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Tasks in order I received them:

Task One: Semiotics Analysis = 512 words

Task Two: Manifesto = 487 words

Task Three: Practice-based writing = 495 words

Task One: Semiotics Analysis



Fig 1, Coca Cola: 'Your thirst takes wings', 1930

An image can be portrayed by different people in different ways and the meaning of the image the same. 'Meaning is nowhere and at the same time everywhere' (Merrell, 1997: ix), we can decide what we think an image is showing based off of what we see but also what we do not. When we look at an image how are we meant to understand what it is showing or telling us if we do not take the time to understand what the meaning is behind the parts we do not see right away. In this first task I have deconstructed a vintage campaign advertisement through a semiotic analysis in an attempt to display a new meaning to the image.

'Semiotics is the study of signs and symbols and their use or interpretation' (Oxford Languages). Through our lives we developed a way in our minds of looking at something and analysing it in its simplest form, such as, a dog being an animal that we often have as a pet. If we were to allow ourselves to dive deeper into the real meaning we often that will find ourselves realising that we see a further meaning to these seemingly basic things, for example, a dog being seen as a man's best friend. As Jeffery Stout states, 'interpretation is a matter of discovering meaning,' (1982) and to discover meaning we have to open our minds and really look at the image and see what it is showing, we can't understand a meaning unless we interpret it as what we think it means.

In 1930, Coca Cola brought out an advertisement campaign with Amelia Earhart as the leading face. Only two years prior to the campaign women had been granted the right to vote in the UK and what a perfect time to put a face of powerful woman as the lead of their campaign. The image shows Amelia Earhart looking proud and powerful in front of her aeroplane drinking her bottle of Coca Cola. Women would dream to be as powerful as Earhart looks in this image and as perfectly stated they would have been 'responding emotionally to the 'meanings' injected into products by other human beings,' (Marcel Danesi, 2007). Earhart had many achievements in her career and the image uses links between those and their drink through the use of the word 'wings', which could be associated with her aeroplane and the plane in the background of the image. A deeper meaning could be seen as Coca Cola trying to encourage others to face their dreams. The image appeals to their target audience, in this case I believe to be women, by strategically using an iconic character and person to be the face of the campaign which makes their audience subconsciously link her to their iconic drink.

Through a simple semiotic analysis a basic campaign image has become something so much more meaningful and powerful. Being able to understand semiotics allows an audience to interpret what they are seeing in new ways, and it can be applied to everything that we see.

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Figure 1: Coca Cola Advertisement Campaign Image, 'Your thirst takes wings,' 1930. Accessed: <https://www.scrolldoll.com/best-coca-cola-ads/> (Accessed on: 29th December, 2021)

Task Two: Manifesto

1. Being unique and original should be celebrated in art and design.
2. Being proud of your own hard work is more important than worrying if it's perfect.
3. Be open to inspiration from any and every avenue.
4. Make time to be in the moment in your life, your work will always be there.
5. No idea is a bad idea. Every idea has the potential to be a brilliant idea if you give it the time to become one.
6. Your biggest influences can come from the most basic views.
7. Making mistakes allows your ideas to develop and grow.
8. Creative blocks are normal, allow yourself to take the time and allow your ideas to refresh.



Fig. 1, Cecily Brown, *The Girl Who Had Everything*, 1998

1. Being unique and original should be celebrated in art and design.

An artist or designer does not want their work to be seen to be the same as anyone else's, they don't want their work to be looked at and connected to the work of another, they want to be original and want each of their pieces to be unique. As stated in the Cambridge Handbook of Creativity and Personality Research (2017, p.1,) 'most people believe that creativity is original,' and further states, 'creativity is inherently mysterious,' (2017, p.1.) Every piece of art or design has a reason behind why it was created and those art pieces having their 'mysterious' (2017) meanings makes them more the art more exciting. Cecily Brown uses her art to show texture and colour as well as adding in suggestive shapes, but every piece is done without thought, they are abstract, and her work is celebrated for how unique and original every single piece she creates is. Artists creating work like this should be celebrated.

Keyword: Originality



Fig 2, Lee Madgwick, *A Murder*, 2014

5. No idea is a bad idea. Every idea has the potential to be a brilliant idea if you give it the time to become one.

Every final of anything has to have a starting point. 'The more ideas that are on the table – flawed or not – the better chance to trigger something special and excellent,' (Pressman, A. 2019). No one does their original outlines of an idea, looks at it, and thinks it's already perfect. In a lot of instances the original sketches or ideas aren't even expected to turn into something 'excellent' (2019) but as shown in the image above by Lee Madgwick everything has the potential to be. An initial idea is the first steppingstone that is needed to allow oneself to create a final piece, this does mean that every initial idea is going to be the one that gets used to create the final piece that is what was originally imagined. As said by many you have to trust the process even if that process gets you nowhere sometimes, every initial idea can be brilliant you just have to allow it time to develop into one.

Keyword: Ideas



Fig 3, Oona Who (Twitter: @oonawho),
A Visual Representation of a Creative Block whilst appearing a ok, (2018)

8. Creative blocks are normal, allow yourself to take the time and allow your ideas to refresh.

Being a creative isn't easy, sometimes the ideas just don't come, and you don't know why and it can cause so much internal frustration especially if you have deadlines to hit and even people you could potentially let down if you don't hit them. Sometimes realising that these blocks in your mind is your brain telling you that you need to slow down, and refresh is a hard pill to swallow but having this time means that 'our creative butterfly isn't on vacation this week,' (Richards, R. 2018). The representation presented my Oona describes this block that is experienced perfectly, it shows that although your mind is trying all it can to get the ideas to flow sometimes, they just don't but it needs to be recognised that this is okay and normal and sometimes your mind just needs some time to refresh and allow those ideas to have their 'butterfly effect,' (Richards, R, 2018,) begin again.

Keyword: Refresh

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Richards, R (2018). *Everyday Creativity and the Healthy Mind Dynamic New Paths for Self and Society* (1st ed. 2018). (pp. 73)

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Figure 2: Lee Madgwick, *A Murder*, 2014. Accessed: <https://twitter.com/LeeMadgwick/status/1422478257975406630> (Accessed on 1st January, 2022)

Figure 3: Oona Who, *A Visual Representation of a Creative Block whilst appearing a ok*, 2018. Accessed: <https://twitter.com/oonawho/status/1047719990785441792> (Accessed on 1st January, 2022)

Task 3: Practice-Based Writing – Reflective Writing

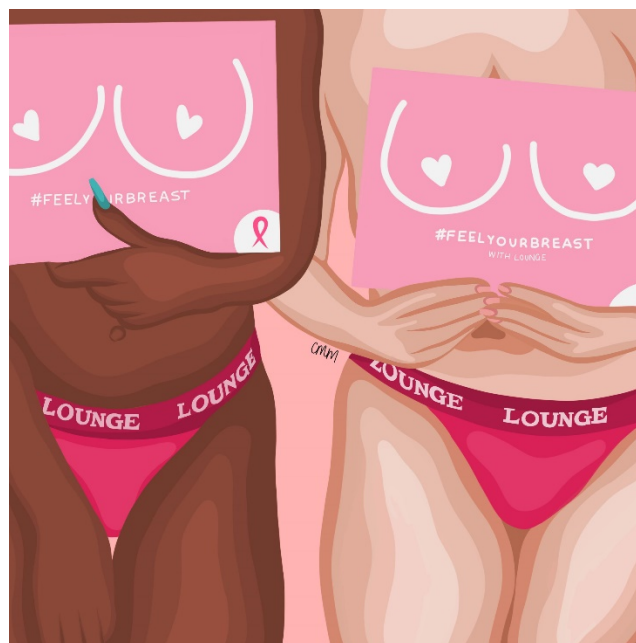


Fig 1, Charlotte Matthews (Instagram: @lollydesignsuk),
Breast Cancer Awareness Month, 2020

Through this piece of reflective writing I will be reflecting on a piece of art that I created. The piece of art that I am going to reflect on is one that I drew for Breast Cancer Awareness Month, 2020. The drawing is a redraw in my style of an image from an advertisement campaign from the company Lounge Underwear.

My original idea was when designing this piece to spread awareness for Breast Cancer Awareness Month was to create a completely original piece, but after seeing Lounge Underwear's campaign and how powerful it was, I decided a redraw of it would be more suited. 'Reflection asks you regularly to stop and think about what you are doing and why,' (Page. L, 2013), upon stopping and reflecting on who I wanted my target audience to be for this piece, I decided the redraw would be suited for what I was trying to do. By doing the redraw instead I was able to target Lounge Underwear's audience with my post as well as my own, and so a larger audience to spread awareness to.

This drawing that is definitely not one that I would put at the top of a list of my favourite things that I have created. After reflecting on this piece of art I realised that I wasn't conscious enough of the shades on skin tones that I used and didn't use the ones that I did use carefully enough. However, as stated by Jennifer A Moon (2004), 'we reflect in order to learn something,' and I definitely learnt from this piece how to consciously place tones and highlights when it comes to drawing skin.

I believe that the drawing did have the impact that I had intended it to when designing it as it has been one of my most interacted with posts on Instagram and I am very proud of that as I was able to spread awareness in the way I wanted to. If I was to be critical of my work, which in reflective writing being 'critical in a sense of offering critique,' (Bassot, B. 2016), I would say that for me the proportions in my layers as well as highlights were not accurate and therefore make the piece look a lot more like a cartoon than I had originally intended.

Having reflected on this piece of work, as well as speaking with other artists in a constructive manner about this piece, I have taken on board my own thoughts as well as others advice and now always make sure I am more conscious when deciding on accurate tones for skin in my drawings as well as thinking more about the placement of any layers of highlight and making them more subtle. This piece has really changed the way that I design and draw the human body, and in the future, I will continue to develop my skill and understandings so that I can continue to further develop my practice.

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