

Albert Laurence School of Communication Arts,

Research Committee 2020

Creative work manuscript

1. Creative work name

In English: “Walk Like the Beatles, Keep 2M Away” Intertextuality Poster

In Thai: โปสเตอร์สหบท “เดินแบบเดอะบีเทิล รักษาระยะห่าง 2 เมตร”

2. Name of contributors

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3. Background or significance of the project

According to World Health Organization (WHO), COVID-19 is an infectious disease caused by a newly discovered coronavirus.ⁱ Currently, the virus has affected more than 200 countries around the globe with more than 88 million confirmed cases and almost 2 million confirmed deaths.ⁱⁱ According to WHO, the best way to prevent and slow down transmission is to be well informed about the COVID-19 virus, the disease it causes and how it spreads.

In this regards, students (as a part of the AD3117 Advertising and Popular Culture subject) are taught about intertextuality concept to design a poster in semester 1/2020 (August-October 2020). The creative work, therefore, has applied the concept of intertextuality to design a poster that creates awareness of the virus and gives knowledge about the preventive measure of COVID-19. The poster was planned to be promoted when students resume to normal class in semester 2/2020

which started in November 2020. Besides, the creative work was designed to be in line with the “relationship” theme of CA Creative Work 2020.

4. Project Objective

1. To design a poster that applies intertextuality concept
2. To showcase a poster to create awareness about the threat of COVID-19
3. To promote the preventive measure of COVID-19
4. To display and disseminate the work to the public

5. Concept

Intertextuality had an insightful impact on postmodern culture and society, where an essential part of the individual’s understanding and experience is developed through indirect media communication. Lash (1990) stated, “We live in a society in which our perception is directed to representations as much as to ‘reality.’ⁱⁱⁱ If art was previously believed to “reflect reality”, in postmodern society we understand reality with reference to media texts (Lacey, 2000).^{iv}

The semiotic concept of ‘intertextuality’ introduced by the literary theorist Julia Kristeva is accompanying principally with poststructuralist theorists (Chandler, 2002).^v Kristeva referred to texts in terms of two axes: a horizontal axis connecting the author and reader of a text, and a vertical axis, which connects the text to other texts (Kristeva, 1980; cited in Chandler, 2002).^{vi} The ‘borrowings’ from each other create the new text through intertextual anagrams (Lampolski, 1998; cited in Kenyon, 2006) demonstrating that the work of intertextuality are a mixture of elements already read in other texts^{vii}.

With the application of intertextuality concept, the creators have borrowed characters of the world famous musical band, the Beatles, to create a new meaning in the poster. This is to connect the new meaning that the creators created with the understanding and experience of the viewers from the previous meaning. Thus, the creative work does not only create a new meaning in the work but also triggers a greater attention among viewers. “Walk Like the Beatles, Keep 2M Away”

Intertextuality Poster (โปสเตอร์สหบท “เดินแบบเดอะบีทเทิล รักษาระยะห่าง 2 เมตร”) is developed to apply intertextuality concept to create awareness of the virus and to give knowledge about the preventive measure of COVID-19.

6. Process of art or design works

1. Brainstorm idea to create a poster

In semester 2/2020, students had to resume to normal class. The poster was designed to welcome students back to school (CA family). The creators considered that the clearest action of going back to school is walking. Therefore, the action of walking to the CA building is used in the poster to imply the meaning of students going back to school and to create a message of welcoming students back to CA family.

2. Conduct research to study the preventive measure of COVID-19

According to the official website of Government of Canada, one of the preventive measures of COVID-19 is to stay 2 meters apart to reduce the spread of the virus.^{viii} Therefore, this preventive measure was applied in the poster.

3. Apply intertextuality concept in the poster

3.1 Select a well-known character

The Beatles are responsible for a number of iconic albums covers. One of the world famous albums is Abbey Road which is the penultimate Beatles album and the last one to be recorded.^{ix} According to the official website of BBC news agency, the Abbey Road album cover was taken by the late Scottish photographer Iain Macmillan 50 years ago. He stood on a ladder in the middle of the street to photograph the Beatles walking across a pedestrian crossing in London while a policeman blocked the traffic^x. Here, picture 1 shows the image of George Harrison, Paul McCartney, Ringo Starr and John Lennon striding across the road outside EMI studios in St John's Wood.

Picture 1: The image of George Harrison, Paul McCartney, Ringo Starr and John Lennon striding across the road outside EMI studios in St John's Wood^{xi}



The album cover, Abbey Road, of the Beatles was applied in the intertextuality poster because the meaning existed in the album cover matches with the action of students walking to CA building that the creators wanted to create.

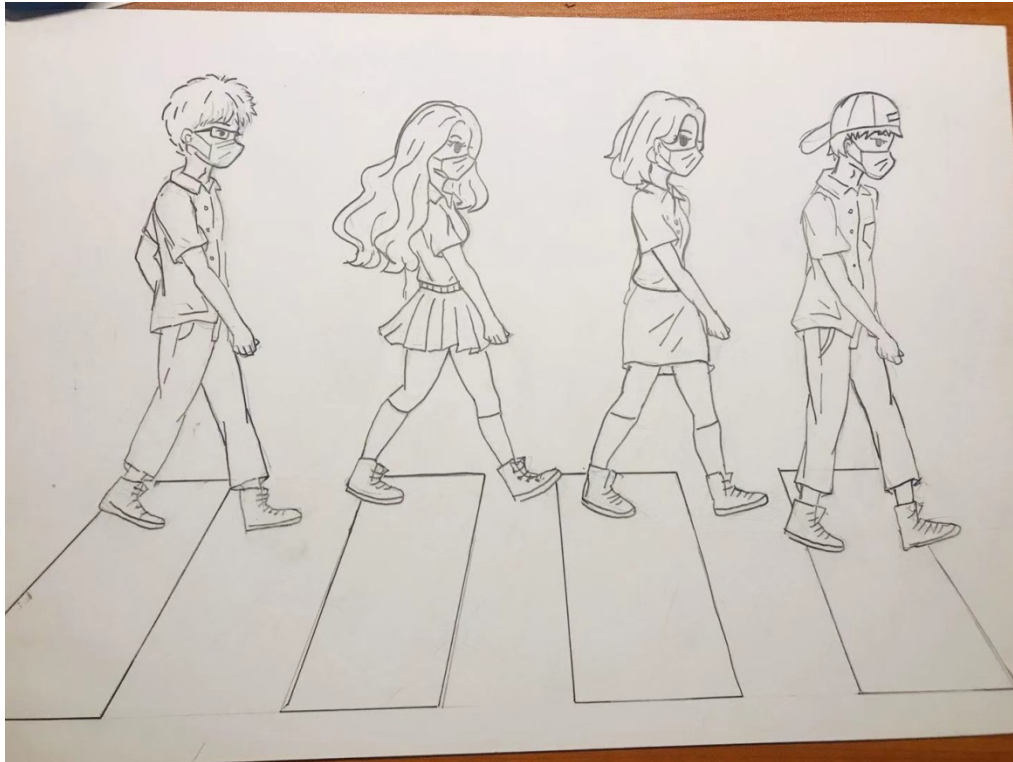
3.2 Draft the cartoon of students walking to CA building

The Beatles' Abbey Road photo is one of the famous album covers. Many people around the world visited the road to walk across a pedestrian crossing the same way the Beatles did. Many creative works imitate the Beatles' walk to create a new meaning in their works.

In this regards, the sketch of the poster is created on a piece of paper as shown in Picture 2 to borrow the well-known characters of the Beatles walking across a pedestrian crossing in

London to the creative work. The cartoon of students wearing student uniform is designed to represent the image of CA students.

Picture 2: The Sketch of Poster



4. Design a poster.

4.1) Create the copy of the poster

The copy of the poster is the main text used in developing and retaining an interest of the viewers.^{xii} The copy, “Walk Like the Beatles, Keep 2M Away” was therefore created to give knowledge to the viewers about the preventive measure of COVID-19 when students resume to normal class. “Welcome back to CA family!” was designed to convey a sense of unity of CA family. These two copies therefore convey the importance of collaboration to fight against COVID-19.

4.2) Design the background of the poster

The background of CA building was created on Adobe Illustrator to highlight the physical environment of CA building and bring a social context to welcome students back to school (CA family) when the normal class is resumed.

4.3) Choose mood and tone

To alert the threat of COVID-19 among viewers, black and red colors are the main colors used in the poster. Whereas, the black color highlights the serious threat of the virus, the red colors highlight the importance of staying 2 meters apart when students resume to normal class to reduce the spread of the virus.

4.4) Lay it out with styles

At this step, the creators add everything together. The final sketch is designed on Adobe Illustrator. The example of the final sketch is shown in Picture 3.

Picture 3: The Final Sketch of Poster



5. Photo Shoot

5.1) After designing a final sketch, a photo shoot was done in front of CA building with CA students as models in the poster.

5.2) The photo was edited in Photo Shop to add the copy on the photo and to adjust the size of the photo as shown in Picture 4.

7. Material and techniques of art or design works

1. The sketch of the poster was designed on Adobe Illustrator.
2. After the photo shoot, the poster was designed on Photo Shop.

8. Pictures of art or design works

“Walk Like the Beatles, Keep 2M Away” Intertextuality Poster

โปสเตอร์สหบท “เดินแบบเดอะบีเทิลส์ รักษาระยะห่าง 2 เมตร”

Picture 4: The Poster

WALK LIKE THE BEATLES, KEEP 2M AWAY



9. Knowledge after finished produce art or design works

The creative work aims at showcasing the preventive measure of COVID-19 when students resume to normal class. The work aims at using an intertextuality concept to create awareness of the virus and to give knowledge about the preventive measure of COVID-19. A photoshoot at CA building during Covid-19 break was taken into

consideration to make the poster become more realistic. Besides, the layout of the copy of the poster had to be adjusted from the final sketch to make it clear for viewers to see.

ⁱ https://www.who.int/health-topics/coronavirus#tab=tab_1

ⁱⁱ <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

ⁱⁱⁱ Scot, L. (1990). *Sociology of Postmodernism*. London: Routledge

^{iv} Lacey, Nick. 2000. *Narrative and Genre*. Houndmills: Palgrave

^v Chandler, D. (2002). *The basics*. Routledge.

^{vi} Chandler, D. (2002). *The basics*. Routledge.

^{vii}

https://www.researchgate.net/publication/235320354_Exploring_intertextuality_Young_people_reading_alcohol_advertising

^{viii} <https://www.canada.ca/en/public-health/services/video/covid-19-physical-distancing-stay-two-metres-apart.html>

^{ix} <https://ultimateclassicrock.com/beatles-abbey-road-cover-shoot/>

^x <https://www.bbc.com/news/uk-scotland-49276461>

^{xi} <https://www.bbc.com/news/uk-scotland-49276461>

^{xii} <https://studiousguy.com/advertising-copy-definition-types-examples/>