**WK 10 7TH DECEMBER - IMAGERY AND SEMIOTICS**

**Leslie & Sam**

While language and words are essential to the research and narrative development behind strategic design, as design leaders, other ways of communicating ideas are as (if not more) important to your ability to convince, influence and connect with decision makers.

 Today we will work together to leverage the power of imagery to bring to life your research and ideas.  We will explore semiotics: the study of signs and symbols and their use and interpretation.

 As we learn to use imagery in a strategic way, we will begin to play with a visual AI tool (Midjourney) to define its utility, but also its limitations in expressing ideas and imagination.

**Essential Reading**

Required: Introduction to Semiotics Slides*(link below)*

For discussion: <https://journals.sagepub.com/doi/full/10.1177/0887302X18796320> (fashion)

**Preparation for this session**

After your reading, be prepared to talk about an example of the semiotics you observe in your day-to-day life (art, television, advertising….).  What are the underlying signs and unspoken meanings of the wardrobe, sets, furniture choices, products, colours…? Please bring a screen grab/picture to post on padlet.

Please come ready to share your top 4/5 insights (one sentence each) from your secondary research on your topic area, we will be working with these in the session.

**Additional Reading**

Semiotic Analysis in Social Research (*link below*)