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Programme of Study: BA(Hons) Graphic Design

Module: ADAD4018 Ways of Thinking

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Task One: Semiotic Analysis = 532 words

Task Two: Manifesto = 523 words

Task Three: Practice-based writing = 540 words

SEMIOTICS-

"In the cities in which we live, all of us see hundreds of publicity images every day of our lives." No other kind of image confronts us so frequently (Berger,1972, p129). The messages of advertisements are everywhere. They are on billboards, on the radio, on television, on buses and subways, in magazines and newspapers, on flyers, on clothes, shoes, hats and the list could go on and on. (Beasley and Danesi,2002)

According to Vihma.S (2010), semiotics is an umbrella for several research purposes.

In my opinion, any piece of art has some signifiers to it, to give it some meaning. The final piece and semiotics always have some relation.

"Marketing semiotics is one of the richest areas to study communication and meaning in the marketplace (Faizan.M, 2019). We are able to infer from the smoke the presence of fire, from a wet spot the fall of a raindrop, from a track on the sand the passage of an animal, and so on. All these are cases of inference and our everyday life is filled with them. (Umberto Eco, 1997) Where there is a visual substance, for example, the meaning is confirmed by being duplicated in a linguistic message (which happens in the case of the cinema, advertising, comic strips, press photography, etc.) so that at least a part of the iconic message is, in terms of structural relationship, either redundant or taken up by the linguistic system.

(Barthes,1977, p1)

The Surfrider Foundation USA is a non-profit organisation that promotes the protection of the world's oceans, waves and beaches. Surfrider's program had an advertisement called "What goes in the ocean goes in you" which was created by Pollinate Agency in 2012.



(Surfrider Foundation - What Goes in the Ocean Goes in You,2012)

The above poster is targeted towards anti-ocean pollution. While stating the statistics of the year, the poster represents the severely harmful effect of plastic pollution on our body, subtly.

It targets the general audience of all ages, with simple illustrations.

"What goes in the ocean goes in you" means that whatever is dumped in the ocean, will indirectly come into your body in the form of food, as plastic is photodegradable and not biodegradable. The main type of food shown is sushi, which is a dish made of raw fish. Since it is made with raw fish, it perfectly represents the effects of pollution. A mix of both actual food i.e. rice, and plastic, in the form of food elements, have been used in this poster. Blue plastic has been used instead of fish and brown plastic has been used instead of nori sheets. As Kadinsky (1977) mentioned about a colour's associative value, the bold blue text has been used in the heading to associate water or marine life and to draw the attention of viewers to the main quote Plastic is the main element in the poster, to convey how harmful it is to the ocean and our bodies.

From the above analysis, we can infer that even simple illustrations can play a powerful role in conveying important social messages. Through this essay, I have understood the importance to protect our ocean and indirectly our bodies from plastic pollution.

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MANIFESTO-

1. Be happily successful and successfully happy.
2. Never bring yourself down because of criticism on a project. Instead, use it to make yourself better and better every day.
3. Painting has no rules, it is always just you, your paintbrush and your canvas. Art need not be one straight line; it can be bent to your liking.
4. Supporting small businesses and artists is always a good idea. When you support a small business, you are supporting a dream. Even a small purchase makes a huge difference.
5. Regret will haunt you more than failure.
6. It is okay to change an idea halfway. If you are not happy with something, no matter how far you have already come, it is always a good idea to start over.
7. Keep in touch with your family and friends, no matter how far or close you are.
8. Never get intimidated by other people having more knowledge than you in the same field you are pursuing. Be patient with yourself and make the best use of learning resources.

Never get intimidated by other people having more knowledge than you in the same field you are pursuing. Be patient with yourself and make the best use of learning resources.

Graphic design production is almost completely digital and dependent on changing technologies. (Dabner and Stewart, 2009, p103) We need to understand that everyone studying with us in university is a student, no one is a professional. Some might have more experience and knowledge than you but that should not be a reason to feel threatened or intimidated. Being intimidated is a manifestation of feeling powerless. (Laura, 2015)

As an international student from India, I did not have a creative subject in school which got me worried at first since everyone in my class had one. However, that made me more determined to learn and explore. I used one on one and YouTube tutorials and some other websites to gradually increase my knowledge in the field. Learning is deeper and more durable when it's effortful. Learning that's easy is like writing in sand, here today and gone tomorrow. (Brown, McDaniel and Roediger III, 2018) Taking small steps can break the patterns of feeling intimidated for good. Be yourself, work on your self-confidence and stop underestimating yourself. (Laura, 2015)

Supporting small businesses and artists is always a good idea. When you support a local you are supporting a dream. Even a small purchase makes a huge difference.

"When you think of a "business," does your mind go to large companies such as Apple, H&M, Adidas etc.? In reality, businesses much smaller than these make the backbone of the economy.

Local businesses have no labor, and everything including the production, creation of products, promotion and sale is done by a small group of people or even one person.

Spending your money there helps to stimulate the local economy and keep business running within your local region. You can also find more personalized, unique items at many small businesses that you won't see in retail stores. All these stores, right from a small café to an online ETSY store, need the loyalty of customers to keep their business going. At the end of the day, we are all entrepreneurs. We sell our time, energy and expertise in order to earn a living. You are the owner of the business of you. (Mariotti and Desalvo, 2014, p31)

Painting has no rules, it is always just you, your paintbrush and your canvas. Art need not be one straight line; it can be bent to your liking.

When it comes to painting, there is no right or wrong. Most of the abstract paintings we see which are sold for millions are a result of a fluke. Some might not even have an initial idea. You just gradually build-up to the final piece. Art, especially painting has three main elements, you, your paintbrush and your canvas. When you have these three elements, you can honestly "conquer the world". Right from just a simple gradient to complex still life, from landscapes to human figures, from fiction and imaginative worlds to real life, we can create anything. As Gustav Klimt said, "Art is a line around your thoughts", anything which we visualize can come to life with art. Although finding inspiration is important, your work doesn't always have to be the replica of your reference. That is the beauty of art, anything you create turns out beautiful, maybe not in some people's eyes, but surely in the creator's eyes. Art also allows us to stand out, make something unique. In the podcast, the 4 steps to find yourself, when we follow the herd mentality, it limits our individuality and creativity.

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REFLECTIVE WRITING

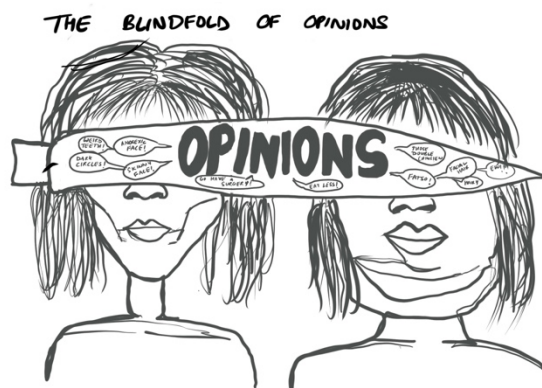
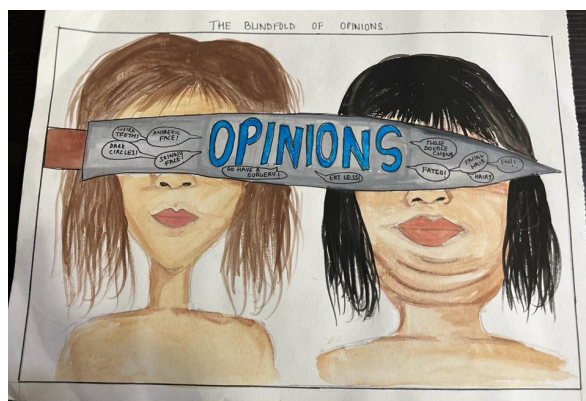


Fig 1 and 2 (Jayram,2019)

A reflective analysis on a poster called blindfold of opinions.

This poster is based on the idea of skinny shaming and fat-shaming.

I have shown both watercolours and digitally designed posters.

I read a quote that said, "if they cannot fix it within 10 seconds, do not point it out." And this quote is what made me want to create this poster.

Illeris (2019) said in one of his six principles in transformative learning about acknowledging industrial experience- this is the previous experience that each learner brings with them, which forms the starting point of learning (Barbara, 2016, p.50)

You don't have to be a model or an influencer to be worried about getting negative comments and unwanted opinions. Whether it's ten, a hundred or ten thousand comments, we all get them. (Shetty, 2019)

I have hardly seen any posters about skinning shaming and thus I wanted to add both kinds of bodies to this poster.

I named it the Blindfold of opinions to portray how even minor comments and opinions about one's body causes them the urge to change themselves. During the podcast called "body shaming and how to stop negative self-talk", Ashley Graham speaks about how your words become your truth and why it's important to stop the negative self-talk.

I have painted a knife, which acts as the blindfold to show the severity of opinions, which have been written on the knife.

My initial idea of the painting was to write comments on the girl's body, but I felt the knife shows more severity of this issue.

According to the ERA cycle, the three main components of reflective practice is experience, reflective practice and action. Experience is the things that happen to us. The reflective process helps us to think through the experiences we had, and action follows the result of the reflections.

(Barbara, 2016)

Since I am not that good with drawing figures, sketching both the upper bodies were a little bit of a task but I managed to draw it as precisely as I can.

Although this is not my most sophisticated work yet, I believe this is my first poster that addresses a social issue and thus I wanted to use it for my reflective essay. I feel the figures of the girls could have been painted better. Reflective writing is used for the purpose of self-improvement (Roffey-Barentsen and Malthouse, 2013). This was also a part of my portfolio for my university admissions.

While painting this poster, I realized how serious the issue of body-shaming is. Every person goes through this in every phase of their life, and my respect has grown towards those who have heard the unwanted opinions of people and quietly endured them. Many of us have even stopped looking in the mirror because we do not like what we see. Yet our bodies are incredible works of nature, they come in all different shapes and sizes, every one of them is miraculous.

(Noakes,2017) I have also understood the need to give skinny shaming the same importance as fat-shaming. As Ashley Graham said, everyone's needs to start having more meetings with themselves, I learnt the value of self-love.

In the future, I plan on making more posters about social issues.

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