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Tasks in the order that I have received them:

Task One: Semiotics Analysis: 473 words

Task Two: Manifesto: 471 words

Task Three: Reflective writing: 499

Task One: Semiotic



We interact with graphics everywhere we go and every piece of graphic that is shown to us is designed with close care to make sure the design attracts our attention, Everyone is familiar with the company Heinz, a lot of the population in the world use their products this being ketchup, soups, beans and other canned products, They are amazingly good at attracting us with their product ads (use fig 1 as example), and the main element on the ad is the tomato Heinz ketchup bottle which is design with fresh cuts of a tomato look to represent the bottle which is also the main interpretant, This indicates us that the products are made from freshly grown and picked tomatoes this instantly attracts the audience to their product. One said by Henry J. Heinz “Protect the consumer by owning the product all the way from the soil to the table”. (H.J. Heinz Foods UK Limited, 2020). The slogan also indicates the reader that their ketchup is freshly made as instead of saying “No one makes ketchup like Heinz” But instead they say “No one GROWS ketchup like us” this shows their target audience that they will be receiving ketchup that is freshly grown like no other tomato and made into their daily sauce, They have also used a very strong bold colour RED this indicates that the tomatoes are always ripest and freshest and are ready to be turned into the best Ketchup on the market, The creator of this ad has also included the label that Heinz use at the top of their bottles “57 varieties” this is trying to show us that Heinz does not only have 1 product, but they have 57 other products, Heinz launched “Heinz 57 varieties in 1896, but in reality, he had more than 57 varieties. By the end of the decade, still having more than 57 varieties”. (Quentin, R. and Skrabec, JR, 2009, p.132), Most of advertisements try to attract a certain age group to view their products this is how businesses are able to promote and sell their products to the correct group age of people. but with Heinz

that does not matter neither age or gender, this advert is appealing to those who are looking for a healthier option and that are looking for the freshest product. In modern society Graphic Designers decide for us what we may be interested in or what our choices are going to be for certain subjects or products, once said “Designers have enormous power to influence how we see our world, and how we live our lives”(David B.Berman, 2013, p.8), if there is a good design with a product that attracts your eye you will be interested and curious and will have a higher potential of purchasing the item and that’s why the correct advertisements is correct.

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Figure 1: *Heinz*, Heinz product advertisement, Accessed:

<https://www.baph.co.uk/blog/the-power-of-advertising-photography> (Accessed on 7th December 2023).

Task two : manifestos

- Don't believe things you see on social media, people lie for fame and attention.
- Treat all generation the way you want to be treated, bringing bad to the world will make the world a miserable place.
- Graphic design is not read by reading, it is read by the human eye and emotions that it produces.
- Don't let someone else make you decisions, you are the decision maker.
- Don't believe everything that is said by the government.
- Don't let someone know everything about you, people change.
- Always be positive, the world needs more positivity.
- Normalise equal rights to all genders.

1. Don't let someone know everything about you, people change.



We talk to new people on a daily basis this may be during work, shopping, gaming or just doing daily activities. When meeting new people you both begin to create individual growth towards each other where both people will progressively evolve their relationship through experiences, challenges and personal reflections but we need to “Learn to establish good boundaries to forming and keeping healthy relationships with yourself and others”(Miller.J, Lambert V. 2018, p.3). Making sure to Create and maintain personal boundaries that will keep you safe from potential harm from another individual , People also can judge very fast, when someone knows everything about you this may lead to misjudging and will put the wrong picture of yourself to them.

2. Graphic design is not read by reading, it is read by the human eye and emotions that it produces.



We interact with graphics on a daily basis each day we live, this may be through traveling on different transports, walking through the town centre or even on a billboard. We deconstruct these graphic images by perceiving, analyzing, and interpreting the visual elements of the image to understand the meaning of what the designer is trying to show, graphic design is a visual language that is read through visual aspects rather than words, we read these visual elements with the human eye and the emotions we receive. When we analyse the image it will allow us to understand the meaning, composition and impact of the image. Graphic design is not just an amazing piece of art "Design is how it works" (Greene. J, 2010, p.3).

1. Don't believe everything that is said by the government.



Fig 3 Boris Johnson leaving NO 10, 2023

We are brought up to believe that everything that the government says and shows is the truth but that is not the case always, governments will bring other topics to hide something that is happening in the moment else where that they don't want the public to see. This may be because the government has messed something up and now will find a way to cover up and distract the public which can result in riots. A Theory was released that the government introduced the recent virus that the world had which was called COVID-19, many people think that this virus was a creation by the government to reduce the population of the world, an example of government trying to cover up a mess up is the NO 10 covid party that happened during the lockdown where people were not able to leave their homes due to the virus and the rapid spread, this rule was implemented by the government but then the same rule was broken when the No 10 hosted a party which involved at the time government Boris Johnson, Which now the prime minister of the UK Rishi Sunaks "Has been accused of a cover-up after telling the Covid inquiry it did not have Boris Johnsons pandemic ntebooks ad whatsapp messages, even though government lawyers were given the material".(Mason. R and Allegretti. A 2023).

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Task 3 Reflective writing



This is a project I created during my stay at college, during this time I was studying Computer Science, but I was leaning towards Graphic design and started messing around with photoshop and other software. The image I am showing is a movie cover I created inspired by the movie "Joker" This is a movie that involved criminals, guns and police which. I took these aspects to consideration and created a movie poster using Adobe photoshop creating a understandable movie cover for a movie, to create this poster I have used different layers of different images to create 1 image, the car

represents Joker being chased and potentially caught which this reflect to the movie title "The End is near", I really enjoyed messing around and learning how some of the software works and this definitely changed me as in the end I ended up moving to graphic design as this one project inspired me a lot with such little knowledge that I had for graphic design, When creating design its like "Learning is like breathing; it involves a taking in and processing of experience and a putting out or expression of what is learned." (Alice Y. Kolb and David A. Kolb 2007. p.22), The more you create and practise the more you will know on how to use the software, when building this project I had no idea on how to use photoshop so I learnt to make this graphic from trial and error and few video tutorials on how to use certain tools, This taught me a lot as some tools made some task a lot easier to do that if using other tools.

As you can see the main object here is the joker as he is the main actor of the movie which I have clearly shown in the graphic with a few other important objects around him such as the police car as a lot of the movie is about crime and the Joker running away and trying to avoid the police, I found it difficult to add and combine these objects as I used different images to get the correct objects I wanted for the cover such as cutting out a car from a photo to use as the background car for the movie cover. I believe I could have created a better and more powerful cover if I had more time to spend on this project as I only had access to photoshop during my free time at college, to make this project better I would have worked on the main object of the cover the "joker" to maybe give him some reflection of the background such as the police car lights as this would make it look like he is actually at a crime scene instead of just being cut out and placed Infront of a police car. Overall I think this was a successful creation of mine as this was just a practise of one of my first ever projects.

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