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Your Friendly Neighborhood Image

The image I chose for my essay is an advertisement for the recently released Marvel videogame, Spider-Man: Miles Morales. The image has a very hyper realistic aspect to it, the way Miles's Spider-Man is detailed. In the image you can see the details of his attire's fabric. For example, the suit has a crosshatching pattern that mimics the appearance of spandex. Other details of the suit include circular dots on the palms of the hands, his abdominal area, and. his heads. Additionally, the outfit has a reflective look to it indicated by the light on some parts of Miles's Morales costume and its eyes. The sole of Miles's costume is also highly detailed with its intrinsic design. The pose that Miles's is in is very dynamic as it indicates movement with the way be is positioned and shooting webs from his web shooter. One thing that Spider-Man is known for is the fact that he swings across New York City's skyscrapers. Also, the way Miles takes up the whole spread of the magazine is reminiscent to splash pages found in comics. Often, when a character or action takes up an entire splash page

(either one page or both pages) it would signal something of importance. The background of the image is a red and black like the outfit, as well as having splattered paint, webbing, and geometric patterns. Those elements give off an almost urban and/or graffiti look to the overall image. Which would be appropriate considering the setting of the game does take place in New York City. The image also seems to imitate the depth of field found in photos. Specifically, it imitates shallow depth of field where the subject (in this case it's Miles) is in focus while the foreground (if any) and background are blurred. It can be seen in the magazine ad with the closer web fluid being is blurred as well as the background.

Another thing to point out about appearance and texture of the suit is that it gives off a high-tech look. It gives off this cyber-punk aesthetic which would appeal to the consumers and players because how intriguing and astonishing the outfit looks. This also correlates with the main antagonist of the game who is named the Mad Tinkerer and she is a very tech heavy based character. All of this catches the eye of a potential player because no one wants to play a game that looks atrocious. Game design is a type of design, and the purpose of any design "is the **process** of intentionally creating something while simultaneously considering its purpose, **function**, sociocultural factors, and aesthetics." Now, to add on what was previously stated about the background. The abstract webbing patterns and colors give off this sense of a fictionalized New York City, something that is different. A NYC that is filled with neon lights, super powered people, and "high-octane" action. Additionally, when it comes to the pose of Miles Morales, it looks dynamic, heroic, and vigorous. This would make sense because Miles is a teenager, he is in his youth. This in turn, gives us an inexperienced Spider-Man who is learning on how to protect NYC. Unlike Peter Parker who is in his mid 20s and has had years of experience since he was in his early teens. To top it all off, Miles is on his own while Peter is outside of NYC. In a way this will bring "newness" to the player because they will be handling a totally different Spider-Man

with different move sets, design, story, background, upbringings, and so much more. Also, the text on the ad also gives off something youthful. For example, the font used appears to be grungy and that is sometimes associated with youth or someone who is rebellious. These kinds of fonts would normally be used in heavy metal and rock bands which again reflects its rebellious and youthful nature.

In *Rhetoric of the Image*, Barthes talks about how a drawing can be denoted but unlike photographs, drawings have coded messages within them. They can never tell the whole information of something like a photo does. To me, he is saying that with drawings, they do not capture the true sense of what is happening because drawings are recreations. While photographs can capture something at moment's notice, even if it is staged. Like the photograph will be direct and illustrate what it is to say, sell, or inform and with a drawing everything is inferred instead of it being literal and direct. For example, everything I mentioned about the Miles Morales ad, from abstract patterns, colors, and fonts to the dynamic poses Spider-Man does, everything was inferred and not literal and direct like photograph would do.

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