

Ways of thinking: Martin Bush

Word count for each task:

Task 1: Semiotic Analysis - 548 words

Task 2: Manifesto Writing - 550 words

Task 3: Practice-based Writing – 550 words

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Task 1: Observational Writing



Fig 1 (F.E.A.R Album Cover, Stand Atlantic, 2022)

For my semiotic analysis, I will be deconstructing the music album 'f.e.a.r.'. This album was designed by Dom Cartelli. This album was released on May 6th, 2022, and was published by 'Hopeless Records'.



When I look at this album, I first notice the man hovering over a clock in his pyjamas with a devil mask and tail. The man signifies lack of care and interest in what is going on around him by the laid-back pose. The pyjamas signify laziness and comfort, as it portrays someone who is lazy and wants to lounge around, commonly known as a 'couch potato'. With his devil mask and tail, this is a sign which can be signified as evil, mischief, fire, terror and hell. This implies that this album involves a lot of hatred and sins with no care for the outside world.



Looking at this clock, I notice the numbers are all sixes which is synonymous with the devil. The connotations of this are the devil, evil and wrong doings. The clock itself means time which combined with the devil and the positioning of the hands on the clock, gives a polysemic meaning of the 'eleventh hour' meaning the moment before it's too late.



The words 'Fuck everything and run' is the acronym decoded from the title of this album 'F.E.A.R.' As the bands has stated in their own words, "*f.e.a.r. is an "anti-concept album."*" (musicfeeds, May 2022) This acronym encodes the meaning of leaving everything behind and running away which is linked to being scared, fleeing from everything and overall fear. This is further implied by the name of the album and the acronym 'F.E.A.R.'

Initially when I looked at this album, I found it looked quite chaotic and was just about the world ending. I was initially drawn to the look of the album due to the use of warm tones and contrast. The randomness of this album felt relatable and something that was really intriguing.

During my research on this music album, I learnt how much the artist wanted to display her hatred towards the world using the power of music as this album was intended to show how. **'F.E.A.R.' is a "fuck you to the conventional bullshit Hollywood-style story that musicians tell you fell out of their ass" (NME album reviews, May 2022)**, despite the album not having a story as she states during an interview (9m30s, Montreal Rocks, April 2022) *"I'm fucking angry, and these are my feelings."*

When looking at the details and intricacies within the album, I see that there's a lot going on with buildings crumbling, a devil in pyjamas, a clock and a good amount of fire which aligns with the title being an acronym of **'fuck everything and run'** and makes me perceive the songs to be based around things going wrong or giving up on everything.

Now when I see this, I find that my view on this album has changed slightly as there were a few things I didn't take notice on at first with one being the numbers on the clock. I noticed the images used within the chaos which relates towards the songs and theming of this album and found this helped me understand this album from a deeper perspective.

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[r/#:~:text=In%20the%20band%27s%20own%20words,you%20fell%20out%20their%20arse](https://musicfeeds.com.au/features/stand-atlantic-take-us-track-by-track-through-their-new-album-f-e-a-r/#:~:text=In%20the%20band%27s%20own%20words,you%20fell%20out%20their%20arse)

NME Album reviews, May 2022 - Available at: <https://www.nme.com/reviews/stand-atlantic-f-e-a-r-review-3219155>

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Figure 1 F.E.A.R Album cover by Stand Atlantic

Available at: <https://genius.com/albums/Stand-atlantic/F-e-a-r> (Assessed on November 3rd 2024)

Task 2: Manifesto Writing

1. Honesty is the best policy
2. Mental health is important
3. Treat people the way you want to be treated
4. Mistakes can happen but what we do with the mistake is what matters
5. Everything happens for a reason
6. Animals are important
7. Keep an open mind and life won't be so bad
8. Diversity is good for society

4. Mistakes can happen but what we do with the mistakes is what matters



Fig 1, (MedEd University, April 2024)

As humans, I've always believed that it's in our nature to make mistakes sometimes. But now a days, a lot of us it's quite easy to become too focused on the mistake itself and end up

overlooking the original task at hand. Mistakes are something that we should grow from and a learning lesson for the people who make the mistakes.

“We should expect to make mistakes. We should be willing to be honest when we see we’re in the wrong and, when others do the same, we should be willing to respond to them with grace.” (Emma, 2021)

Finding guilt or feeling upset over the mistake is a natural response for us but getting past it and making use of the mistake is what will help us move as people and can show development in the work and ourselves.

2. Mental health is important

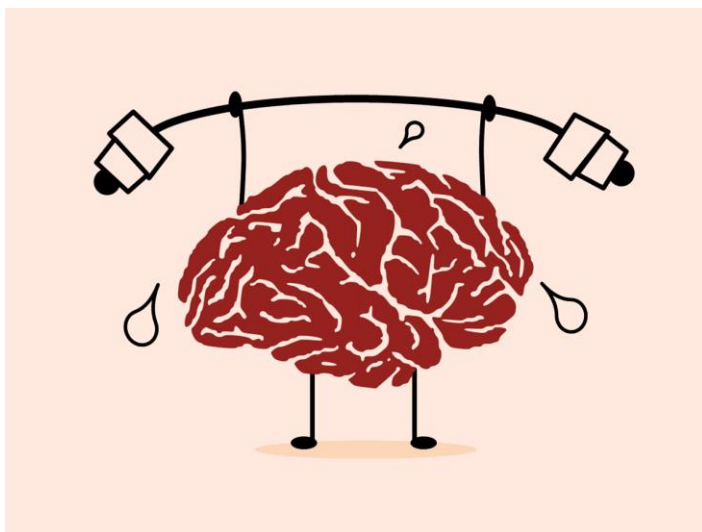


Fig 2 (Ucheck, a citation company, Blog, 2019)

Mental health is something everyone experiences as human beings. To each person, there will be a severity level of how bad one's mental health can be. But sometimes people can overlook how bad mental health can affect someone's life whether it be them themselves or someone that they know.

As a result, many people who suffer with this can lead to many issues regarding the education or job life. Found on BBC news, was a source that wrote,

“According to the report, young people now have the poorest mental health of any age group - a reversal from two decades ago when they had the lowest incidence of common mental disorders. In 2021/22, 34% of young people aged 18 to 24 reported symptoms of a mental disorder, such as depression, anxiety or bipolar disorder. In 2000, that figure stood at 24%. As a result, more than half a million 18 to 24 year olds were prescribed anti-depressants in 2021-22.”

I think that with this being more mental than physical, it is very easy to misinterpret and look past those who deal with this problem on a day to day. I think if we as a community look after each other more and supply more help to those who struggle to reach out, we can better this worldwide issue and give people the support they need.

7. Keep an open mind and life won't be so bad



Fig 3 (Keeping an open mind, Carly Gugino, March 2018)

As people, sometimes we can be quick to close our heads and make assumptions or judge a situation too soon, but in certain cases, it is better to get away from that mind set and to open something with an open mind.

I feel that as a designer, having that open mind can sometimes change your perspective and allow you to explore more whether that be, going outside the box or experimenting outside your comfort zone. As Cindy writes, “By maintaining an open mind, designers can perceive situations and challenges from various perspectives, uncovering unique insights and alternative approaches.” (Cindy Yeh, May 2023). I do believe that having an open mind can easier help give people a better perspective on the world and in anything they decide to put their mind too.

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<https://www.theguardian.com/commentisfree/2021/dec/13/we-will-make-mistakes-in-life-and-work-but-we-should-be-wary-of-trying-to-revise-the-past#comments>

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Figure 1 “Do we learn faster by making mistakes?” MedEd University - Available at: <https://meded.university/do-we-learn-faster-by-making-mistakes/>

Figure 2 “Promoting Positive Mental Health At Work” Blog written by Sam Tate, May 2019
Available at: <https://www.ucheck.co.uk/blogs/positive-mental-health-at-work/>

Figure 3 “Keeping an Open Mind” Blog, March 2018, Written by Carly Gugino - Available at: <https://medium.com/adaptability/keeping-an-open-mind-c1a27a115a64>

Task 3: Practiced-based Writing



Fig 1 (Portrait, own image, 2020)

2020, the time of covid and a lot for me to do. During this time, life was difficult and an experience for a lot of us. So, to keep myself busy, I thought to myself, why not experiment and find an art style for myself. That was then where I created this piece of work. I felt this piece allowed me to explore and learn something new. To begin with, I needed to research on portraits and finding tips on how to find an art style. After, I went to Pinterest, found a photo of someone that piqued my interest, then started to draw. I wanted to keep it somewhat realistic to the portrait whilst keeping it unique and a little more on the simpler side.

As Ophelia writes,

“There is beauty in learning as you go. I don’t have to have it all figured out; where would be the growth or learning in that? It’s mistakes and missteps that help us learn. It’s apologies and doing things differently that help us grow. It’s supportive words and hugs that give us the strength to keep going.” (Ophelia, 2021)

This quote speaks to me, as someone who doubts themselves a lot and at times felt like giving up, this was an experience that involved a lot of learning and experimenting which was something I would get frustrated at sometimes. Looking back at this, I feel proud of myself for pursuing through the learning process and achieving something that would help me improve as a designer.

When designing this portrait, the importance of human anatomy and colours became very clear. As this was done digitally, I wasn't afraid of making mistakes which allowed me to alter the work however I please. “While a whole spectrum of portrait art can be classified as semi-realistic with varying degrees of stylization, I feel some general principles behind them make it unique” (Ammar, 2024). This advice was something mentioned by many as semi realism, like its name, is not entirely realistic. With this information, I chose to use the liquify tool to help alter the appearance of the features. I chose to enlarge the eyes and lips, while shrinking the nose. Doing this, gave the portrait a more semi-realistic look which was a style I was most attracted too. With the simplicity of this design and the use of colours to make

this portrait pop which was something I loved. I aimed for something original, that used a lot of bold colours and thick linework to give the portrait a more rustic feel.

One thing I would change, would be using a different brush for the line art. I originally used a noise brush which has many gaps within the stroke, as back then I wanted a more rustic feel. But, looking now, I feel if I had used a cleaner brush stroke it would give the piece a thinner and sleeker appearance and overall, more dimension.

If there's one thing I can take from this experience, it would be that "Practice does, however, lead to progress" (Practice Makes...Progress, 2020). Looking back, I realised how much I would practice at this and now I have the skills and knowledge that I believe I have improved and will apply this logic to many projects in the future.

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Figure 1 Portrait, own image, July 2020