

Student Name: Erin Smith

P Number: 2000855

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Ways of Thinking Lecturer's Name: Martin Bush

Tasks in the order I received them:

Task 1: Observational Writing = 469 words

Task 2: Manifesto Writing = 569 words

Task 3: Practice-based Writing = 470 words

Total words = 1508

Task 1: Observational Writing



(Advertising Campaign : Creative Adidas ad – Fake hurts real..., 2018)

In the 21st century society is subconsciously controlled and manipulated in how to act. Social media is a huge tool helping businesses control their customers impulses. Understanding what trustworthy advertisement is or fraudulent is a puzzle. Technology today has the ability to create hyper realistic imagery, making us question our trust in businesses and how they can mislead and control us. In this task I will take out a semiotic analysis on the above adidas adverts to further investigate this theory.

From birth we are trained that certain symbols and signs reflect a meaning, this is the connection of the signifier and the signified. These almost become instincts. For example, we are programmed to partner the colour red with danger, 'stop' or urgency. John Berger suggests that our perception and understanding of an image reflects on our individual way of seeing (Berger, 1972, p.10). The understanding of semiosis analysis allows us to understand any image, Perception of an image is separating actuality with memory (Van Heusden 1997: CH3). A target market is an important factor in any advertisement attempt. Looking at semiosis from a different point of view, Crow believes in the significance of the connection between 'the sign and the reader of the sign' (crow, 2003, p.36). In this case Adidas has used an empathetic approach to entice customers to purchase their shoes. The depth behind this advertisement makes customers subconsciously buy.

The above adidas advertisement is simple yet effective. Using an empathetic advertising approach to intrigue the consumer. Claire Brooks puts emphasis on the importance of visualising consumers and context in strategic story telling (Claire Brooks, 2016, p.188). The injured sore foot suggests the impact from wearing uncomfortable shoes that aren't adidas. Viewing this image as consumers we might reflect on our own experiences wearing uncomfortable shoes. Unexpected from this company as its brand image is clean, bright and fresh. However, this method allows adidas shoes to be seen in a positive light. The deeper emotional connection accesses a wider audience. The clever use of bandages in the adidas logo shape suggest their shoes will aid or support the feet. This is an indexical image, where there is a direct connection between the sore foot and the bandages, and the viewers own experiences. This advertisement method allows the customers to make their own judgment and opinion on the image (Leo van Lier, 2004, p.71). The image and text have a strong relationship in this advertisement. The caption 'Fake hurts real' immediately suggests that the

‘Fake’ shoes (being any brand other than adidas shoes) are hurting the ‘Real’ shoes (being adidas shoes).

This is a clear example of how brands use semiotic theory to enhance their advertisement and intrigue consumers. An understanding of semiotic analysis can allow us to review the meaning behind any advertisement, image, design etc.

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Task 2: Manifesto Writing

1. Be daring and confident in your own opinions.
2. Understand that everything isn't what it might seem.
3. Express yourself freely in your designs, no boundaries.
4. Do what makes you happy.
5. Be conscious of your carbon footprint.
6. Filter out false information.
7. Be aware and present.
8. Have purpose in everything you do.

6. Filter out false information

President Trump Retweeted



Donald J. Trump ✓
@realDonaldTrump

This Tweet violated the Twitter Rules about spreading misleading and potentially harmful information related to COVID-19. However, Twitter has determined that it may be in the public's interest for the Tweet to remain accessible. [Learn more](#)

A total and complete sign off from White House Doctors yesterday. That means I can't get it (immune), and can't give it. Very nice to know!!!

4:39 PM · Oct 11, 2020 · Twitter for iPhone

(Lee, 2020)

We are living in uncertain times. Corona virus has set off a massive debate, leaving society's trust hanging by a thread. False information is being spread now more than ever and our leaders seem to be at the front of guilt. Donald trump being the main culprit, making theatrical insensitive tweets stating false information. The mound of tweets built on lies trump has created has caused his reputation to plummet. This is just one example of how social media is flooded with fake news. Between Twitter, Instagram, Facebook and endless other social media websites, fake news snowballs into a mountain of lies when travelling from one to another, leaving society clueless on how to debunk the truth (Alcott and Genzkow, 2017, p.49). This trickles down into mainstream media where there can be serious confusion surrounding important information such as political updates considering Corona virus or Brexit. The effect fake news has on society is causing behavioural changes resulting in a threat to public health (Schwitzer 2017, p. 45). Moving forward society have to make their own decisions on who and what information to trust, research is a key tool in life to filter out the 'fake news'. (Genzkow, 2020)

5. Be conscious of your carbon footprint



(WWF Poster Resources, n.d.)

Unfortunately, our parents' generation has catapulted our earth into a state of desperation. It is our generations responsibility to make the necessary changes for a better future. Our brains are programmed to constantly want more, taking everything our earth offers to the bare bone. As technology advances, the need for paper is minimised in all aspects of life. Specifically, in the Graphic communication industry. 'Doing good with Graphic design is not easy' (Eric Benson, 2017), A conscious effort needs to be made to dramatically reverse the damage done. Going against the grain and developing ways to encourage the use of sustainable graphic communication materials is vital. The damage caused by the Graphic Design industry is immense, leaving mountains of waste in our trails (Eric Benson, 2017). A massive contribution by the graphic design community can be to stop annually multi purchasing and updating devices. All advertisements or Public information need to be accessible online. Packaging needs to be simplified to reduce the use of materials. Stop cutting down trees and start planting them.

A quote by Victor Margolin that has influenced me actively do better is as follows, "Designers are certainly among those whose positive contributions are essential to the building of a more humane world." (Margolin, 2007)

1. **Be daring and confident in your own views**



(Shaw, 2020)

From birth we are instructed by society to follow the rules, stay within the lines and do what we are told. Through academic experience and life knowledge I have learnt that taking risks and seeing results come hand in hand. Weighing up the value of risk to result ratio is a challenge everyone faces on a daily basis. (Kenneth R. MacCrimmon, 1988) p.29) Banksy is one example of an artist that takes the risk for a positive outcome, in his case to make a political difference. The above image is just one piece of his work where Banksy is daring and confident in his own views. I strive to follow this ideology in my own work and life choices. Banksy graffiti's on private property, causing him to be seen as a criminal. From an artist's perspective, those who break the rules and boundaries society puts us in, are the people who make change and knock down the barriers to freer thinking.

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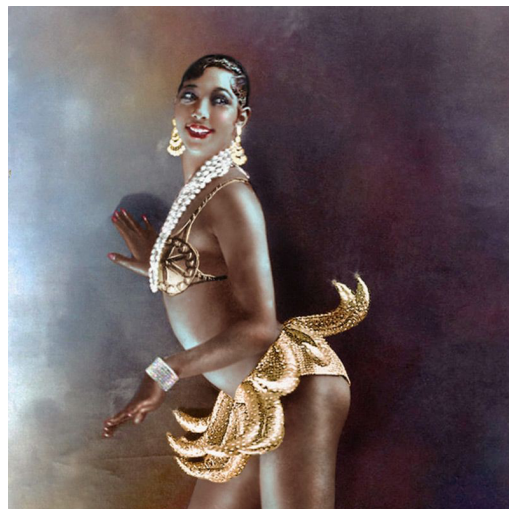
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Task 3: Practice-based Writing – Trip to Josephine Bakers chateaux



(Shelton, 2020)

Stumbling across Josephine Bakers chateaux while on holiday in France was an eye-opening experience. Unaware of the icon that is Josephine Baker, I left her home inspired and curious. Her home was filled with glammers costumes, gowns and accessories from her life in the limelight as an exotic dancer. Taking a walk-through Josephine bakers life enchanted me.

Josephine Baker being a celebrity through her activism and exotic dancer roles amongst others, gave her a platform allowing her to make changes within society. Both negative and positive issues came along with Josephine's fame. Her home was filled with graphic poster designs where illustrations of her were created to reflect on her personality and lifestyle. Being a young female designer, this brief experience brought me excitement, hope and courage for my future in the creative industry.

During my time in Josephine's home, I regret my actions. Being another one of society's robots, I was fixated on my phone taking pictures of the enchanting materialistic items to later share on social media. Social media has 'greatly changed the way we communicate'(Christina A. Jackson , Andrew F. Luchne, 2016). Adding to this we wore a headset translating the tour information from French to English, being poorly translated I quickly gave up on it. As a beginner aspiring designer I was in my element, but I mistakenly got lost in the excitement of her life instead of grounding my feet and soaking up all of the depth and knowledge Josephine offered. From later research, I recognised the true brilliance Josephine was and lives on to be. An activist supporting the black rights movement. An artist expressing herself through dance. A mother of 12 adopted biracial children. A feminist breaking boundaries. (Jules-Rosette, B., Simon, N. 2007). These are just a few inspirational roles Josephine played. I am frustrated to wonder what more information I could have discovered if I was more present in the experience.

From this experience I have learnt that inspiration is constantly surrounding us. Being prepared for such inspiration is key. Specific to this scenario, to prepare better I should have completed prior research before going to Josephine's châteaux. Perhaps creating a list of questions to keep me grounded through the experience, and further supporting a more investigative approach to the day.

In future, I intend to be present in all life experiences. Being a designer, I am now aware of the importance to take in your surroundings constantly, where ideas can spark from everywhere and anywhere. From this experience I now understand the necessity to carry out reflection upon my life experiences and own work. 'we build meanings by working with experience' (Moon, 2004, p.21). After Analysing this experience, I now understand how to improve in future similar scenarios, developing myself awareness allows be to become the best version of myself possible.

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