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Programme of Study: Graphic Design

Module: ADAD4022 Ways Of Thinking

Taks in the order I have received them:

Task 1: Semiotic Analysis = 635 words

Task 2: Manifesto = 481 words

Task 3: Practive-based writing = 599 words

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Task 1: Semiotic Analysis

“Semiotics as a discipline is simply for the analysis of signs or the study of the functioning of sign systems” (Colbey and Jansz, 1997, p.g 4). Different theories on semiotics have been discussed by a multitude of key thinkers. These names include Charles Sanders Pierce, Ferdinand de Saussure and Roland Barthers. Their different understandings of what Semiotics is has helped people understand words and images in a deeper, more meaningful way. Using their methods, I will analyse this poster, and the aspects included in it.



Fig 1 (2008, Criminal Minds Season 3 DVD Box Cover)

Criminal Minds is an American produced, multi-series drama television show that first aired on CBS on September 22nd, 2005. It was produced by Jeff Davis and Erica Messer. The show ran up until February 19th, 2020, with a total of fifteen seasons premiering. The front cover of this DVD set shows to set of casts acting in season 3, following a team of specialist FBI profilers lead by the character 'Special Agent Aaron "Hotch" Hotchner, (played by Thomas Gibson) and their missions to take down criminals from all around the U.S.

When you first look at the poster, you are immediately met with the face of Thomas Gibsons character, being in the very centre of the cover. This indicates he is one of the main leading characters, or at the least the leading figure within the group of characters. We can see he is well-groomed and smartly dressed, which can conclude he is a man of business and authority, purely just by looks. It shows societies paradigm of an 'agent' as he fits all the characteristics. "A man's presence suggests what he can do to you or for you.", (Berger, 1972, pg. 45). The following characters around him are the rest of the cast inside the 'team of FBI agents'. It shows that they are in a group together and all surround their leader, how they all circle back to him as their boss throughout the show.

What also draws me in the most from this poster is the colour scheme chosen. We can clearly see that the primary colour is a bright red, which colours over practically everything on the cover. The colour red is polysemic in a way that it represents multiple things, e.g. love or blood. Looking at the overall theme and plot of Criminal Minds, its main premise surrounds violence. The red resembles the gruesome part of the show, also over casted onto the characters as a red hue which relates to what they must do as part of their jobs, or what forms of horrors they witness in every episode. Red is also an intense colour, representing strong emotions such as anger. Once again relating to the nature of the show and the themes it surrounds.

Lastly, the background of the poster appears to be an X-ray print of half a skull, with all the other images layered on top. The skull could signify a link to the main title- 'Criminal Minds'.

"But perspective organized the visual field as though that was indeed the ideal." (Berger, 1972) The perspective of the skull purposefully being an x-ray into a human skull is giving us a look into somebodies' mind, which links to the main theme of the show which is looking into the minds of criminals. How these character's profile killers by 'looking into their minds' profile them etc.

Overall, there are multiple semiotic elements in this cover that can be analysed and after looking deeper into this cover art, I have begun to see it in a different light. The cover shows me a much deeper meaning of the show and how it expresses its dark background and storytelling. But this leads to more interest into the show as the violent tone the cover reflects causes more curiosity to what the shows story will be.

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Figure 1- Anonymous User, (2014), *Criminal Minds Season 3*. Available at: https://criminalminds.fandom.com/wiki/Season_Three (Accessed: 7 November 2024)

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List of Figures:

Figure 1- Anonymous User, (2014), *Criminal Minds Season 3*. Available at: https://criminalminds.fandom.com/wiki/Season_Three (Accessed: 7 November 2024)

Task 2: Manifesto

1. To be original
- 2. Allow yourself to be creative**
- 3. Embrace vintage items**
- 4. Treat people how you want to be treated**
5. Don't be afraid to question
6. Everyone is anxious
7. Art reflects how our brains work
8. Need to do wrong ones to find the right one.

2. Allow yourself to be creative



Fig 1, (C. Davis Hayes, 2017. *On the Importance of Creative Expression in Children*)

Creative expression has been on the slow decline over the past year due to a numerous amount of things. The rise of economic pressures has pushed back creative industries with their new forms of art which overshadow potential jobs for rising artists. They now often lack financial stability which is leading to an even bigger lack of support from people which puts down creative spirit even more. More issues like fears of failure, competition and comparison put down creative sparks in new generations. C. Davis Hayes writes that we should be allowing children explore the world through creative self-expression. *“These opportunities for free exploration without rules or constraints are when innovation and the unexpected occur, leading to discovery moments that fuel the desire to learn by fostering curiosity”* (2017) which embraces allowing children all the creative freedom they can get to encourage their artistic spirits and to not be ashamed in the future.

3. Embrace vintage items



Fig 2, (2021, Atacama Desert, Chile)

Around 300,000 tonnes of clothing end up in household bins every year, with around 20% going to landfill and 80% incinerated. One report shows evidence that when synthetic textiles are landfilled or incinerated, they can leach harmful microfibres into the environment (Algama, 2019). Shopping for cheap clothes may be the easiest choice for a lot of people as they are easily accessible and cheap to access, however their shelf life isn't very long so they are quickly chucked out and ending up in landfills, damaging the environment to a large extent. Cheap clothes lead to cheap material, yet investing in clothes that have lasted since 1670's shows a more positive sign to the environment. An article states that it is estimated that in the EU, 11kg per person of textiles are discarded every year. (Zednik-Hammonds, 2024) However, this amount can be lowered with the push for second hand fashion and for a better ecological future.

4. Treat people how you want to be treated



Fig 3, (J. Granneman, 2021)

“In everything, do to others what you would have them do to you...” (Gospel of Matthew 7:12, 2024) This quote farther than just being kind to people. We need to start viewing it as not just treating others the way you would want to be treated, but to think about others the way you would want to be thought of. Actions speak louder than words. We all must stop guessing what a person will be like simply by looks, money or status. There is always a different story to every person, so treating somebody purely based on assumptions will come across as a very negative behaviour, which can reflect on how people may treat you.

“People tend to make others feel how they feel themselves” (Chege 2018) Treating someone with equality may not always be shared back to you, but it shows others that you are respectable and kind-hearted, which can then reflect onto their actions too. It becomes a chain event which spreads positivity and heart-warming moments which the world certainly needs more of.

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Figure 1: C. Davis Hayes. (July 7, 2017) 'On the Importance of Creative Expression in Children' *Continuing Education*. Available at: <https://ce.risd.edu/creative-expression-in-children/> (Accessed on 04/12/2024)

Figure 2: D. Averre. (November 11, 2021) 'Fast Fashion Waste Mountain' *Mail Online*. Available at: <https://www.dailymail.co.uk/news/article-10190155/The-fast-fashion-waste-mountain-Gigantic-pile-clothes-looms-desert-Chile.html> (Accessed on 05/12/2024)

Figure 3: J. Granneman (June 29, 2021) 'People sitting on brown wooden bench during daytime' *Unsplash*. Available at: https://unsplash.com/photos/people-sitting-on-brown-wooden-bench-during-daytime-rcTYgvP_rEM?utm_content=creditCopyText&utm_medium=referral&utm_source=unsplash (Accessed on 09/12/2024)

Task 3: Reflective Writing



Fig 1. (R. Hedges, 2024 Oil Painting)

For this reflective writing piece, I will be using a piece of artwork I have created myself. This piece of artwork was painted by hand, using oil paints, in a specific style in reference to my chosen artist. Paul Cezanne was born in 1839 in France and was known as one of the greatest artists of the Post- Impressionist era. His artwork greatly influenced my work in my Fine Art class and led me to create this piece. I wanted to portray a still life piece that would create a feeling of peace and stability, like taking a picture of somebodies living room to just capture a moment in their life.

When it came to planning and creating this piece of artwork, I was doing a lot of artists research to help guide my own style. After collecting my primary resources which consisted

of a pot set up with two oranges and then a glass vase with lilies inside, I used the two separate set ups as references for my painting. As for the background, I wanted a simple room design to follow Cezanne's still lifestyle of the objects being in a room setting. I also knew I wanted space significant space between certain objects since my painting style involves thick outlines, so I needed space on my canvas for them to be more apparent.

The positive outcomes when creating this piece in my opinion where the oranges. They were the first main 'object' that I painted and really wanted to capture the smooth gradient of the orange. A strong enjoyment of mine was painting fruits, so I had a lot more confidence in recreating the image with oils. Since oils are the perfect medium for easy blending since the paints don't dry quickly; the oranges shadow pattern was easy to incorporate within my painting. In contrast, something that I felt didn't go to plan would have been the pot. The pots reflective surface was rather difficult to paint, as it was very detailed in the reference image, so I tried to work my way around the issue. So, in the end the pot ended up looking very flat with the shading compared to the flowers and oranges. The colour tones are much more blended together in comparison to the pot, which just appears to be solid blocks of colour. This would have worked if neither the oranges nor flower vase had light shading on them, but the point of perspective had light shining from the top right corner. So, I believe I could have improved the art piece the extra mile by focusing more on the pots reflective surface.

The overall outcome on my piece of art was satisfactory. I was very pleased with how the vision I had was created with paints onto the canvas, especially being new to the medium of oil paints. I have gained a lot of experience from this painting and so much more knowledge

has been gained on oil paints. I primarily used water-based oils since they were far easier to access and more smoother for blending, which gave my artwork a much more smoother look and a rather elegant feel. This piece of artwork further pushed me to experiment with oil paints and increase my knowledge and understanding. Paul Cezanne continues to be one of my favourite artists I often turn to for artistic inspiration and I take what I wish I could have changed for this art piece and apply it to my work now, keeping in mind of what would make it appear more realistic to an artistic extent.

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List of Figures:

Figure 1: R. Hedges (April 26, 2024) A-Level, Fine art Oil Painting.