

Portfolio of Writing

Task 1 - Julia Lockheart-Manifesto Writing: "What do I believe in?"

Word Count -535

Task 2 - Jon Pugh-Reflective Writing: Do you know what you think?

Word Count- 467

Task 3 - Ryan Moule-Observational Writing: Identify an image and write a semiotic analysis

Word Count- 443

Task 1 - Julia Lockheart-Manifesto Writing: "What do I believe in?"

Key points of my manifesto are:

- To perfect my profession
- To understand
- To be kind
- To have fun
- To push boundaries
- To observe others around me
- Respect others around me
- To explore new things

My Manifesto -Life and Glass

I'll start with the phrase 'life's too short',

We must understand as much as possible in our short space of time to become a fuller being. Are we all on this planet to just exist or are we here for the benefit of others, in the here and now, or for possible future generations?

From birth, we should have all been given equal opportunity and the same starting

block, so there would never be the 'have got's' and the 'have not's'; We all start life in the same way so why not continue that fashion?

Everybody has love and we all have the choice with how to apply it, we should make the most of that precious gift to enhance ourselves and others around us...to laugh, rejoice and take pleasure...

Sometimes the greatest pleasures come from the smallest of things; whether an object, action, feeling or sense. We should all strive to look more closely at our surrounding

be it man made or from nature and investigate what's possible to be created, either for personal gain or for the benefits of others. In whatever medium.

Everyday should be an opportunity to learn something you once never knew, 'if

life was predictable it would cease to be life, and be without flavour' Eleonore

Roosevelt once said.

Things in life, I've also come to learn, should never be taken too seriously. otherwise we may tend to fall into the safety trap and never achieve our fullest potential, just

'following orders' is never the only option...we all make our own decisions and are culpable to the outcomes, positive or negative.

Accepting the way life is may be the easiest choice, but to improve and explore the world around us fully we should ask questions of everything we come into contact with, things aren't always what they seem...

Enjoyment however, is the true key, I think, to the purpose of life, and if we continue without taking some of the 'big' risks we'll never understand the greatest achievements and pleasures.

Pushing the boundaries creates new doors to open, in return rewarding the brave with possibly the best and sometimes the most unexpected of outcomes.

Research history; As to not repeat previous mistakes but to improve on choices/decisions others have made.

Because after all, the best we could want is to improve any kind of existence?

None of our paths are set, it's just a matter of 'yes' or 'no', 'left' or 'right' that determines anyone's destiny. So, you will never be totally sure unless all options are explored... 'The greatest glory in living lies not in never falling, rising every time we fall' - Nelson Mandela.

So, I appreciate the glass as if it were human and can feel, but the boundaries must always be pushed in whatever medium. Remember, a bent line is often more interesting than a straight one...like rules and laws...

Some of history's greatest works still have imperfections, observing from my eye.

What do you see?

Task 2 - Jon Pugh-Reflective Writing: Do you know what you think?



What did the artist mean when he said he was 'in a state of hallucination'? i.e. was it due to a toxin, lack of sleep or even a higher state of consciousness from meditation?

For which he 'remained not at all responsible' The History of Art, 407

According to a metaphor used by André Breton, surrealism confronted Dada like 'a wave which covers the previous wave' The History of Art' 406

The surrealist movement came to life from a planned manifesto put out in 1924 after the last Dadaist show in Paris was held in 1923, it was created to elaborate on the Dada movement which set out to stir things up or to think about scandal...so the surrealist movement involved the elaboration of theories and works based on unusual aspects on the edge of history, philosophy and literature (with particular attention to censored and scandalous literature such as Lautréamont and Sade, 1949).

It was also an interwar movement responding to a post-world war 2 period that saw the slow reconstruction of major cities, at the height of French colonial empire abroad and the rise of fascism across Europe.

In 1937, though most of surrealisms major figures had been forced to leave Europe to escape Nazi persecution, Another painting by Max Ernst 'Europe After the Rain 2' 1940-42 reflects this fraught moment with a post-apocalyptic vision created at the height of world war 2.

Therefore, by the artist saying 'a state of hallucination' I believe him to mean that it was a process of looking at objects or animals not just as their physical form may be

but to ask questions and not to take things as they may seem. Also, to explore different possibilities and to get the viewer to do the same.

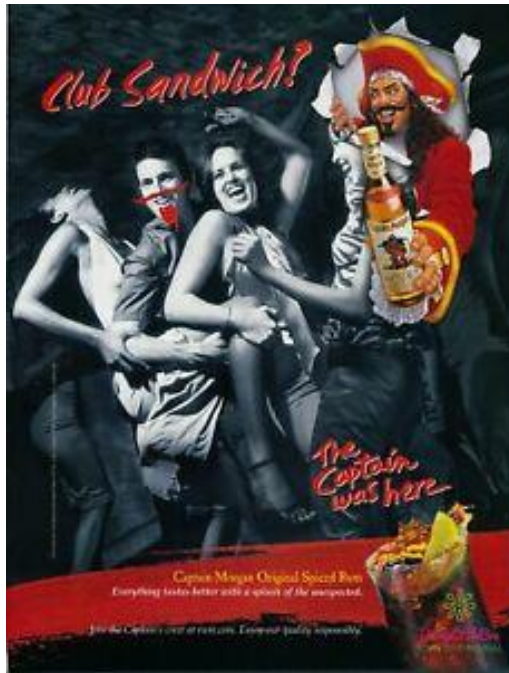
The painting and movement attracts me because life isn't just as straight forward as some people or political ideas may want us to think.

At this moment in time we are, I believe, in a state of confusion with different parties wanting to make us believe that their truth is the only truth, but without giving any answers.

Therefore, we as a collective should take note of the surrealist movement, read between the lines and draw our own conclusions. Take for example Donald Trumps 'wall' proposition...will it solve crime, injustice and barriers of inequality or will it just be a plain eye sore and another scar on the planet? which in time I'm sure will have to be re thought ; just like the Berlin wall.

For the future, I'm sure some form of this movement will continue to raise its head yet again as to ask questions of man's decisions or ideologies, after all just by being human we will always come across some form of injustice because one persons 'real' may contradict another person's.

Task 3 - Ryan Moule-Observational Writing: Identify an image and write a semiotic analysis.



Semiotics (also called semiotic studies) is the study of sign process (semiosis), which is any form of activity, conduct, or any process that involves signs, including the production of meaning.

A sign is anything that communicates a meaning, that is not the sign itself, to the interpreter of the sign. The meaning can be intentional such as a word uttered with a specific meaning, or unintentional, such as a symptom being a sign of a particular medical condition. Signs can communicate through any of the senses, visual, auditory, tactile, olfactory, or gustatory, it was created by F. De Saussure and is said to come from the Greek word Semeion meaning 'sign' and is "a science which studies the role of signs as part of social life" (Saussure 2000:15)

The image I have chosen is a captain Morgan original spiced rum advertisement denoting a fun looking party with a group of young adults enjoying themselves. Possibly doing the conga...but all smiling, being jolly, flirtatious and care free, with their legs held high and hands grabbing each other, it makes you wonder what is going on?

The dark lighting brings to the forefront the captain bursting into the scene with a bottle in his hand, to add some extra spice to the occasion, with the bright red catching your eye, and asking the cheeky question 'Club sandwich?' which is up to the viewer to make their own decision as to what it's supposed to mean.

Also, the fact that the male in this image is seen to be wearing a drawn-on beard and moustache would symbolise that it's cool to be wearing one and everybody should, to be successful around the other sex.

The phrase 'everything tastes better with a splash of the unexpected' would also imply you should try it or you might miss out on any fun if you don't...

An idea of exploration, exoticness and riches could also be taken from the image of a pirate captain with a cheeky grin.

Also lending itself to the idea of exoticness would be the cold glass of rum with a slice of lime and refreshing too on a warm Caribbean island gazing out to sea.

Flashes of red are also a great way to draw the eye towards the advertisement, if one was on a train or bus on the way home from work it may make it seem like a good idea to pop into a shop and buy a bottle for when you get home.

Just by writing this synopsis and looking at the image, it makes me want to go to a party and have fun like they seem to be.