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Tasks in the order I received them:

Task One: Reflection ( Jon's task) = 517 words

Task Two: Semiotic Analysis (Ryan's task) = 524 words Task

Three: Manifesto ( Julia's Task) = 523 words

## **Task One: Jon Pugh-Reflective Writing: Do you know what you think?**

A practical reflection of my favourite film, The Lion King.

The Lion King alludes to many things, but none more so than The Bible and Shakespeare's Hamlet. First we must look at one of the most famous scenes in animation history, when Mufasa gives his life for Simba's. This mirrors Jesus' sacrifice to liberate his people from going to hell. "Who gave himself for our sins, that he might deliver us from this present evil world, according to the will of God and our Father:" (Galatians 1:4).

The most apparent allusion is that of Simba and Moses. Both of which were princes banished from their homes tarnished with the accusations killing their father's. While banished, both learn and grow. Mufasa mirrors the actions of God telling Simba to free his people from the oppression of Scar and Moses' from Pharaoh. Prior to this, Rafiki is perceived as a prophet to Mufasa and tells Simba, "Correction, I know your father." (*The Lion King*, 1994). Suggesting that Mufasa is still alive. Rafiki takes Simba to the watering hole as part of taking him to him. When Simba looks closer to the water, he notices his reflection is that of his fathers, Mufasa. Rafiki tells Simba, "He lives in you." (*The Lion King*, 1994). Alluding to that of how Holy Spirit lives in the bodies of Christians. "What? Know ye not that your body is the temple of the Holy Ghost *which* is in you, which ye have of God, and ye are not your own?" (Corinthians 6:19). This also alludes to Shakespeare's Hamlet. Similarly to Simba seeking knowledge from the ghost of his father, Hamlet receives knowledge from a ghost, which is also his father's spirit. "Where wilt thou lead me? Speak. I'll go no further." (Shakespeare, 1987, 1.5: 1). "I am thy father's spirit," (Shakespeare, 1987, 1.5: 9). Without explicitly telling Simba that Scar murdered him, his statement of "Remember who you are." (*The Lion King*, 1994) ultimately leads Simba to the truth, declared by Scar himself. Whereas in Hamlet, the Ghost states "The serpent that did sting thy father's life" (Shakespeare, 1987, 1.5: 38) "Now wears his crown." (Shakespeare, 1987, 1.5:39) Both visions of spirits in these different plays present the same truths to their recipients, which both ultimately lead to the death of both antagonists.

I went to watch this as a play in 2004 with my mum and my late uncle bill. My uncle bill passed away in June 2018. This was my first experience of death, where lion king teaches us that this is a natural occurrence, no form of revision could ever prepare you for the eventuality. Underwood (2008, p. 49) describes, "Film is the art form that corresponds to the heightened state of mortal peril that modern man must face." I used the lessons of this film to help me grieve. I didn't have a father growing up, but I was okay with this, as I had uncle bill. He was my Mufasa growing up and I looked up to him and still do to this day.

# Task 1 - Reflection

The Lion King — Favourite film — Watched  
the Musical  
at age 8.

The Bible — Influences

Moses

Shakespeare — Hamlet

Impact on my life. — My late Uncle  
= my Mufasa.

I live by  
these morals  
Every day.

His passing  
= my strength  
to go on.

## Bibliography

### Books

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Galatians 1:4, Holy Bible. King James Version.

Shakespeare, W. (1987) *Hamlet*. Clarendon Press. 1.5: 1.

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Shakespeare, W. (1987) *Hamlet*. Clarendon Press. 1.5: 38

Shakespeare, W. (1987) *Hamlet*. Clarendon Press. 1.5: 39

Underwood, J. A. (2008) *The Work of Art in the Age of Mechanical Reproduction*. Translated from the German by Walter Benjamin. Franz Kafka.

### Films

*The Lion King* (1994) Directed by Roger Allers and Rob Minkoff. [Feature Film] Walt Disney Pictures.

### Websites

<https://prezi.com/g0ay6gye4lvj/the-influence-of-the-bible-on-the-lion-king/> <https://owlcation.com/humanities/Similarities-Between-The-Lion-King-and-Hamlet>

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

I have chosen a piece of an advertisement campaign by the company De Beers, who mine and trade diamonds. The first campaign ran in the US, calling upon the top artists of the time for the campaign.

De Beers wanted to convey diamond as “works of art” as stated in ‘Diamonds’ (2019).

Diamonds ascended in popularity through *Gone With The Wind*, 1939. “Diamonds are a girl’s best friend” was sang by Marilyn Monroe in the film ‘*Gentlemen Prefer Blondes*’. By 1990 80% of American brides had a diamond as stated in ‘Diamonds’ (2019).

June 1, 1957



*Reclining, the legend of the starry, is called father of gods and men. Painted for the De Beers Collection by Herbert Saslow. De Beers Consolidated Mines, Ltd.*

*Star of stars  
Love's fair light*

1/4 carat (25 points) \$90 to \$200  
1/2 carat (50 points) \$225 to \$450  
1 carat (100 points) \$615 to \$1200  
2 carats (200 points) \$1410 to \$3200

**FACTS ABOUT DIAMONDS** Color, cutting, clarity and carat weight contribute to a diamond's beauty and value. A trusted jeweler is your best advisor. Divided gemstones are usually be arranged. Price ranges above are based on quotations by jewelers throughout the country in April, 1957, for their top-grade engagement diamonds (uncounted) in weights indicated. Prices vary with top qualities offered. Exceptionally fine stones are higher priced. Exact weights shown are infrequent. Add tax.

In shining splendor, Jupiter, called father of gods and men, reigns in his celestial palace. And lovers now, as through the centuries, take courage from his dauntless glory. Long ago, a star as brilliant as this mighty planet was born of earth to light the way of love for you and one you cherish. Your engagement diamond is your star of stars. It shines for one man and one woman, constant and wondrous in its beauty, stirring hope, reflecting change, recounting the fullness of your life, for you and all who follow you.

**A DIAMOND IS FOREVER**

Saslow, H. (1957) *Star of stars, love's first light*.

This formula ran through many campaigns to come. I would like to take the time to dissect why these pieces complimented the product so well. It shows an effective way of applying a narrative to a product. This piece by Herbert Saslow depicts a woman looking up at the ‘Star of stars, love’s fair light’, a diamond featured as the brightest star in the sky, Jupiter, the god of light. Also suggesting

that the light that Jupiter emits, is romantic, prosperous and not too far away.

The woman is depicted in a light blue dress which might signify the affect of Jupiters light. Blue is also said to promote feelings of tranquility and reliability which is gained when purchasing one of these diamonds.

According to Berger (1972), "A women's presence expresses her own attitude to herself, and defines what can and cannot be done to her." This woman is in control, she will obtain what she wants. Her presence is enough. Berger (1972) also states, "Presence for a woman is so intrinsic to her person that men tend to think of it as an almost physical emanation, a kind of heat or smell or aura." The presence should be acquainted with only the finest jewell of all the land, to mirror the bearers stature.

If we take a closer look, it might suggest that this star (diamond), will make you into a star, or begin your journey to becoming a celebrity. As described by Knabb (2014) "Stars - Spectacular representations of living human beings." Having the focus being on something that represents your love, relationship and bond can negate truth and create a superficial stance that others will only see. It might also give the wearer a sense of freedom and entitlement as to do whatever he/she wants. "The function of these celebrities is to act out various lifestyles or socio-political viewpoints in a *full, totally free manner*" (Knabb 2014). All the while these lifestyles take the attention off where and how these diamonds were obtained or denoted by Epstein (2011) 'Blood Diamonds'. The cartel (De Beers) "commissioned mercenaries to suppress, often by maiming or killing, prospective diamond hunters" (Epstein, 2011). This shows the lengths De Beers would go to, to stay at the top of the game and prevent any competition. What happened to the diamonds mined by those not under De Beers? They were sold under the De Beers brand along with the 'legitimate' diamonds. The red drapes in Sallows painting might now signify the blood spilled to achieve the acquisition of something so beautiful and pure.

# Task 2 - Semiotics

"Diamonds are a girl's best friend" — "A diamond is forever"

Artist advert  
Campaign

'De Beers'

— Power of a Woman

Materialistic  
Falsity

Ways of Seeing  
John Berger.

— Society of the  
Spectacle - Guy  
Debord.

Dark Truth  
behind the  
diamonds

'Edward Jay  
Epstein'

Blood Diamonds

— Smoke + Mirrors = Artist  
Campaign.

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### Books

Berger, J. (1972) *Ways of Seeing*. British Broadcasting Corporation and Penguin Books.

Epstein, E. J. (2011) *Have You Ever Tried To Sell A Diamond?* FastTrack Press/ EJE Publications Ltd.

Knabb, K. (2014) *Society of the Spectacle*. Translated from the French by Guy Debord. Donald Nicholson-Smith (Zone Books, 1994) and Fred Perlman and John Supak (Black and Red, 1977).

### Netflix

“Diamonds” Explained, season 2, episode 10, Netflix, 28th Nov. 2019. Netflix, <https://www.netflix.com/watch/81062201?trackId=13752289&xtctx=0%2C0%2C38ba8a55-67e8-4c42-a543-38d7c133001e-347581434%2C%2C>

### Images

Saslow, H. (1957) *Star of stars, love's first light*. [Painting] Available at: <https://www.periodpaper.com/products/1957-ad-herbert-saslow-jupiter-art-painting-de-beers-diamond-color-cut-clarity-103548-sep5-198>

### Websites

<https://adage.com/article/special-report-the-advertising-century/ad-age-advertising-century-top-10-slogans/140156>

<https://www.thedrum.com/news/2016/03/31/1948-de-beers-diamond-forever-campaign-invents-the-modern-day-engagement-ring>

### **Task Three: Julia Lockheart - Manifesto Writing: "What do I believe in?"**

1. Give always. Reign a shadow over taking.
2. Apply that which is not learned from the present.
3. Respect nature, the fauna and flora. We're all carbon atoms.
4. To go forwards, we must go backwards. Failure is our greatest teacher.
5. Why do something if it doesn't flood your heart. Do something, or don't. There is no room for try.
6. Make a mark. Leave a Legacy. Use your art to make a difference and become the voice for the many that cannot.
7. Life is a painting. You only have one canvas, but you don't know how big it is. Treat every stroke as your last, and own it.
8. Find something you're passionate about. Learn everything you can about it. Become a professional in your craft.

Keyword: **Nature**

3. Respect **nature**, the fauna and flora. We're all carbon atoms.

A walk, across the luscious pastures of grass, peppered in exquisite statues of evergreens. Somewhere I travel across every time I visit home. It opens my mind and brings me closer to what I am as a human being. **Nature** is raw. It cannot be confined or refined. It surrounds us every day, but do we actually see it? **Nature** has answers that we're too ignorant to look for, whether it be solutions for mental health, or the forgiveness it provides as it converts our entitled use of carbon emissions to oxygen. According to Macfarlane (2015 cited Jefferies 1883, p. 248), "Jefferies eye was often caught by signs of **natures** irrepressibility. 'old red brick wall . . . mosses have grown . . . falling the lines of the mortar.'" This highlighted the fact that no matter what, **nature** will prevail. With or without humanity. So it's up to us to nurture and respect **nature**, if we are to survive as a species.



Ken Crawford (2016) Strathcona Golf Course [Watercolour]

Keyword: **Art**

6. Make a mark. Leave a Legacy. Use your **art** to make a difference and become the voice for the many that cannot.

According to Williams (1976), “There was an early regular contrast between **art** and *nature*: that is, between the product of human skill and the product of some inherent quality.” Williams highlights the evolution of the word art and how in C13 it referred to any kind of skill. For example, “mathematics, astrology etc. Until C18 most sciences were arts.” I have been blessed by an inherent quality and human skill and it is up to me to utilise it and create **art** that will make a difference, even after my time. I have always felt like I was put on earth to make a difference and I have decided art is the way forward. This however does not make me greater or lesser than someone who is doing science or mathematics, we all derive from the same place. This knowledge provides us with an opportunity to work together and create a healthier environment for the generations to come. We all have weight to bare, it's up to us to make it lighter.



Armin Hofmann. Giselle, Basler Freilichtspiele. 1959.

Keyword: **Professional**

8. Find something you're passionate about. Learn everything you can about it. Become a **professional** in your craft.

As Paula Scher explains to Millman (2007).

At one point I had a teacher that gave me some very, very critical advise. He told me to find one thing you can do, and only do that. Be the best at it, no matter how narrow it is.

Paula Scher is my influence to my final point on the manifesto. Passion is something that is a rarity that once sort out, should be nurtured. Passion can help develop skills and knowledge for a subject. Having acquired the skills accustomed to your passion will open the door to becoming a **professional**. And with that, a responsibility. According to Gawande (2010),

All learned occupations have a definition of professionalism, a code of conduct. It is where they spell out their ideals and duties. But they all have at least three common elements.

These elements are also expectations of selflessness, skill and trustworthiness. To become a **professional** at your craft, you need to understand these fundamentals. A code of conduct, similarly to this manifesto, will help me become a **professional**. To achieve this you need to adhere to certain standard, of which can only be highlighted by yourself.



Paula Scher. New York. Pentagram.

# Task 3 - Manifesto

Keywords - True Nature - Mark Making

Wildness - Primitive - No BS - Voice

( Professional - Feel - awareness - Not a number )

( Future-giving - Humanity - Planet )

Nature - Legacy - Art

My Meditation.  
We need to  
respect and  
Nurture it.

Blessed to have  
an artistic skill  
set. Need to  
Utilize for good.

Favourite Graphic Designer,

How Can I achieve What  
She has?

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Macfarlane, R. (2015) *Landmarks*. Hamish Hamilton.  
Williams, R. (1976) *Keywords*. Fontana.

### Audiobooks

Millman, D. (2007) *How to Think Like a Great Graphic Designer*. Narrated by Nicole Vilencia.  
Available at: [https://www.audible.co.uk/pd/How-to-Think-Like-a-Great-Graphic-Designer-Audiobook/B00BFHH3OS?source\\_code=M2M14DFT1BkSH082015011R&ds\\_rl=1235779&ipRedirectOverride=true](https://www.audible.co.uk/pd/How-to-Think-Like-a-Great-Graphic-Designer-Audiobook/B00BFHH3OS?source_code=M2M14DFT1BkSH082015011R&ds_rl=1235779&ipRedirectOverride=true)

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Ken Crawford (2016) *Strathcona Golf Course* [Watercolour] Available at: <https://www.pinterest.co.uk/pin/321163017166866071/?lp=true>

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