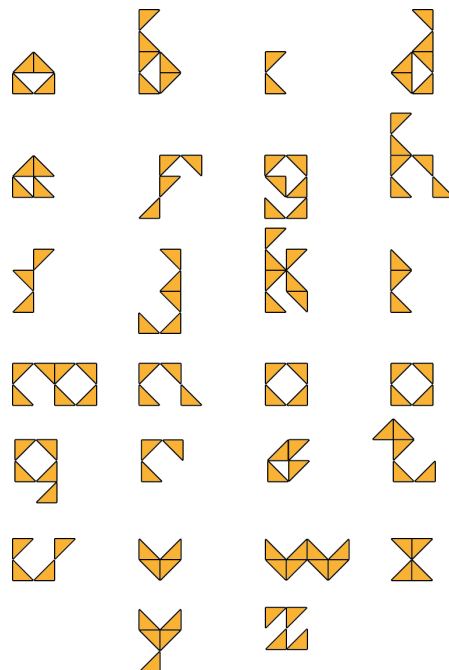
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Task Three: Reflective Writing



This is a typeface that I had previously designed, and I will be reflectively exploring it and all the details behind its creation. Whether it was successful or not and any difficulties I faced during that time. The full set of letters was created on Adobe's

Illustrator as it was required to. I named it 'Tri-face' because it's all made of triangles. I created this as part of my university degree course.

When I was presented with the task to design my own typeface, I was presented with many themes that I could follow to which I chose the arcade theme. I wanted to create something different to other arcade style fonts which spurred me on to restrict myself during the creative process. That is where the triangle shape came in, it had to fit in to a small grid and I ended up using small triangles to do that. After creating a base set it was decided that each letter needed to be lower or upper case and I went with lower case which I managed to do with varying levels of success, dependant on each individual letter.

I was really inspired by other fonts that I looked at which all fitted into a small grid/box. I wanted the same neat and clean look for my work which I feel was achieved when I made the important decision to restrict myself to a grid and use triangles as the main shape to form all the characters. I initially really struggled with my set restrictions to only use a grid and have each character fit in to it but once I stumbled into the triangle shape and explored how I could use it, it all came together very nicely. "Every font has a personality." (Horn, 2014) I wanted my typeface to while be arcade themed, appeal to me most of all and with the triangle shape I found it to be clean, neat, and rather unique. With the set shape and grid in place I created the first variation of the typeface however, this is where I faced the hardest part of the task, making all the letters to be lower case and all fit onto the same uniform line. I particularly struggled with the letter 's' because of its constantly curving shape. In the

end however, I found that sticking to these restrictions to be very rewarding as I am very pleased with the final outcome.

The beginning of this task I was asked to create a fun typeface using one of the many themes provided and at the end of the project I felt achieved that to a high standard. This task taught me that it can be very rewarding to stick to take the more “counterintuitive approaches” (Cooper, 2014) and keep to creative restrictions and guidelines whether they be applied by myself or others. I likely wouldn’t have arrived at the same outcome without these rules I set for myself. “Pushing through resistance, our ideas get toned up, driven to evolve into something better, more creative, and more robust” (Cunningham, 2014) In the future, while I won’t look to restrict myself with rules every time, it is definitely something I will look to explore with in future projects that I come to do.

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