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Programme of Study: BA Graphic Design

Module: ADAD4018

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Task 1: Observational Writing – 488 words

Task 2: Manifesto Writing – 501 words

Task 3: Practice-based Writing – 521 words

Task 1: Observational Writing



“Semiotics, also called semiology, the study of signs and sign-using behaviour.” (Britannica,2020). Semiotics is critical to how we function as a society, without the understanding that we have today of signage our culture and our way of living would be changed dramatically. Within this essay I shall be deconstructing an advertising poster created by Lynx for their Him + Her campaign further illustrating how semiotics aids us as a society.

Anchorage is a multitude of fundamentals that combine within a sign to form together to create meaning. “The anchorage of linguistic signs and visual signifieds results as a metalanguage that is applied, not to the entirety of the linguistic message, but only to specific signs, having mainly a clarifying and supplementary function.” (Zantides, 2019 p.592) The key anchorage points within this composition consist of the following. Firstly, the top bold text that states, “NEW AXE ANARCHY FOR HIM + FOR HER”, as you can see within this piece the ‘Him’ and ‘Her’ that the text refers to are present, this is the upmost standard example of Anchorage within Text and Image that create a very literal meaning. Secondly, is the

text below the main point of hierarchy, this text quotes “UNLEASH THE CHAOS” which is a very bold line signified by the bold image of a man holding two active car battery crocodile clips and a woman holding an active petrol pump. If combined the result could possibly be an explosion, this is a more metaphoric example of anchorage.

Anchorage is closely linked to the signified of the sign, in this case, the best example of the signified is the male and female interpretations of the can, realistically, there are no boundaries for either of these products. It notes in Mingyu Wang’s book ‘Linguistic Semiotics’ (2020), if the word apple were stuck onto a banana, the nature of the object would not change as it cannot be defined by its label. However, subjectively the nature of an object can be defined by its label. For example, a standard toilet is differentiated by the signs of ‘Male’ and ‘Female’. Occasionally the difference of an object can only be defined due to the creation of the sign system.

Jonathan Bignell says that,

The meanings of signs are always multiple or ‘polysemic’, and we have also seen how some ads narrow down this polysemic quality of signs but do not eliminate it altogether, while other ads exploit polysemy.

(Jonathan Bignell, 1997, p. 54)

The polysemic sign within this composition is the possible combustion due to both parties’ cautionary elements, this combustion signifies the mutual attraction that exudes from each individual due to taking the lynx product that is being advertised within the poster.

In conclusion, semiotics is vitally essential to how we perceive the world and the objects within it, advertisements use key components such as Anchorage, the Signified and Polysemy to incorporate deep and intellectual messages within image and text.

Bibliography

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Task 2: Manifesto Writing

1. Tattoo's should not be stigmatised, especially in a workplace *
2. Unfair perspective on white act of terror opposed to a POC act of terror (White offender not labelled as being a terrorist)
3. Do not rely on social media for news
4. Graphic Design should be appreciated as an artform as well as a process of visual communication and problem solving *
5. Abolish trophy hunting and fox hunting
6. People should support more smaller fashion brands opposed to much larger companies *
7. Climate change should be taken more seriously and tackled more efficiently
8. More work should be done to support libraries beyond a point of education

1. Tattoo's should not be stigmatised within the modern age



Throughout time, body art has been heavily stereotyped to belong to 'thugs' or people from 'rough' upbringings. However, there has been an increase in employment for people with tattoos as there has been more demand and more movements to help push the idea forward that body art should not be pigeonholed. A fine example of this is when a Starbucks employee by the name of Kristie Williams created a petition to alter company policy, the petition received over 25,000 signatures. With that being said, it's not just a corporate issue, but a societal one too as it states in the article 'The Relationship Between Tattoos and Employee Workplace Deviance'.

For example, recent research by Timming, Nickson, Re, and Perrett (2017) found that those with tattoos are perceived as less suitable for employment, and Baumann, Timming, and Gollan (2016) demonstrated that consumers prefer service employees without tattoos.

(Tews and Stafford, 2019)

2. Graphic Design should also be appreciated as an artform



As a graphic designer myself, I feel that it is heavily under appreciated as an actual art form when compared to other forms of mediums. My thoughts are summed up particularly well in the book 'Designed in commission of... Conversations On Graphic Design' by both Maximillian Sztatecsny and Barbara Aschenbrenner. Marc Damm opens with the question "is graphic design art" to which Sztatecsny later responds "Graphic design is a big field, and not everything it produces is of artistic value" (Damm ,2015 p.98). Barbara initially agrees with the statement but follows up her statement saying that "I think it's terrible how graphic design often gets belittled or derided" (Damm, 2015 p.98). However, arguably Graphic Design is still a recent impact on cultural influence, and I am sure we'll see more graphic design in museums, especially with a high demand in crypto art currently.

3. Smaller independent fashion brands should be receiving more support



I for one, am a culprit to this issue, instead of spending money supporting smaller brands/designers I spend money on more corporate brands due to the cheaper prices. We live in a society that crave convenience, and who can blame us, why spend 20 pounds on a white tee from an independent brand over a corporate brand like Peacocks or Primark that could give us 3 shirts for the same price. Many people are still unaware, however, of the negative impact that these shops have, especially on the environment. Many people may also be unaware of any local or independent brands due to a lack of media coverage, which after some research could be the main culprit as to why smaller brands may not be getting the recognition that they deserve. In the book entitled 'Fashion Communication in the Digital Age' N. Kalbaska (2019, p.232) states that the corresponding worlds of fashion design and fashion communication are too focussed on their own branding, fighting for the consumer, rendering the relationship between the journalist and the designer at odds.

Bibliography

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Task 3: Practice-based Writing:



This is a piece I created that brings forward the emotional and mental tear that schizophrenia can cause to one's state of being in a compositional perspective. When creating this piece, I questioned many things. Firstly, whether this piece would convey my message correctly, will the audience understand the connotation that is being presented and be able to decipher it. Secondly, would people who have experienced this mental illness find it offensive or associate themselves within the piece and find it relatable, in that sense I would feel like my message has been conveyed correctly which, critically, seems quite self-centred. But I may be overthinking, as Mark. R Leary says in his book 'The Curse of the Self: Self Awareness, Egotism, and the Quality of Human Life', "Self-relevant thought is responsible for most of the personal and social difficulties that human beings face as individuals and as a species." (Leary, 2004, p.1)

In my humble opinion, without any personal experience of the illness and taking references from articles and notes I was able to present my ideas of the disorder efficiently, I felt like the inclusion of the colour Red and giving it a hierarchy within the piece was a smart decision as anger and loss of control is a significant symptom of the disorder. I had even included a representation of the three semi-independent symptom complexes that the symptoms of schizophrenia usually segregate themselves into (Lewis and Bunachan, 2019). However, having read Lewis' and Bunachan's book on schizophrenia I believe I could have focussed on lesser-known issues around the disorder such as avolition and anhedonia. As I reflect on this piece, I could have formed a composition that is less cliché, developing a piece based upon 'inappropriate affect' in which a patient can laugh whilst talking about the death of a loved one due to being so desensitised (Lewis and Bunachan, 2019). Just writing those words out is hard enough, you can already imagine how powerful of an image that is, it is a true representation of someone who has lost themselves and it is heart-breaking... I feel that this piece I have created is really missing out on that rawness and authenticity that makes schizophrenia the terrible, terrible thing that it is. This is a problem as it misses an opportunity to grip the observer's attention and get the reaction I initially expected when showing what I have created to people that I know.

Having analysed my work I now know that to create more successful pieces of art I must induct heavier research into my work especially when it comes to mental illness as I feel I have only just scratched the surface. For example, after now further researching the subject via 'Bioethics and the Brain', I have learnt that Schizophrenia involves brain dysfunction that interferes with dopamine and serotonin neurotransmitter systems. When the normal neural networks underlying cognition are severely disrupted, the schizophrenic cannot tell the difference between his or her own internally generated images and images from the external world (Glannon, 2006, p.33-34). Visualising this research will create a more memorable and compelling piece of work.

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