

Portfolio of Writing

Task 1 – Manifesto Writing
Word Count - 500

Task 2 – Practised-based Writing
Word Count - 501

Task 3 - Observational Writing
Word Count - 442

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Course Title - BA Surface Pattern Design (Maker)

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Task One: Manifesto Writing.

1. Show that art can not just a title for Encourage use and
2. There is no singling out of any political view. Art
3. Creations are not reflections of being



be diverse in all its forms, portraits or landscapes. discussion of mixed media unconventional practices.

intention to offend. No particular religion, race, or should not be a bully.

pre-thought. They are present in the moment.

4. Colour is the messenger of inner emotions. When you are drawn to a piece for its tone or hue be aware of the story it's telling about you and the artist spiritually.
5. The style of the artist is not perpetually determined. It is a continual work in progress.
6. There is no invitation to the gallery for the art snob. Everyone else is welcome. Art is for the masses.
7. Primarily art is made for the pain and pleasure of the artist before the decision to share is made.
8. Wake up and smell the coffee before the beans are grinded and diluted by the propaganda of opinion.

3. Creations are not pre-thought. They are reflections of being present in the moment.

Fig. 1 Jackson Pollock

It is impossible to understand the thoughts of another person and why should you try? As Jackson Pollock once pointed out, 'It's like looking at a bed of flowers, you don't tear your hair out over what it means.' (admin, 2017)

Extraordinary tales used to assume meaning within the composition of a piece are usually retrospective following the death of the artist. They may be used for financial gain, to sell books, merchandise or to increase the value of the art. Accept that art can just be improvised in the moment and enjoyed the same.

4. Colour is the messenger of inner emotions. (Gil and Le Bigot, 2014) When you are drawn to a piece for its tone or hue be aware of the story it's telling about you and the artist spiritually.

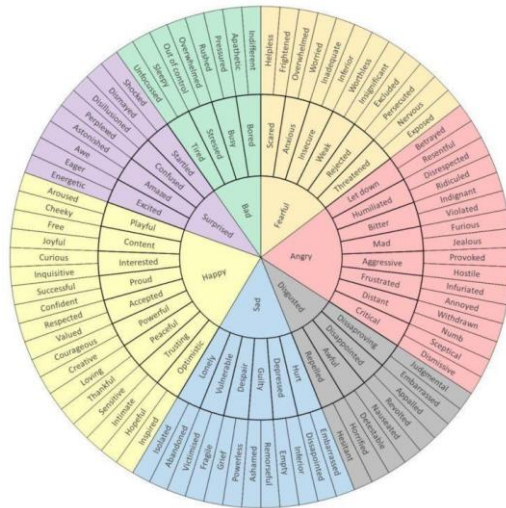


Fig 2 'The Wheel of Emotion'

In 1810 poet, artist and politician Wolfgang von Goethe published a book entitled Theory of Colours. (Goethe and Lock, 2016) He recognised the way that colours could make you feel. This was based on his intuition but not agreed with by scientists.

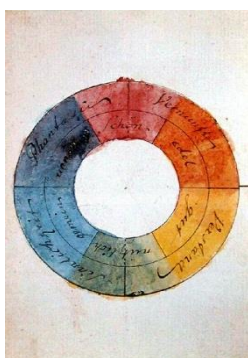


Fig 3. Goethe's colour wheel

It is now known that when colour is seen the brain sends information to the hypothalamus for interpretation. (Kurt and Osueke, 2014) This gland governs many functions of the body

including behaviour, which prompts a response. It is this reaction, that can trigger feelings of love, calm and peace which help to promote a sense of wellbeing.

The artist may not perceive the healing that they are receiving is from intuitively using a palette that is appealing to their emotional weaknesses. Alternatively colours such as red or black can show negative feelings. An artist may want to dissipate anger from within or attract attention which can be achieved by using these pigments. In conclusion colour can be more powerful than the composition in telling a story.

5. The style of the artist is not perpetually determined. It is a continual work in progress.

We change our appearance or beliefs as time progresses. Regarding things such as musical taste, we can still enjoy listening to songs from our younger days as well as ones more recently produced. This is the same with art. One example is Philip Guston. Fig 4, 5 and 6 show how his work developed over many decades from early social realism to spontaneous freedom, violence and war influences of the 1960's to more autobiographical pieces. As pointed out in an art review by Martha Schwendener, (Schwendener, 2006) by the end of his life Guston had found a way to navigate between abstraction and representation

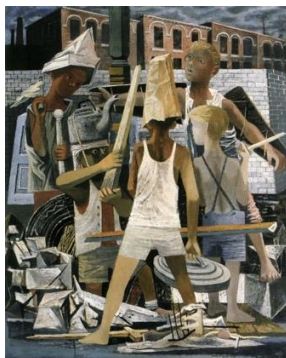


Fig 4
'Martial Memory' (1941)

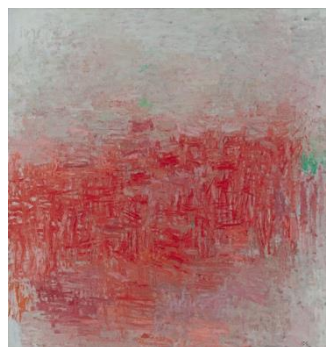


Fig 5
'Painting' (1954)



Fig 6
'The Line' (1978)

On reflection an artist may use the same medium for their whole life, but their art must transition. However subtle these changes they will occur and should to maintain interest and remain relevant in the artworld.

500 words

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Fig 4: www.hauserwirth.com. (n.d.). Philip Guston: About the Artist - Hauser & Wirth. [online] Available at: <https://www.hauserwirth.com/ursula/14048-artist-philip-guston>.

Fig 5: www.hauserwirth.com. (n.d.). Philip Guston: About the Artist - Hauser & Wirth. [online] Available at: <https://www.hauserwirth.com/ursula/14048-artist-philip-guston>.

Fig 6: www.hauserwirth.com. (n.d.). Philip Guston: About the Artist - Hauser & Wirth. [online] Available at: <https://www.hauserwirth.com/ursula/14048-artist-philip-guston>.

Task Two – Observational Writing



Fig 1

Semiotics, the study of signs, symbols and their use or interpretation (Lexico Dictionaries | English, 2019) plays an important part in the creation of an advertisement.

Fig 1 above is an advert for a well-established sports brand Asics. They retail a variety of sportswear worldwide. Their linguistic sign of 'sound mind sound body' is a play on the Asics acronym "Anima Sana In Corpore Sano" which is Latin for "You should pray for a healthy mind in a healthy body." Juvenal (Unknown, cited in Corp History, 2010). There is a further tag line of 'running cleanses the mind and body' at the bottom of the poster next to the Company name. The text for this is small and difficult to read. It is there to inform of its meaning should it not be obvious.

Its denotation is of a young, healthy athlete. She is sprinting through what seems to be a curtain of liquid which one can believe is water. As she passes through this screen she has a look of serenity, as if she is safe to continue her journey following a period of stress. A series of negative text is enveloped around her leg behind the wall with her leg to the front looking clear apart from a few drops of water.

Retailers like to encourage the consumer to embark on a journey to define the connotations of their adverts for them-selves (Bignell, 2002, p.33). The use of nebulous and polysemic linguistic signs only add to the conundrum. This is true of Fig 1. The visual sign of this advert does not correlate with its linguistic sign. Instead, it insinuates the belief that positive mental health can be achieved by running. It does not, however, directly imply that the same outcome can be achieved by purchasing the brands items. (Williamson, 1978, p.43) explains that we can give meaning to something in an advert if it already has meaning to us outside of it. In the case of Fig 1 this meaning is transferred from the signifier to the ideology that mental health can be improved by exercise.

The athlete is seen appearing through a wall of water. The wall represents a physical and mental barrier for which she must break down, then emerge from in order to feel better. The water is a signifier for the purifying of the body and mind, by decontaminating negative affirmations that surround the athlete. These words can be seen to disappear from the skin as they dilute in the water. The background begins as a grey hue then continues as an ombre to white once through the barrier. White is often used by marketing companies to represent purity and safety (Kendra Cherry, 2019) implying an improvement of the body as it progresses through.

I found it easy to interpret the message that Asics were conveying. It is relevant to the world right now, whether they sell their apparel or not, it is a wise move to involve themselves with this image.

501 words

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Task 3 –Practised Based Writing

Weather

The weather is unpredictable, even more so since the onset of global warming. The effects from climate change predicted by meteorologists include.

- Localised flooding
- Changes to seasonality
- Forest mortality and the increased risk of fires

It is predicted that our Winters will become warmer and wetter with our Summers becoming dryer and hotter. (Met Office, 2019) According to statistics from Fig 1 RMetS(2020). below we are already in the beginning of major changes.

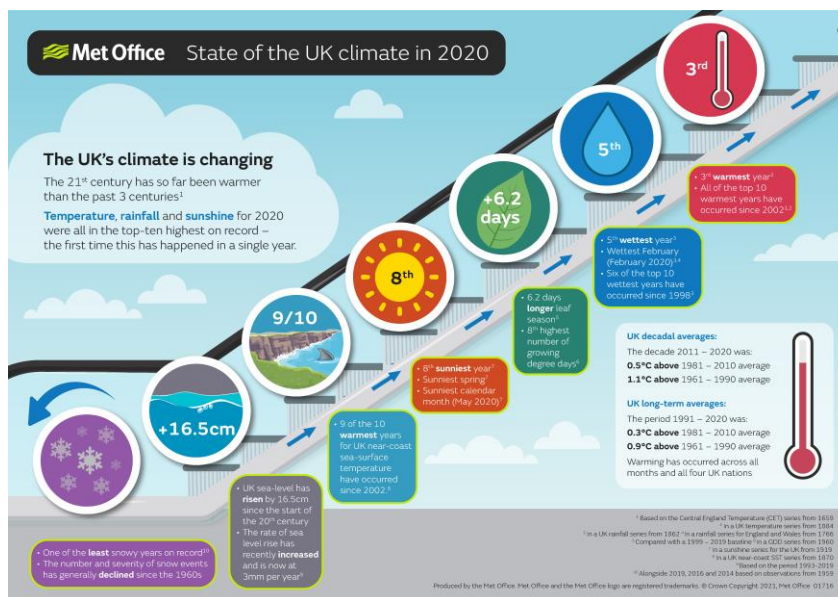


Fig 1

Wooden Garden Sheds

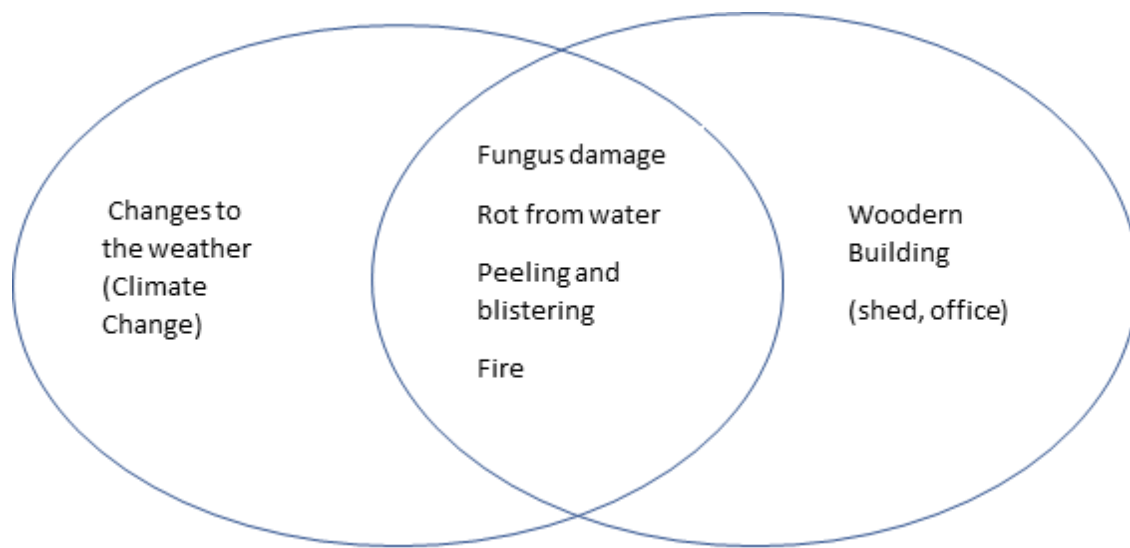
Wooden garden sheds adorn most gardens within the UK. With the increase of working from home due to Corona Virus these 'sheds' are now becoming outdoor home offices and places to relax during sunny days.



Fig 2 (Kybotech, n.d.)

With there being over 100,000 species of wood, the strength is separated in to two categories, softwood and hardwood. Due to its durability and thickness hardwoods such as oak, teak and beech are best for outdoor structures.

Climate change will limit the life of these wooden buildings with the anticipated increases of both heat and damp. With this in mind it is important to find new and lasting ways to preserve wood to avoid further increase to climate change from a conservation issue from dilapidating forests. (San-José et al., 2021)



Water Damage

When wood is totally submerged in water air is driven from the cells preventing the growth of any fungus due to the lack of oxygen. When the wood is made wet without being submerged the water absorbed causes the wood to swell. If it is, then left to dry slowly, its vulnerable to decay. Once completely dry it may not return to its original dimensions and will lose strength. (DIVA, n.d.)

Heat Damage

Fire ignited in any way will reduce wood to ashes. Tests on oak have shown that younger aged tree's such as 10 years are more fire resistant than older ones due to chemical changes due to age. (Zachar et al., 2021)

Heat from the sun can dry the wood to the extent that it can peel and blister leading to brittleness causing disintegration.

There are several chemical-based treatments available to protect the wood and extend the life of the outside cabin. Biocides which can be chemical, or a micro-organism are designed to prevent damage by harmful organisms. Heat treatments and thermal modification chemically alter the structure of the wood, increasing its longevity. (www.sciencedirect.com, n.d.)

Adding an outside office or summer house would be a considered purchase but could improve the wellbeing of the family so it is worth the effort to maintain it regularly by ensuring it is protected by the most up to date treatments and products available.

442 words

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