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Programme Of Study: BA (Hons) Graphic Design

Module: ADAD4018 Ways of Thinking

Tasks in order I received them:

Task One: Semiotic Analysis

Task Two: Manifesto

Task Three: Practice Based Writing

Semiotic Analysis

Semiotics are seen in everyday society more often than you think they are. Semiotics are used in the most mundane of things like road signs and advertisements you see on bus stops. Semiotics play a crucial part in our society and the way that we communicate, they play a major part in what telling you what is signified and what is the signifier. This was said by Ferdinand de Saussure. The Swiss linguist is often referred to as the 'father of semiotics'. Saussure describes semiotics as 'the life of signs within society'



The image above is the image that I have chosen to do my semiotic analysis on. There are a lot of the key components of semiotics within this image. The first one that I have identified is anchorage text, this can be found within the image of the rhino and the word 'stronger'. They provide a combination of elements within a sign that fit together and fix the meaning. Found in the book *Visualizing English: a social semiotic history of a school subject*. Bezemer, J. and Kress, G. (2009) 'Visualizing English: a social semiotic history of a school subject', *Visual Communication*, 8(3), pp. 247–262. doi:

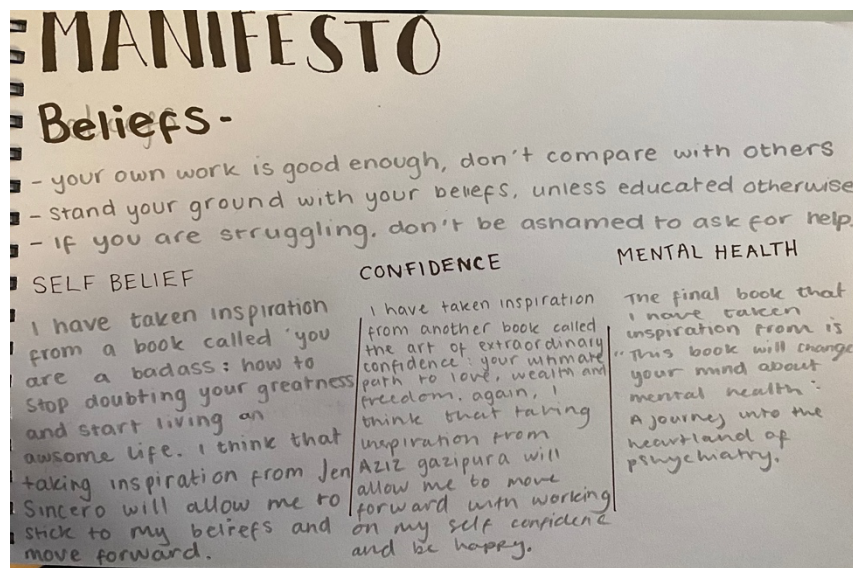
10.1177/1470357209106467. The next key components that I identified were the signified and the signifier. These can be found within the ring of coffee as the signified and the word coffee as the signifier. The signified is the meaning that is intended from a sign and the signifier is the physical thing that works with signified to combine into a sign. The sign in this case would be the logo in the bottom right that identifies that this advertisement is indeed for a coffee company. I also identified an iconic sign within this image, this is the image of the rhino, an iconic sign looks like what it represents. In this case it is representing a strong coffee and the face that coffee makes you stronger. Additionally, I found a polysemic, this is a word that has a double meaning. The word stronger, in this case, meaning stronger physically and mentally. Noted in the book Locating the Semiotic Power of Multimodality. Hull, & Nelson, M. E. (2005). Locating the Semiotic Power of Multimodality. Written Communication, 22(2), 224–261.

<https://doi.org/10.1177/0741088304274170> Furthermore, I identified an encoding word this is where the word has the intended meaning in a text. The word is 'stronger'. I have also found a denotation, The literal meaning of a sign or code, in the word 'stronger' and the image of the rhino. The final thing that I identified was an indexical sign, where there is a relationship between the signifier and signified e.g., smoke and fire, I found this within the rhino and the word stronger.

Manifesto

1. To not take things too seriously
2. To not compare my work to others.
3. Have faith in my abilities
4. To prioritise getting my work done on time
5. My best is good enough
6. Always ask for help if unsure
7. If struggling, have a rest

8. Always say what you believe and stick by it unless educated otherwise

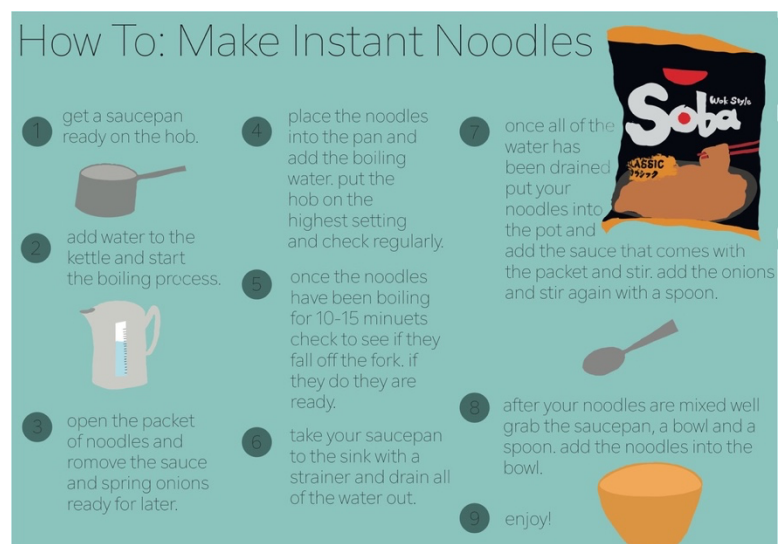


The three statements that I identify with the most are to not compare my work to others. I am a firm believer that if you've done the best, you should be able to take pride in your work. I think that your work is good if you believe in your abilities and if you stick to believing in your craft, you can't go wrong. I have been reading a book that encourages self-belief. It is an astounding book written by well-respected author Jen Sincero. The book is called "You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life" she talks about how to identify and change the self-sabotaging beliefs and behaviours that stop you from getting what you want. She also talks about becoming the best versions of yourselves. Sincero, J. (2016). You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life. United Kingdom: John Murray Press. This book gives a fascinating insight into self-belief. It is a core belief of mine. The other belief that I really identify with is to always have faith in my abilities. I think that having faith in your own abilities will allow someone to submit work that they are proud of. I have been looking at this book that I really identify with. It is a powerful book all about confidence and how to accept yourself for who you are. It is called "The Art of Extraordinary Confidence"

Gazipura, A., Gazipura Psyd, A. (2016). The Art of Extraordinary Confidence: Your Ultimate Path to Love, Wealth, And Freedom. United States: Centre for Social Confidence. This book speaks all about how confidence is the doorway to success in all areas of life. Whether you want to excel in your career, triple your income, create an amazing relationship, or just feel happy and satisfied with who you are, self-confidence is essential. This book is a useful and insightful tool to get to grips with confidence and accepting yourself. The final belief that I identify with closely is keeping my mental health as top priority. The sentence that I wrote to signify this is If struggling, have a rest. There is a book that I have been looking at in order to help me maintain a consistent level of mental health. It is called “This Book Will Change Your Mind About Mental Health”. Filer, N. (2020). This Book Will Change Your Mind about Mental Health: A Journey into the Heartland of Psychiatry. United Kingdom: Faber & Faber, Limited. It talks about A journey into the heartland of psychiatry. This book debunks myths, challenges assumptions and offers fresh insight into what it means to be mentally ill. And what it means to be human.

Practice Based Writing

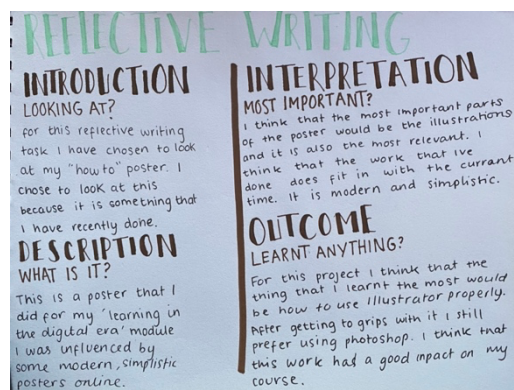
For my reflective writing I will be looking at my ‘How To...’ poster for my ‘learning in the digital era’ module. I decided to look at this project specifically because it something that I have recently done. As for what the project is, I would say that it is rather self-



explanatory. It is a poster that I created to show someone how to make a portion of instant noodles.

I was inspired to make this poster because of my recent move out of my family home. After moving out all I ate for the first month in university was instant noodles. I think that the most important elements of this piece are the illustrations and the easy-to-read text. I was inspired by the simplicity of the James Bond posters. Productions, M., 2022. *SKYFALL Posters*. [online] Collider. Available at: <<https://collider.com/skyfall-banner/>> [Accessed 4 January 2022].

I think that the illustrations are an integral part because without them the piece wouldn't be as eye-catching and interesting. The illustrations add an element of complexity. I think that the easy-to-read text is an important element because without it you wouldn't be able to read the poster, meaning the whole purpose of the poster would be made redundant. From this whole process the most important thing that I learnt was how to fully use illustrator. After using it and getting to grips with



the software specific features I learnt that I'd much rather use photoshop or procreate. I think that I just get on better with the other software's more than I do with illustrator. I also learnt that the best way to succeed in a creative task is to have a well thought out plan. Moving forward, I will work a bit more on

illustrator to see if my opinion on it changes. I think by doing this I won't be limiting my creative outlets. It will allow me to do things that perhaps photoshop or procreate wouldn't allow me to do.