

PORTFOLIO WRITING

Student Number

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BA course title

Contextual practices ways of thinking ADA4018

Word count for each task in the order I received

Task 1 – Manifesto - 695 words

Task 2 – Semiotics Analysis – 503 words

Task 3 – Practice based writing - 419 words

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Task 1 – Manifesto

1. Making a mistake can sometimes lead to a better perspective
2. Don't always strive for perfection it could mean you do not create something unique.
3. Being grateful for each day of your life, enjoy the beauty each day presents and draw inspiration from everything.
4. The process of art can help heal the body and the mind
5. Art can help to communicate emotions
6. Make yourself more noticeable to others
7. A bit of commotion can be a good thing it can give you inspiration and help you grow as an artist.
8. Organized chaos can lead to unique perspective

4. The process of art can help heal the body and the mind.

Malerie Montgomery from the Henry Ford health system stated in a blog that “Art is healing because it enables you to forge a connection between your mind and your body’ the reason it can help healing is that it can reduce cortisol which is a stress hormone. Just having some presence of art, you can gather inspiration, which could translate into your thoughts, imagination, and creativity. Art can communicate with others even without you having to speak such as when Jackie Armstrong says that “Art helped me to communicate what I couldn’t find words for.” This shows me that art has helped her to contribute her emotions into her work without speaking in so f=doing it helped her to heal her so that her trauma didn’t consume her. Libby Byrne in healing power of art and the healing of art said ‘discover who we are within a work awakens us to ourselves’ so by doing your own style of work it can help to heal yourself taking away the negative points in your mind.



Figure 1

<https://www.henryford.com/blog/2018/05/healing-power-art>

2. Don't always strive for perfection it could mean you do not create something unique.

In some sense having a perfect standard for your work can be a good thing, but others believe that perfection isn't necessary, as started by matt Fussell that 'The enemy of the artist is perfection' and how being 'perfect is unattainable' meaning you may not achieve your goals if you aim for perfection. Throughout history some artworks have either been abandoned or left unfinished for different reasons in art and fear by David Bayles and ted Orland they say "often the work we have not done seems more real in our mind than the pieces we have completed. "Just because a piece isn't finished doesn't mean that it isn't still unique this can make the artwork more real and human even if sometimes if you disagree with how your artwork looks. Explaining that the artwork isn't your style and or you disagree with how it looks, don't throw it away, it can be altered or even used for another project or piece so it isn't always about striving for perfection, a mistake can be changed, unfinished work can be used as a piece or even just one stroke or a dot can be counted as art piece famously Paul Cezanne said to his mother that "finishing things was a goal for imbeciles" and he left a painting unfinished called the bouquet of peonies in a green jar painted around 1898, and he very rarely signed his work.



Figure 2

<https://www.npr.org/2016/05/31/479584758/you-gonna-finish-that-what-we-can-learn-from-artworks-in-progress?t=1641209424816>

5. Art can help to communicate emotions

Communicating with your feelings/emotions can have many approaches you could be direct, responding by not react, finding the right time, or even paying attention to someone's body language and tones of their voice. As stated by Cochran and Claspell in the book the importance of emotions in interaction by sally planalp that "Emotion lurks about upsetting well-ordered lives, disrupting rationality, and dividing a person with paltry and degenerate demands.... An emotion is a commotion." We all confront feelings and amotions sometimes trying to cope with them or often pretend that they are not happening. As a person if we don't confront our feelings, how can anyone else understand this could lead to miscommunications and confusing conversations



Figure 3 Getty images

<https://www.inc.com/amy-morin/7-ways-your-emotions-can-get-the-best-of-you.html>

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<https://thevirtualinstructor.com/blog/perfectionism-the-enemy-of-the-artist>

Task 2 – Semiotics Analysis

The meaning of semiotics/semiology can be defined as a way of analysing meanings which can involve a particular sign, like a word, a picture, or even symbol, which can communicate other meanings which is described in Visual Methodologies introduction by Gillian Rose. And how semiotics can be split into two parts with the denotations (signified) means a word or a phrase that has an explicit or direct meaning and connotations (signifier) which is a word or a phrase that is associated or has a secondary meaning and be implied by a word or thing; an example of signifier which would be the words 'a very young human unable to walk or talk' and the signified would be just be the word 'baby.'

In 2016, the launch of Modern Muse Eau De Rouge featuring Kendall Jenner shows me that it is a perfume advertisement, it pictures a woman leaning up against a pillar next to a bush of red roses which is polysemic (contains multiple meanings). The colour red can be the sign for war, courage, anger, health, and life. However, roses can show another perspective of meaning such as a sense of sensuality, luxury, elegance. Combining meanings to show can show a greater impact when looking at the whole image. The Connotation for Modern Muse Advertisement is that it communicates a sense of power, energy with hints of danger, and a creative mindset considering the caption 'Be daring. Be an Inspiration' explains to me that it is trying to tell the audience to be a bit adventurous and be yourself and become an inspiration and how you can achieve anything. Even though a picture has a thousand words, the lettering in some of the advertisements have some meaning behind them too; an example would be "MODERN MUSE" with it being in capitals tells me that is the most important section of text due to the fact it is the name of the perfume, which the advertisers would want the reader to know before anything else. Even though the font is the same font but smaller slightly smaller it still has some importance because this is the brand name, and the font is in serif font shows me that it is a professionally done advertisement. Although, there are two main techniques used by advertisers are positioning and image-creation. Positioning is the placing or targeting of a product for the right people (Understanding Media Semiotics pg. 183) an example Modern Muse Eau De Rouge from the picture it shows that it is not specifically for a female audience not just because you would see the outfit, the makeup and the title and but for a male audience too with the picture of a women in the perfume and that they would like to buy it for there other half.



Figure 1 Modern Muse Perfume
Advertisement Estee Lauder 2017

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Figures

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Task 3 – Practice based writing

I have chosen wool as my word and versatile as is keyword. The meaning of versatile can be shown in many ways it could mean to be able to change easily from one activity to another or able to be used for many purposes. The Merriam-webster dictionary defines versatile as embraces a variety of subjects, fields, or skills.' And in vocabulary.com versatile can be how it is to describe a person or thing that can adapt to do many things or serve many functions The object wool can be manufactured in many places from the United Kingdom, China, Australia, and New Zealand as a few examples. However, the main dominant exporter for wool would be Australia with the largest importer being China. Wool can be extremely versatile and worn on more parts of your body than any other material; shown through weaves or clothes, and able to have multiple layers of textures that are rough and smooth. Wool can be used in wadding (fillings) and provides superior breathability and insulation and is also fire retardant. Wool used as an insulation layer that naturally adjust to your body's thermal balance improving a perspiration comfort that keeping the body drier. In English wool textile industry has two main components which is, 'Annually early nation-wide production by small local craftsmen serving their villages and town markets and never contemplating international or even inter-regional trade....and.....several narrowly localized, highly organized groups of specialist producers selling their goods in widely scattered markets". Although wool is popular some people believe that sheep shearing is animal cruelty, they believe that without human interference sheep grow enough wool to protect them from temperature extremes. A quote from peta.org is "[T]he shearing shed must be one of the worst places in the world for cruelty to animals saying that he has seen shearers punch sheep with their shears or their fists until the sheep's nose bled. And how he has seen sheep with half their faces shorn off. "I believe that most sheep owners that use the wool as a commodity care about their animals, but I also believe that there can be a minority who abuse their sheep while shearing.



Figure 1 – Picture of a sheep's wool

<https://www.theguardian.com/world/2018/nov/28/it-is-more-cruel-not-to-shear-sheep>

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