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Programme of Study: Graphic Design

Module: ADAD4018

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Tasks in the order I received them:

Task 1: Observational Writing = 511 words

Task 2: Manifesto Writing = 533 words

Task 3: Practice-based Writing = 0 words

Task 1: Observational Writing

Semiotics is a science that deals with the signs and reactions they evoke. The symbol or sign can be almost anything. (Özbölük, Kurtoğlu 2019)

Researchers Mick & Buhl, Scott and Stern, came to the conclusion that the focus should be on the audience and the importance they give. (Epure, Mihăeş 2019)

Consumers make choices based on intangible benefits rather than the direct value of products.

These benefits are presented with the help of brand semiotics and it is in between packaging design, cultural brand positioning, the content presented in the media. (Oswald, 2020)

Through such activities, i.e. creating symbols that consumers associate with a given product, brands acquire a metaphorical character. People prefer to read information that is visually rich. (Özbölük, Kurtoğlu 2019)

Freud proves that already in very early childhood we see symbolic functions. (Oswald, 2020) The baby will calm down with a handkerchief that smells like a mother because it associates pleasant emotions and the safety that the mother provides.

Berger also talks about the fact, that baby watches then learn to speak. First, we observe, then define our observations. Seeing precedes words. (Berger, 1972)

Barthes, in his theory of sign, talks about the relationship between the signifier and the signified. (Barthes, 1977)

It is important to reach as many consumers as possible, so the symbolism must have a strong message, often ambiguous.

Advertising should be unique and memorable in order to be effective.

Advertising also has an important social function. In a way, it makes people buy specific things. It forces them to achieve a certain social status. (Berger, 1972).

People live in the world of culture and this is the world of signs, symbols and codes.

When marketing is creating messages, writing the language of the characters, they need to understand how they function in culture, what they mean, how the competition uses them, and this is the role of semiotics.



Figure 1 Nike's 'Just do it' tagline

NIKE finds this understanding perfectly, consistently combining the name and logo with amazing values, meanings and beliefs.

Logo Swoosh, can't be equated with the real object, it's polysemic, it can be seen as a boomerang, smile, checkerboard, wing depending on the interpretation of the recipient.

Most interpretations of the sign represent movement, the name "swoosh" is associated with quickly moving in the air.

Overall, the 'Swoosh' sign is a signifier of energy, strength, power, self-denial, and the pursuit of victory.

The next is the slogan JUST DO IT. It means, that you can do it too, just try it and do it.

NIKE hires athletes and ordinary people for advertising. Everyone will find their own reflection or dream about themselves, regardless of gender or age.

The company's video ads are fun, motivating, supportive, solicitation, etc. Everything touches the realm of intangible consumer value.

From the first television ad, in which the 80-year-old runner Walt Stack appeared, which is a signifier that has connotations of health, sport, passion and satisfaction.

Many consumers, influenced by this advertisement, bought NIKE shoes and started their small sports career, thus taking care of their health, following the slogan JUST DO IT.

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Figure 1. Nike's 'Just do it' tagline Accessed from: <https://www.campaignlive.co.uk/article/history-advertising-no-118-nikes-just-it-tagline/1329940> [Accessed on 04.01.2021]

Task 2: Manifesto Writing

1. Get creative!
2. Don't be afraid to show yourself, your emotions and beliefs.
3. Use the unlimited possibilities that today's world gives us.
4. Be controversial! People love what is different and brave, although they will criticize you in public.
5. The works speak of an artist. The artist talks about the work.
6. Sense of failure ... can enrich you emotionally and creatively.
7. The power of the mind and its visions are real wealth.
8. Show your strength by creating.

3 areas of exploration:

Creative, controversial and the power of the mind!

My manifesto is written to show the incredibly strong influence of Zdzislaw Beksinski's works on openness, controversy and power of mind. Beksinski was an engineer, architect, sculptor, photographer, painter, draftsman, and at a later stage of his creation he also dealt with computer graphics.

He is an amazing artist, whose works cannot be ignored, they evoke strong emotions dividing viewers into supporters and opponents.

He was a very active man, he developed himself and his talents, he created at any moment that suited him, he took part in competitions, exhibitions, he devoted himself to his passion. He was also a member of an informal photographic group, in which he was the most theoretically oriented, and the work he did was very radical and had a surreal-expressionist character. (Jurecki, 2004)

He was also known for not giving titles to his work, because in his opinion they could manipulate the recipient's sense of perception and persuade him to follow a forced direction of interpretation. He wanted his works, apart from their interest, to stimulate people to think about what he had created. However, it happened that he named his work and it was a famous work that the artist presented at the exhibition. The photo is titled "Sadist's Corset". It is a very controversial work, especially for 1959. (Jurecki, 2004)

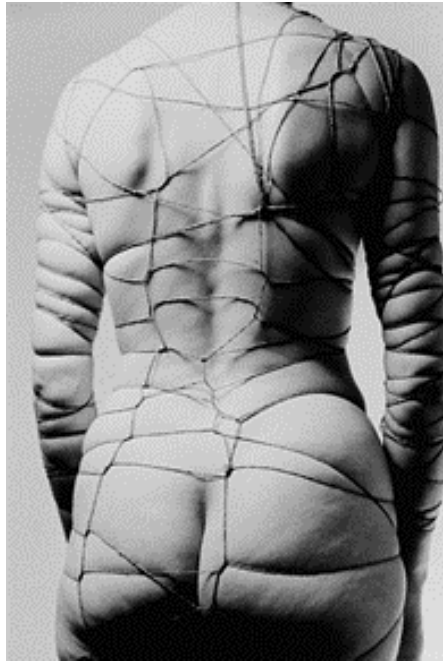


Figure 1 fot. Zdzisław Beksiński, *Studium do Gorsetu sadysty 4*

<https://wroclaw.studentnews.pl/galeria/53019/3995936/7025>

Creativity is always inseparable from emotions (Matthews, 2019) It's amazing how he was himself! How he was not afraid to create and show his true self to the world. How boldly he created and was controversial, despite the fact that he created in the years not so modern as we have now. His works, despite the passage of time, still have this character. There is a perfect preview of the imagination of the artist who expresses his great fears and amazing visions in his works. (Bridges, 2020) Beksiński's work was almost always dominated by gloom. He liked to refer to dark lands, the world of demons and monsters, which were shown in an atmosphere of horror, mystery and understatement. He was controversial, but anyone who knows a few of his creations will immediately notice how creative he was in his creation. Creativity has a socio-political, empirical and cultural context (Matthews, 2019) and his work perfectly illustrates this.

Creativity produces the effect of results that have conceptual, functional, or aesthetic utility. It cannot remain in the mind of the creator, it must react with the viewer. (Matthews, 2019).

A work is a combination of stimuli and remembered forms in the mind. It can be a mixture of sounds, emotions and images. It is said that through intersubjective communication, the work conveys a specific symbol to the viewer that uniquely combines reason and emotions. (Bridges, 2020)

Zdzisław Beksiński, through his works, encourages people to be themselves, to forget about fear and to show what they have in their mind, heart and soul. He encourages that it is worth being boldly controversial and that despite the huge human criticism, it is worth communicating to the world

your visions, which we often have hidden deep in our heads. It is worth fighting for your truth and beliefs as well as getting rid of fear, which can destroy a lot.



Figure 2 Zdzisław Beksiński (copyrights inherited by Muzeum Historyczne w Sanoku)

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Figure 2 Zdzisław Beksiński (copyrights inherited by Muzeum Historyczne w Sanoku)

Task 3: Practice-based Writing

This is a reflection on graphic design by a very novice graphic designer.

One task was split into two. The textual content was the same in both, but the graphical difficulties differed greatly.

In the first task, you could only use two primary colors, black and white, one font type and size of your choice.

The second task was much richer in graphic possibilities. Another color was added and it was a specific red (given by the client), there was freedom in the variety of font sizes and styles, only the main type was given.

After receiving the tasks, the red task was more enjoyable, it seemed deceptively more satisfying. From almost the very first moment, it was easy to get some initial ideas.

With the first task, the initial feelings were quite the opposite.

Finding inspiration for each project is extremely important. Beginning graphic designers may have a problem with finding inspiration quickly, effectively and accurately, and often this obstacle is the cause of their depression and loss of creativity.

Against this problem, there was help for designers who were just starting their careers. Analytic Composition Method (ACM) has been developed to help you discover your own composition methods. (Hui - Ping, 2016)

Another important point to pay attention to when developing is communication with the client. The design must be transparent and legible (Cornish, 2015), but at the same time, it must contain all the information and details requested by the client.

In both tasks we have the opposite, in the first one, there is an impression of too little material, while in the second too much.

Pay attention to the transparency of all design elements. (Cornish, 2015)

And again we come back to such a very important point - communication with the client. It is most effective when the communication of information is centered. It is also really important that the article/project draws the reader in and encourages them to read each element. (Kosslyn, 2006)

The knowledge mentioned above was used in both tasks. The first task turned out to be more satisfying, although it forced more effort and combination of the layout, many attempts were made to make the design transparent, but thus not leaving too many empty spaces. And also that the text message, although presented in an artistic way, would be legible.

The first task required more own input, which resulted in the development and greater satisfaction through it.

The second task proved problematic due to the sudden large amount of material to be presented. It was a good idea to create your own sign that was strongly associated with the information contained in the project text.

Probleme also turned out to be too beginner knowledge of graphics programs, which slowed down the project process.

This task showed how important it is to properly capture information as well as graphic design, that every millimeter matters. And it also encouraged me to gain more knowledge in the use of graphics programs.

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Visual accessibility in graphic design: A client–designer communication failure

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