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Course Title: Advertising and Brand Design

Task in which order I received them:

Task one: Reflective Writing (Jon's Task): 500

Task two: Semiotic Writing (Ryan's Task): 500

Task three: Manifesto Writing (Julia's Task): 500

Distortion. 2018.
Leighanna Smith



Task One: Reflective Writing – Jon’s Task: Distortion in Real Life.

What I will be reflecting upon is a photograph, taken with a camera and shown digitally and physically, this photograph was taken by myself, Leighanna Smith at the Robert Barclay Academy in 2019 for an A-level exam brief. Recognised as the “Parts and Sections” category.

The aesthetic of this photography is eerie and distorted, the way the cloth stretches over the frame so the silhouette of the model becomes distorted. Because the model is looking sideways, the stretched cloth gives the look that the face is also being stretched in the same direction and therefore gives focus on the model’s ear. The colours in this photograph are all dark, the clothing the model wears are maroon and black, even the white cloth adds to the dark colour scheme, which is a juxtaposition as white is pure.

The reason I chose to look into body and facial parts changed throughout the experimentation of materials and framework. It started as wanting to capture the beauty of people, I looked into distorting these body parts which is how I carried out my project.

“I said back then that photography does not lie, but photographers certainly do.” Is quoted from a book called Pandora’s Camera, I believe this relates to my photograph because the photograph shows a person with a cloth in front of their face but I, the photographer twisted it to make it look like it was stretching the models face, making it look distorted and therefore I lied.

Also, “the penetrating characterizations almost seduce is into believing that we may know the personality traits and even the habits of the men and women portrayed” Is quoted from a book called Ways of Seeing, and what makes this relate to my photo is the talk of knowing the person behind the painting or photograph as by looking at my photograph in question, you can make guesses as like the model is clearly twisted or feels distorted because of how it’s been portrayed.

The impact my photograph has had is that it makes you look at distortion in a new way, using a normal, everyday object to distort a person’s face, as there is no editing.

“Thinking and drawing in perspective is powerful because it helps us understand spaces and places in the way we actually see and experience them.” Is a quote from the book The Urban Sketching Handbook: Understanding Perspective. Even though this book is about sketches and drawings, I am able to relate it to my photograph because the what a photographer sees behind a lens can be different to what you see with your eye, a photographer thinks different when behind a lens, they think about every detail, the background, the foreground, the colours and details of what’s in focus, we’re experiencing this little square image different to other people.

In conclusion, the way people see things may not be the same as their peers and we can always look at things another and in a brand new way.

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Task Two: Semiotics Writing – Ryan's Task: What an apple could mean.

The object I will be analysing is an apple, within this analyse I plan to expand my understanding of an apple and how things have much more to them with a little bit of research and understanding.



The apple during this assessment is my sign, the thing/object I will be analysing and I will start by talking about one of the aspects that comes with analysing a sign: the signifier, meaning the physical existence of the sign, so the sign is green, red, round, large, hard and shiny. These are things that you notice just by looking at the sign: the apple.

Now if we think a bit more and look at the signified, we know that we can connect other things with apples, for example, freshness, happiness, doctors, health, Adam and Eve, Lucifer.

Speaking of Adam and Eve, the forbidden fruit is a big part of history and religion and the forbidden fruit has been depicted as an apple, in the bible it says:

Genesis 2:16-17

And the LORD God commanded the man, saying, "You may surely eat of every tree of the garden, but of the tree of the knowledge of good and evil you shall not eat, for in the day that you eat of it you shall surely die."

Which talks about allowing Adam to eat everything in the garden but not the fruit on the tree of knowledge of good and evil because he will die, but as the story goes, Lucifer disguises himself as a serpent and tricks Eve into taking a bit into the apple, with this we can add to the signified that apples can be alluring and tempting.

Apples also appear in books of fiction, for example, Snow White:

“And now, a special sort of death for one so fair. What should it be? Ah, a poisoned Apple! One taste and snow White's eyes will close forever, only to be revived by love's first kiss. No Fear of that! The doors will think she's dead!”

This gives us the opposite views of an apple when looking into the signified, and now we can add that apples can be dangerous and deadly. This has already widened my knowledge about how apples can relate to many different things.

“Later, during the Renaissance, the apple appeared in many religious paintings as the forbidden fruit. Consequently, the most prominent larynx in men's throat was called Adam's apple.” Is taken from Apples in Folklore and Fairy Tales, written by Adina Dosan.

Another book that talks about apples is the ‘The Twelve labours of Hercules:’ “If we can't take the apples then no-one else shall them...except maybe father.” As one of the labours was to steal the golden apples from ‘Garden of Hesperides.’ Telling us that apples are precious.

In conclusion, I have discovered that apples, since the start of time have had an impact on stories, myths and history and society alike and my understanding of this sign has widened much more than before I started.

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Task three: Manifesto Task – Julia’s Task: What life can do to you.

1. Emotions are powerful. Use them to your advantage.
2. Look behind you for wisdom, failure is your teacher.
3. Follow your gut, it knows the truth.
4. Do what you love and love what you do.
5. Seize every new opportunity.
6. Dare to be.

7. Do everything with passion

8. Time is limited. Don't overthink.

The first statement I'm going to look into is "Emotions are powerful. Use them to your advantage." Emotions can completely change the way a person does something and using your emotions in your practice can create some unique work. The word "Emotions" is so much more than scientific, it is what makes us humans. Emotions are a big part of my practise because it is what makes me motivated and they often lead in the right direction, working with your emotions in your work can cause some of the most remarkable work.

"My psychoses, and how I will relate them in this project, have dominated this last week."

'Psychosis is a severe mental disorder in which thought and emotions are impaired that contact is lost with external reality.' This is a quote from the book Rationality, Intuition and Emotion. I chose to quote this because it shows even mental disorders that include emotion issues can be used in a person's practice. So even people who cannot control their emotions can work alongside them and let them guide you.

The second statement I will go into more detail about is "Follow your gut. It knows the truth." What I mean by this is that everyone has that 'gut' feeling that tells you if something is wrong or if you should do something, like your intuition. What I mean by the word "truth" is that if you listen to what your gut tells you it tells you what the truth is. "We should be able to agree on the problems and our desire to solve them. But, that's just my gut feeling."

Is a quote from the book Gut Feeling and if more people listened to their gut feeling, I believe the world would be a much better place.

The final statement that im looking into is “Dare to be.” What I mean by this is that you should dare to be whoever you want, whether its sexuality, profession or identity and the reason I added this as one of my statements is because if you aren’t living out exactly who you want to be then you aren’t living life and pushing down so much potential. The word “Dare” has three meanings. One meaning is ‘take the risk’ so if people dared to be and took a risk more often, I believe they would find themselves a lot happier, people are scared about rejection or repercussions but in the end if you try, if you dare then you could be who you really want to be. “I have one of two choices-stay in the post office and go crazy...or stay out here and play at writer and starve. I have deceived to starve.” Is a quote from the book called ‘The subtle art of not giving a f*ck.’ It talks about how this lowlife person choses to give his stability up for a chance to become what he truly wants to be – a writer, and he succeeded. Because he dared to be.

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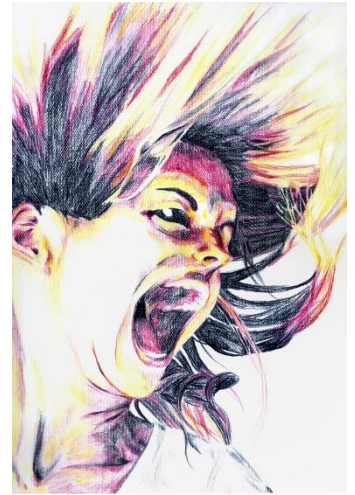


Pride Flag.

Wikipedia.



Adventure time. Time Doley.



*Big Girls Don't Cry. LJ
Holmes.*