

Student Name: Lauren Kelly

P Number: 2114789

Programme of Study: BA Graphic Design

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Semiotic Analysis = 508 words

Task Two: Manifesto = 490 words

Task Three: Practice-based writing = 486 words

Task one: Semiotic Analysis

“Seeing comes before words. The child looks and recognizes before it can speak” (Berger, 2008, p. 5) In everything we do we are using semiotics, “The relationship between the signifier and the signified is referred to as 'signification’”(Chandler, 2019) an example is the colour red which is a signifier can signifies danger and to stop, this is also a Polysemic as the colour red has multiple meanings "The object is the phenomenon signified by the sign" (Lomas, 2019)

In order to move from the reality to its photograph it is in no way necessary to divide up this reality into units and to constitute these units as signs. Certainly the image is not the reality but at least it is its perfect analogon and it is exactly this analogical perfection which, to common sense, defines the photograph. (Barthes, 1977)



Fig. 1, You, Netflix series, Season 3, 2021

In October 2021, Netflix released the trilogy of 'YOU'. In the poster image we can see the man is in front of the women suggesting he is the main character but also, he is in charge and has an influence. Moreover, this can mean they are a couple with the house being behind them and he is there to protect her and the life they have made. "A man's presence suggests what he is capable of doing to you or for you" (Berger, 2008,)

Also you can see the man is also wearing black gloves which implies he is getting involved in some illegal and dirty work as he does not want his fingerprints to be left behind. Wearing Black gloves in the film industry is also connected with crime and death, "through fear pitch black has also laid symbolic claim to death" (Kassia St Clair, 2018) Also the use of gloves

helps to hide fingerprints at crime scene and any DNA. "People wear gloves for protection from extreme weather, diseases, contamination, and potentially hazardous chemicals".

(Paulis, 2019)

In the strap line "LIVING THEIR BEST LIES" is a play on words from a common phrase Living your best life which "seems to have been introduced into our worlds by none other than Oprah. The Oprah Magazine published a book back in 2005 titled Live Your Best Life, and in 2010 Oprah hosted an event named Live your Best Life." (Ramia, 2018). The word "lying is that it can be manipulative". (FAULKNER, 2007) and deceptive. Applying the word 'their' referencing to the two characters in the poster means they are the ones telling the lies which links into paragraph above where the black gloves symbolizes murder, death and trying to cover up their ordeals.

Overall, from the semiotics analysis we have now found the image portrays this as a dark and mystery Tv series with a lot of deception and potentially death or illegal ordeals happening but with it also shows trust and the willing to do anything for the person you love as said "A man's presence suggests what he is capable of doing to you or for you" (Berger, 2008,)

Bibliography

Barthes, & Heath, S. (1977). *Image music text*. Fontana.

Berger. (2008). *Ways of seeing*. Penguin.

Chandler, D. (2019). *Semiotics for Beginners: Signs*. [online] Princeton.edu. Available at: <https://www.cs.princeton.edu/~chazelle/courses/BIB/semio2.htm>.

FAULKNER, P. (2007b). *What Is Wrong with Lying?* Philosophy and Phenomenological Research, [online] 75(3), pp.535–557. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1933-1592.2007.00092.x> [Accessed 18 Dec. 2021].

Kassia St Clair (2018). *The Secret Lives of Colour*. Hodder.

Lomas, T. (2019). *Positive Semiotics. Review of General Psychology*, [online] 23(3), p.108926801983284. Available at: <https://journals.sagepub.com/doi/10.1177/1089268019832849> [Accessed 25 Mar. 2019].

Melad G. Paulis (2019) *What can glove impression evidence reveal about assailants?* A pilot study, Forensic Sciences Research, <https://www.tandfonline.com/doi/full/10.1080/20961790.2019.1684642>

Ramia (2018). *What it Actually Means to “Live Your Best Life.”* [online] Medium. Available at: <https://medium.com/@ramiamitch/what-it-actually-means-to-live-your-best-life-9060617a969f>.

List of figures

Figure 1: *You, Netflix series*, Season 3, SEP 17, 2021 <https://collider.com/you-season-3-posters-netflix/>

Task two: Manifesto

1. Failure is inevitable, there is always another way to look at things
2. Do exercise/ walking outside everyday
3. Do not live through social media, Live in the real world
4. Do not compare your work to other peoples
5. There is always a different side to a story, be careful of what you hear
6. Just start working on your goals instead of overthinking them
7. Don't put too much pressure on yourself, its okay to not be okay
8. Always be proud of your work and achievements

2. Do exercise/ walking outside everyday

“Regular physical activity participation results in enhanced psychological wellbeing. This includes improved mood, self-esteem, and reduced anxiety and stress”. (Stojanovska et al., 2014) Especially with recent events of lockdown, exercising has never been more important to mental health its easier than ever to stay indoors all day if you're feeling upset or a tragic event has happened but going outside or doing exercise can change the day and your mood completely. “Kaplan and Kaplan's theory proposes that being in nature ‘promote feelings of 'being away' from routine activities and thoughts and 'soft fascination' with features in the natural environment that attract attention without requiring effort”. (Bowler et al., 2010). Even doing 10 minutes a day will improve your overall health and mental health by being outside.

3. Do not live through social media, Live in the real world

“The Internet has turned our existence upside down”. (Dentzel, 2013) We are consuming our lives with followers, likes and how other people are living their lives which is making us unhappy about how we are living ours. Social media Increased the pressure at least to appear happy online (Miller et al., 2016) We are so wrapped up on putting our lives on social media and getting approval from other people, that we forget to put our phones away and see the world from our own eyes instead of a phone screen. For example, at a concert you will see many people with their phones out recording the whole show and not actually being present in the moment and sharing the experience with the people that attended the concert with them. “Social media usage will be negatively related with happiness”. (Brooks, 2015)

1.Failure is inevitable, there is always another way to look at things

“The more human beings proceed by plan, the more effectively they may be hit by accident” (Downer, 2011) Sometimes it doesn't matter how many times you go over a well written plan, there will always be a probability that something along the way will go wrong. No matter how small or big the plan can be, for example your designing a logo and it isn't the outcome you hoped for, We tend to give up when we hit failure but instead, we should look at it from a different angle and try again because the second, third or fourth attempt could be better then the outcome you had envisioned. Nothing we set out to do is impossible but as stated, “the key to recovering from failure is changing the way you think”. (Morin, 2016)

Overall, all 8 Manifestos are projecting a sense of bettering yourself and also can be used as motivation, these are my beliefs and I practice these everyday. Points 3 and 2 are similar as they suggest we need to be moving and exploring nature more often and not sitting indoors in front of a screen. While the others are projecting a sense of reflection and being about to take a step back and realise that mistakes and unexpected things happen in life but it's the way we overcome them.

Bibliography

Bowler, D.E., Buyung-Ali, L.M., Knight, T.M. and Pullin, A.S. (2010). *A Systematic Review of Evidence for the Added Benefits to Health of Exposure to Natural Environments*. BMC Public Health, 10(1).

Dentzel, Z. (2013). *How the Internet Has Changed Everyday Life*.

Downer, John. "‘737-Cabriolet’: *The Limits of Knowledge and the Sociology of Inevitable Failure*." *American Journal of Sociology*, vol. 117, no. 3, The University of Chicago Press, 2011, pp. 725–62, <https://doi.org/10.1086/662383>.

Miller, Sinanan, J., Wang, X., McDonald, T., Haynes, N., Costa, E., Spyer, J., Venkatraman, S., & Nicolescu, R. (2016). *How the world changed social media*. UCL Press. <https://doi.org/10.14324/111.9781910634493>

Morin, A. (2016). *8 Things To Remember When You Fail (So You Can Bounce Back Better Than Before)*. [online] Forbes. Available at: <https://www.forbes.com/sites/amymorin/2016/09/19/8-things-to-remember-when-you-fail-so-you-can-bounce-back-better-than-before/?sh=5acd3b1710bd> [Accessed 29 Dec. 2021].

Stojanovska, L., Apostolopoulos, V., Polman, R. and Borkoles, E. (2014). *To exercise, or, not to exercise, during menopause and beyond*. *Maturitas*, 77(4), pp.318–323.

Task Three: Practice-based Writing



The following work is what I have created in the past few weeks, the task was to create packaging in a way that reflected us. I loved doing this task as I could express the colours/designs I like. I wanted the packaging to have more of a visual focus with little to non-writing as from buying the product myself those are the types of packaging I go for. In some research I found the following statement, “Our results have showed that when looking for healthy and low-fat aliments visual cues (size, colors, images etc.) are more important than informational cues (label design, easily understandable words, size of the letters)” (López,2017)

Although the notion of reflection is only roughly delimited and is incompletely understood by all of us, I take reflection to be a source of knowledge and warranted belief. Some of the knowledge and warrant are, I think, apriori”. (Burge, 2013). I think the above statement is a good way to look at self reflection and as I was designing the piece I was always looking back and seeing how I can improve. With that being said I want to cover the good things and what I think went well in the task.

One of the main positive things I took away from this is my use of colours and the awareness. While working with the same colour range/ different shades on each packaging I knew if I picked the wrong shade of pink and red for the strawberry flavour packaging it would make it look washed out. Also, the use of positioning of the fruit gave it the 3d look and made the packaging pop out.

On the other hand, I did encounter a problem when I was designing the Banana flavour as I couldn't get the right shade of yellows to work against each other. After trying a few times I took a break and came back with a different resolution and even changed the main colour, in the end I managed to find the two yellow tones that complemented each other, I did this by making the background a darker yellow colour. I took a step back and a break from looking at the piece as the longer I stared at it the harder it was to decide.

"Over time you will develop through a process of thinking and looking at your practice in a 'metaphorical mirror'". (Bassot, 2020). Bassot explains a great way to look at things when doing self-reflection that each angle you will learn and see something new. I have learnt that its acceptable to step back and take a break when designing, moving forward I will be doing this a lot more and quickly when I encounter a problem as I have wasted a lot time trying to make the design work. Although with the problems that occurred the packaging turned out as I hoped it would.

Bibliography

Bassot. (2020)..*The reflective journal* (3rd edition.). Red Globe Press.

Burge. (2013). *Cognition through understanding self-knowledge, interlocution, reasoning, reflection*. Oxford University Press.

Vila-López, Küster-Boluda, I., & Sarabia-Sánchez, F. (2017). *Designing a packaging to promote healthy and low-fat foods: Adolescents versus young-adults*. Food Research International, 99(Pt 1), 815–820. <https://doi.org/10.1016/j.foodres.2017.06.063>