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Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan Task) = 519 words

Task Two: Manifesto (Julia Task) = 481 words

Task Three: (Jon Task) = 501 words

Task Two: Semiotic Analysis (Ryan)



Semiotic is mainly used for understanding the meaning or messages within social advertisements. Ronald Barthes study of semiotics explains how the meaning is generated through denoting (the literal) and connoting (the perceived), (Barthes 1964).

The image above was a response Nike received after launching the pro hijab product in 2018 (Wear Tester, 2017). The product was designed for women who wear headscarf. Brands like Nike took a step towards accepting Islamic culture which would help people see that women in Islam are no different to the rest of us, oppressed or forced to do anything. Nike taking a step towards representing Muslim women in sport, let many people in western country demanding for boycotting Nike through social media slamming using #BoycottNike, (Teresa K, June 2017).

Women in Islam has been misunderstood and the religious aspects of Islam has been targeted for many years now especially in western regions. The misconception about women in Islam ,hatred and fear towards the religion now have term called *Islamophobia* (Collinsdictionary.com) which has become a serious issue recently.

In the picture, the women is wearing a headscarf which is worn by practising Muslim women in Islam. To make it visible to the audience the word “ Boycott Nike” is written in bold and white in colour with black background so the letters in white stands out in the picture. People started sharing Nikes pro hijab adverts with negative comments and hashtags to spread the news so other supporters don’t buy Nike products just because they were supporting women in Islam.

Peoples lack of knowledge of Islam led to this extreme hatred for Muslim as well as twisted media stories and corrupted Politicians have huge part to create this whole concept. Majority of people in western region believes that Islam is all about terrorism or dominates and oppresses woman. The fact is in Islam is it clearly stated that the meaning of Islam itself is peace and woman have every right to make their own choice.

In the holy book of Islam the meaning of Islam is clearly stated, *“O You who believe! Enter absolutely into peace (Islam). Do not follow in the footsteps of Satan. He is an outright enemy to you.” (Al Quran: 2, 208).*

In the holy book there is a verse about gender equality, *“And according to usage, women too have rights over men similar to the rights of men over women.”(Al Qur’an, 2:228).*

It was not the first time when Nike was going through these issues it happened before with Colin Kaepernick a player of American national football league(Alex Abad S, 2018). The hatred against the former player started when he was kneeling down while national anthem of the America was playing in 2016 during a match. It was a way of him protesting against the racial injustice in The USA (Patrick J, 2017).



Nike has always tried to spread ethical messages through their product advertisement without caring about the outcome. Although Nike had faced huge backlash because of ethical advertisement, it also proved that how strong of a brand it is when they earned \$6 Billion after the Colin Kaepernick boycott campaign (Alex Abad-Santos, 2018).

Nike launched a video clip called 'Equality should have no boundaries' which is 1 minute 30 second shot entirely in black and white to show, What the brand believes in and what matters more (youtube.com). It is very impressive how Nike uses sport to represent equality and diversity beyond the growing hatred toward ethnicity, race, faith or religion.

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- Patrick Jennings, BBC Sport 11/10/2017.
- **Al Qur'an :2,208** - *O You who believe! Enter absolutely into peace (Islam). Do not follow in the footsteps of satan. He is an outright enemy to you.* (Holy Quran: 2, 208)
- **Al Qur'an:2,228**-*"And according to usage, women too have rights over men similar to the rights of men over women."*
- **Elements of Semiology, Ronald Barthes 1964**

Task Two: Manifesto writing (Julia)

1. Culture and history has inspired, admired and influenced many artist. These subjects can give great ideas and motivation in creative practice.
2. Art work should be beautiful to look at, not too sexual or violent.
3. Certain religious faith puts limitation when it comes to creating art. However these rules helps to think outside the box and create art without breaking religious values.
4. Focussing on details is important wither it is drawing, painting or doing something which involves thread work on a fabric or canvases.
5. Different types of patterns which represent folk tradition or culture for example Chinese, African, henna etc which is amazing to practice using own styles and techniques.
6. Using different types of material is a great way to give details, colour contrast or texture in an artwork.
7. Geometrical shapes can give 3 dimensional effect in art work and can be used in various way.
8. Figurative and architectural drawing are a common subject of creative practice. The representation of human figure, posture and precise architectural lines and measurement are interesting to draw or paint.

Patterns has been a major part of art for decades. If we look at nature or human made design everything has patterns in them. Trees, symmetries, spirals, meanders, waves, foams, tessellation, cracks and stripes are seen in natural patterns *Peter S (1974)*. In all patterns an underlying mathematical structure can be seen *Ian (2001)*. Folk art involves a lot of traditional patterns. I practice different type of traditional patterns specially Chinese, African, Henna, Geometrical shapes etc. Usually patterns are created by repeating similar lines or shapes and by stacking and coordinating you can create any figure or abstract art work.



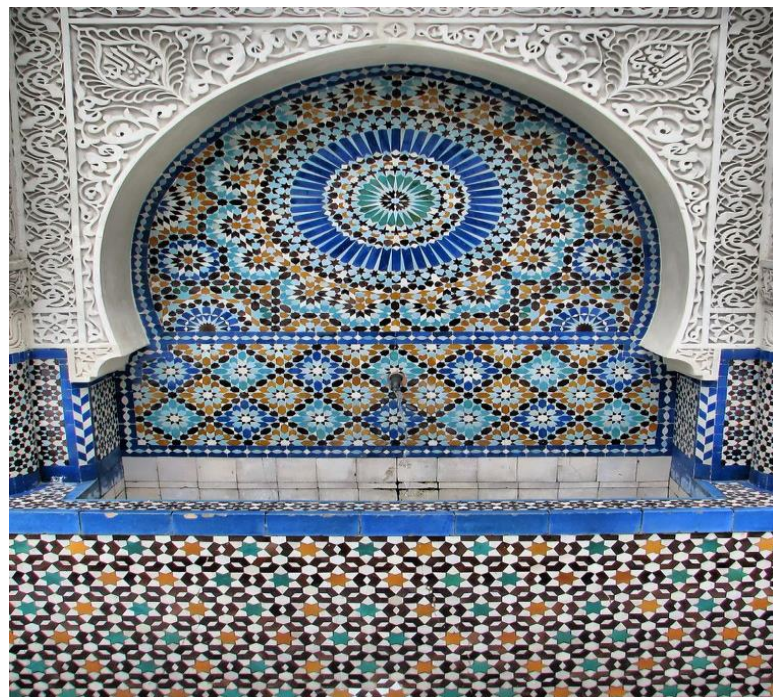
Adele Bloch-Bauer, Gustav Klimt, 1907

Chinese patterns always represents its culture and traditions. chinese ceramic art specialist katie lundie said,'Throughout Chinese history,symbolism has been integral to its artwork.'(*Christies,2018*). I find chinese floral patterns so beautiful and interesting because the design and flower shapes are very complicated yet beautiful. These patterns are inspired by symbolic Chinese flowers such as Pheonies, Jasmine, Chrysanthemums,Hibicus,Rose and more.



I try to create my own style of floral patterns taking ideas from chinese art which are not natural or inspired by one. Pattern makin has become only a part of fashion and decoration nowadays.I beleive pattern is not something which can be used only in pretty dresses, jewelry, pottery or home decoration. I mostly use geomatric and chinese pattern in my own work. Geomatrical design is something I always seen since childhood, because of its presence in my islamic religion. The designs in mosque used to mesmerize me which led me to practice and manipulate the gematrical shapes in my own style.

Geometric design are done by combining shapes repetitively. They are used in various ways for example decoration, Islamic art, woodwork etc. It is also used in figurative drawing or paintings by many famous artists. Mosques are a place of worshipping for Muslims. Mosques are decorated with extremely complex geometrical shapes. In the religion Islam it is not permissible to create art which figurative. Traditional artist of Saudi Arabia Dana Awartani described Islamic art as sacred art because it is made purely for the sake of spiritual and religious devotion, *Bouaissa, Malikka* (2013).



Mosque de Paris, Ablution Fountain

Geometrical shapes are used in figurative art to give it three-dimensional effect. Famous pioneer artists like Pablo Picasso, Georges Braque, Jean Metzinger used cubism to create three dimensional work.

If you look at Pablo Picasso oil canvas called '*Girl with a Mandolin, 1910*' you can see how he used 3D cube to form a female figure. Geometrical shapes can be used to separate elements to give the sense of broken or torn apart pieces. It is interesting to explore how every shapes occupies the space with different sizes and what effect does it creates when the shapes are assembled separately.



I want to use different type of traditional or folk art in my art to create works which will inspire other artist toward traditional art. For me these type of art is versatile as well as to create an art piece with detailed patterns one need to have patience , techniques and love for different cultures.

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- <https://www.christies.com/features/A-guide-to-the-symbolism-of-Chinese-ceramic-decoration-9163-3.aspx> 'Throughout Chinese history,symbolism has been integral to its artwork.'

Task Three: Reflective Writing (Jon Task)

Pop arts bright colour and simplicity is what I was drawn to. Primary colours were used to bring bold colour to the artwork. Traditionally, pop art consists of bold- black lines and dots in the images to create texture. The artist Roy Lichtenstein used these elements in many of his artworks to achieve a bold, attractive piece of art.

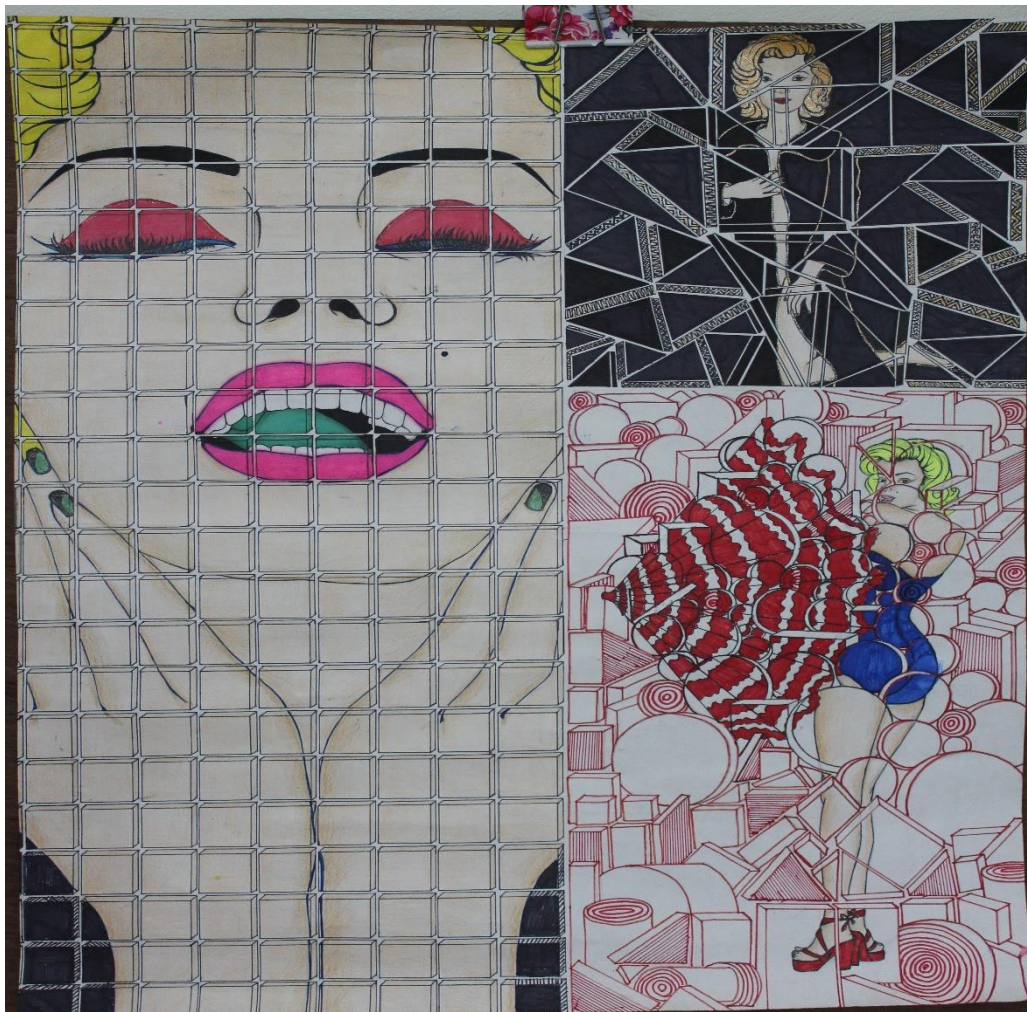
As a practising artist, I use a lot of bright colour in my art work which is why I find pop art fun and interesting. 'The craving for colour is a natural necessity is just as for water and fire. Colour is a raw material indispensable to life. At every era of his existence and his history, the human being has associate colour with his joys, his actions and his pleasures' *Fernand Leger(1943)*.

In mid to late 1950s many artists began to take inspiration from everyday items, popular culture and introduced it as pop art (*moma.org,2005*). Andy Warhol stated, "Pop artists did images that anyone walking down the street would recognize in a split second comics, picnic tables, men's pants, celebrities, refrigerators, Coke bottles" (*moma.org,2005*).



Marilyn 1967, (on blue ground), art print by Andy Warhol

Andy Warhol created many pieces of art with images of famous celebrities. He stated 'in the future, everybody will be world famous for fifteen minute' *Guinn and Perry,(2005)*. Warhol was fascinated by Marilyn Monroe, at that time was she was portrayed as sex goddess. He used her iconic images in his silk-screening, mirroring and printing. Inspired by Andy Warhol's 'Series of Marylin' which was produced after her death in 1962, I recreated one of his print of Marylin Monroe by drawing and adding geometrical 3D shapes. Using shapes or planes in painting or landscapes was common in pioneer artist such as Pablo Picasso, Georges Braque, Fernand Legers art work.



Cubism was introduced by George Barque(1882-1963) and Pablo Picasso(1881-1973), *Clarke (2010, 2 ed)*. Cubism is a revolutionary style of modern art. This unique style of art was developed to change the traditional way of art and to create multiple viewpoint in paintings *Clarke (2010,2 ed.)*. To me using geometrical shapes allows me to capture every angle of a subject I am drawing. If we look at paintings of Picasso or Braque's they have used subtle and few shades of colour. Picasso pioneered cubism to develop a new

way of seeing which then has a reflecting effect on the modern age. Number of artist adopted their style and recreated art in their own style such as Fernand Léger and Juan Gris. By analysing pop art and cubism I'm now able to connect both style and create my own. I believe paintings and drawing should be colourful and interesting. I want my art to

Have a sense of ease and simplicity with complexity and fine details. Instead of using shapes to create abstract art I try to make a canvas which has blast of colour, tricky and fun. My work is focused on making something beautiful to look at instead of something too violent or sexual.

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