

Ways of Thinking – Ethan Fennell

Portfolio of Writing

Student number:2502751

Programme of Study:

Module: Ways of Thinking ADAD4022

Lecturer Donna Williams

Tasks in the order I have received them:

Task One: Semiotic Analysis Observational writing-609 words

Task Two: Manifesto Writing-517 words

Task Three: Reflective Writing-474 words

Total Words 1600 words.

1. Observational Writing

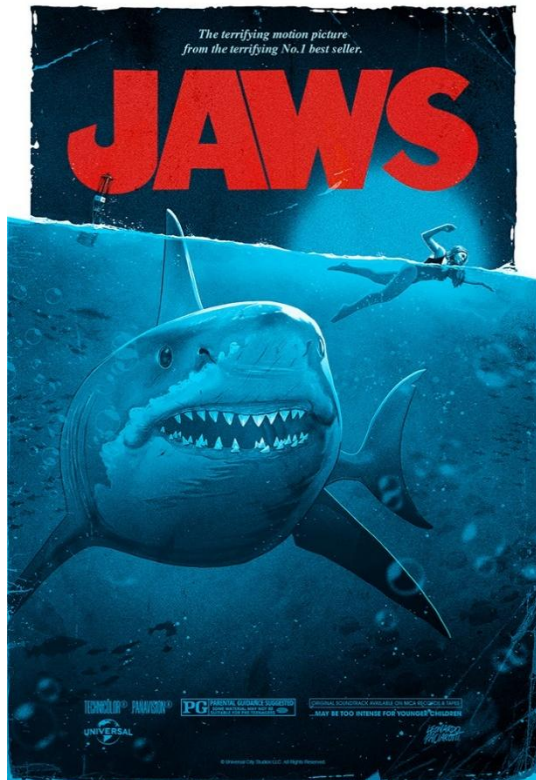


Figure 1: JAWS (Leonardo Paciarotti, 1975)



Figure 2: Great White Shark (Chris Fallows, 2013)

The poster in figure two was designed to advertise a well-known film called *JAWS* (1975) (Topel, 2025). This poster was designed by Leonardo Paciarotti in 1975, an Illustrator and comic book cover artist. His work consists of developing poster designs that relate to famous films in a detailed, Graphic style that is appealing. This poster design has been inspired by the original film poster of *Jaws*, but the artist has

created a newer version through a slightly different style. The colour contrast chosen by the designer consists of most of the design using the same colours from the ocean, which are inviting to many. The fact that the water overflows and appears to be overflowing on a poster gives viewers a sense of the depth and scale of the ocean, creating a more impactful design. The designer has considered how to draw viewers' eyes through different hues of blue/green, which capture the feeling of the ocean's depths.

Semiotic Analysis, according to the book *Semiotics: The Basics* by Daniel Chandler (2022). This is where the use of Semiotics is a way to “Semiotics investigates ways of meaning” (Chandler, 2022, p.30). This is essential to understand within the world of being a designer. Within a certain design or message, the definition of this term is, according to Chandler (2022, p. 79), “traditionally defined as something which stands for (or represents) something else.” Understanding how to present visual artwork and incorporate hidden meanings as a designer helps convey messages that viewers can understand.

Paciarotti has clearly thought about how to convey design hierarchy and capture viewers' attention by simply making the water more vibrant than the dark blue background. The font type '*Jaws*', which is labelled in bold, not only indicates that this is what the poster is based on, but it has been highlighted in red, as this suggests a sense of danger and blood involved in the movie. As the shark is the focus and concern, viewers can identify that people could be killed by this predator, and the image creates a sense of excitement for those considering watching the movie. The swimmer in the water is clearly in danger of risking her life. The fact that the character is much smaller than the shark creates a realistic portrayal of how much larger great white sharks are than humans. To draw attention to the swimmer, the designer has placed a spotlight effect behind her, which could imply that she was the main target/focus for the large predator.

The poster design has been inspired by one of the iconic scenes from the *Jaws* movie, where the shark is first introduced and becomes a threat to anyone who dares to swim in the sea. According to Chris Simons (2024), the most dangerous and feared Shark in the world is the 'Great White,' which was the same shark used in the movie '*Jaws*' and featured in Leonardo Paciarotti's inspired poster. The world-famous movie instilled fear in exploring or going for a swim in the sea, as it was based on a shark, which is the most feared, 'man-eater' according to Simons (2024).

Paciarotti has placed symbols at the bottom of the design, indicating which company is involved in the movie's production, namely '*Universal*.' The target age rating is PG (Parental Guidance). These are scaled down on the page due to the designer's intention to display conventional symbols (Chandler, 2022) . The bubbles and details within the water, such as fish, are essential for adding a sense of depth and a feeling of being sucked underwater, and they also provide perspective on how close the predator is to devouring the person, which creates tension.

Bibliography

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2. TASK 2 Manifesto Writing 500 words

1. Being judged based on the way that you act 24/7

2. Presentation and self-care in daily life

3. Complexity is irrelevant within better design.
- 4. Running improves someone's self esteem**
5. Noise can sometimes affect your thought process when it comes to designing
6. Impeccable typography enhances relevant design
7. Too many colour combinations can disrupt a design
8. Experimentation can lead to unexpected success

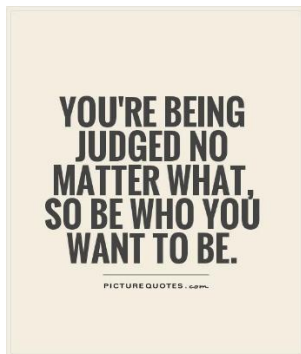


Figure 3: Being Judged quote (Picture Quotes, 2023)

Within life and day-to-day, everyone is being judged for their actions and how they present themselves to others. People generally make judgments about someone based on their qualities and personality, but the truth is, that according to Barton (2008, p.), the author mentions that “What others think about you really comes from your own insecurities,” which is absolutely right because people tend to only “focus on themselves rather than on what someone else may be doing” (Barton, 2008 p.). This indicates clearly that many individuals tend to overthink others' opinions of them. When others may be too focused on worrying about themselves.

A quote mentioned by actor Tom Holland (2023), which he stated in a podcast, “if you have a problem with me, text me, and if you don’t have my number, you don’t know me well enough to have a problem with me.” The message Holland is conveying is that if someone has an issue with him, they should message him and be upfront about it, rather than keeping it to themselves. If they are not in contact with him, then they clearly do not know him well enough to make a judgment about him.

So, should someone worry about what others think? According to Barton (2008, p.), he mentioned that “you have to ask yourself if that person's opinion is really worth

fretting over.” And said that you should only care “Unless you do something heinous or hurtful.”

The importance of presentation and self-care in daily life. Within life, the way people present themselves, through the clothes they wear and how they take care of themselves, is extremely important. According to *Allen, (2024)*, fashion is “a powerful tool for self-expression and confidence-building, especially for men.” This is because when meeting new people, if you clearly understand how to dress well, then this immediately gives you a good “first impression” *Allen, (2024)*.

The famous saying about style is “When you look good, you feel good” (*Allen, 2024, p.*). This is true because you start to stand out from the crowd and get noticed by others.

Compared to clothing, this is not the only crucial part of life; self-care is also important. For example, the website *Vagazine (2024)* mentions that “how you smell can leave a lasting impression on those around you.” Therefore, smelling good is key to making a good impression of yourself. *Vagazine (2024)* states that wearing “Deodorants and antiperspirants is your first line of defence against body odour.” This should be applied daily after showering.



Figure 4: How to increase Fragrance longevity (Best perfume 4U, 2023)

To stand out with how you smell, wearing deodorant is crucial, but adding “Fragrance layering” is said to be an “advanced technique that can significantly enhance how you smell.” To conclude, regular grooming and claiming good oral hygiene are also essential *Vagazine,(2024)*.

Running improves someone's mental health: According to the website (Wheeler, 2025) "Running may lessen anxiety and depression in some people." Therefore, the use of running can clearly boost someone's self-esteem and could benefit anyone who suffers from mental health conditions like depression or even anxiety.

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3. Reflective Writing 500 words

Tasked based Summer Graphic development



Figure 5: Summer Graphic development (personal collection, 2025).



Figure 6: Pitchfork (Dombal, 2021)



Figure 7: ‘Coldplay Music of The Spheres’ tour (Jennings, 2022)

When developing the ‘*Music of the Spheres*’ poster-inspired design, I wanted to include a style which I feel is related to the album cover design. I wanted to include different titles within my design, which serve as the lyrics for each song on the album. The colours I have used in the design all relate to the artwork, which I found from (Genius, 2025). After analysing one of their cover designs, I got the idea for the colours. These colours would relate to Coldplay’s specific cover. I searched for a font type that appealed to me because it looked fun and exciting, which is exactly how their music from the album is supposed to be. The actual album cover design was created by an artist

For the design hierarchy, I wanted my viewers to focus on the main title, which is an important part of the poster, as it is the name of the album. The way I made this stand out is that the album name was written out by Coldplay’s designer, and I opted to use the bright pink so that it is more of a focus, and to make this glow, I duplicated the text, used a Gaussian blurred feature to create the glow text effect and to stand out from the background. I felt that it was important for the background to be related to space, so I needed to add further detailing to this. The way this was created was by using the paintbrush tool that turned the colour to white. It made the size very small and started to create dots within the black background. This allowed me to create stars in the distance. After looking at Adobe Illustrator tutorials on the website (Coggan, 2025) really helped to find the best tutorial links within YouTube that the writer has recommended. To help me pick and understand colour theory a little better, to allow me to improve my skills within design, I looked into (geeksforgeeks,

2025) to better understand the different colour wheels and which colours would bond well together to help create an effective Graphic poster.

For the Sun, I wanted to try and create this detail myself by experimenting with effects and shapes. I achieved this by creating a simple circle, applying a gradient effect to it, and trying to replicate the original design's pattern. This involved selecting yellow hues and creating a gradient pattern. When this was completed, I then wanted to not only add a glow to it, but also make the sun look as though it's fiery and extremely hot. If I were to create the same poster again, I would consider revisiting Coldplay's Album cover art and perhaps try to reveal further hidden meanings that relate to the album. Alternatively, I would try a different approach, such as using silhouettes rather than planets.

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