

7: Semiotic Deconstruction of a Design Layout

Aim

On completion of this activity you will have analysed a layout using semiotics deconstruction.

Objective

During this activity you will deconstruct a layout using semiotics.

Duration

The suggested time allocation for this activity is 7 hours.

Having completed Activities 2 to 6, I would now like you to draw together your understanding of semiotics in order to deconstruct a layout, in order to understand how its meaning is created.

Meaning is not simply inherent in images or in words. Meaning is always present in a layout, for example, in elements such as the way typography is placed on the page, where the gaps or spaces appear and in the scale and colour tones of the imagery.

For example, if I was to ask you to imagine a 'cheap' magazine you would probably think of a specific layout. The layout will probably be cluttered and the magazine produced on thin paper. Alternatively, if I asked you to think about a 'sophisticated designer' magazine, you would probably imagine one that is produced using good quality paper, makes effective use of space and contains large, high quality, glossy images. As a member of an audience, you will understand what these elements mean in terms of the kind of layout you are looking at.

Building on your knowledge of visual communication and semiotics in this section, I would like you to make an investigation of two layouts of your choice. I would like you to look for effective layout examples reflecting contemporary graphic design.

Please consider factors such as:

- Denotation and connotation - not only of the imagery and/or wording, but also the composition of the layout itself
- Paradigm and syntagm within the layout Where icons, symbols or indexes can be found in the layout; remember that this will include elements such as paper stock

I would like you to upload analytical progress notes and images of your two layouts in a PDF of 500 words approximately.

Sonia Corredor has uploaded mood_board_sonia_creating and Sharing Your Mood Board in Activity 7: Creating and Sharing Your Mood Board
18:04 13-03-2020

Megan Ormsby has uploaded to Activity 7: Creating and Sharing Your Mood Board in Activity 7: Creating and Sharing Your Mood Board
02:52 13-03-2020

liam mckay has uploaded Activity 7: Creating and Sharing Your Mood Board in Activity 7: Creating and Sharing Your Mood Board
00:45 13-03-2020

[Elspeth Edmondson](#)
Graphic Design Esser
01:50 12-03-2020

Laura Banfield has uploaded 8f73bcad_ae18_42b4 to Activity 4: Sharing Your Work in Activity 4: Sharing Your Work
22:48 11-03-2020