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Tasks in the order I received them:

Task One: (Jon Task) = 502words

Task Two: Semiotic Analysis (Ryan task) = 495 words

Task Three: Manifesto (Julia Task) = 528 words

Task One: Jon's Task



An analysis of Marcus Harvey's painting *Myra* 1995, and the artist's intentions.

In modern society our exposure to controversy is forever growing. As artists we are continually pushing boundaries, but are there limits to how far we can go?

Myra Hindley has been somewhat forgotten in modern Britain but 55 years ago her face was known by everyone for her heinous crimes against children. She is the last person you would expect to inspire art.

However, in 1997 Marcus Harvey at the Sensation exhibition exhibited *Myra* for the first time. This large scale depiction of the serial killer outraged the general public.

My initial reaction to the piece was that it was a good reproduction of Hindley's mugshot. The stippling was aesthetically pleasing but I thought no more about it, I liked the image but I didn't really understand the motive and reasoning behind it. I thought the artist was bold in making such a controversial piece and I believed there would have been backlash for it. 'The Royal Academy got more attention than it had anticipated, much of it very hostile. The

attacks were concentrated especially upon Marcus Harvey's painting of Myra Hindley.' (Stallabrass, 2001, p. 202) Some pieces of art have been ill received and have led to tragedies. 'In Pakistan, protesters burned Danish flags. Worldwide, more than a hundred people were killed, another five hundred injured.' According to Navasky (2013, p. 158) the Danish newspaper Jyllands-Posten caused this by publishing cartoons of prophet Muhammed in 2005.

Myra was seen as one of the most controversial artworks of the nineties. The public asked for it to be removed. The painting was vandalised and had to be restored, cased in perspex with security. Harvey refused to comment.

Upon further research I found the stippling was made of children's handprints. This made me rethink. There was more to it, the further I analysed the more complicated it got. I was drawn to her eyes. 'The light of the body is the eye: if therefore thine eye be single, thy whole body shall be full of light. But if thine eye be evil, thy whole body shall be full of darkness'. (Matthew 6:22-23, Holy Bible, KJV) The eyes are the windows to the soul. It's hard to decipher what emotions Hindley's are portraying in this portrait. At first I thought it to be hatred, then sadness the further I looked the more it changed. My conclusion, the look of a child that has been caught and scolded for bad behaviour. She towers above and is inescapable. I would consider this triggering as it may portray how her and Brady made their victims feel. Did Harvey go too far?

My final thoughts are that I believe Harvey's work to be necessary, I believe that we need to push more boundaries to bring forward pressing issues. In this case it was Child abuse and although that is a very taboo topic, it shouldn't be shy'd away from as it is in serious need of awareness.

Bibliography

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Task Two: Semiotic Analysis (Ryan task)

In this task I will be deconstructing an advertisement by a well known company using the theories of semiotics in hopes of understanding the image further and determining if it is successful or not.

In April 2018 Belgium Mcdonald's created a recruitment campaign cleverly called McMistakes. This play on words is amusing to its young target audience. They used three posters in this campaign, in this collection of images we can see well known products of the brand. These can be seen as metonyms, something that we as an audience can use to recognise the company. 'Metonymy is a process of representation in which one word or concept or objects stands for another by contiguity or causality' (Al-Sharafi, 2004, p.1) The big mac burger is an item that is well recognised as a Mcdonald's product. The french fries and Mcflurry are also very well known, when seeing these products we as a consumer instantly recognise them as Mcdonalds. This has been gained from years of credibility and successful advertisement.



The colour scheme on each photo matches the colour of the products. 'The colour red is

often used in food packaging because it is known to stimulate appetite' (Buy Saver, 2014, p.104). Most of the packaging on McDonald's products are red. This is a clever way to drive sales. 'Simply put, green is natural. Green is often correlated with health, wellness' (Roberge, 2019). This promotes a healthy and fresh look for food products. 'Lighter blues present more creativity and light-heartedness.' (Roberge, 2019). This gives the suggestion that McDonald's is a fun and rewarding place to work as green also represents money. So wealth is considered in this advert as it does not only promote their products they are also selling themselves as a workplace. In this advert the slogan *STUDENTS WANTED NO EXPERIENCE NEEDED* uses Barthes's term 'Naturalism' (1977:67). Students connect to this piece as the images show what clearly is incorrect ways of packaging the food but are still accepted. It's a humorous way of showing that it takes time to learn and gain experience in the job role. It's more the attitude and willingness to learn that they are looking for in recruits. This gives the idea that any students who are seeking work can apply and that it is okay to make mistakes as we all make mistakes sometimes. Stating that it is okay to make mistakes and that they are learning points is a very humble and warming notion, this makes them look understanding. A company that is pleasing to work for.

Overall what I have gathered from my analyses of this recruitment advert is that McDonalds has successfully created in my opinion a very strategic way of selling products as well as gaining young publicity for recruitment purposes. They clearly state the purpose of the posters but it can also be used for marketing purposes and by using semiotic theories I have been able to uncover this information.

Bibliography

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Barthes, R. (1977) *Image, Music, Text*.

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Task Three: Manifesto (Julia's task)

1. Reuse all leftover materials if applicable.
2. Use sustainable materials, when applicable.
3. Only use cruelty free materials, animals do not need to suffer for art. Animals should not suffer at the hands of anyone.
4. Donate part of earnings to charities.
5. Create fundraising art for charities at least once a year.
6. I will not shy away from pressing issues, E.G. Mental health.
7. Be present. Don't dwell on the past. It's happened, now is the time to learn from it and improve.
8. Never let work jeopardize my health, physical and mental.

In this task I will be stating my beliefs in the form of a manifesto. These are ideals that I intend to follow in my practice.

2. I will use sustainable materials when applicable.

I believe that using sustainable materials is the only way we can continue creating as artists. If we continue to generate masses of waste, we will not have any means to make. Our planet is already suffering at the hands of humanity. “to meet [the] needs of today without compromising the ability of future generations to meet their own needs’. (Ashby, 2015.) If we intend to grow as a species we have no other choice than to change our ways for the entirety of the animal kingdom. ‘Most marine debris (80%) comes from trash and debris in urban runoff, i.e. land-based sources.’(Clean Water Action) Our marine lives are mostly affected by plastic pollution. The life forms in our oceans are ecosystems and they are vital in fighting global warming.

I intend to use sustainable materials as much as I am able to. I can achieve this by developing my ideas to be made using local sustainable materials. Instead of using the cheapest and quickest item.

6. I will not shy away from pressing issues, E.G. Mental health.

I believe it is important as curators we need to inform and educate others on social and political issues. An anti propaganda of sorts. We must use our own voices to tell the misinformed the truth, the hard truth.. ‘It shatters barriers and goes beyond them to be able to share its message and speak of its meaning. Art rises above language, class, religion, gender, and other factors that seem to divide the world. Art brings people together.’ (Price, 2018). I believe we can use art to create real change, it can give people a voice. ‘Great art has dreadful manners’ (Schama, 2006.) Art is unapologetic, it is powerful and demands to be heard. As an artist I intend to use my ability to create to help inform people of the world and it’s issues that are happening around them in hopes of inspiring change for the better.

8. Never let work jeopardize my health, physical and mental.

More often these days our form of income is the most important thing in our lives, it dominates our existence. Work is good, and to be lucky enough to have a career in a subject that you are passionate about is even better but we often let it take over all aspects of our lives, to me this is not good, especially when it puts our health at risk. ‘Reports of high levels of work stress and stress related illness are commonplace and there is a perception that the workplace is becoming ever more stressful’.(Jones and Bright, 2001). The more pressure we are placed under the more confined we feel as artists. I believe it is important to take time to analyse your well being. ‘Looking after ourselves and feeling we’re deserving attention and

care are the keys to wellbeing' I can tackle this issue by taking time for myself and knowing my own limits.

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