PROGRAM

Welcome to the 2002 Industrial Image-Making Conference/Exhibition. The following program gives a full run-down of the events taking place on Monday November 11, Tuesday November 12 and Wednesday November 13. We hope you enjoy the 2002 Industrial Image-Making Conference/Exhibition and thank you for your attendance.
8:30am
Welcome address and Introduction

SL03/9:00am

Presenters: Bree Andrijich & Scott Palmer

Project title: The Como

Abstract: This is an analysis of advertising and interior design of ‘The Como’ hotel.
Contents may include:

• Branding of glassware, coasters, uniforms and artwork to create the ‘total look’.
• Advertising methods – Print advertising is directly related to on site advertising. Both follow a pop-art style that sets the mood of the actual hotel (Hotel features many pop-art and retro style artworks, furniture, fittings and architecture).
• Interview with Brad Fidch (Concept designer / Hotel manager)
• Comparisons with other hotels and restaurants and their forms of advertising
• Comments from staff / customers / designers on advertising and its effect
SL12/9:15am

Presenter: Mark Tho

Project title: Flyers of the month – mockery or creativity?

Abstract: My analysis will be based on a set of mock flyers produced by Pink & Yellow Promotions of Malaysia. These mock flyers have been designed to promote four different events successfully held at a nightclub in Kuala Lumpur, Malaysia. I will be using a few print articles to substantiate my arguments and I will attempt to analyse these flyers using its binary oppositions, segmental analysis and other theories covered in this unit. I will also be conducting some background research on the company Pink & Yellow Promotions, Malaysia.

SL17/9:35am

Presenter: Aisling Ging

Project title: The Nurse’s Identity

Abstract: This project will involve the analysis of nurses and the image that is created of them through various mediums such as the new commercials the government has just initiated. The project will attempt to answer some of the following questions: What is involved in creating such an image? Who are the target audiences? Are these images realistic or does realism really matter in image making?

SL19/9:55am

Presenters: Marianne Johansen, Kjersti Lund & Elson Kho

Project title: New Colors of Benetton

Abstract: We will be doing a semiotic analysis on one of Benetton’s advertisements, as well as the Benetton logo. We will then create a new brand image by re-designing the current logo into a more contemporary style logo that appeals to a younger age group. To apply the new logo, we are re-designing the advertisement to match the new image we have created.
SL20/10:10am

Presenters: David Yoon Wai Lian & Gina Shu Wee Ng

Project title: Absolut Analysis

Abstract: We will be analysing specifically the two-word print advertisements of Absolut Vodka by the TBWA advertising agency. In the analysis, we will be exploring how the advertisements maintain a continuity and relevance to the actual product/ product packaging/ company identity. From this analysis, we would be able to work out a genotype for which the advertisements were based. From this genotype, we will then identify a “negative genotype” and produce a single print advertisement for a fictitious rival company.

SL44/10:30am

Presenters: Joel Tay and Hairul Rizal Abdul Rashid

Project title: Levi’s Advertisements

Abstract: We will attempt to analyze the social semiotics and visual identities in Levi’s advertisements in the past decades up all the way to the current time. We will also talk about identities and ethics in Levi’s advertisements. Apart from that, we will engage in the concept of structural analysis of myth or messages in Levi’s advertisements. Lastly, fashion concepts will be discussed where we argue about continuity and discontinuity and more problems of identities and ethics.

SL56/10:45am

Presenters: Pei Yuen Chan & Ling Yien Tang

Project title: Swatch and Rolex

Abstract: We will examine how the elements of selected Swatch advertisements relate to the overall image projected by the company. We will then compare it with selected Rolex advertisements to compare the differences in qualities and values projected.
SL60/11:00am

Presenters: Cara Finch & Felicia Cheong

Project title: Fashion advertising: analysis and design

Abstract: Our project consists of an analysis of a variety of fashion advertisements and the presentation and analysis of a text of our own creation. We will analyse the texts' in terms of their semiotic weaknesses and strengths and will demonstrate how this knowledge has assisted us in creating and producing our own text. The presentation will be aided with a collection of colour images and posters of our new text.

11:20am BREAK (15 MINS)

SL04/11:35am

Presenters: M. Edhamriza b. Hamwal, Michelle Ng & Tengku Farah Juliana

Project title: Politicizing soy: Sanitarium's "So Good"

Abstract: This is an analysis on Sanitarium's "So Good" light soymilk. We hope, in line with Michel Bras, to understand and share how soymilk is presented to consumers through its taste and matters associated with soy. We will be looking at the narrative structure of soy and how bricolage plays a part in the creation of the product, taking into consideration the company's profile, its logo, labels on its side, and the mythology of soy and non-genetically modified food.

SL21/11:55am

Presenters: Sue Harn Chan, Constance Wai Yan Chin & Esther Siew Hoon Ng

Project title: Benetton Café

Abstract: We will first study the advertisements and logo of the United Colors of Benetton fashion label to understand the brand image before using it to create a whole new logo for the Benetton Café. The transformation from the fashion industry to the culinary field is a new concept, hence it is important to maintain certain continuity from the aspect of the logo/image.
SL27/12:10pm

Presenters: Franklin Baden-Powell, Amanda Daams & Rachel Weiler

Project title: Wounded Duck Wine

Abstract: We will design a label and marketing image for a cabernet wine that has just been developed. The wine is called "Wounded Duck" and is in the medium to expensive price range. We have selected a target market for this wine, and will show why the design we have developed is successful with this target market. We will examine the various elements of our design and identify the mythologies working to establish meaning for our target market.

SL36/12:25pm

Presenters: Chan Hwei Chwin, Cheng Li & Lei Juan

Project title: The Valentine Chocolate

Abstract: We are going to design an advertisement and conduct an analysis of chocolate for Valentine’s Day. This advertisement aims to explain the relationship between lovers and chocolates.

SL15/12:40pm

Presenter: Carlton Fook Hoe Soo

Project title: Sweet Sour Treasure Chest – A Semiotic Delicacy

Abstract: My project is an analysis of a Chinese dish, "Sweet Sour Chicken" presented in a pineapple boat. The "Sweet Sour" concept is highly regarded in many Asian cuisines, and is indeed an esteemed recipe in the Cantonese tradition. However, this self-design will take on a certain culinary twist in terms of how it is presented, explaining how space is used to construct meaning in a dish.

I will also explain the ingredients and how they relate to one another in a narrative/mythic point of view. If time permits, I will also draw out how this dish differs from Japanese and Western culinary styles.

1:00pm – LUNCH BREAK (20 MINS)
SL16/1:20pm
Presenter: Ruoqi Liu

Project title: Logo Identity Design

Abstract: I will design an identity for myself, which will include a logo, a business card, a letterhead design, and a postcard. Then, I will analyze how the designs represents me, after which I will explain how the logo is applied to the business card, letterhead and postcard, and the themes between the stationeries.

SL22/1:35pm
Presenter: Adrian Chong Min Kong

Project title: Vanilla Coke Vs Pepsi Twist: A Semiotic Analysis

Abstract: This project will attempt to analyze the logo and key ingredients of two new carbonated drink products by Coca-Cola and Pepsi, which were introduced into the market recently; namely Vanilla Coke and Pepsi Twist. I will briefly relate the two products to the corporate image of their respective beverage companies and try to establish that the two products are visual invariants of one another according to their key ingredients, colour and design of their logos and type of fonts used, using concepts taken from Chapter 2 and 3 of Floch’s “Visual Identities”.

SL46/1:50pm
Presenters: Meng Lee Khaw & Geraldine Liew

Project title: Reinventing the Swastika (Destroying 3000 years in just 24)

Abstract: The Nazi party, in a span of less than 20 years, destroyed the meaning of a 3000-year old symbol of holiness. The Crusades, in which the Christian cross was a symbol of, had an equal share of bloodshed, genocide and brutality (if not more). So why does the cross remain holy and the swastika tarnished forever? Mass media is of course a major contributing factor here. The Nazis were masters of image making and mass media. A look at their propaganda posters and use of imagery on film is evident of that. We will be presenting a brief introduction into the Nazi era of the Swastika, and venturing into the history of its true meaning before we finally attempt to reinvent this symbol ourselves
Presenters: Margareth Santoso, Xiao Dan Cao & Marcus Taylor

Project title: Eyes On Me – A CD Cover Design

Abstract: We will be designing the CD cover for the song, “Eyes On Me” performed by Hong Kong singer Faye Wong for the soundtrack to the Playstation game, “Final Fantasy 8”. We will then attempt to analyze the design and predict its success using the Greimasian grid.

SL64/2:30pm

Presenter: Rachelle Davey

Project title: Transformation of Women’s Soccer LOGO

Abstract: This project consists of an in-depth transformation of the previously dull Western Australian women’s soccer logo. The logo will be transformed into a bright catchy memorable logo. The logo will change from an individual character into a logo, which represents more of a group orientated sports atmosphere. There will be texture added to the logo to enhance its ability to stand out and be remembered. Also the logo will be introduced to colour instead of the dull plain black that previously encompassed the logo.

SL24/2:45pm

Presenter: Jodie Anne Lennon

Project title: Every Girl’s Dream Dress

Abstract: I am going to concentrate on bridal gowns and how they have changed in style, fabrics and significance throughout time. Firstly I will analyze the traditional wedding dress taking into consideration its design, fabric, colour and style. Then I will compare it with the non-traditional wedding dress and the “new” wedding looks i.e. suits, bathers and sarongs, diving gear, etc. As we become more individual and free to do as we please, people get married on the beach, under water, in the air, etc. And because of
this, people are more willing to explore with attire. Throughout time, styles come and go. However the one thing that remains is that the wedding is the biggest and most dreamed of day for any girl. I will be looking at the influences of Chanel and the consumer square and as my studies progress will touch on a few of the other concepts. Time (as in generational time) will be a consistent axis on which the analysis will be based on. We will consider events of time and how they influence the styles of the bridal gown. The baroque and the classic elements of fashion will be a major emphasis in my study as wedding gowns is an ideal exploration site into these fashion concepts.

SL28/3:05pm
Presenter: Lee Tan
Project title: Jackets
Abstract: I am going to analyse the reason why bikers have to put on their black leather jackets during summer even though the weather is so hot. Besides leather jackets, I will also be analysing the different materials used for spring and winter jackets and the way they are designed.

SL39/3:20pm
Presenters: Kelly Hong Kian Kang, Yeen Hsia, Jessica Yin Ching Chan & Yoke Kiow Wong
Project title: Denim
Abstract: Our aim is firstly to situate denim jeans and its functions and consumption values throughout its history. We will then analyse how changing designs of jeans reflect opposing visions of fashion. Finally, we will design a denim outfit that (possibly) introduces a fresh outlook on denim.
SL48/3:40pm

Presenters: Seok Cheng Tan & Puty Mitra Abdul Aziz

Project title: Motorola vs. Nokia

Abstract: We will provide an analysis of both Motorola and Nokia’s product design and link that to its target consumers respectively by comparing its similarities and differences. Thus, the project may involve research on Motorola and Nokia’s products design and its demographic target market.

SL06/3:55pm

Presenter: Annette Hallberg

Project title: Buying a Product - Expressing a Lifestyle

Abstract: My project concerns a demonstration and analysis of how Ordning & Reda, a multi-national retail group for home office equipment, reflects classical style through shop layout, location, products, bags and so on. The analysis emanates from the discussion about classical and baroque styles according to Jean-Marie Floch (2000). I shall demonstrate Ordning & Reda’s uniform concept as equally important in all parts, to communicate their style. When purchasing Ordning & Reda goods, the customer expresses a lifestyle by visiting the shop, carrying the bag and using the product.
Abstract: We learn to identify symbols, shapes and overall appearance of things and equate them with certain feelings and images. Architecture is no different. Different buildings and constructions portray different images in us be they cultural, social, religious, contemporary, traditional and so on. To try and identify the image architecture portrays, we will find out how so many people identify it and try to explain the design purpose of the building.

We begin with a brief history of the Sydney Opera House, its original design, the period in which it was built, who commissioned it and its architect. After that, we will explore its design and find out why it was chosen, how it came about or what inspired it and try and compare it with any other designs that may have been used. We will then challenge the design against the building’s purpose. Finally, we will consider the overall image the building portrays and the different reactions it has generated. We will then answer if the design serves its purpose and portrays the image it wants or if it portrays an image at all.
8:30am
Welcome address and Introduction

SL07/8:45am

Presenters: Jessica Geard, Michelle Luxton & Helena Chiu

Project title: BOCS Ticketing Outlet

Abstract: BOCS is Perth's premier ticketing agency, and is a locally based outlet. We will conduct a semiotic analysis of the BOCS logo and redesign a new logo, which will include visual invariants, giving inversions of symmetry as well as the message communicated by the logos structural oppositions compared and contrasted with its competitors. A Greimasian grid will support this. The final design will be presented in the form of a new website.

SL23/9:00am

Presenter: Trevor O'Bryan

Project title: The Golden Arches- An analysis of the design from a semiotician's point of view

Abstract: I will analyze all the design elements of the logo including corporate colours, shape and style of the text, the associated feelings and impressions represented by the logo, logo genre, and sub topics such as advertising and food. I will also include a comparison with the KFC logo.
SL52/9:15am

Presenters: Pauline Tan & Chris Watt

Project title: Red Rocket Multimedia

Abstract: We start by investigating the concept of a company name, identifying the mythology and messages a name constructs, and examining the significance using the concepts of industrial image making. We will also produce a branding for this new company. Our intention is to design two logos one for the present and one suiting where we envisage the company to be in ten years time. The original logo is fresh and funky and the second is an established highly professional firm. We will use the semiotic square to demonstrate the company’s transformation from the new kid on the block to an established, fully respected market force. To complete the overall identity of the company we will also create a web site, splash page and mini-commercial. These will complete the process of establishing the company brand.

SL61/9:30am

Presenter: Edward Pattillo

Project title: Semiotic Analysis of the 1960s

Abstract: I plan to conduct semiotic analysis on specific iconography emerging from the psychedelic phenomenon of the 1960’s. I’ll introduce the topic with a brief history of the ‘peace and love’ era and continue on to offer analyses according to the concepts introduced in this unit.
SL35/9:45am

Presenter: Alex Mansour

Project title: Technological Coincidence

Abstract: I will be looking at the similarities between AMD chips being called XP (Xtreme Performance) and Microsoft's XP operating system. I believe AMD chose such a naming system to use the power of Microsoft to help sell more processors to the general public who were unaware of AMD’s presence in the microprocessor market. Also, I will compare the advancement by AMD to push the microprocessor to the 32/64bit hybrid stage with the backing from Microsoft’s custom built 64bit version of XP 64 operating system.

SL35/10:00am

Presenters: Boon Keong Tan, Lai Ying Lau & Siaw Wei Ng

Project title: Launch of a new clothing brand “EVE”

Abstract: The project will focus on the creation and design of a new fashion label, “EVE”. The designs for “EVE” will be based on/influenced by on the biblical mytheme of “Adam & Eve” and will feature leaf-like motifs against a blue background. The project will involve the design of a piece of clothing and the logo. Besides that, we have also proposed to design other fashion accessories, possibly undergarments, shoes and some jewelry. All these fashion items will work together to create a new look for consumers. The analysis will concern the logo design, how it links to the fashion label, and the clothing and accessories itself. Comments on the piece of clothing will be made based on Floch’s classical/baroque distinction. We will be employing more of the classical look into our designs with a few baroque elements. We would also take up the concept of bricolage into our analysis and how it will help us in our initial designs.
SL58/10:20am

Presenters: Prema Lopez, Radha Krishnan & Noah Alexander Norton

Project title: Synaesthesia in Music and Design

Abstract: Using synaesthesia, we plan to design a piece of clothing that elicits the same response from an audience as a particular piece of music. We plan to distribute pieces of fabric to a group of students whilst listening to the music and see if it affects their synaesthetic response and ultimately effect their perception of the effectiveness of our design. This will help us understand individual synaesthetic responses (are they specific or general?).

Our main theoretical concept would be that of bricolage and design. We will utilize the concept of bricolage when formulating our initial designs but would ultimately design the finished product. Other concepts that we expect to use would be Idem and Ipse. The Idem would be the group’s perception of their music and the synaesthetic response that they would expect and the Ipse would be the audience’s perception of the music and their synaesthetic response to it. We will also attempt to bring together as many Semiotic concepts as possible into the conception of our project to demonstrate our knowledge of the theoretical aspects of this unit.

SL62/10:35am

Presenter: Julie Dines

Project title: The Semiotics Of The Trench Coat

Abstract: My presentation will focus on the semiotics of the trench coat. It will highlight the timeline the trench coat has evolved from and demonstrate the values and connotations it holds by the wearer. Previous wearers of the trench coat such as Humphrey Bogart, Neo and Trinity from the Matrix, and Mulder and Scully from The X Files will also be analysed by the use of wearing the trench coat in reflection to their role/personality.

SL63/10:50am

Project title: Analysis of the Kenzo perfume

Presenters: Wai Teng Lee, Lay Chean Gan & Soo Pei Toh

Abstract: The aim of our project is to identify why Kenzo has failed in the unisex perfume market by using the semiotic squares and consumption values of the market. Throughout the analysis, we look at the five major aspects, which include bottle’s colour, shape, name, typeface and space of description for the product

11:10am – BREAK (20 mins)
SL29/11:30am

Presenters: Draniece Swee Choon Lim, Shuw Fui Chong & May Lin Boon

Project title: Shapies Jam

Abstract: The presentation will be based on the design for a new logo for a jam brand, “Shapies Jam”, and the creation of a new jam flavor. The jam will hopefully contain low sugar content and is ultimately a diet jam. We feel it would be better to create a low sugar jam since a lot of people are concerned about food nutrients and a healthy lifestyle nowadays. We will also compare it with other jam brands using the Greimasian grid. We will look at the ingredients in the jam as signs. We plan to have a presentation, which uses marketing strategies. We will have our own website for our jam product, including our recipes. During the presentation, we also intend to have a taste test and demonstrate how to cook the jam. We plan to create an apron, where we will put our new logo on it. The presentation will analyze the logo using concepts we have come upon in the unit, such as the aesthetic meaning of it and how it relates to our product.

SL49/11:45am

Presenters: Jing Tan, Yoke Beey Chung & Yee Hui Lian

Project title: Tofu – the Everyday Cuisine

Abstract: Our project consists of two main aspects, both having to do with “Tofu”. The first deals with the iconographic features for the logo of our made-up restaurant (“Home Made Kitchen”), in which our main dish (“Braised Bean curd”) is a specialty dish. We will present the logo design along with an analysis in comparison to existing Asian restaurants’ logos. We will also be stating the role of “tofu” (the main ingredient) in the overall representation of the logo. Then, we will move on to our main focus, the dish. Analysing the history and traditional backgrounds of bean curd in ancient China, we will discuss how tofu has evolved into a staple food for many different people all over the world. After that, we will analyse the origins of all of the minor ingredients to discover its relationships with tofu.
Presenters: Yen Theng Goh & Peck Wee Chong

Project title: Advertisement –Comparison of Nike and Adidas's advertisement for women's sport clothing.

Abstract: We will compare Nike and Adidas’s advertisements for women's clothing featured in selected female magazines. We have chosen to compare Nike and Adidas, as they are obvious competitors in the sporting products industry. We will first explore the core concepts of Nike and Adidas in promoting women’s clothing by using segmental analysis. Then we will analyze the signs that contribute to convey the message of the advertisements (signifier and signified). Besides that, we will discuss the earliest emergence of Nike and Adidas advertisements for women’s clothing, taking into consideration the narrative order in the advertisements. The construction of women's images in both advertisements will be discussed in order to examine the target market of the advertisements. Finally, we would evaluate the success of the total images created by Nike and Adidas' advertisements for women's sport clothing, creating their own perspectives by using semiotics in the construction of meanings.

Presenter: Amy Rowlands

Project title: CD's, Target Markets and Bricolage to Design

Abstract: This project is the design of a hot new singing sensation, Megan Starr's up coming CD "Goddess". While the type of music is traditionally the deciding factor of the CD cover appearance, Megan's marketing team wants the design to be based on the CD's target market, the music being negligible. Three possible target markets exist for this female solo artist, and so three different covers have been designed. Each CD cover is titled "Goddess" and incorporates Greek mythology enforcing a common theme. The presentation is an exploration of the bricolage to the design process and an analysis of the semiotics used in each final design.
Presenters: Lai Leng Chong, Kavit Shah & Chwee Ling Sow

Project title: An Analysis of Marlboro Advertisements

Abstract: We are going to analyse a couple of Marlboro cigarette advertisements that were featured in selected issues of Time magazine by using semiotic analysis to see how Marlboro positions itself (its identity). We will be looking at the visual and semantic aspects in the advertisements, and examining how the consumers of this particular brand identify and associate themselves with the brand. Besides that, we will draw a comparison between Marlboro and another cigarette brand, Benson & Hedges. Finally, we will also give a brief analysis of the packaging of the cigarette packs of both brands.

Presenters: Trevor McDade

Project title: Energy Drinks: “Red Bull” and “V”

Abstract: My presentation will cover the social semiotics involved in the advertising of energy drinks. I will focus on the 2 most popular energy drinks at the moment, Red Bull and V. The presentation will cover analysis of advertisements (video and print), analysis of packaging, target audience, how the advertising campaigns have been successful and background information on the products.

Presenters: Kasi Wotherspoon

Project title: To Infinity and Beyond

Abstract: The presentation centers on the analysis of a selection of print advertisements and the way they utilise Utopian ideals and surreal imagery to sell technological products. These include Sony, TDK and Tasco.
8:30am
Welcome address and Introduction

SL30/8:45am

Presenters: Irene Soon & Sean Loh

Project title: Telling Advertising

Abstract: We will do a semiotic analysis on a product that will be later compared to their competitor brand. In this semiotic analysis, we will identify their target audiences and analyse the style and format they use to attract their target buyers (e.g.: Colour of poster, image used, word used etc). Analysis on competitor’s product will not be discussed widely since we only aim to compare the main elements in the analysis. Lastly we will propose a new advertisement for the product with the style we assume to be better.

SL34/9:05am

Presenter: Cassandra Ahearne

Project title: Judging A Book By It’s Cover: A Semiotic Analysis of Book Cover Design

Abstract: This presentation will provide a semiotic analysis of the cover design for the novel, ‘Carter Beats the Devil’. The question guiding the analysis is, ‘How does the cover design isolate and address the target audience for the book’. A structural analysis will:
1. Isolate and explore the signs of the text,
2. Establish them collectively as a narrative of good versus evil and
3. Visual invariants signifying the mystery genre and quality,
4. Ultimately producing audience identification.
The text will then be historically and culturally contextualised via a Greimasian grid.

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**SL37/9:20am**

**Presenter: Robert Scott**

**Project title: For Fast Relief, Take Two**

**Abstract:** In my project I will attempt to analyse the Rider after-sport footwear advertisement placed in the December 2001 issue of Ralph magazine. I will be analysing the advertisement as a whole, that is the use of graphics and the use of words used in the advertising slogan. In my analysis I will be focusing on the connotations that can be derived from the use of the packaging that the footwear is placed in as well as the use of the wording of the advertising slogan. I will be demonstrating how these two elements rely so heavily on each other to convey the message that is being presented. Throughout my analysis I will be referring to the many and varied concepts covered in this unit as a whole.

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**SL41/9:35am**

**Presenter: Lai Fun Tam & Galvin Boon Ming Soh**

**Project title: D-I-Y Semiology: How to conduct your own semiotic analysis using the critique of two brands of wristwatches as an example.**

**Abstract:** Through a semiotic analysis of Swatch and Piaget watches, we will attempt to establish the underlying conventions of the two brands through the use of semiotic concepts such as structural oppositions and the grid of consumption values. We will first provide a brief introduction to semiology and its usage in industrial practice. We will then provide a history surrounding the wristwatch and all that it signifies. Following which, we will analyse the cultural positions and connotations of Swatch and Piaget, comparing the visual image of the brand to their print advertisements and the messages it conveys about the two watches.

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**SL42/9:50am**

**Presenters: Lisa George & Kirsty Harris**

**Project title: Semiotic Analysis Of LifeSaver’s Advertisements**

**Abstract:** An analysis involving the deconstruction and explanation of the signs, codes, identity, narrative, bricolage, visual invariants, messages, target audience and segmental analysis of a trio of LifeSaver advertisements.
SL45/10:05am

Presenters: Mark Spillane & Daniel Puodziunas

Project title: BUY OR BURN: Forgiveness Through Advertising

Abstract: Our project focuses on the advertising industry’s technique of forgiving the ‘sins’ of consumers in order to assuage feelings of guilt over buying their goods or services. In particular, we will be looking at the seven deadly sins and how certain advertisements concentrate on forgiving a specific sin that relates to their product or service. The seven deadly or ‘original’ sins are as follows: Greed, Gluttony, Lust, Sloth, Envy, Wrath and Vanity.

SL51/10:25am

Presenters: Tunku Putri Nur Asma bt. Tunku Ja’afar & Almaiyah Abdul Aziz

Project title: Coca-Cola vs. Vanilla Coke

Abstract: The project is basically a semiotic analysis of both the Coca-cola & the Vanilla Coke can. We will be pointing out & explaining their signifiers & signifieds, connotations, narratives & identification. We will also be linking them to other areas studied during the course (i.e. advertising).

SL55/10:40am

Presenter: Pathmanabhan Naidu

Project title: Nike Football Advertisement

Abstract: This project looks at the genre of advertising and how Nike uses professional soccer players to advertise its product. The advertisement revolves around a group of professional soccer players taking part in a secret soccer tournament in the hull of a disused ship. I am attempting to break down the advertisement into its semiotics and discuss the various ways that Nike attempts to attract its target market. The timing of the advertisement also coincided with the 2002 World Cup held in Japan/Korea. Basically I would be analysing this advertisement and breaking it down into its various semiotic elements.

11am – BREAK (15 mins)
SL02/11:15am

Presenters: Soo Yin Lim, Peg Wei Chua & Kok @ Koh Sock Ching

Project title: Fashion – Triumph in Lingerie

Abstract: Firstly, we will analyse the revolution of lingerie from corset to bra. After that, we will conduct an analysis of the major lingerie brand Triumph, noting how Triumph creates its clothes and brand. We will explore the major factors of Triumph’s success in being so popular and gaining worldwide recognition. Also, we will consider the “looks” of Triumph that make this brand different from others, focusing on how Triumph creates its own identification and how consumers recognize it. From baroque to classical or vice versa, we will demonstrate how the changes in the design of Triumph affect the taste of lingerie, hence identifying the consumption values in Triumph as a fashion and trend.

SL14/11:30am

Presenters: Fiona Nganga & Kenny Wong

Project title: The Modern “Total” Look

Abstract: Fashion today has a new perspective. Our group will research on fashion changes from the early 1900s and examine the influences in creating the total “modern” look of the 21st century. The clothes that we wear express our style. We know Chanel is classical but which boutiques are fashionably baroque? What concepts do boutiques use to create designs and styles or is it just simply a case of mix and match? This puzzling issue inspired us to study boutique trends and as a challenge, we will introduce our own boutique that clearly focuses on classical and baroque concepts. We will design a perfume advertisement and apply semiotic concepts to illustrate the uniqueness of our boutique.
SL59/11:50am

Presenters: Suhara Abd. Hamid & Noorjeehan Mohamed

Project title: URBANATION

Abstract: Our project will include a display of our fashion design, URBANATION, which is influenced by Coco Chanel's Classic Look. We will also provide the semiotic analysis of both the design of the apparel and graffiti art elements used in the clothing.

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SL01/12:10am

Presenters: Ryan Holmes, Ben Fitzhardinge & Michael Parker

Project title: Selling Sex

Abstract: We will perform a semiotic analysis of the store layout in sex and lifestyle shops. By contrasting a store/franchise (Barbarellas) with a relatively unsuccessful one (Club X), we can point out the successful use of semiotics that are conducive to sales in this industry and also point out those that have a negative impact. We will conclude by presenting our own alternative approach to marketing in the adult product industry.

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12:30 – LUNCH BREAK (20 mins)
SL08/12:50pm
Presenter: Morbius Chun Ping Lui
Project title: Revamping the “Kathmandu” Logo

Abstract: Kathmandu is a company specializing in outdoor products such as clothing, backpacks, sleeping bags, etc. The logo currently used by the company will be analysed, and a new semiotically enhanced logo shall be produced and analysed. The new logo will pertain to the company’s image of toughness and good quality.

SL09/1:05pm
Presenter: Hannah Petrie
Project title: A critical analysis of the Alcoa logo

Abstract: I propose to analyse Alcoa’s logo in terms of its success in representing their corporate identity. Is the logo representative of the company’s modern identity, or is it dated? I will consider elements of design and semiotics. I will look at how the logo has developed throughout the history of the company; it’s over 100 years old.

SL31/1:20pm
Presenter: Linda Goncalves
Project title: The Australian Broadcasting Corporation logo, more than “la la la”

Abstract: The Australian Broadcasting Corporation logo was and still is a logo shaped by the history and the perceived future of this public service broadcaster. An investigation of the history and evolution of the ABC logo will occur and how this history constructs the present narrative of the ABC. This will include discussing how the changes in the logo of the ABC can be matched with significant changes in the organisation, be it technological, ideological or monetarily. As well, issues of product differentiation in regard to other stations will be examined and how a public service broadcaster competes as well as differentiates with other stations who have differing rationales and arguably, different audiences.
SL32/1:35pm

Presenters: Lixia Liew & Grace Yeo

Project title: Mercedes, a Make of its Own

Abstract: Our presentation will discuss the evolution of the Mercedes logo. We will also look at the Mercedes history, the continuity, and discontinuity of the brand. Using the matrix system, we will identify elements that create the narrative that make up the brand, Mercedes Benz. A new logo will be created and the thought process will be discussed. Also, the meaning to the new logo will be put forward.

SL33/1:55pm

Presenter: Rosalina Kartadinata

Project title: Warner Brothers (Warner Bros) Logo

Abstract: I will give a brief summary on the company’s background and how they developed the logo. Then I will analyse the visual invariants, identity and the time frame on the different logo designs that the company has.

SL50/2:10pm

Presenters: Eugene Poh Hing Chan & Justin Richard Herrera

Project Title: Campaigning against Nike

Abstract: We will be presenting a logo called Anti Cheap Labour and this is primarily focused on boycotting Nike with their use of under aged children, women and adults they use for the manufacturing of their products. This practice goes against one of Nike’s code of conducts. Thus, we will portray this and we might use another logo as a binary opposition to compare and contrast this with the Anti-Cheap Labour logo. A semiotic analysis will be done here.

SL53/2:25pm

Presenters: Adrena Lim & Pamela Mak

Project title: LASH – ENERGY DRINK

Abstract: In a span of twenty minutes, we will be explaining about the logo designed for a brand new energy drink to be launched in the near future. We will be describing the types of signs carefully selected to produce our text using semiotic analysis and Floch as our guideline.
Abstract: Burswood Health Professionals is a multi-disciplinary health centre specialising in chiropractic as well as acupuncture, naturopathy, podiatry, rehabilitation and soft tissue (massage) therapy. I have conducted a semiotic evaluation of their existing logo and feel that it can be re-designed and structured to represent the core principles of the centre.

One design feature I will be using to full effect is colour, as this tool is not used to its full potential in the existing logo. My study of Umberto Eco’s theories in colour and cultural meaning has been useful during the design process. I am interested in using the symbol of a spine in my design, as this is representative of the core health service provided within the centre. Theories regarding the human optical field and the relationships between shapes and colours offered by Gombrich and Kepes have also been of interest to me. I will discuss these theories during my presentation and plan to focus particularly on the binaries evident in Chinese art and design.

3:00pm – BREAK (15 mins)

Abstract: In twenty minutes, I shall explain the idea of bringing together an ancient art of Feng Shui with modern concerns on healthy eating habits. I shall be looking at the matter of a ‘balanced diet’ while working across different human senses by using basic semiotic concepts. I am going to bring in some sample foods (home cooked, naturally) hoping to give a better understanding on the subject presented.
SL18/3:35pm
Presenter: Rebecca De Cruz
Project title: Pets, Eukanuba, Iams and You
Abstract: A study of what people who buy pet food of the brand Eukanuba/Iams think about pet care and their pets.

SL26/3:50pm
Presenter: Martina Muller
Project title: Semiotic Analyses of William Blake’s Pity
Abstract: Firstly I am going to deconstruct William Blake’s print name Pity, and translate them by explaining Blake’s own symbolism. Secondly, I will reinterpret those deconstructed elements using my own images. Finally I am going to use Roland Barthes’ ‘stadium’ and ‘punctum’ to compare both outcomes.

SL67/4:05pm
Presenter: Laura Smith
Project title: “Get that up yer”-Analysis of A Covert Mythology
Abstract: I will analyse the visual identities of various tampon brands, their mythologies and marketing practices; product placement, packaging, logos etc., specifically focusing on the emergence of “De Jour” and its strong, distinctive representation of gendered and sexual identities. I will also attempt a deconstruction of a product and its packaging that tries to be invisible while a mock-up farcical packaging will be designed to contrast with the subtle, flowery, blue liquid “invisible” tampon design.

4:25pm
Conclusive Words

4:45pm
THE END OF 2002 INDUSTRIAL IMAGE MAKING CONFERENCE/EXHIBITION