

ANOTHER WORLD IS POSSIBLE

(Shit is Fucked Up And Bullshit)

As soon as we were given this assignment I knew that I wanted to create a positive political poster. We are surrounded with negative, scary, disempowering images that seem to make achieving any kind of change, impossible. So I wanted to create a hopeful poster that would also guide people to achieving something positive for themselves.

With this in mind, I created my first mood board.



I had an idea for a poster that would show people all the different, local, grassroots activities they can get involved in. I am very interested in Tomas Ibanez's ideas, that, rather than trying to change people politically straight out. Start and be involved in local projects that really make a difference to peoples lives. Like Community gardens, Food Co-Ops, Time Shares (not holiday lets!) Radical schooling. Everyone, no matter what their political inclination, wants their local communities to be clean, pretty and the people looked after.

<http://autonomies.org/2020/05/tomas-ibanez-anarchism-as-a-way-of-life/>

The more I thought about this poster idea though, the more I thought that the design was much more suited to a website then a poster. There was too much information , which I felt would result in all the information becoming lost. I needed to simplify my idea. I drew a blank, so I decided to put the poster aside for a while and work on more technical things.

So I made my first GIF..



Making this GIF really inspired me. I use words a lot in my images and suddenly being able to make the words appear, created a whole new World of possibilities. I decided to pursue this idea and proceeded to make another image with TALK appearing above my talking lips. My idea was beginning to evolve. I discussed my idea with my lecturer and peers as I was concerned my idea might be too simple. But after discussions, I felt confident I was on the right track. So now it was time to do some research into how I can take these ideas and present them as a poster.

I am very interested in Surrealism and Dada. As Dada has such a strong base in political ideas, I decided to do some research into this. Whilst doing my research I created another Mood board.



RESEARCH

Dada

Dada was a radical artistic reaction to World War 1. A reaction to a society that was capable and willing to sustain such a horrific and destructive thing as a World War. It has its roots in radical left politics and ideas. It was anti Bourgeois and anti institutional art.

"For us, art is not an end in itself....but it is an opportunity for the perception and criticism of the times we live in" Hugo Ball (founder of Dada)

I strongly agree with this statement and I try to make this the foundation to the art work that I produce.

<https://www.tate.org.uk/art/art-terms/d/dada#:~:text=Dada%20was%20an%20art%20movement,satirical%20and%20nonsensical%20in%20nature>

Hannah Hoch

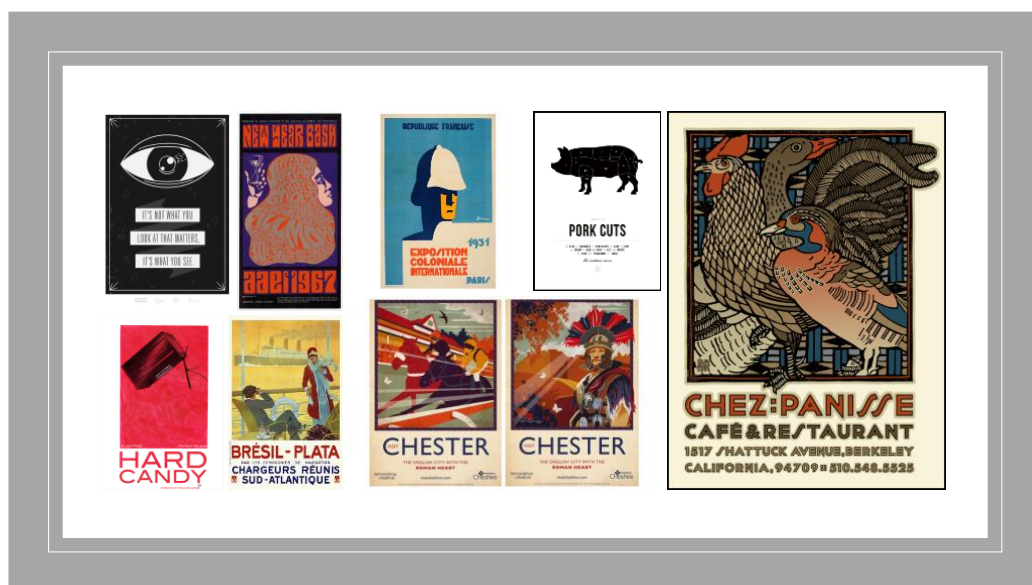
Hannah Hoch was one of the few female artists in the Dada movement. She created intensely political Collages with an eye for detail. I had already been drawn to her work before this assignment, whilst looking at dada art, as it presented such a strong, female identity to me.

<https://www.theguardian.com/artanddesign/2014/jan/09/hannah-hoch-art-punk-whitechapel>

So I decided to take her lead and create collages for my GIF images to be placed on.



Once I created my first collage I met a wall to any ideas again. What makes something a poster? How does one design a poster? I decided I needed to do some research into just that. I collected a host of images, that I found inspiring and aesthetically pleasing, in another mood board.



I realised that there was a theme appearing in these posters I choose. That they were all mostly Art deco inspired.

ART DECO

I have always been interested in the different idealisms that Art Nouveau and Art Deco have stemmed from. Art Nouveau being very radical and Art Deco being more of an embrace of 'The bourgeois', industry and modernism. Such different ideals, yet the art forms get confused so often.

<https://www.widewalls.ch/magazine/art-deco-poster>

As Dadaism was in the age of Art deco, I thought it would be amusing to mix the two. Take an art form with its roots in radical idealism and present it in a form rejoicing in modern industrial society. Art deco is also very visually capturing.

So with an idea in my head I continued to design my posters. I wanted a very architectural background with some sort of social commentary happening in the first 2 posters. My work has been likened to Cindy Sherman a great deal. As when I do self portraits, I always play a role rather than being myself. I decided to make this a strong theme in my posters and I feature different characters I have played in past self portraits through the work. I am also all the GIFs, which I try to show in the last poster.



Cindy Sherman – Candy

<https://www.theartstory.org/artist/sherman-cindy/>

EVALUATION

So my idea was to produce a series of posters that would get people thinking and talking. I decided that the most radical thing anyone can do, in the age of isolation and broken community, is to talk to each other. About where one lives, what one likes, dislikes. Because every good idea, started with a conversation.

Each poster has a very simple message STOP, LOOK, TALK

Each poster is designed to be able to stand on it's own. Or they can be presented after each other, in say the underground. I also created a poster that joins all 3 posters and presents the GIFs in sequence for say a Billboard.

This assignment was an assignment of firsts for me. I had never designed on PhotoShop, made a collage or a Gif before. I now feel quite confident with all three things and am excited at how this has expanded my artistic possibilities.

