

Keywords: Hope, Motivation, Graffiti

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The three keywords that I have chosen are; Graffiti/Street Art, Hope and Motivation. These three words are something that I can very easily relate to and I'm sure many others alike. I hope that by the end of this piece of written work I would be able to use my research and findings to motivate and inspire people into being creative without having to think about any negative consequences. Throughout my years of studying graphic design I have always struggled with motivation and have been brought through the years with hope, being at the end id be able to obtain a degree.

I have always been interested in graffiti but more notably street art, coming from a small town where there are mainly just scribbles of explicit images on walls, to a city filled with beautiful art around the streets it's clear to me that this is needed to be able to brighten up the streets that are easily made dull and boring. Graffiti is a simple concept where people just tend to scribble their names onto walls in hopes to get attention from people walking by (Martirms Grey, 2019). Graffiti can range from simple scribbles on walls with a stick of crayon to a massive well thought-out design spanning over a 20-foot wall with realistic shading. Some of these works can take hours if not days to create, this is where the line tends to end between graffiti and street art. Street art derived from graffiti sometime during the mid 1970s where people would write their names or nicknames as such

in a “unique manner” all just to get noticed by other writers or people passing by (Hencz, 2022).



(Willy Spiller, 1978)

Martha Cooper is one of the biggest names in terms of graffiti and photography, she was able to document graffiti in its early days when it first started to infect the streets of New York in the 1970s back then graffiti truly was anti-establishment as it allowed for self expression (Dazed, 2021).



“ART IS THE WORLD” (Cooper, 1981)

Martha Wasn’t always taking photos of graffiti but started her career as a photojournalist working for the New York Post, she took photos of kids playing in the streets and people walking around doing their normal activities some saying she “captured the social decay” (Kurland, 2016) she then went on to make many books around her photography and the history of graffiti and street art that she was able to document. In the 1980s street art took a turn from graffiti as it was more socially accepted as “art” by a wider range of people. During this time street art made its way into galleries meaning to some people that it was now indeed an art form. This mainly started with people such as Keith Haring and Jean-Michel Basquiat. Keith Haring is undeniably someone who changed the scene in terms of street art, Keith Haring had enrolled into the Ivy School of Professional Art in Pittsburgh by the advice of his parents and guidance counsellor (The Keith Haring Foundation, 1989). Kieth

Haring had always had an interest in graffiti and street art but this really came to life during his time in New York. After he completed his time in the school of art he then moved to New York in 1978 to continue his studies in the School of Visual Arts alongside Kenny Scharf and Jean-Michel Basquait (Yood, 2019). Later in 1981 he began drawing in chalk on blank black advertising spaces in the New York subway system (Yood, 2019).



“Keith Haring working in the subway” (Regnault,1983).

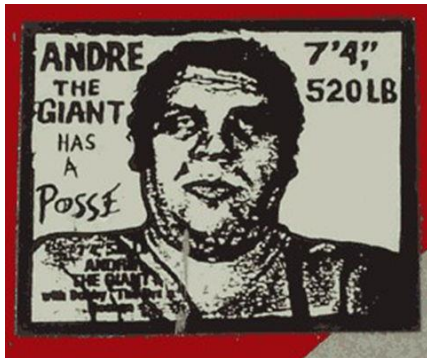
After Keith Haring's success he gained a huge following helped by news segments dedicated to him along with whole news articles displaying his drawings and sharing his message across the world.



“Daily News Magazine” (Haring,1985)

Another artist who was growing up around this time had just graduated from Idyllwild Arts Academy in California, this artist's name is Shepard Fairey, born in 1970 he always looked at people like Keith Haring as an inspiration, he was always keen on arts and street art alike (Mancoff, 2019). After graduating at 18 he then earned his Bachelor of Fine Arts from the Rhode Island School of Design in

1992 (Street Art Bio, 2018). In 1989 he created his first iconic sticker that would go on to be recognised by many people, the sticker was a depiction of Andre the Giant (Art Story Foundation, 2020).



"Andre The Giant Has a Posse" (Fairey, 1989)

After gaining a reputation by placing these stickers nearly everywhere anyone would look he then went on to create an iconic image in the graffiti scene that would go on to be called "Obey Giant" (Deodato, 2022).



"Obey Giant" (Fairey, 1996)

This really set the path for Shepard Fairey's career as he had the skills to be on the street unnoticed and put up huge pieces of work that people liked. He did this by first designing huge posters of Andre the Giant along with other influential figures at the time, he would then use wheat paste to glue them together on the wall to create one big image (Street Art Bio, 2018). After his work got attention from not only people on the streets but by the media that helped share it across the world, he was then contacted by the presidential campaign to help Barack Obama in 2008. From this came

one of my favourite pieces of work from Shepard Fairey as well as one of the most recognisable images of the 21st century (Art Story Foundation, 2020).



"Hope" (Fairey, 2008)

This leads into the second key word that I have chosen and that is "Hope" I choose this as a key word when I was doing my research for my first key word "Graffiti" and discovered the Shepard Fairey piece titled "Hope" that was done for the campaigning of Barack Obama. Hope is a trait, to be hopeful is something I'm sure many people would want to be, it's something that I've used to try and gain the most out of a situation. For me hope is this brilliant thing that can help you get through anything, whether that's just times where you're feeling down or even jobs that you don't want to do, everyone experiences hope in one way or another whether its hoping to pass an exam or hoping that it's a boy at a gender reveal party. "Hope is defined as a concept that suggests a greater emotional component than mere expectation." (Hockley, 1993). From this quote, we can understand that "hope" is typically referring to a positive emotive state that includes a belief in the outcome, hope goes beyond the simple belief of an outcome and adds a personal positive meaning, it makes people invest more leading towards the outcome and adds motivation and inspiration that would eventually come out of the eventual outcome which can sometimes even greatly help in obtaining whatever it is that the person "hopes" for. The emotional side of having hope is what makes it so powerful and helpful, in situations where the outcome is sometimes uncertain or the odds are so

against, it can give the courage and reassurance to keep going even though they may not seem in your favour but helps drive us towards the goal. Being hopeful doesn't always come from one person, there are many different factors that can make someone hopeful or not, one of the biggest factors is that of other people. Nearly every person can have a powerful impact on someone else and e a major role in how someone feels about a situation (Jacoby, 2022). When people are encouraged and supported in a positive way it is very easy for the person being supported to be hopeful and even excited about achieving their goal and even feel optimistic about a certain situation (Mental Health First Aid, 2020). I do not feel that only people alone can inspire hope but there are many different elements that could have the same effect on people. Linking to my first key word I feel that a lot of things on the streets and buildings can inspire people to be creative and give them hope to do things that they want to do and gives them hope of a brighter future.



"Hope" (TVboy, 2022)

This piece represents the people of Ukraine that are having to fight for their own freedom from people who want to take control of where they live, this work is driving people to see the problem and to stand with the people on Ukraine in order to bring hope into the viewer as well as the many people that are fighting. There are many things around there my local area that I feel are there to inspire people and to give them hope, one of the main things that stand out to me is actually no longer standing but there use to be a massive wall with letters on stating "More poetry is needed."



"More poetry is needed." (Dalling, 2018)

This work drives the message into people that something needs to be done, that people need to create as there isn't enough of something. In this case, its poetry is someone was walking by and saw these 15 foot letters saying that there isn't enough poetry then it would be possible that this person would then be able to think of what they are missing and could bring them hope as to actually do something about it. Another piece of work that I feel is inspirational comes from Port Tabot, a place that is known for its dullness and dirtiness.



"Hope" (Edwards, 2023)

This work literally is just the word "HOPE" this was the main inspiration for my keyword. I feel that just boldly saying the word brings attention to it in a light that can't be replicated, it's in your face and definitely makes you think. I feel that driving past this will allow you to think of something that gives you hope, it allows you to link something to it on your own, it isn't telling you what to hope for but allows you to have a free mind and be hopeful for something that is close to you.

The third and final keyword that I have chosen is AI or Artificial Intelligence, I feel that recently this is something that I haven't been able to get away from, there have been hundreds of articles if not thousands written about AI recently with the enormous development that has been happening over the last two year, I feel that in recent years and years to follow that AI will play a major role in how we operate as humans. There are so many different Ai tools that could be utilised for a specific process whether you're looking to generate an image, text or even a stop-motion film (AI Tool Directory, 2023). One of the first tools I wanted to investigate was OpenAI's Dall-E 2 "With only a short text prompt, DALL-E 2 can generate completely new images that combine distinct and unrelated objects in semantically plausible ways." (O'Connor, 2022). Dall-E 2 works by taking a real person's text prompt for example "A kids crayon drawing of a house in a field." and it will take these words and figure out what the user wants, in this case it's simply a crayon drawing of a house, Dall-E will then use all of the images used in its training and take certain elements from them as to reconstruct a completely new image (Ramesh, 2022).



"A kids crayon drawing of a house in a field." (Dall-E 2, 2023)

The image above is what I received from entering the text prompt above. This image was created by Dall-E in less than 30 seconds, this speed will depend on a lot of factors such as internet speed but these images are normally all created in less than a minute. Dall-E didn't just create one image in this amount of time but 4 individually unique images.



(Dall-E 2, 2023)

The artificial intelligence was able to find other keywords out of the prompt and add onto them such as the house being in a field, this means grass, flowers and paths, you can see these in the images. Dall-E was also able to add in clouds to the sky, these specific things were not in the prompt and Dall-E was not asked to draw these in at all, but it was able to use previous knowledge to think what is needed and add them in with its own intuition. Dall-E can have its problems and struggles, one major fault AI image generation continuously makes is the fact that it cannot draw hands “Currently, artificial intelligence is infamously awful at generating some objects like hands. Although it can create unique artwork that sometimes rivals Evangelion, it still can’t draw human hands or feet.” (Nightingale, 2023) Human hands are complex structures that have a lot of tendons that are able to move the fingers in many different ways, AI cannot fully understand how human hands are able to work and then even implement that into a drawing (Hughes, 2023). Hands are always in motion so any photo that the AI would have seen in reference to hands would more than likely be blurred, another factor is that hands in photos are always a small point in the actual photo meaning that they are not the main focal point (Growcoat, 2023). It is possible that the people responsible for training the AI had taken good resolution photos of hand for this main purpose but I feel the other point of the AI not fully understanding still comes into play. Overall I feel that Artificial Intelligence has greatly improved of the last few years, there will be a very ranged use of these tools that could be implemented into everyday life from film makers using text bots to write scripts or even artists using image AI to use for reference images that they will be able to manipulate and create their own art form. But from this there will also be challenges and definitely things that need to be improved such as Dall-E 2 with creating human like hands, this always has been a main problem but as time goes on

the AI will learn from its mistakes and be able to correct itself and doing so will be able to create what is at this moment in time just a vision.

From my research I have found that graffiti and street art alike is a form of someone's self-expression, this can be interpreted by others to have many different meanings, the reasons for a graffiti artists art is unknown to the viewer, this gives the viewer the opportunity to make their own understanding of the work. Unlike with AI image generation, you can not simply enter a text prompt and get what you want, you have to understand the tools of the art and understand the meaning behind what it is that you are doing. I do feel that all of these elements and tools can provoke an emotion in people. A question I would like to understand more is "How can street art and design be used to inspire hope and motivation for social change?"

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