

Student Name: Laura Evans

P Number: 2220189

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Tasks in the order I received them:

Task One: Manifesto Writing 705 words.

Task Two: Semiotic Analysis 524 words

Task Three: Practice Based Writing 568

Task One Manifesto

1. Do not copy or plagiarise others work. Instead, I will look to others work to inspire, I will create something that is original and expresses my individuality.
2. Researching art movements and artists that make me feel, and that I am drawn to, will produce more inspired work especially those which give me an emotional response.
3. To start my work, I will begin with a mind map, mood board, research both primary and secondary this will provide a good foundation for my work and will ensure that my work has substance and depth.
4. By challenging myself and taking every opportunity to expand my skills and knowledge to produce work that is well rounded and a true representation of who I am and what I believe in.
5. Art and Design hold more importance than producing items or artefacts, as a designer I must understand the importance and responsibility that it entails.
6. Design does not have to be practical or functional. The beauty and aesthetical value are of value.
7. Art can serve multiple purposes and can be utilised in many ways and by any group and demographic. To motivate, to unify and serve a greater purpose.
8. To realise that art in every form is essential. Life without any artistic expression or outlet would be like a world without any colour. Art is a universal language and is able to spark emotion, ideas and start conversation.

Manifesto Writing.

Art can serve multiple purposes and can be utilised in many ways and by any group and demographic. To motivate, to unify and serve a greater purpose.

The primary function of art is commonly mistaken that it is for enjoyment and to be pleasing to the senses however Art has layers and as a vehicle in which difficult subjects can be broached and introduced to people who perhaps otherwise would have no reason to enquire about the topic.



Figure 1

“Indian artists have overlooked what he considers to be the primary function of art: to be honest and tell the truth, specifically about what has happened to Indian people—about poverty, the ill effects of alcoholism, the loss of land and culture, and the ravages carried out by the federal government.” Belgodere, J (2016)

Art is a way for people to express emotions, it allows people an outlet and a way to express themselves when they haven't got words. It encourages conversations about difficult topics and makes them more palatable. It creates a space to talk in a way that people can connect to an issue not just through their eyes but emotionally as well.

"One of the major responsibilities of artists – and the idea that artists have responsibilities may come as a surprise to some – is to help people not only get to know and understand something with their minds but also to feel it emotionally and physically. "Elliason, O (2016)

To realise that art in every form is essential. Life without any artistic expression or outlet would be like a world without any colour. Art is a universal language and is able to spark emotion, ideas and start conversation.

Art can be expressed in multiple forms such as painting, architecture, cinema, literature, music, theatre and literature. Although each of the disciplines have major differences that identify them, they all share one principal purpose and that is to evoke emotion. Historically for art to be called as such it had to be aesthetically pleasing to the upper classes. However, in recent times the class barrier to enjoying the arts has been removed. The life people who didn't have the means or the background to be allowed to enjoy art in any form must have been much less enjoyable and their lives missing something that we take for granted. Art creates dimension and sparks emotion in our day to day lives.

" For centuries art world institutions have trained collectors, connoisseurs, and students of culture to believe that in order for something to be art it should be naturally and instinctively open to the interpretation and enjoyment of the educated museum visitor; only in the last decades of the twentieth century were the class-based and colonial underpinnings of this discourse questioned." Marzek.J, Pitelka.M (2008)



Figure 2

Art is more accessible today than it has been in the last one hundred years. Largely in part to the advance of technology. It is no longer a privilege of the upper classes and is now a right of the masses. However, this old belief system has not entirely been erased.

Art and Design hold more importance than producing items or artefacts, as a designer I must understand the importance and responsibility that it entails. As a designer and artist, I have a huge responsibility as I have the potential to use my platform for good and to raise awareness. Culture and politics are so closely related, and art has always been intertwined and influenced by the current climate and social circumstances. Take for example propaganda during the first world war. It was used to create emotive responses from the people of the country it was aimed at. Propaganda material was full of additional meanings and supported the attitudes of the politics at the time. It used language and slogans to relate to the everyday person and make them take personal responsibility for their actions and behaviour. The three main themes were to encourage Recruitment, increase Morale and the support of Soldiers.

“Propaganda has always played a key role in shaping attitudes during periods of conflict and the academic study of propaganda, commencing in earnest in 1915, has never really left us.”

Connelly, Connelly, M., Fox, J., Goebel, S., & Schmidt, U. (2019)



Figure 3

Semiotic Analysis

For this task I have chosen a poster that was used as propaganda in World War two and I will look at it through the lens of semiotics. Semiotics is the study of signs, meanings, and symbols. The word semiotics is crudely broken down to mean the science of signs.

“It is oldest usage; the term semiotics was applied to the study of the observable pattern of physiological symptoms induced by particular diseases. Hippocrates (460? -377? B.C.) –

“Sebeok T, 2001

However, the founding fathers of semiotics are Swedish linguist Ferdinand De Saussure and American Philosopher Charles Sander Peirce.

“A science that studies the life of signs within society is conceivable; it would be a part of social psychology and consequently of general psychology; I shall call it semiology (from Greek semeion ‘sign’). Semiology would show what constitutes signs, what laws govern them. Since the science does not yet exist, no one can say what it would be; but it has a right to existence, a place staked out in advance. Linguistics is only a part of the general science of semiology; the laws discovered by semiology will be applicable to linguistics, and the latter will circumscribe a well-defined area within the mass of anthropological facts “



Figure 4

The image depicts a healthy looking tanned young submariner, with an attractive young woman draped around him. The words say "He volunteered for submarine service" but the poster implies that when you volunteer for submarine you will be attractive to women that they will be hanging off your every word. Its saying to the viewer that enlisting will give you status and be impressive to the opposite sex. The man is depicted as healthy and clean shaven and glowing. The message is that upon signing up you will then depict health, wealth and happiness. The man is placed higher than the woman signifying he is the important one and the woman is looking up to him with adoration. It buys into the gender roles of the time the poster was created that men were the breadwinner and a woman either was the supportive wife or if they were single.

The wording says, "He volunteered for submarine service" the poster is imploring people to join but it doesn't say that it uses a statement rather than a question such as "Will you?" Even without the question at the end you can add the text, you can read between the lines that the posters purpose is to start that dialog in the viewers mind that what would happen if they were to also join up.

The signifier in this image is the submariner and the depiction of him. The sign is the use of a healthy and well fed and that the attractive man is more desirable to the opposite sex. Although it doesn't say in words 'If you sign up you will have beautiful women draped off your arm' that is the message that the image is giving to the viewer.

The poster uses bias and only sets to highlight the positives of joining the submarine service it does not speak of the dangers and hard work.

Practice based Writing.

I have chosen to look at the mask of Tutankhamun. It is a funerary mask weighing over ten kilograms and made of two sheets of gold hammered together, it is 54cm tall. (Hawass, Z. 2006). It is considered one of the most important historical discoveries in the modern era.

The mask is easily recognised and synonymous with Ancient Egypt. If you showed a someone this item, they would instantly associate it with Egypt.

However, would they know the history of Tutankhamun's mask.

Upon first look it is a beautiful object to be admired. But upon closer inspection into its origins and the story of how the mask came to symbolise ancient Egypt in the present day. One mask talks so much about history, the culture at the time and the techniques and craftsmanship that the ancient Egyptians were using.

“This is one of the greatest works of Egyptian art and it lay closest to the mummified remains of the king. It's iconic and freighted with associations. It was an exalted object with a purpose: To ensure the resurrection of the king.” (McDonald 2017)

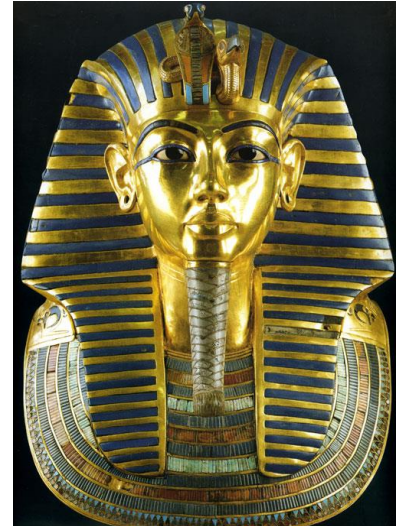


Figure 5



Figure 6

The mask had multiple purposes one was to protect the mummies head and chest; the mask was made in the persons likeness so that their soul would be able to recognise them. The tomb of Tutankhamun was discovered in 1922 by Howard Carter and photographed by Harry Burton. The funerary mask was just one of the things found during the excavation.

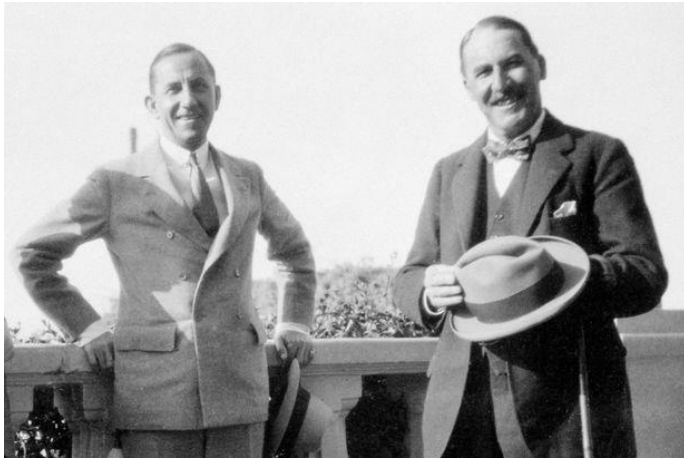


Figure 7

Upon first look the mask itself is a thing of beauty however the tragic history of the 'Boy King' is at juxtaposition of the complex artistry. King Tutankhamun only ruled for ten years and died at the age of nineteen. The mask was made over 3300 years ago and each element has its own detailed history, origin and journey it travelled to be included in King Tut's mask. The pupils of the mask were made of obsidian that came all the way from Ethiopia. Every detail of the mask represents something and nothing has been included accidentally.

"Tutankhamun's Gold Mask Tutankhamun's gold death mask is probably the most famous artefact ever found in Egypt. Howard Carter described it as: 'a beautiful and unique specimen of ancient portraiture', which 'bears a sad but calm expression suggestive of youth prematurely overtaken by death.'"

The first thing we see is that the mask is expensive and laden with jewels and that the wearer was wealthy and prestigious. However, the deeper meaning is that this mask represents the life and death of King Tutankhamun. It speaks to the Kings lands he ruled over by depicting the goddess Nekhbet of upper Egypt and the goddesses Wadghet of lower Egypt. There are subtle details such as the holes in the ears of the mask which tells us that at the time of his death Tutankhamun still wore earrings in his ears as was customary for young boys to do so and then have them removed as adults.

Tutankhamen is depicted wearing the striped nemes headdress (the striped head-cloth typically worn by pharaohs in ancient Egypt) with the goddesses Nekhbet and Wadjet

depicted again protecting his brow. He also wears a false beard that further connects him to the image of a god as with the inner coffin. He wears a broad collar, which ends in terminals shaped as falcon heads. The back of the mask is covered with Spell 151b" (Cummins, 2015)

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Illustrations

Figure 1 Banksy *Black Lives Matters*, 2020 <https://mixmag.fr/read/banksy-soutient-le-mouvement-black-lives-matter-avec-une-nouvelle-uvre-et-un-message-news> (Accessed January 18th 2023)

Figure 2 <https://elephant.art/class-visual-arts-barriers-need-broken/> Common Culture, Tips for Artists, 2013
(Accessed March 2023)

Figure 3 *Kitchner World War One Propaganda*, 1915 <https://www.bbc.co.uk/news/magazine-28642846> (Accessed January 18th, 2023)

Figure 4 Submarine Service Poster World War Two
<https://store.nationalww2museum.org/submarine-service-replica-wwii-propaganda-poster/>
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Figure 5 Tutankhamun's Mask
<https://www.independent.co.uk/news/science/archaeology/king-tutankhamun-new-evidence-suggests-ancient-egyptian-gold-death-mask-was-made-for-heretic-queen-nefertiti-a6751776.html>

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Figure 6 King Tutankhamun Excavation <https://www.npr.org/2022/11/07/1134653074/100-years-king-tut-tomb-egypt-stolen-jewelry>

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Figure 7 Image of Carter and Burton <https://www.lincolnshirelive.co.uk/whats-on/whats-on-news/meet-lincolnshire-photographer-who-captured-793999>

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