

## Portfolio of Writing

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Task One: Julia Lockheart- **Manifesto Writing: “ What do I believe in?”** =550 words.

1. Art comforts or disturbs our minds.
2. Art is the right of freedom and access to which everyone is entitled to and can freely participate in.
3. Fashion has the power to reflect upon a social and a political movement.
4. Art is another form of communication.
5. Art is enchanting by captivating our mind.
6. Art is a powerful tool for self-healing and of expression.
7. Art can satisfy a desire, by unleashing our imagination to create what is unthinkable.
8. Art is an experience of which value universally remains unchanged.

Keyword: Power

Fashion has the power to reflect upon a social and a political movement.

Fashion has the power to influence a social and a political change, as it's a freedom of choice and a "tool of self-expression and empowerment to build reputation, attract attention and assert authority." (The Design Museum, 2014) Therefore, the sensory value of fashion has the power to change society's perception.



Mini Dress, 1967

During the 60s the teenage market grew, gender roles changed and sexual liberation was encouraged by the availability of the pill. Mary Quant's fashion designs responded to these changes. Her mini skirt design liberated women by "breaking the conservative rules of women's fashion." (Ritson, 2004) This empowered the youth culture to have the ability to self-express themselves, to have more independence, embracing activism and "looking to unleash female power." (Contini, 2019). Therefore, reflected a change in women's behaviour and the society's views on gender roles. As stated by Smith, Julia, Quant's fashion "reflect their vivaciousness and the more liberated views of the 1960s and '70s." (Smith, 2017, p. 43-45) Therefore, fashion has the power to reflect upon a social, political and cultural movement.

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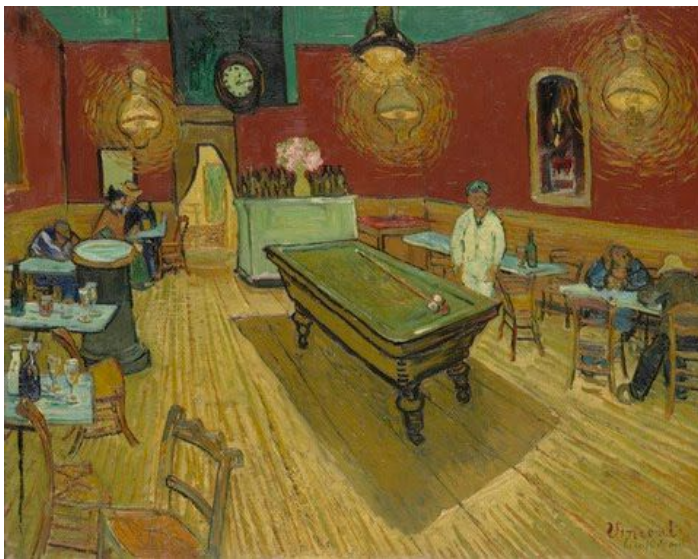
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Keyword: Expression

Art is a powerful tool for self-healing and of expression.

The purpose of Art is to express a belief, feeling and character of an artist. Artists use colour, texture and different brush strokes to enhance and to evoke emotion. Their powerful artworks communicate with the audience by triggering an emotional response which, can be comforting, unpleasant or stoical. As stated by Ridley "The function of Art is to transmit feelings from artist to audience; the role of the artwork is simply that of a conduit through which the artist's feelings." (Ridley, 2005, p. 212) Van Gogh used colour to express his inner emotions, connecting himself with the audience by allowing them to relate to how he felt.



Vincent van Gogh, "Le café de nuit"

Van Gogh described his impression of 'The Night Cafe' through the use of contrasting greens and yellow colours "To express something of the power of the dark corners of the grog-shop." (Grant, 2016, p. 55) This portrays that Art is a powerful tool of expression as, his strong paintings are interpreted through his eyes, revealing an emotional insight of his mind.

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Keyword: Communication

Art is another form of communication.

Art can be presented as a form of communication that can be verbal, written, visual and nonverbal. It can open our eyes by sending a message across, making a statement, by allowing us to see things from a different perspective. As stated by Leo Tolstoy "Art, like speech, is a means of communication, and therefore of progress." (Tolstoy, 1897, p.142). Banksy uses the power of Art to communicate his thoughts and feelings on the social, political and moral issues, across to the society through visual aid.



"Girl Frisking Soldier", Bethlehem, 2007

Banksy provokes a disturbing thought. He swaps the character roles, as the innocent girl frisks the soldier instead, she is the persecutor. Banksy wants people to contemplate the cultural barriers, reflecting upon dehumanisation and the idea of limited freedom. This controversial art piece voices that the "society must control government and not vice versa." Baratashvili (2013) Therefore, this art piece visually communicates by, empowering the society to take action and to make a change.

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Task 2 - Jon Pugh- **Reflective Writing: Do you know what you think?** = 461 words.

As a surface pattern designer, I feel that I need to be creative by exploring variety of design processes and techniques. My design approach should be as environmentally friendly as possible by considering the 'Make do and Mend' scheme, which was introduced to persuade people to reuse by repairing worn-out clothes, using stitch techniques such as, Boro and Sashiko. My inspiration comes from nature and designers who take into consideration our environment when designing their product such as, Vivienne Westwood. Therefore, I will reflect on how I as a designer can create and make aesthetically pleasing textile pieces by reusing and recycling.

'Make, Do and Mend' scheme was introduced during WW2 because there was a shortage of resources and "fashion became constrained by shortages of materials, and designers simply had to work with what was available." (Summers, 2015.) The scheme influenced to upcycle fashion by altering and mending clothes.

To use Sashiko embroidery technique for decorative embellishment and to "insulate, strengthen, patch and mend textiles to extend their life and usefulness." (Marquez, 2019.) In my opinion this scheme is ethical and by repairing garments, we are creating a story, extending life cycle and making a new, unique garment.

It's important to think about the future and how I as a designer can gain inspiration from other designers and nature, reflecting on the current issues affecting our environment.

Vivienne Westwood who is a quirky and iconic, punk fashion designer. I am drawn to Vivienne rebellious style and her sustainable approach to fashion. She inspires me as she has "taken a principled stand against the concept of 'Fast Fashion' (The Fall, 2019) by making a bold statement with her clothing designs that protest against climate change.



Figure 1

I really like how she politically expresses her thoughts and opinions, on how 'Fast Fashion' effects climate change in text on clothing. As, I think that this will allow people to visualise the issue and will provoke people into reusing and recycling by, showing us that clothes don't need to be brand new to be aesthetically pleasing.

I think that it's important to make a choice that matters by reusing and recycling, which by doing so we can make something new out of something old. This can be achieved by "adapting what we have by using old curtains and revamping with buttons and old jewellery" (Grace, 2010, p.95) or by adding decorative pieces such as, sequins and using the Sashiko stitching technique to reinforce clothes, whilst decorating them with different styles of stitch or, as suggested by Westwood "Make your own t-shirt by putting a picture in a plastic sleeve and pinning it." I think that this approach to fashion will have a positive impact on the fashion industry as well as our environment.

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**Task 3 - Ryan Module- Observational Writing: Identify and image and write a semiotic analysis = 550 words**

In our days media images have a big impact socially, creating a relationship “between what people read and saw and what people did with that information” (Biagi, 2006, p.256) However, people react differently after absorbing media messages thus, a light needs to be shed, revealing the truth behind media images to understand it's context. How do we interpret the true meaning of images? When sometimes the message is less obvious than we think.

Images in advertisement captivate audience interest. They make us remember by the use of repetition and semiotics which are used to signify a message through the use of signs and symbols. It's a “Highly sophisticated communication force and powerful marketing tool.”(Kumari, 2014, p.42) Whilst deconstructing an advert from a high fashion company, I'll refer back to the theory of semiotics and advertising in order to look at adverts from a new perspective.

As we grow up we learn what to associate symbols with for example a triangle on the side symbolises a play button, when clicked on it plays music or a video. We learn how signs convey messages, how to interpret them and to derive meaning from symbols and signs.

Semiotics is defined as “ the study of signs and sign processes” (Kumari, 2014, p.42) It's a theory of the way that the communication works, made up of two narratives the signifier which is the physical form of a sign such as “the image of one of those sounds which we shape within our minds when we think” (Silverman, 1983, p.6) and the signified which is the concept representing that sound image. The signifier and signified work together to create meaning by connecting thoughts and sound.

Moschino a high couture brand released a photo advertising their 2014/2015 fashion ready to wear collection, inspired by the iconic McDonald's logo. Usually, we wouldn't see a fashion brand combined with a food brand but this combination according to Hamilton “might help banish your biases.” As, You wouldn't really see people holding their drink at McDonald's in a such a posh manner but, this is a high couture brand therefore, it has to keep its luxurious 'look.'



# MOSCHINO

Moschino F/W 2014/2015 Campaign

Symbols are learned culturally. The physical resemblance of the letter 'M' evokes and represses the concept of McDonald's and it's similar to the name of the fashion brand being advertised as it starts with the same letter, "extending the fast-food concept to fast fashion." (Chen, 2014)

The signifier would be the physical form of how the word moschino and the letter 'M' are read, creating communication. The signified would be the concept fashion brand, fast food. The connotation is fast food, cheap, tasty whilst, for the fashion brand it signifies luxury and expensive. The concept of this advert is that we can be glamour, dressed luxuriously but still consume cheap, fast food and that wearing expensive clothing doesn't make a difference.

The concept of images used in advertisement is a "Psychological treatment of the consumer and a very creative and glamorous area." (Kumari, 2014, p.42) Therefore, it's important to deconstruct media images using the theory of semiotics to reveal the truth and avoid bias. As, the impartial of semiotics is to learn and to understand the message which is being conveyed.

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