

Ways of Thinking

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Task 1 - Semiotics Analysis

Page 2 - 9

[Word Total - 869]

Task 2 - Manifesto

Page 10 - 16

[Word Total - 1121]

Task 3 - Practice Based Writing

Page 17 -22

[Word Total - 617]

Task 1 - Semiotics Analysis

What is Semiotics?

Semiotics is the study of Signs and Symbols for interpretation in society. Our perspective of objects can change because of society, culture, or even inventions. How signs and words affect our everyday lives is an example of basic Semiotics.

From the moment we are born, [p1] we see before we speak. (Berger, 1972) We are then taught what signs and symbols are and their meaning, as though we explain the world with words, visual symbols help us understand our world more.

For example, a 'dog' is a furry animal with a wet nose that tends to be known as; 'Man's best friend'.

John Berger (1926 - 2017) wrote a book called '*Ways of Seeing*' published in 1972, which later had a television series broadcast from the BBC with the same title. In the first episode, Berger explained that the invention of the camera changed our perspective of the art world. Cameras can capture more detail, compared to the human eye, and even change the size, contrast, and quality of a painting that was done hundreds of years ago, giving us a whole new perspective. (tw19751, 2012)

Who developed Semiotics?

Ferdinand de Saussure (1857-1913) and Charles Sanders Pierce (1839-1914) were philosophers that developed modern Semiotics and their meaning when it comes to Sign and Symbols and what they mean.

Ferdinand de Saussure wrote a book about his 'Semiology' theory called '*Cours de Linguistique générale*' (*Course in general Linguistics*), published in 1916. [p8] Saussure was interested in language by understanding cultural systems. To him, language is a sign that expresses ideas [p5] that idea Signs are vital in life. (*Silverman 1983*), such as writing, symbolic rites, polite formulas, and military signals. He was then known as 'the Father of Semiotics'.

Charles Sanders Pierce was inspired by Ferdinand de Saussure theory of Sign and split it into three parts known as Icon, Index and Symbols. He created this theory because he believed that sign consists of three parts, each with its meaning. (*Atkin, 2006*)

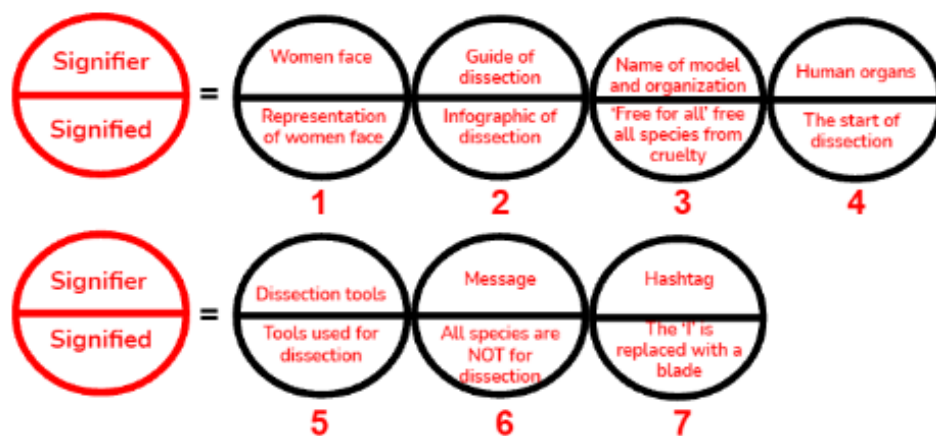
Icon resembling an object. (*e.g. A map of London is an icon representing London*)

Index implied association with the object or sign, which is connected logically. (*e.g. A smell of smoke indicated a fire being set*)

Symbol are NOT connected to the object or sign; instead, they are part of everyday society. (*e.g. A cross symbolises Christianity*). Some words are also symbols, as they have no natural connection to the objects they represent.

Image Analysis





The manual says 'Animal Dissection' not 'Human Dissection.' This poster wants to show that humans are also animals, and we're not different from regular ones.

Pale white face would most likely represent lab rats that tend to be white.

The eyes look soulless almost, and there are bags underneath them. Clearly show that this human had been through something before.

Dissection is cutting up organs to see what they do. This poster shows how very different dissection can hit us if it was done on humans.

#DissectionKills

The letter 'i' is replaced with a knife and the word 'Kill' is in red. This is because human blood is red and the poster wants to show that with the word kill.

The poster shows what tools people use for dissection. There is also blood on the table which shows that they been used, and since the tools are sharp, it shows that there is no mercy for the dissected victim.

NOAH CYRUS
for peta2
FREE FOR ALL

Name of the model and the company who made this poster.

The text of the name of the model is in red, to show that she is the victim and she is dead.

The free for all slogan at the bottom is another message to free all species from cruelty.

I AM NOT A CLASSROOM EXPERIMENT.

Neither are cats, frogs, rats, pigs, or other animals killed for dissection. Please choose not to dissect

#D/SSECTIONKILLS

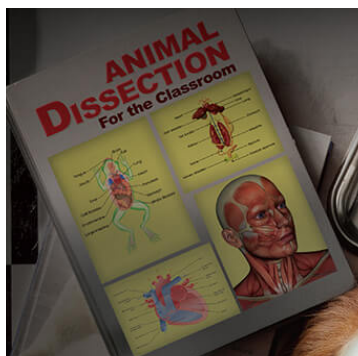
The word 'not' is in red, a sign of human blood like Cyrus' name. The text says 'I am NOT a classroom experiment', with a list of animals at the bottom of the text that are victims when it comes to dissection. This poster wants to explain to the world why dissecting is wrong and why it should be forbidden in schools.

Created by PETA (*People for the Ethical Treatment of Animals*), this public service announcement poster shows the message to stop classroom experimenting with animals. Although animal dissection is not standard in UK school's, in America (*PETA, 2012*), approximately 10 million animals are used for brutal classroom dissection exercises.

Cyrus is an Index of what a human could look like if they were dissected the same way animals are in



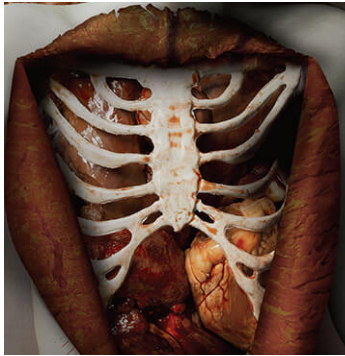
classrooms. Her face is pale white, which shows that all life from her is completely gone. Her soulless eyes look like that they are about to cry or beg for mercy; there are also bags underneath them that may indicate that they've been tortured before the dissecting, (*PETA, 2015*) as most animals were beaten or nailed to a board before being cut open.



This infographic poster indicates that this is for a school, as it says, 'For the classroom.' The title 'Animal Dissection' with an image of a human on it makes this poster say that we are also animals, and we're no different from regular ones. The only 'animal' on this poster is a frog on the left top box, and this is because frogs are the primary victims of classroom dissection.



Cyrus's name is in a red coloured font, which is the same colour that human blood is in, meaning death. Her name is also from the organisation that made this poster. The word 'for' may indicate that Cyrus supports this organisation, and she is 'for them.' The slogan 'Free for all' means PETA promoting the message of freeing all species from cruelty.



If humans were dissected the same way as animals, it puts a whole new perspective on ourselves and how we treat animals in brutal ways. The way the torso is open and displayed is a replica of how animals are cut open during classroom experiments. The crimson red organs contrast the pale white body beautifully.



Sharp objects such as knives and scissors are an Index of tools used to cut something. Sharp objects can lead to catastrophic danger and can lead to death if not used properly. Judging from the previous picture, we can see that the torso is clean-cut, and the bloodstains on the tray

is a sign that these sharp surgical tools were used for the dissection.



This poster wants to explain to the world why dissecting is wrong and why it should be forbidden in schools. The text says 'I am NOT a classroom

experiment', with a list of animals at the bottom of the text that are victims of dissection, with the word 'NOT' in red symbolising blood.



The blade is an icon of the letter 'i', with blood at its tip, and the word 'kill' in red, symbolising blood.

Task 1 - Semiotics Analysis [Reference List]

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 - [BOOK] [Berger, J. \(1972\) *Ways of Seeing*. London, Penguin](#)
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 - [WEB] [PETA \(2012\) *Animals Used in Education* \[https://www.peta.org/issues/animals-used-for-experimentation/classroom-dissection/\]](#)
 - [VIDEO] [PETA2TV \(2015\) *#DissectionKills, With Noah Cyrus* \[https://youtu.be/HVLjUqL2xzw\]](#)
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Task 2 - Manifesto

List of my beliefs regarding Manifesto

1. I treat others the same way I want to be treated back.
 2. I don't believe others should change for other people's standards. - Not masking.
 3. I take breaks if I lack ideas. - Staring at a blank canvas won't help me gain ideas. ✓
 4. Everyone should be aware about mental health. - Don't let anyone suffer in silence.
 5. I want to design art that makes me happy.
 6. Small achievements are just the same as big achievements.
 7. I believe actions speak louder than words. - Why visual concept are better than speaking ✓
 8. I am the creator of my life. I decide what I want to do with my life, I plan how I live my life,
and not let anyone tell me otherwise. ✓
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My Manifesto's Analyzes

Staring at a blank canvas won't help to gain ideas

Whilst creating a project there are times when the only idea you have is nothing, taking a break at this stage is so important both physically and mentally, for me personally I just simply get away from the screen and do another activity or just relax till I'm ready to face the assignment again.

It can also remind us why we love to draw so much and never take our talent for granted.

(MicroMusicMind, 2018)

Because of my passion for graphic design, I've been guilty of overworking a project, even though this is encouraged within the working environment, it can and does have a negative result on your body and even on the assignment. For me, my hardest hurdle to overcome was time management because I would try and get the work done as quickly as possible, now I divide the time given so everything has a certain time period e.g. research, design and even for checking the completed project.

If a person feels overwhelmed by everything- even small tasks, constantly tired, or simply not themselves; chances are they need to step back from a project and take a comfort break. *(J, Oliver designs, 2020)* Unfortunately, most people don't realise when they need a break from their projects, and they usually don't know when either they lash out at others due to stress or the outcome wasn't up to their standard.

Why visual concept is better than speaking

The newspaper *International Express* had published a paper titled '*Why paintings succeed where words fail*' in 2009 (*International Express*, 2009). The article mentions a Belgian artist named 'Luc Tuymans' (1958 -), as he claims that art has the power to express the world's problems more than words do. The newspaper then discusses how artists use Manifestos to address controversial topics in a visual concept, which Tuymans used for one of his artworks titled '*Gaskamer*' (*Gas Chamber*) released in 1986.



According to Tuymans, the artwork was inspired by a drawing he had made years ago of a German concentration camp shower room in Dachau,. (*Stillman - Art in America*, 2010) The room that the original drawing was based, gave the title of the painting, which Tuymans commented: '*Without the*

title, you wouldn't know what the subject is, but remember, the space itself had been masked—what had seemed to be a shower was not a shower at all.' [p3].

(*TATE no year*), Tuymans described his artwork as a replica of a common house basement, with stains on the ceiling to represent the gas and the colour to represent human flesh slowly burning away. With the artwork itself, it does point out Tuymans view on how paintings succeed while words fail. Actions speak louder than words, and a visual approach to something described as unimaginable is a bold move.

Showing the black door and the floor by it as the same colour may very well mean people walking to their end. I think it's a compelling piece of artwork, and it shows the horror of what happened in concentration camps and what people witnessed before they died. The swirly watercolour texture is very disgusting, especially when you know that's the same gas that killed so many people in the chambers. The faded colours of the stained gas above the ceiling is quite sickly to look at, in my opinion. The primary fleshy colour gave me a chilling feel when Tuymans described his artwork, and I believe his description fits his artwork well. The floor by the entrance is primarily black, which sometimes represents death in most cultures.

Actions speak louder than words, and visual concepts successfully achieve what words fail to do.

Artworks like Tuymans and photographic evidence of the Holocaust is enough to say that it did happen without saying it. Most people are too sensitive about certain subjects regarding history, and some are even convinced that it never happened, especially since most of the survivors have now passed away, along with their tragic memories . This artwork confirms Luc is correct in his statement.

Create your own life

Regardless of what the future holds, it is my choice to figure out what path I will take, so far in life I am happy with the decisions I have made, firstly studying Media at College and now studying graphic design at University for me my next life changing decision after hopefully graduating will be gaining employment either freelance and gain commissions from clients or work for a graphic design company locally or globally.

A book called '*Create your own future*' (Tracy, 2002) shows twelve principles on creating a successful future. [p7 / s7] However, out of the twelve, only two relate to my Manifesto most; which are: **3. Knowledge Is Power, and 11. Character Counts.**

These two statements help build your own identity. Knowledge helps you gain good results that show that you are a hard worker, and your character is essential to who you are as a person.

Knowledge is power. [p54 / s66]

Knowledge can evolve anything in life, including how we live, technology, etc. [p57 / s69]. The book states that knowledge has the power to make your future a successful one, as the more you know, the more you succeed through life. Having strong knowledge increases your chance of getting a stable full-time job in the career of your dreams, especially when your knowledge understands how the world works and what the clients expect of you.

Character Counts. [p217 / s229]

The book mentions a Greek philosopher named 'Aristotle' (384 BC - 322 BC). Aristotle believes that humans have very purposeful behaviours, and they like to achieve goals or gain a result of some sort. He also believes that everything a person does is the reason for every small purpose or huge

achievement. This is true many years later, as having a sense of accomplishment is very rewarding and gives us a sense of purpose. (*ReachOut, no year*).

You're the one who is living this life, don't let others control what you are born to do. [p224 / s236]

Back to the book, the one statement that it mentioned that stuck with me was 'being honest with yourself. Listen to yourself, and do what makes you happy. Because if you are not honest with yourself, you're not yourself at all.' [p219 / s231], it states that to live your life as your own, you must think about your values, beliefs, what makes you happy in your life, and what you like doing. Once you figure yourself out using these terms, not only you gain the respect of yourself, but the respect of others as well, as they will be able to understand you more and build a relationship with you.

Task 2 - Manifesto [Reference List]

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- [DOC] [David Zwirner \(2019\) *Luc Tuymans*, Tate Gallery, London](#)
- [NEWSPAPER] [International Express \(2009\) *Why paintings succeed where words fail* 26th August](#)
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- [WEB] [MicroMusicMind \(2018\) *MICROMUSICMIND: CREATIVE BREAKS*](https://ofmusicandmind.com/2018/12/31/micromusicmind-creative-breaks/#:~:text=Taking%20a%20break%20from%20creative.have%20new%2C%20more%20interesting%20ideas.)
<https://ofmusicandmind.com/2018/12/31/micromusicmind-creative-breaks/#:~:text=Taking%20a%20break%20from%20creative.have%20new%2C%20more%20interesting%20ideas.>
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- [BOOK] [Dyer W. \(2010\) *The power of intention*. Hay House Inc. America](#)

Task 3 - Practice Based Writing

What is reflecting writing?

Reflecting writing, also known as practice based writing, is when a writer describes an event, design, interaction, or memory and analyzes how they went or made that scenario. Reflecting writing can help designers break down a piece that they've made and analyze the positives, negativities, what they would do if they did the work again, and how to improve it.

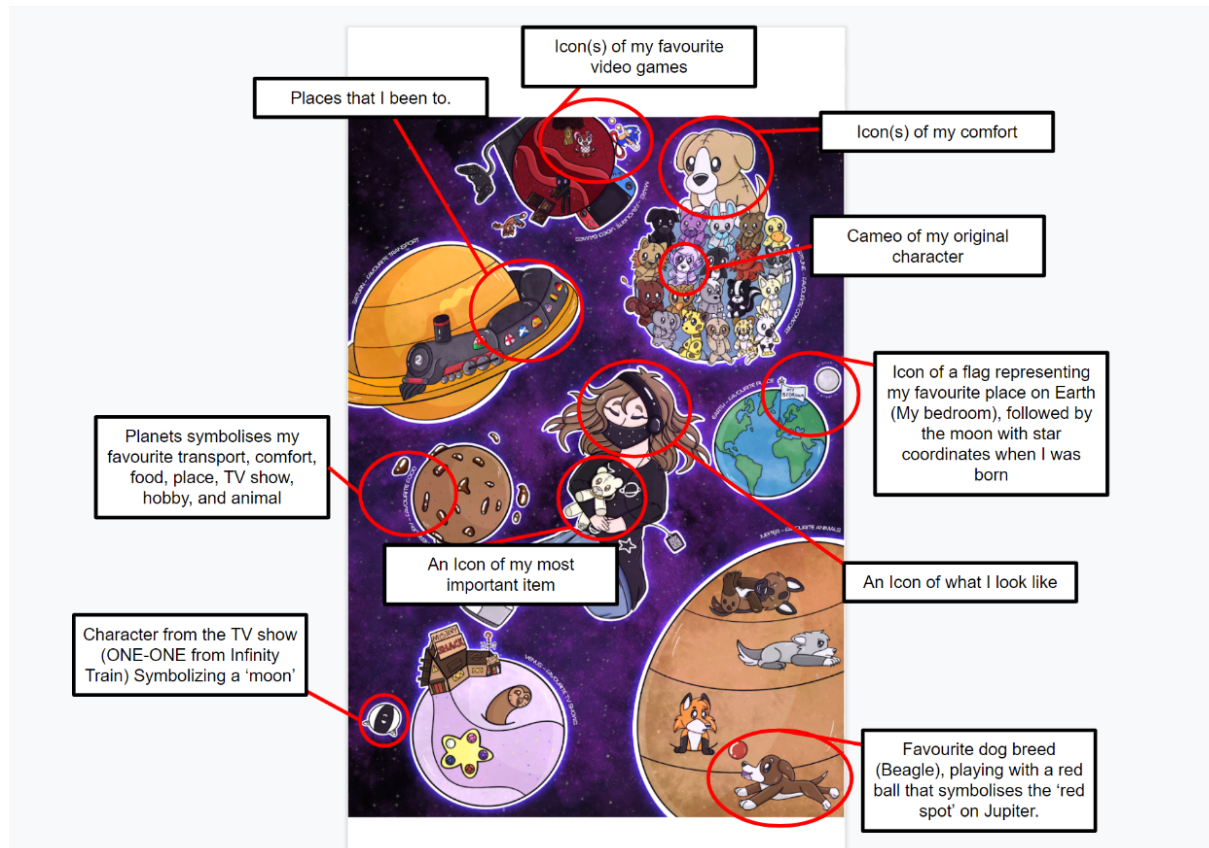
Why do Artists use reflecting writing?

Artists use reflecting writing as a way to get self-feedback from a piece they had created. It's a perfect way to do personal reflective writing and enable artists to put their thoughts and feelings about the work they've made. One book called '*Art Therapy*' (Dryden, Waller, Gilroy, 1992) has made an excellent example of when reflection is essential for artists. [p242] They wrote personal projects that allow artists to do their own research, inspiration, experimenting, etc.

Reflecting writing can also (Carrol, 1999) question artists and the decisions they've made when they either finished or continued their project. [p7] This could mean why they did a specific technique, how they overcame obstacles, or what they feel about the outcome. Some artists also use reflecting writing to analyse the artwork itself and (Mura, 2015) explain to the audience why they created the piece in the first place. This could be from inspiration from an environment, a task assigned to them, or appearing from their mind. [p107]

Image Analysis





For this analysis, I decided to write about the Summer Project I did for Donna's class before I started uni. The brief asked for an artwork to represent 'ME' by answering questions such as favourite food, comfort, transport, etc. There were answers that I added, such as my favourite video games and TV shows, because not all the questions asked were related to me, such as my favourite book, for example, as I hate reading.

As I was brainstorming ideas, I took inspiration from my starry-theme bedroom at home to make an artwork of the planets in the solar system representing my interest. This did work out well because I love space, and I felt it would add a lot more character to my artwork. I used Procreate to create the artwork, and because this artwork is supposed to represent me, I wanted to draw what I looked like at the time in my style, at the centre. I gave myself a dreamy expression to match the environment, headphones, and holding my most comfort item in the universe, my teddy bear, as I tend to bring her everywhere I go.

I wanted to add some life to the planets themselves and the icons representing my interests in the environment. I made the red-spot on Jupiter into a ball that my favourite dog breed (beagle) is playing with, the train using Saturn's ring as a train track, and Crash Bandicoot floating away from the planet Mars after jumping on a bouncy box. I found the interactions fun to draw, as they give the artwork more character and life.

However, there were some challenges I did have to overcome when making this artwork. For the planet Mercury, I originally wanted to draw a pizza, my favourite food of all time, but it was too complicated to draw as a 3D image. However, to overcome this issue, I changed it into a cookie instead as that's my favourite treat.

At the time, this was one of my favourite artwork to design and the longest (about a week to complete), because as you may tell I love space (Nerd Alert) and really enjoyed interacting all my favourite things into a space theme, however at the time I was relatively new to Procreate, compared to FireAlpaca.

Task 3 - Practice Based Writing [Reference List]

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