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BA Course- Illustration

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Task 1- Manifesto writing=547 words

Task 2- Observational Writing =472

Task 3- Practice Based Writing =539

Manifesto Writing

Manifesto Statements

1. My intent is when starting an assignment is reading the brief, making notes and an action plan to successfully complete the tasks.

2. I wish to be the illustrator that shows audiences new views and angles to broaden their outlook.

3. My guilty pleasure is purchasing art supplies and using them once.

4. I hope by the end of the academic year I will broaden my mediums and style in work.

5. I intend on making drawing a habit.

6. I believe is digital art has taken over the art industry and we should return to traditional.

7. accept it is more likely for your artwork to be displayed professionally the more exposure you have, discarding how good the piece is.

8. I aim to expand my skills and reference more from books more often.

My Manifesto

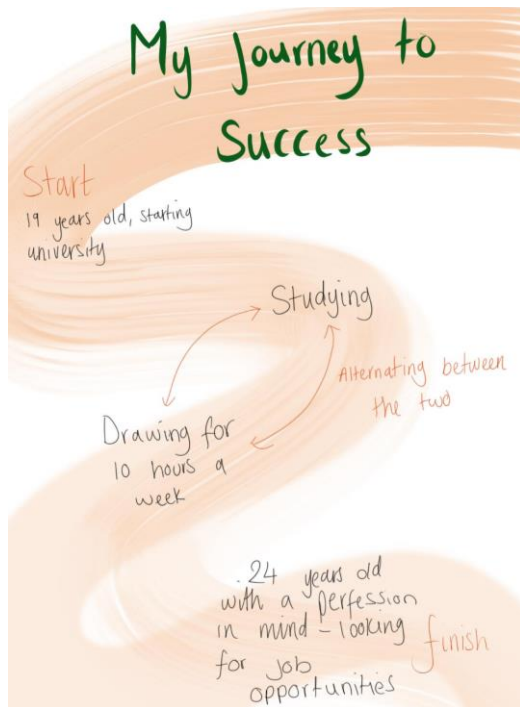
Since very young I have enjoyed drawing from life and being creative with school activities even though I was discouraged to pursue a job in the creative industry from this I feel like I am at a disadvantage when it comes to an art skill set because I never continuously practiced. So now as a practicing illustrator my goal over the next few years is to broaden and improve my skill set.

Kenzo said online that “there are plenty of excellent artists that have been drawing properly for less than 5 years... people have progressed even in 3 years.¹” This gives me a reasonable aim to finish my studies at a standard I think is ready to be employed at in 5 years.

Kenzo states that drawing needs to be made a habit to commit to 10 hours of drawing a week, he also acknowledges that a person with commitments is less likely to draw hence why “practice needs to be habit. Something I do every day almost without thinking.”

Drawing and studying need to come naturally while in educational years. Studying is vital for improvement academically and expanding my knowledge of resources in the art industry. I intend on improving my study skills.

¹ <https://www.lovelifedrawing.com/is-it-too-late-to-learn-to-draw/>



As Steve Piscitelli (2009, p.170) has stated in his study guide “active listeners are engaged in what they hear” I think his way of studying is effective as he explains in order to be an active listener we need to focus, find relevance, listen, participate, ask questions, offer another explanation or another application. I have drawn a map to show how I intend on acting on this information with images that support my studies.



I do not use a lot of books in my referencing. I find them hard to have access to and out of the way when doing assignments. Books are notoriously better than the internet. Books bring back 'single-topic information' compared to the 100,000 of answers on google and learning from mentors are better than false/bias opinions according to SeeKen ironically from the internet². 'Why books are better than the internet' acknowledges that the internet is fast and useful, but books are published and reviewed before released, making them more reliable which is proven. The page shows the internet's acknowledgment to the power books hold hence eBooks but they are expensive so libraries are better for students. The aim is to research at a library where I can focus and successfully follow the study guide map.

Bibliography

Piscitelli, S. (2009) *Study Skills: Do I Really Need This Stuff?* 2nd edition. Pearson Education LTD. London. 170 p.

Kenzo. *Is It TOO LATE To Learn To Draw & Be A Good Artist?* Available at: <https://www.lovelifedrawing.com/is-it-too-late-to-learn-to-draw/>

(Accessed 20 October 2021)

SeeKen (2019) *Why are Books Better Than Internet?* Available at: <https://seeken.org/why-books-are-better-than-internet/>

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² <https://seeken.org/why-books-are-better-than-internet/>

Observational Writing

Semiotics are used and identified constantly in everyday life. They are represented in creative visual language by signs and symbols, semiotics are very vital as they form all human communication leading them to be versatile in the case that they range from the alphabet to logos and everything in between.

They are useful to the creative industries because:

- they help communicate exactly an intention of an artist using semiotics
- efficiently create work by following the typical rules

Ferdinand de Saussure (born in 1857 and died in 1913) and Charles Sanders Peirce (born in 1839 and died in 1914) both philosophers and creators of semiotics. An example of a definition regarding Pierces theory by Powell (Sumner C.Powell, 1953, p.180) “the functions of mind, involved a thorough analysis of the logic of symbol and mind.”

The Son of Man by Rene Magritte



Signs

Signifier is the physical thing which can be an image, text or facial expression whereas the signified is the interpretation from the signified. The signifier and signified make up the sign of semiotic. The main signifier in this image is the apple and facial expression. The signified is that the apple means wealth and wellbeing. The facial expression is interpreted as being curious or cautioned.

Meaning

The literal meaning of a sign or code is called a denotation which in this artwork can be the apple with a specific type of fruit. Yet connotation means the interpretation or symbolic, abstract meaning of a sign like in this image the red can symbolise blood or death but can be interpreted as romance too. The twisted arm can be interpreted as the man is reluctant to do something. The sea in the background can be seen as calming on its own but the grey

sky's is "considered as the colour of compromise and caution. Grey also gives a sense of peace to the viewer."³ according to Team Camlin.

Code

There are many ways to create meaning and 'code' an image. When semiotics, social structure and values connect is where codes come from. As the audience of this image when I interpret it it's called decoding. My view is that the man is hiding behind his wealth to not be seen by the public, to fit into social norms and be calm/collective yet the man is curious by peeping out of the side of the apple. The unrealistic floating apple seems to be an imaginary wall between him and life. Whereas encoding is the original meaning of the artwork which is the work is a self-portrait and Marritte comments that "the visible that can be hidden and the visible that is present"⁴

Conclusion

In conclusion using semiotics is a good theory to use to understand analysing artwork. It helps break down the process but can be confusing with the overall terminology.

Bibliography

Sumner C. Powell. (1953). *Charles S Pierce Semiosis, and the "Mind" ECT. A Review of Semantics*. Institute of general Semantics:1953.

³ <https://www.kokuyocamlin.com/blog/the-hidden-meaning-of-colours-in-art.html>

⁴ <https://www.rene-magritte.com/son-of-man/>

Camlin, T. (2018) *The Hidden Meaning of Colour, In Art*. Available at

<https://www.kokuyocamlin.com/blog/the-hidden-meaning-of-colours-in-art.html>

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(accessed November 2021)

Practice Base Writing

Alphonse Mucha is an art nouveau artist who has always taken my interest. From his amazing lithograph prints to the way he made his name, I think he is a true artist who influences a lot of my own artwork.

The originally Calender design 'Zodiac' was one of Alphonse Muchas first pieces of artwork with the printer Champenois. I like the patterned background, my first opinion is its almost like a stained glass window behind the gorgeous, Tribble women.

Lithograph was popular in the 1820's and is still used today in commercial printing.

Lithography is so popular because it is versatile and easy to use, for example, an artists draws a design on stone and then printed (using the stone) identically and multiple times.

Zodiac



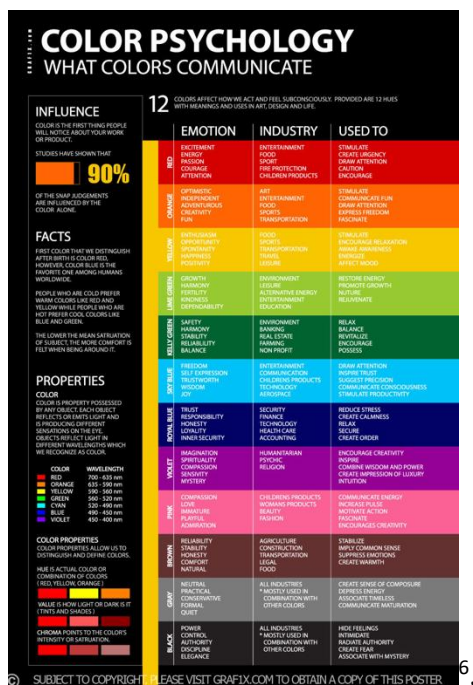
Les Saisons: L'ete.



Muchas artwork 'Les Saisons' translates to 'the seasons', an art piece that gained acknowledgement and paid influence towards more compositions of remarkably similar standards.

Although out of the four-piece artwork I am most taken with 'L'ete' (translating to 'the summer') because of its colour pallet mirroring the mood of the composition. My initial thoughts on the artefact is its gentle and refreshing. The shadows are soft and the flowing

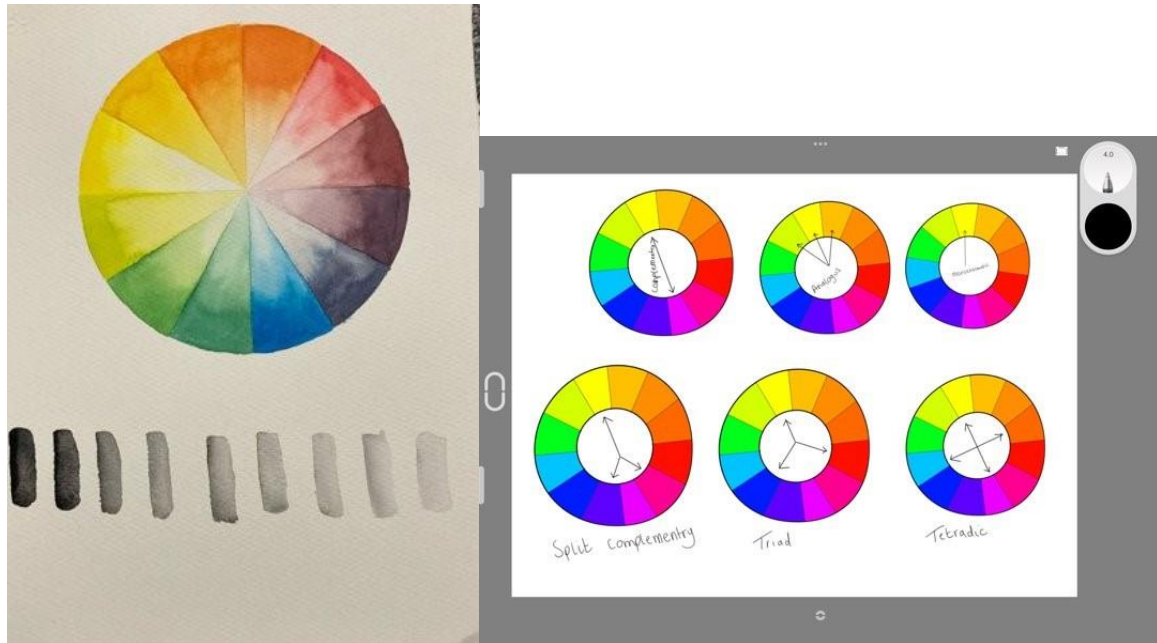
pose relaxes into the colours. For example, after doing some research I found brown is an earthy colour (tying in the single artwork with the other three) and is used a lot throughout the composition like the blue which symbolises calm and serenity according to Jerry Cao (2012), which does pair with the scenery and expression⁵. Whereas the image below explaining colour theory goes into more depth like the brown gives a honest and neutral emotions which fit the description of the artwork better. I do believe the blue draws attention to the composition as the poster says.



Using the knowledge of Alphonse Mucha and the colour theory I decided to create my own colour wheel, experimenting with watercolour and looking into complimentary colours etc.

⁵ <https://www.creativeblog.com/web-design/12-colours-and-emotions-they-evolve-6151511>

⁶ <https://graf1x.com/shop/>



Although Mucha seems to use an analogous colour scheme I decided to swap towards a triad creating a statement in my art. I decided to go with colours portraying the emotions courage (red) honesty and loyalty (blue) and spontaneity (yellow). The yellow of the composition ended up being lost within the skin colour creating a more red tone but I like the effect of it.

The main elements from Muchas artwork I tried to resemble is the elegance in the females poses, the curved/ flowing lines that have some realistic resemblance in facial expressions and a colour scheme. The Mucha inspired watercolour composition overall was executed well in my opinion with the earthy tones to be mirrored using a snake and a 'deadly flower' (Remy Melina, 2011)⁷. The stained glass in the background was inspired by Zodiac along with the flat line hair style. The background paint seems shaky which was unintentional and wish I went with a nicer design, this is something I would change if I did it again. I think the

⁷ <https://www.livescience.com/33265-most-disgusting-deadly-flowers.html>

best part of the illustration connecting my work to Muchas is the smaller details like the flower, tattoos and snake brought together by colour to mean a variety of things using emotions ranging from attention to courage.



Bibliography

Alphonse Mucha (1896) *L'ete*. [Colour Lithograph] Paris, France. Les Saisons.

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