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Task 1: observational writing = 522 words

Task 2: Manifesto = 589 words

Task 3: practise-based writing = 564 words

Observational writing



In modern day society we are used to seeing advertisement using typical stereotypes to attract an audience. We look at these images and are interested in the idealism of the person and what they represent. For example, people look at slim models and want to look like them or achieve their status. If we use Barthes theory when looking at the image, we understand each point of context. (Chandler, 2017) This book explains the method behind Barthes theory on semiotics and why we link certain things. I will deconstruct this advert and reference semiotics and idealism.

When looking at this advertisement we could use Saussure's method of icon, index and symbol (Morpurgo et al., 2004). For icon, the advertisement itself is signified as it resembling what it wants to depict. For index the glow on his face and the smoke rising indicates that there is a fire and for symbol the logo or Johnny's tattoos,

When I look at the colours used in the advert, I believe they are used to create a warm feeling around Johnny highlighting him and a dark background to lift him forward to stand out more. This creates warmth to the man he is portraying and a less airy feel to the area chosen. From the loose but slick hair, rugged clothing, types of tattoos and the scenery chosen, to me Johnny is clearly portraying this bad guy or man on the run look. Men want to feel that what they are buying will not only make them smell nice but feel good and maybe attract someone. Using a celebrity to do so means they are well known and women like him which means they might buy it for their significant other hoping it would make them feel like that person or be attracted to people who wear it. Men who are fans will feel if he wears it I should. People also might like the rugged but manly look and want to buy into his fantasy. The choice of clothing used gives off this native American feel and the 'I don't care' look. This is just showing that whatever you wear it is about being confident and smelling nice. The way he is sat, open legged and arms draping over them looking across. He gives off this smouldering confident look. Men will buy in to this free feeling, free dressing and confident look. Also, the advertisement in advertisement 'We are the land' a film about native Americans and nature. Also, will attract an audience who never would have thought about Dior.

Not only is Johnny famous and well known, but in general with advertisement of anything celebrities sell (Pringle, 2004). From there looks, body shape, celebrity status and overall audience they will sell. As Johnny is an A list celebrity with not only a big female audience but also male. He is advertising a famous and expensive aftershave that people might now decide to buy because he is advertising it. Using celebrities bring a whole new audience to product they may have never thought about buying or even heard of. It can kick start companies off.

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Manifesto

1. All public art is a political statement. They should not be removed.
2. Product designers should get more recognition for their jobs
3. All stages of art are artwork
4. Not every artwork holds a hidden message
5. Art critics are a thing of the past
6. Art and science should be equal
7. Not all products need a function
8. More art in schools

3 areas of exploration

Not every artwork holds a hidden message



Art is such a great way of expressing emotions opinions and viewpoints. but does not necessarily mean that it must be any of those. The more detailed and in depth the artist goes into the work the more questionable the viewer is, and the interest is for a much longer period and more research into the artist and their work would be done. As Jonathan Jones writes about in an article in The Guardian 'The greatest art takes a lifetime to understand; the slightest takes a moment' (Jones, 2009). When I have sat and just drawn and created some pieces, I have not always liked the idea of it making sense or have a message. I like to make people give their own story to things and make it their own. Just drawing or painting will no result is fun and even you do not expect the result. Both having a message and not having a message is and should be more valued in the artworld. I do like the idea of spending some time and thinking of why I am doing something and planning it out.

All public art is a political statement. They should not be removed



From Christopher Columbus to Robert Milligan these are only 2 of the 100 plus statues that have been vandalised and removed since the George Floyd protests. As a BLM supporter I do believe that these were taken and vandalised with a good movement behind them. Most the historic statues of people were in their time were racists, slave owners or traders. They may not have been built to represent that, but as far as African American citizens stand, they are fighting for there equal rights. We cannot deny that these statues were put up for historical purposes, represent the people in charge at the time and have other meaning behind them. But by far is a great way to protest for your rights as it gets the attention people want. Since George Floyds murder its really shined a light on the statue's historical past. But is this helping them get their voices heard or is it ruining our history and how far we have come since then. As Joanna says '...are they important steps towards justice.' 'sanitise history and destroy history...' (Burch-Brown, 2017). Of course, we are nowhere near to full justice but is ruining art and history really going to change or is it fuel for the fire.

Art critics are a thing of the past



As someone who has taken art classes and loves art, I am no stranger to criticism. In fact, I feel it helps my development. But when I am finished, I feel that people judging you, writing articles and publishing their opinions is a thing of the past. As Jonathan Jones says, 'Can they contribute anything to the development of art?' (Jones, 2009). As I understand that people like a critic as they will work on what they say is bad but can someone else really tell you and spread that your work is bad, or you have bad techniques. All artwork is art, why does someone else's opinions matter if you like it. I know that art can be made famous because of reviews etc but can we not create a better way for people who do not want to be told what to do and their work needs to change. Critics can make or break an artist and some who could have so much potential but never get the chance. I believe that art is art and judging someone else's creation is wrong unless asked for a critic or just given it.

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Practise based writing

According to (RECYCLING | meaning in the Cambridge English Dictionary, n.d.), (Definition of recycle | Dictionary.com, n.d.), and (What is Recycling and Why is Recycling Important?, n.d.) recycling is the process of something being collected and used again. It is a way to adapt something to change it rather than waste it. Its being able to reuse something and or altering it to make something else. It is an all-round way to save the environment and our planet.

Plastic.



Plastic has been around since 1838 and has been making an impact on our environment since then. Plastic was used for gum and is made from long chains of molecules. It is made from cellulose, coal and natural gases etc. all these contribute to our planet's health. Producing lots of plastic will continue to have its impact until we reduce, reuse recycle more. Because of plastic waste we started to recycle plastic in the 1970's (Plastic Recycling, n.d.). When buying or using things that are plastic making sure you recycle it or consider using it for something else. Recycling is simple and can be easy. In some cases, if you are caught not recycling you could be fined. The affects to the

environment are a lot faster and damaging than people think. People should watch and or really read up about it and what simple changes can be made. One big way to save on the usage of plastic is to not buy premade salad and fruit. You would save on money and the plastic wastage.

My personal viewpoint on this is that even though families try their best with recycling bags etc kids are not taught how important it is and what they can do, and parents sometimes do not care. You can reuse somethings and make it a fun activity for kids. One problem I find if kids and young adults throwing bottles on the floor and having no care whatsoever. With simple changes like that a massive impact would occur. In certain countries they have vending type machines that you put plastic bottles in and they re pay you even if it is 20p. Things like these will make people recycle more as they get something out of it. Kids will find it fun and could a day of collecting and getting money. People who cannot afford a drink or food could do this to gain a little money. It is a simple and again fun way to recycle. Also, I believe schools should get involved more. Schools can make gardening clubs and make a compost bin. Re use plastic bottles as bird feeders and make the school look good. Have an eco-council club who make a difference rather than teach them what's wrong. Get communities to help more and litter less.

When I come up with a new concept whilst designing, the one thing I love to do is to try make it eco-friendly. I look to see what materials I would have to use and if there is a way to weave in some eco friendly twist. I have always liked recycled products as there is a story in each piece and they do not always have the same colour/pattern. I think by using these materials more and more it shows your audience that you like to create from new and old materials. Also using recycled materials can be cheaper.

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