

Student Name: Mia John

P Number: 2003502

Programme of Study: Graphic Design

Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

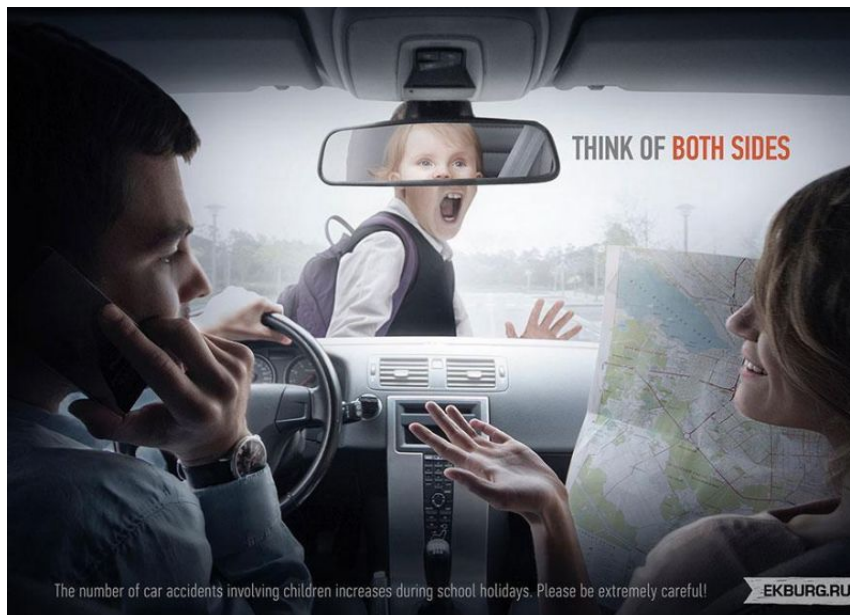
Tasks in the order I received them:

Task 1: Observational Writing = 482 words

Task 2: Manifesto Writing = 507 words

Task 3: Practice-based Writing = 540 words

Task 1: Observational writing



Think of both sides, Ekaterinburg City Administration Advertisement, 2013

This image I found, mostly depends on the visual elements to communicate its message. Straight away when looking at this image, one of the things you notice first is the child in front of the car and also, the child in the mirror. These signifiers are supposed to strike emotion into the viewers. The denotations from the child in the mirror is that the child is in the back of the car. The connotations of this would be that the child is going to witness someone getting hurt, or possibly even die. Also, another connotation could be innocence. The fact that an innocent child is going to witness something that will scar them for life. This connotation also connects with the text that says "think of both sides". The audience is supposed to connect the signifier and the text together. This message means that when driving, you don't only think about the child that is about to be hit, but also the child that is in the car with you. All of these things put together really makes the audience think about the message of the image, which is what the creators want.

A map and a phone are denoted in the parents hands. These connote distraction and negligence. The creators of this want to make sure that they get the message across that, being distracted like this whilst driving can cause serious danger to others and yourself. The look on the woman's face denotes that she is clueless, and does not realise what is about to happen. Her body language also suggests that she is distracting the father even more by talking to him. Body language and gestures in images like these can be very important. In different cultures certain gestures can mean different things (Mooji. M, 2019, p. 85). So with this specific image, the gestures and body language are universal since it's very important to understand.

These types of images can make us have conscious identification with the characters (Sutherland and Sylvester, 2020, Identifying with a character section, para. 2). Even though we might not be able to identify with them, we can immerse ourselves in the position of the

characters (Identifying with a character section, para. 2). In this case, the characters would be the parents. This image is supposed to make you imagine as if you were those parents and you had your kid in the back of the car.

Advertisers rely on a handful of themes, usually to do with happiness and beauty. (Danesi, M, 2018, p. 206) With the sorts of adverts like this, it's the complete opposite. Adverts like this have to rely on these certain visual elements to communicate a serious message to the audience.

When I first saw this image, I got a basic understanding of the message. But by really analysing it and researching more about how semiotics are used in adverts and different techniques that are used, I have been able to identify more details that I wasn't before and uncover more meanings that I hadn't even noticed.

Bibliography:

Mooji, M. (2019) *Global Marketing and Advertising: Understanding Cultural Paradoxes*. 5th edn. London: Sage Publications.

Sutherland, M and Sylvester, A. (2020) *Advertising and the Mind of the Consumer: What works, what doesn't and why*. 3rd edn. New York: Routledge.

Danesi, M. (2018) *Of Cigarettes, High Heels and Other Interesting Things: An Introduction to Semiotics*. 3rd edn. New York: Nature America Inc.

Task 2: Manifesto writing

1. My artistic style presents itself best through using Photoshop.
2. My interest in the music I listen to inspires my artwork.
3. I believe art should be used to raise awareness about different social issues in the world.
4. I find Contemporary art more aesthetically pleasing than Modern art.
5. I think that paintings capture moments better than photographs do.
6. People should be able to design whatever they want, without the fear of judgement from others .
7. I find illustrations to be more visually pleasing than most other art forms.
8. To become a great Graphic Designer, you should be passionate in what you're doing.

3 areas of exploration:

My artistic style presents itself best through using Photoshop:

I find that my artistic style presents itself best through Photoshop. I envision the work in my head before creating my piece of work and I have found that with Photoshop, almost all of the time, my final product looks very close to my creative idea. Compared to other softwares I have used in the past, Photoshop gives me the most realistic outcome.

Adobe Photoshop has a wide range of different tools and functions to offer. Photoshop also has an impressive amount of graphic elements, that I can easily install from different websites. (R. Nichols, 2019, p. 334) This is incredibly useful when creating my work. As I make a lot of illustrations, with Photoshop I can quickly find new brushes online that will help me with my own projects. I've also found that compared to other softwares I have used before, Photoshop offers an impressive range of photo editing and illustrative tools (R. Nichols, 2019, p. 334). Since most of the time I find myself either editing photos or creating new illustrations, I use Photoshop to give me the best results.

My interest in the music I listen to inspires my artwork:

Most of the work I end up creating in my free time is inspired by the music I listen to and different music artists that I like. I spend most of my time listening to Korean music, which is very popular nowadays. By listening to this music, I've found that a lot of my artwork is influenced by it. I find that it affects my mood and creativity. My mind is drawn to creativity and realising my vision of the artists.

In today's society music can have a big influence on the art people create. Not only what music they listen to, but what they watch as well. Through creating artwork based on Korean music, this is actually promoting the Korean culture to others. This online thesis I found talks about how Korean music has had a positive influence on Finland's perspective on South Korea's image (Nguyen. M, 2020) This shows that popular culture can attract attention from others. It can also be an opportunity to learn more about different cultures. When visiting international exhibitions, seeing street art and other forms of art we are influenced and learn more about each other's cultures (Gonzalez and Majhanovich, 2016, p. 6).

I believe art should be used to raise awareness about different social issues in the world:

I believe that we should use art to raise awareness about different world problems. This is actually a dynamic practice called 'Art Activism'. This combines the creative power of arts which moves us emotionally, to help bring out social change (Duncombe and Lambert, 2018). Whether this is through photography, paintings or digital art etc, I think that using Art Activism can really help to bring social change in the world. Art Activism isn't either just 'activism' or 'art', it is somewhere in between the two (Meikle. G, 2018).

Activism doesn't necessarily mean a mass protest, it can be a small collective of people changing empowering the community (Meikle. G, 2018) Art is something that can alter our perspectives and inspire us (Meikle. G, 2018). For this reason, I think it can be extremely useful when trying to make a change in the world. And by combining art with activism this can bring people together to help make social change (Meikle. G, 2018)

Bibliography:

Nichols, R. (2019) *Mastering Adobe Photoshop Elements: Excel in digital photography and image editing for print and web using Photoshop Elements 2019*. Birmingham: Packt Publishing Ltd.

Goncalvez, S. and Majhanovich, S. (2016) *Art and Intercultural Dialogue*, The Netherlands: Sense Publishers

Nguyen, M. (2020) *Kpop's impact on tourists flow from Finland to Korea*. B.A. Thesis. University of Applied Sciences. Available at:
https://www.theseus.fi/bitstream/handle/10024/344825/Minh%20Anh%20Nguyen_%20Kpop%27s%20impact%20on%20tourists%20flow%20from%20Finland%20to%20Korea%20%281%29.pdf?sequence=2&isAllowed=y (Accessed: 17 December 2020)

Duncombe, S. and Lambert, S. (2018) *Why Art Activism?* [research blog]. 9 April. Available at:
<https://c4aa.org/2018/04/why-artistic-activism#:~:text=Artistic%20Activism%20is%20a%20dynamic,different%20work%20in%20the%20world.&text=Simply%20put%2C%20the%20goal%20of,action%20to%20create%20an%20Effect.> (Accessed at: 17 December 2020)

Meikle, G. (2018) *The Routledge Companion to Media and Activism*. 1st edn. New York: Routledge

Task 3: Practice based writing

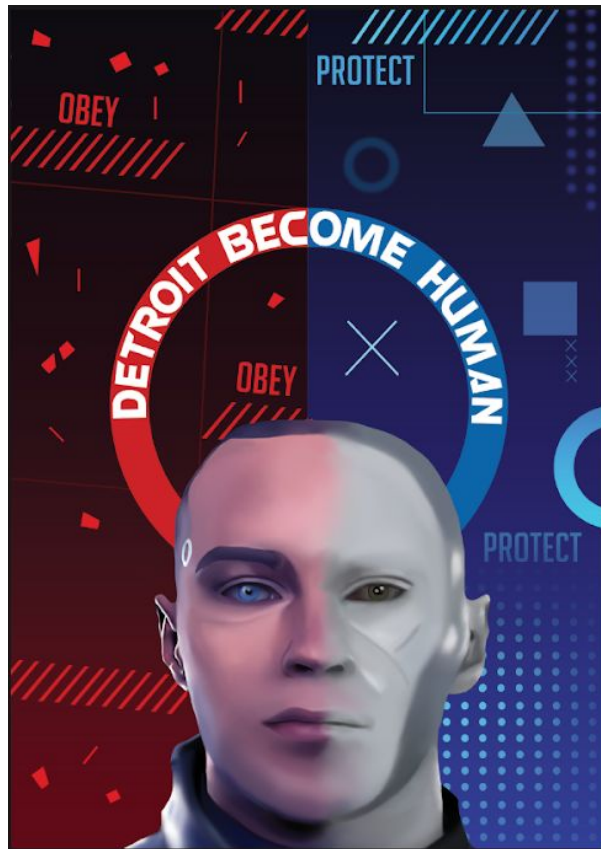
This is a poster I made in year 13, for one of my final pieces. I based it off the game called 'Detroit Become Human'. I decided to make a poster based off this game in particular, because it was a popular game at the time of making it. For this reason, I thought it would be a relevant poster to make. My aim for this poster was to try and advertise the game, mostly to people that have already played the game before.

When making the poster, the main thing I wanted to showcase was the two different sides of the main character. Because this was one of the main points of the game, I thought it was very important for me to include. To showcase this, I used contrasting colours on each side of the page. In modern poster designs, contrasting colours are used to make the poster stand out from other advertising. (Vekovtseva, V. and Plotnikova, 2019, p. 140) When looking back at this piece of work, this is one of the aspects of the poster I believe turned out to be the most successful.

Looking back at this poster now, there is one thing that stands out to me I feel doesn't work. That is the illustration of the face on top of the background. The illustration style of the face doesn't really suit the illustration style of the background. It feels like I just placed the image on top of the background, without trying to make them blend together. The final product doesn't look as good as it did in my head.

Another thing I have noticed about this poster is the typography. In particular, the font I chose for the title. Students, a lot of the time, choose a font that they find visually appealing, rather than one that is suitable for the theme of what they are designing (Landa. R, 2019, p. 43). When I designed this poster I didn't take much time choosing a font, and instead went for one I thought looked nice. I could have picked a much more suitable font for the genre of the game. I could have also made my own font. If I were to create my own font, a brief would be useful to make beforehand. Making a brief forces the designer to think about what the font needs to accomplish (Cheng. K, 2020, p. 15)

If I were to create a poster for this game again, I would definitely try out some test pieces before actually creating the final product. This way I can see whether or not the ideas that are in my head actually look good as a poster. When a designer is making something, they usually create a series of designs or experiments. This can be useful for gathering feedback from other people. (Noble and Bestley, 2016, p. 94) If I had created some test pieces and designs beforehand, I could have then asked someone else if they think the ideas I have are good, or if they don't really work well. From the experience of creating the poster I have learnt that it is important to not jump into the designing process straight away. Make sure you have a plan first, since you might not be happy with the final outcome. This will definitely help me for future work I have to do.



Bibliography:

Noble, I. Bestley, R. (2016) *Visual Research: An Introduction to Research Methods in Graphic Design*, 3rd edn, London: Bloomsbury Publishing

Vekovtseva, V. and Plotnikova, P. (2019) 'Journal of Education and Human Development' *The Role of Creative Concept and Speech Organization in the Creation of Modern Advertising Posters*, 8(2), pp. 135-143, DOI: 10.15640

Landa, R. (2019), *Graphic Design Solutions*, 6th edn. Massachusetts: Cengage Learning

Cheng, K. (2020), *Designing Type: Second Edition*, 2nd edn, North America: Yale University Press

