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My three key words that I will be looking at during this essay are Impact, Influence and Emotion. I personally feel that these words individually are very important words and can have a big impact with the way we work and create design. The words together however, creates a much bigger affect with the work that can be created and also make artists and designers think about how their work gets seen and viewed by everyone around them. These are also values and actions that everyone will experience through one form or another. The artist that that I will be looking at through this essay will be the Guerrilla Girls Do Women Have to be Naked to Get into Boston Museums? Banksy Seasonal Greetings, the Dove #RaisetheBeautyBar campaign and finally Tracey Emin's *I Followed You to the End* piece of art work. All of these artist that I have choose all have different style of work to shown how a range of work can create either impact, influence or create emotion. I personally feel that the range of art work that I have chosen will have at least one of these affects or feelings but will probably overlap into the other key words as well.

Impact

What exactly is impact and how do we define it through the world of art and design? The word impact it self means 'the force or action of one object hitting another' or 'to have as strong effect or influence on a situation or person' as stated in the Cambridge Dictionary. But how does that relate into the art and design that is produced and made? It's simple. Majority of art that is created whether it is 'intentionally or unintentionally, everything that is designed has an impact, and everything that is designed is impacted' Ryan, CL. 2015 '*Design for Impact or Impact for Design*' Medium. Which heavily implies that it doesn't matter if an artist, graphic designer or photographer sets out for a plan to make an impact with their work, it will

still somehow impact someone in some form or another. Which shows that each and every person is impacted by actions, statements and images that they see and come across. It is human nature to take something that we are given and interpret it in our own way. Einstein also stated that 'Not everything that can be counted counts, and not everything counts can be counted' which suggests that even when something that isn't important to the creator, it could and will impact the viewer in another way.

For instance, the Guerrilla Girls. They are a group of feminist female artists who are all anonymous, who fight against sexism and racism across the world of art. They all aim to impact the world of art through culture jamming and protesting in the forms of billboards, interview and poster designs but also through using humour and wittiness to portray their points across. Making sure the message they want to highlight is engaging but also through a serious nature. How is the work created by the Guerrilla Girls had an impact? With the original aim to make a point through their work about racism and sexism of the current time during 1985 based in New York City. They also inspired and impacted women globally since to come together to create a big enough stand within the industry to make a difference about female and artists of colour to be seen and heard for who they are rather than their bodies, gender or colour of their skin.

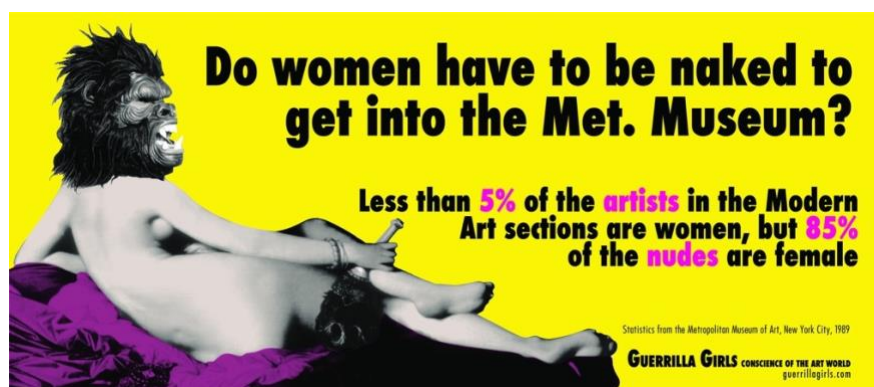


Figure 1: *Do Women Have to be Naked to Get into Boston Museums? Guerrilla Girls, 2012*

Banksy is also another artist who sets out to create impact through his unexpected art across the UK. Banksy again is also an unknown artist who is known globally for his unique but also poignant graffiti art, highlighting issues that specific areas are facing. For instance figure 2 below was an image created in December of 2018 which showed the effect of how the steel works impact its local community. The graffiti aimed to share the terrible consequences of how pollution affected Port Talbot as an area and that the children became the victim's of this as they were breathing in the pollution released. This was a very carefully thought out, location for Banksy to create this piece of artwork, as it is a very tucked away location hidden behind a schoolyard which creates an even more poignant message.

Why is this specific piece of work from Banksy impactful? Although this particular artwork is close to home it has a message that is very relatable and has understanding behind it. With the location of this work being so specific to Port Talbot and linked in so many ways, this work wouldn't have the same impact as it would if it was located elsewhere as it wouldn't have the same meaning. It might have similar resemblance or imagery but it wouldn't have the same impact or meaning in a location that isn't heavily polluted by a main source like the steel works.

How do I want impact to have a role in my work? Through some of the piece of work and the artist I have chosen they all have a common theme. They all have a common aim which is for their work to be seen and to have an impact on groups of people, areas and time frames. They don't want their work to be seen as an individual that has done this work, they want the work to be

seen and to create an impact. Which brings back to impact creating an effect or influencing a



person or an area.

Figure 2: *Seasons Greetings*, Banksy 2018

Influence

To be able to influence its 'to affect or change how someone or something develops, behaves or thinks,' which is stated in the Cambridge Dictionary. Being able to influence in the world of art and design is in fact very easy and simple however, to influence society in the correct way with the right information can also be tricky. Especially as we live in a world where the truth is constantly changing along with the information given to us as consumers. 'Every decision we make as designers has an ethical dimension, requiring us all to "balance the forces" in our own small way as responsible individuals' Roberts, L. 2006, *Good: An Introduction to Ethics in Graphic Design*, Bloomsbury Publishing. Us as artist have to be able to decide whether we agree with what we produce and whether it morally correct as it ultimately has the chance to influence society whether its correct or incorrect.

How to influence society in a positive way? Be body positive I personally think is a now growing positive campaign however, it was once a very one minded, body shaming and frowned upon subject to speak on. However, in recent years it is now started to become a spoken topic, all sizes, shapes, skin tones and scars. Brands are becoming more inclusive and becoming less edit heavy with their models.

Brands are extending their clothing lines to include more sizes and also making more diverse ranges to suite all body styles as well. But how does this does influence society? It doesn't just take one or two adverts or campaigns to fix years of picture-perfect body ideas and negativity but slowly it starts to change the way we look at other people and they way they are and are able to accept the way they are and who they are. Dove for instance a beauty brand that aims to look after personal care for women released a campaign *#RaisetheBeautyBar* Figure 3, which aimed to call action to redefine beauty standards and image. The campaign showed women of all sizes, shapes and colours. This is how I personally think that a brand has seen that they have the ability to influence and have taken action to create a positive impact which has led to a positive influence amongst the beauty industry, women and the way they view themselves and also the way we talk about body image.



Figure 3 *#RaisetheBeautyBar, Dove 2017*

However, not all brands and designers use influence in the correct way, whether they know what they are selling or marketing to society is correct their aim is to create a profit. But is this morally correct? Some may argue that you would do anything as long as there is a pay check at the end of the job but how can we still sell this to society and customers. It's all done through language, persuasion and prior knowledge. Majority of product that get produced by companies know that they are wrong or aren't good for us but having an incentive to buy them, but it makes it more appealing to have or buy. For example, alcohol and cigarettes or vapes, they are made to look fun and playful but the side-affects that could be created from some of these products could become life threatening and cause life-long illnesses which rarely gets shown on packaging. However, cigarettes and the packaging has recently changed to highlight what smoking them does to your health. But that wasn't how cigarettes have always been designed to shown. They were designed with more playful and quirky packaging, aiming to encourage more people to smoke.

Emotion

Emotion is a large subject area that has the ability to create an opinion or an affect on someone, this can be created through an experience of something or from a 'strong feeling, such as love, anger, fear etc,' stated in the Cambridge Dictionary.

Most artists say that it's a true passion and love to create art or they use pass hate and trauma to create beautiful artworks. All art is, is an expression of how the artist is feeling, whether its through throwing paint at a canvas or a music artist writing song lyrics. All art is done through emotions. How the art is perceived is also affected by emotions, if the viewer or the listener of the work is feeling lonely then that will affect how they see the work.

Tracey Emin is a very unique and an emotion provoking artist, her art is unfiltered, raw and her key themes throughout her work is love, loss and grief, 'the most beautiful thing is honesty, even if it's really painful to look at.' White Cube



Figure 4: *I Followed You to the End*, White Cube, 2024

This particular piece of artwork created by Emin is a very raw and sensitive piece of work. Although majority of her work is very explicit it also has a lot of emotion attached to it and makes the viewer seeing feel a sense of darkness and discomfort that doesn't get touched on as much within modern art. Personally I believe that Emin's work is very personal and is something that is very disturbing to see however, that is an emotion that I feel attached to her work where as someone else would have a different feeling and might see it as an expression of how Emin's was feeling during the period of creating this piece of work.

Each as very artist whether it's for themselves or for other people, their work will provoke a different emotion and create a feeling about how they feel when they or someone else views their work. It is a natural instinct to make a opinion based on a feeling or emotion very quickly once we see or experience something.

To conclude, my final three key words are impact, influence and emotion. They are always very similar but all have differences that making a big difference when designing or creating artwork. The key thing during this essay that has made me think and question is how do I want my work to be seen and perceived by others and how that will affect them. It has made me look at myself and the work that I have and will continue to produce and how that will impact at least one person. As I have chosen very broad and open key words it gives me many avenues that I could go down and look into more specific areas. The area that mostly intrigues me is culture and how that will have an impact and influence many people as everyone across the world will understand many things differently. For this idea I was thinking of looking at how typography in different cultures impact graphic design and branding.

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White Cube

<https://www.whitecube.com/artists/tracey-emin>

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<https://www.tate.org.uk/art/artworks/guerrilla-girls-do-women-have-to-be-naked-to-get-into-boston-museums-l04311>

Figure 2: *Seasons Greetings*, Banksy 2018

<https://www.banksy.co.uk/out.html>

Figure 3 *#RaiseTheBeautyBar*, Dove 2017

<https://time.com/4629671/dove-raise-the-beauty-bar/>

Figure 4: *I Followed You to the End*, White Cube, 2024

<https://www.whitecube.com/gallery-exhibitions/tracey-emin-bermondsey-2024>