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Tasks in the order I received them:

Task One: Semiotic Analysis = 522 words

Task Two: Manifesto = 515 words

Task Three: Practice-based writing = 529 words

## Task 1: Semiotics Analysis.

In today's society it is becoming more difficult to grab the attention of the public due to the increasing amount of information, from the increase of technology such as phones which notify people with news and updates constantly, this is supported by a study *researchers from DTU* conducted suggesting that the global attention span is limited thanks to the amount of information surrounding us. In addition the newer generations now "often focus on things for short periods of time." (*The Guardian*.) Therefore making marketing for brands a much harder job. In this task I will deconstruct an advertisement from a well-known brand Dior as well as referencing theories of semiotics.

What is semiotics? It's the term which describes the studies of signs and symbols (*Pierce, 1991*) "as a mean of communication." We first learn from birth to see signs and symbols, "seeing comes before words" (*Berger, 1972*) however, these signs can be split into two parts: the signifiers such as the symbols, words, or images etc and the signified, what people associate the signifier with. (*Barthes, 1977*.) Semiotics is key for convincing target audiences into purchasing brand's products, for example the brand Apple uses a symbol of an apple as their logo, therefore the majority of people associate that symbol with that brand.

In 2021, the fragrance brand Dior released a new advertisement for their newest fragrance called 'Dior Homme'. This advertisement labelled 'I'm your man' features an image of the well-known actor Robert Pattinson.

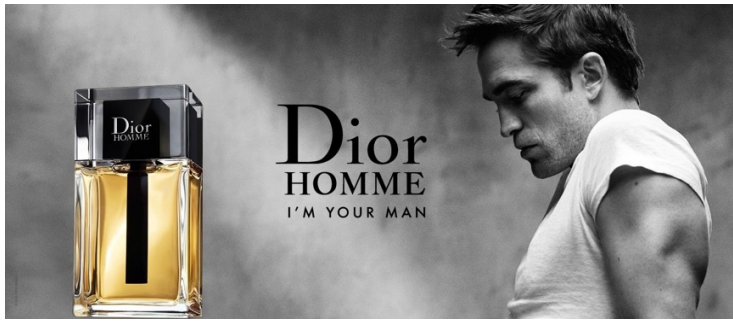


Figure 1: Dior Homme for Men, “I’m Your Man” 2020.

This advertisement has a clear target audience, men. There are several elements within this advert which aim to draw the target audience to it, as said by (Berger, J. 1972) “To look is an act of choice” so brands like Dior have to use a target audience to capture eyes of specific people. We can split this image up into three separate signs, the first sign is the fragrance bottle on the left, the use of the colours black and gold signify wealth and power, according to many sources like (Berger, J. 1972) “A man’s presence is dependent upon the promise of power ... large and credible his presence is striking.” Power is seen as an attractive and strong characteristic.

The next sign is the brand name and slogan in the centre “Dior Homme” “I’m your man” this text is displayed in two different typefaces and three different sizes to enhance hierarchy. The brand name being the most obvious and important. Using the serif typeface enhances the beauty and fashion of the brand, referring back to the product.

Actor Robert Pattinson on the right is another sign, which most would associate with masculinity and attractiveness. A study, conducted by *Brittany Smith for the webpage ‘muscle and fitness’* found that women find strong, defined arms as one of the most attractive features on a man, which Dior have used to their advantage to enhance the masculine atmosphere.

I now understand that it's important for brands like Dior to achieve success by considering semiotics and target audiences when designing an advertisement. But this deconstruction can be used in all forms of signs and help with other aspects of life.

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<https://www.muscleandfitness.com/workouts/workout-tips/10-most-attractive-body-parts-ranked-women-2/>

Figure 1:

Dior Homme for Men “I’m your Man” with Robert Pattinson advertisement 2020. (Accessed 29<sup>th</sup> November.) Available at:

[https://www.dior.com/en\\_gb/fragrance/mens-fragrance/dior-homme](https://www.dior.com/en_gb/fragrance/mens-fragrance/dior-homme)

## **Task 2: Manifesto.**

1. Don't believe everything you read online. Fake news is everywhere.
2. Create art which I as an individual believe in.
3. To allow time for myself, to create rather than feeling forced to finish something.
4. Everything is flawed in one way or another. Perfection is a myth.
5. Have confidence in yourself and your own work.
6. Aim high and accept the defeats but always continue to aim high as you will achieve more in life.
7. Don't be afraid to be different, you don't always have to blend in or follow the crowd.
8. Art is subjective, you don't need to be the best to have a response to art.

In today's world values and beliefs are more important than ever, according to *Jarrold Davis* (*valuescentre.com*) our values impact the way we think, speak, and act: they also reflect our specific needs and principles.

## **Keyword: Fact**

1. Don't believe everything you read online. Fake news is everywhere.

We now live in a society where it is becoming more difficult to point out the facts hidden within the lies and political opinions of others. (*Serena Giusti, 2020.*) Unfortunately in 2020 a global pandemic broke out which led to unreliable news being spread faster and faster across social media platforms due to the increase of usage (*Serena Giusti, 2020*) this now implies that people are at greater risk of believing these lies and rumours because the majority of us turned to social media as our main source of information during the Covid-19

pandemic. My point of not believing everything you read online helps me to distinguish facts from lies and political views as well as allowing me to go straight to reliable and trustworthy sources before starting and during projects.

**Keyword: Believe**

2. Create art which I as an individual believe in.

In an age crowded by social media, judgement and pressure from others surrounds us. This judgement can be found on many social media apps through harassing in the comment sections or in private messages, these judgements can cause self-doubt especially to artists who post their artworks online. In addition, we as a society have more influence from other people more than ever due to the majority of the public sharing their lives for all to see, including celebrities and wealthy people. Nowadays, “communication occurs through images and videos” (*Victoria A Goodyear, 2019*) this of course can cause some people to become jealous and feel less adequate and valuable. Social media also has algorithms embedded within them which advertise healthy ways of living and beauty standards such as weight loss programs and supplements, plus, sponsored adverts from “commercial brands like Nike and adidas” (*Victoria A Goodyear, 2019*) this type of content online can damage people’s self-esteem and confidence. This is why I believe it’s important to believe in oneself, ignore pressures from social media and to not feel like you have to prove your worth to others.

**Keyword: Confidence**

5. Have confidence in yourself and your own work.

Confidence is a powerful emotion especially when you're confident about something you have made or completed. There is believed to be two types of confidence, the healthy one is a having high sense of self-awareness and knowing what you're skilled at. The other is negative and more narcissistic (*Taylor, Ros, 2013.*) In the workplace and other aspects of life it is good to have this healthy confidence as it allows you to understand your strengths and weaknesses. It also helps with career success and achievements in other areas of life (*Taylor, Ros, 2013.*) To be confident in oneself is very important in art as well, it allows the artists to feel free and less restricted, it opens up opportunities to success which is why I believe in confidence.

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### **Task 3: Practice-based writing.**

Nowadays art has become an important way to communicate not only emotions but opinions, views and politics (*Adam Szczesny, 2020.*) In this text I will analyse and reflect on one of the artworks I created with the aim of spreading awareness of mental health and the increase of mental illnesses within young adults. Unfortunately nowadays more and more young people are suffering with illnesses such as depression and anxiety etc. (*Leo Sher, Joe Merrick, 2013.*) This increase may be due to numerous events like childhood trauma, domestic problems or many other factors. Many believe social media has a negative effect on young adults' mental health, a survey by *The Guardian* says that roughly 18% of 16-25-year-olds believe that their lives are not worth living. *The Guardian* also found that "the majority of young adults who use social media feel anxious and stressed about their futures when they are compared to other users on social media platforms. Therefore, I created a piece of artwork to highlight and spread awareness of this increase of mental illness especially amongst young adults and children so that these people who suffer everyday can receive the help they need.



Figure 1: "Chains"- created by me April 2020

According to *Adam Szczesny, 2020* visual communication is very important in getting a point across which is why I decided to create a visual artefact.

After researching into different mental illnesses found especially in young adults, I discovered that according to *mentalhealth.org* the most common illnesses amongst the young are depression, anxiety, eating disorders, PTSD, ADHD and self-harm. They also state that 75% of those who suffer at a young age don't receive the help and support they need.

Mental illnesses like anxiety may seem normal on a smaller level as it is considered "a normal reaction to stressful and threatening events in their surroundings" (*Rudolf Gregurek, 2016*)

It's believed that the majority of people experience anxiety throughout their lives however when it becomes intense and controlling it can become considered a mental illness. These

illnesses often leave people feeling restricted and trapped which is why I chose to represent this feeling through a padlock and chain. I used a black biro pen to draw the chains and give a realistic feel to the piece, I then used a natural earthy beige as a background colour to reflect the idea that mental illnesses are natural and people shouldn't feel ashamed of them. I used watercolours for the background as they are subtle and don't make the main element of the drawing fade into the background. Personally I believe I achieved my brief to create awareness of the increase of mental illnesses however you could argue that my approach was too subtle but I didn't intend it to be too obvious as this is a political topic.

I did however find this challenging as I didn't want to cause offence to people due to the political and controversial subject, I also struggled with the drawing itself, for example the proportions of the chains as well as creating a realistic look with a biro pen. I believe my approach to this was successful but next time I may go bigger and bolder in order to really achieve the awareness.

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**Figure:**

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