



PORTFOLIO OF WRITING

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BA Graphic Design

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-Observational writing – 472 words

- Manifesto writing – 504 words

- Practice based writing (Welsh) – 516 words

Total – 1,492 words

Observational writing

‘Semiotics, also called semiology, the study of signs and sign-using behaviour. It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, as the study of “the life of signs within society.”’ (Britannica, 2016)



(Burmistrov, 2020)

The purpose of this essay is to accumulate my thoughts and ideas to form a critical semiotic analysis on a single image. I firmly believe that there should not be rules within art that restrain individuals from expressing our emotion, therefore, this essay intends to explore a piece of art through a semiotic perspective, in relation to expression.

My chosen poster to deconstruct is a *Nike* shoe advertisement. The first object that we are drawn to is the pair of shoes (our sign) that is clearly positioned to be displayed as a pair of lungs. To begin, the poster itself is an icon as it's only an image on a screen, therefore, the objects we see are

physically similar to what we've associated them with. The visual representation of the lungs is an index because the positioning and the outline of the shoes (including the pipe connecting them) indicates that the artist wanted us to make the relation between the shoes and lungs. The shoes can be viewed as the sign because its agreed upon society as a whole that a picture of shoes is displayed.

The art director's intention for the viewers to withdraw a sense of the product being "essential or very important rather than just desirable" (Vasisht, 2017) through the advertisement for using the choice of words – "They keep you alive" (Burmistrov, 2017) along with the image of lungs. This is a denotation as the quote implies, that as the brand is called *Nike Air*, the word 'Air' has a clear connection the depicted lungs and the caption.

As Ferreira explains "Black is a popular colour in retail. In colour psychology, black's colour meaning is symbolic of mystery, power, elegance, and sophistication" (Ferreira, 2019) this supports the fact that perception of such simplicity in colour has been found to provoke a specific reaction in the consumer. The black used compliments white in an 'angelic' way. White is often considered a "positive colour, is associated with purity...innocence, light, goodness...illumination, understanding, cleanliness... possibility, humility, sincerity, protection, softness, and perfection" (BOURN, 2010), this again highlights scale of the detailed and unique impact that even simplistic colours hold within their use in design.

The Nike logo is a polysemic signifier. For anyone that recognises this logo is denoting the symbol. Although it is a literal picture of the Nike logo, it displays many other different meanings. Some may consider this as trendy, high technology equipment, high consumerism, however, these are not the only connotations created, because it all depends on culture, background and ideology. Therefore, some may see this logo as overpriced and unethical.

Manifesto Writing

1. Art should be the equal positive medium in combating a negative state of mind as opposed to psychotherapy treatment.
2. Art nurtures growth
3. Everyone has potential to create art
4. Art is the medium of self-discovery
5. Grasp the attention of the disinterested, to expose the subject as a cathartic release that everyone deserves to experience.
6. Design can help our economic challenges.
7. Art should be influenced on the younger generation because without creative thinkers, the world would be a whole different place.
8. Art should be challenging our social injustice issues.

2. As a designer, I believe the things we see should portray feelings of freedom and escapism from daily tropes. Many people aspire to escape from mental illnesses, a difficult task, I strongly believe observation can aid the matter in hand. As explained in, 'Art therapy: This is how the arts can sharpen mental health research' "Engagement with the arts takes on higher significance during unsettled times, helping with mental strain and unleashing the imagination to escape, innovate and create new ways of being" (Olsen, 2020) this conclusive statement based on the research conducted highlights my aim as a designer and why art is needed in society. My influences vary from abstract to naturalistic pieces of art; both styles possess the ability to connect to the population in a personal, subjective way. Ethically speaking, this exhorts me to uplift the public in through my practice, which, in my opinion, could not be a better motive.

5. Creating new and obscure designs motivates me to grasp the attention of the disinterested, exposing the subject as an act of catharsis, that everyone. It's extremely difficult to make a person observe art with the same perception as another, appreciating the way it is communicated, and inspiring them to have their own perception, is a more achievable goal. I will achieve this by exploring techniques, enabling me to understand how to grasp the attention of my audience, in ways which allow them to have an emotional reaction. In terms of selling point, allowing connection and perception within observation will create a positive. Personally, the importance of encouraging consumption and recognition of art is the most motivating factor. Psychologists have conducted experiments to have better understanding on how art changes emotions. Pelowski states, "Here, we introduce a paradigm wherein we assessed working artists' emotional experiences and intentions as they produced installation artworks and then assessed resulting emotions and understanding of viewers" and therefore, "success at emotion sharing and at feeling intended emotions also positively related to ratings of the art." (Pelowski, 2020)

6. With the amount of power Graphic design possesses, I believe that everything we create should not only benefit the public, but the environment also. Designers have been finding solutions on how

to help; however, I believe we can push the boundaries by finding new solutions to help our planet. I have been inspired by the current climate emergency that has been amplified in recent times, but also the natural world around me. I agree with Polaine that graphic design a major contributor to society, can inspire change, as he states “Graphic design alone can’t save the planet, but graphic (and other forms of design) can contribute to the process. Design can influence small behavioural shifts that amount to a big change when multiplied...a powerful mechanism,” (Polaine, 2009).

I have immersed myself in the natural environment, so, seeing the devastating effects our own excessive consumption deeply concerns me, thus I have decided to take action through my work, using my creative outlet as a platform for change.

Practice based writing (Welsh)



Pwrpas y poster hwn yw i hyrwyddo cyngerdd a greais, a chredaf yn gryf ei fod yn cyfleu'r wybodaeth yn y dull cywir, gan mai fy mwriad oedd i'w wneud i'r poster edrych yn 'seicedelig,' adlewyrchiad o'r "...energetic feeling of rave...which is what brought out the energetic feeling of rave." (Gosling, 2016)

Penderfynais gymhwyso lliwiau gwyrdd mintys a magenta oherwydd bod y cyferbyniad yn creu apêl weledol i'r gwylwr. Y rheswm am hwn yw "...different types of photoreceptor cells, which contribute to color vision, perceive different types of light in the color spectrum" (Nuwer, 2012)

Roeddwn hefyd yn meddwl ei fod yn syniad da i gosod y ddau liw cyferbyngan ei gyllydd, er nid yn unig mae'n arddangos cyferbyniad, ond hefyd gydbwysedd gweledol sy'n tynnu sylw'r gwylwyr yn gynyddol. O ystyried effeithiau diswyddo cydbwysedd o fewn cyfansoddiad, fe fydd yn "...lead to

tension. When a design is unbalanced, the individual elements dominate the whole and the composition becomes less than the sum of its parts.” (Bradley, 2015)

I ddechrau, mae'r cefndir yn cynnwys dau banel y welwn heb unrhyw wead. Roedd y cyfansoddiad bron yn rhy ddiflas i'w ddefnyddio, felly, dechreuais arbrofi gyda gwead yn fy ngwaith i ddod â'r darn i fyw trwy roi cymeriad iddo, fodd bynnag, wrth fyfyr, gallwn fod wedi cymryd hyn gam ymhellach trwy baentio a phwyso gwahanol ddefnyddiau ar bapur i weld beth oedd yr ateb mwyaf effeithiol. Trwy hyn, efallai byddaf wedi penderfynu ar wead gwahanol, ond credaf fod fy mhenderfyniad terfynol; mae'r paent haniaethol sy'n creu effaith doddi yn y cefndir, yn adlewyrchu'r syniad o boster wedi'i ysbrydoli'n seicedelig, gan gyflawni ei fwriad.

Dyluniad fy hun oedd y deipograffeg 'Escape'. Daeth yr ysbrydoliaeth o gwpl o wahanol arddulliau y gwnes i ddyrannu'r agweddau mwyaf deniadol ohonyn nhw, i wneud un. Mae'n ddyfodlaidd, yn flaenllaw ac yn addas iawn o ystyried yr hyn y mae'r poster yn ei hyrwyddo. Pe bawn i'n creu'r poster hwn eto, byddwn yn ailedrych ar fy mhenderfyniad o'r ffont a ddefnyddiwyd i arddangos manylion y digwyddiad. Er ei bod yn hawdd ei ddarllen, efallai fy mod wedi gallu cyflwyno rhywbeth mwy arloesol ac unigryw yn hytrach na ffont y mae llawer o bobl wedi gweld yn barod.

Mae'r person yn y cyfansoddiad wedi cael ei arddongos i edrych pe bai ei fod yn cael profiad trochiadol sy'n ceisio gwerthu'r digwyddiad i'r gwylwyr. Unwaith eto, mae'r cyferbyniad a'r cytbwys sydd wedi eu gwrthdroi i'r cefndir yn wirioneddol cyferbynnu lliwiau. Er mwyn gwella darn hon o'r poster, byddwn yn cymryd agwedd fwy gofalus tuag at y ffotograffiaeth trwy daflu goleuni ar y fodel, gan ddatgelu cysgodion a fydd yn fwy effeithiol. Byddwn hefyd yn defnyddio gwahanol effeithiau i cymysgu ddelwedd gyda'r poster oherwydd ar ôl cael mwy o brofiad o defnyddio'r feddalwedd, rwyf wedi cydnabod y gall cymhwyso technegau ddatblygedig i ddelwedd, greu mynegiant mwy effeithiol o fy syniadau. Ar y pryd, roeddwn yn hynod hapus gyda'r poster yr oeddwn wedi'i gynhyrchu, ond, wrth fyfyr a chynyddu profiad, rwyf bellach yn gallu cydnabod yr hyn y gallwn wella, yn enwedig wrth ystyried sylw at rai manylion.

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