

Portfolio of Writing

Jon

Julia

Ryan

Student number: 1909150

Graphic design

Jon - 476

Julia - 537

Ryan - 485

Martin Bush

Influence - Jon

I love to look at this very famous anti war art piece. **“Wars will be stopped only when soldiers refuse to fight”**. It’s name is Gurnica and it was created on 26 April 1937–June 1937 by the famous Pablo Picasso. The painting seems to have a clear motive but it’s when you look further into it which is when you see how chaotic it really is, like war itself. **“Our real discoveries come from chaos, from going to the place that looks wrong and stupid and foolish.”** The chaotic look forces the viewer to look around the piece looking for peace.

Firstly it has this cubist style emphasising the two dimensionality but having a 2d look to it. The artwork consists of things like a woman holding her dead child while releasing a scream while her tear shaped eyes are sliding down her face and then the unnatural head turns back. Below that there is a soldier who lies in pieces with a broken sword, unable to help the poor woman. The tip for the soldier's sword touches a woman’s foot who’s other leg looks frozen to the counter of the canvas. Then behind this there is a person who seems to be in agony as she is on fire who seems trapped in her own pain much like the others. They all look so trapped giving the painting a claustrophobic look to it. This contrasts with the massive size of the actual canvas which highlights the size of the atrocities that shows.

In the centre it shows a ghostly woman holding a candle. This signifies almost hope or does the other light source to the left just show you the technology of modern warfare which illuminated her view of all of the chaos.

Two of the most controversial aspects of the painting include two animals who seem to be trapped. The horse who screams could be looked at in the way that it embodies the threat of military nationalism or the victims of the conflict from the spike running through the horse. The white bull can be seen as Spain where all of this took place. The birds at the top are trying to escape the chaos that has unfolded. Then you think with all of these animals it tells me that this place seems like just a village that would have animals and villagers who would be just going around their daily business and then you think about all the possible casualties.

Looking at all of the aspects of the piece I personally have more questions than answers. The artwork to this day still strikes debate and is often talked about in anti war gatherings all around the world. **“The smart way to keep people passive and obedient is to strictly limit the spectrum of acceptable opinion, but allow very lively debate within that spectrum....”**

Bibliography

Arundhati Roy, Public Power in the Age of Empire Nov 02, 2004

Chuck Palahniuk, Invisible Monsters September, 1999

Noam Chomsky, The Common Good, 1998

Manifesto - Julia

1. I want to be constantly improving
2. I'd like to experiment more
3. My path in life is full of obstacles i'd like to overcome
4. I want to handle stress
5. I'd like to feel happier find my purpose
6. Be bold and passionate
7. Think about today rather than tomorrow
8. Simply do more

My path in life like a lot of other people's lives is full of obstacles I'd like to overcome. One of the main obstacles I face is that I am lazy so I will not meet daily goals or do certain jobs that I am supposed to do. **"We avoid the things that we're afraid of because we think there will be dire consequences if we confront them. But the truly dire consequences in our lives come from avoiding things that we need to learn about or discover."** I feel that every obstacle affects me and sets me back or I overcome an obstacle only for something to happen which sets me back to step one. I also often avoid obstacles for them to return so facing my obstacles head on. Learning from failure is very important. **"I have not failed. I've just found 10,000 ways that won't work."** I want to learn from failure as this will help my other statement of constantly improving. As well as that people shooting down your dreams is an obstacle. I wanted to play the guitar but my loved ones didn't think so, this was an obstacle that I could have stopped at or run through and pursue that particular dream. As Einstein said "Logic will get you from A to B. Imagination will take you everywhere."

I'd like to feel happier as I feel that this would help not just me but people that I am around. Also I feel that this can be combined with my other statements like being less lazy. This is because if I am not lazy then I will not be more productive which leads to success. It's important to have purpose in life and I would like to find that.

You can learn your life purpose by asking yourself these five questions. Who they were? What did they do? Who they did it for? What did those people want? What did they get out of it? Who they are is simply your name. Then ask yourself what do you do. Next ask yourself who you did it for, What they wanted and lastly what they go out of this. Doing this you may notice only two are about yourself. This shows that if you make others happy then, this will give yourself happiness too.

Think about today rather than tomorrow. I often think about what I will be doing tomorrow whether that would be studying or even food. I then almost forget about today and end up wasting a day by doing nothing. If you keep postponing thinking they will never get it, which is why I would like to change that. On the other hand I will do things like think about the day before and think about things I should have done. I think that **“Yesterday is history, tomorrow is a mystery, today is a gift of God, which is why we call it the present”**, represents this very well.

I also find that regret ties into this as “The present changes the past. Looking back you do not find what you left behind.” So, looking back and regretting things show improvement and how you would not make that mistake again.

Bibliography

Autobiographical Notes in **Albert Einstein: Philosopher-Scientist** (translated and ed. **Paul Arthur Schilpp**, 1949)

Bill Keane, The Family Circus newspaper cartoon from 8/31/1994.

Kiran Desai, The Inheritance of Loss Draw 31 August 2006

Semiotics - Ryan

Semiotics is the study of signs and symbols and how we see them. Semiotics also needs to carry an emotional impact too. We use semiotics everyday in our lives whether its opening a door knowing and seeing the door handle and we automatically know that it will open the door. Also road signs are a big one as we have been trained to know that red means stop and green means go, also even the different signs like the **“no right turn or national speed limit sign has been imprinted on our minds.**

Although “ The relation between what we see and what we know is never settled”. Language is probably one of the if not the most important semiotic as language are symbols that are organised in a way that we understand and process to create words and phrases.

“The power of signs to affect our thinking should not be underestimated” (Pavlik and McLintosh 2016, 40).

I will be using Apple's logo as I find it very interesting. When you look at the logo you associate it with luxury, high end, expensive or you may be on the other end and think overpriced, overrated or even greed. Also when you view the logo it has a level of simplicity that makes it look fun as well as not being intimidating. Also the bite mark is so that the public would not confuse it with a cherry when the logo is a smaller scale.

“Nearly all institutions, it might be said, are based on signs, but these signs do not directly evoke things.”

When you look at a logo or symbol you can split it into two parts. The first part being denotation which is the literal meaning, so this can be looking at the logo and seeing an apple with a bite mark out of it. On the other hand you may look at it from the connotation side of it which is the signified meaning which looks past just the literal meaning to almost uncover secrets of the piece. This is all because signs and symbols are what's called “polysemic” which literally means to have multiple meanings. Also when the Apple logo isn't present you will still know what it is so when someone says

Apple you will know that they're probably talking about the company rather than the fruit depending on how they word it.

Symbols and signs may also have multiple meanings depending on age or nationality for example if you showed a picture of the apple logo to a range of people the chances are that the older population may not recognize it where the younger one does. Also it may spark different memories with people whether that's good or bad. Some may think how good and useful the product is when others may think how bad it is because they may have been unlucky and bought faulty hardware.

Bibliography

John V. Pavlik - *Converging Media: A New Introduction to Mass Communication*
Paperback – 16 Dec. 2011

Saussure's Third Course of Lectures on General Linguistics (1910-1911): (F. de Saussure - Troisième Cours de Linguistique Générale (1910-1911))

Berger, J. *Ways of seeing*. London, Penguin. (1972).