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Programme of Study: Illustration

Module: M4X01560

Tasks in the order I received them:

Task One: (Jon Task) = 525

Task Two: Semiotic Analysis (Ryan Task) = 618

Task Three: Manifesto (Julia Task) = 434

Task One: (Jon's Task)

A reflection of pop art as a movement, it's influence on society, and the way it helped develop what we all know as popular culture nowadays.

Pop art became an international movement in the arts in Britain in the 1950s and America

In the early 1960s, it marked a vital shift in the essence and comprehension of modern culture. Pop art is viewed as an evolution away from post-war Abstract Expressionism and reflected the shift in attitudes towards expression about art. Pop art challenged other art forms such as fine art because it included common things in popular culture such as news, advertising, etc. Pop art symbolised the growth of a new "popular culture" (Brauer 2001). Pop artists first were active in things such as the theatre, music, and dance – Pop as its category was soon recognised as a style that went beyond art on the canvas to include everyday life. Pop artists often included things such as logos and advertising in their work.

Although pop art first came out of London before it caught popularity in America, it is artists like Andy Warhol who has become one and the same with pop art as a movement. In London, Richard Hamilton and Eduardo Paolozzi were some of the first to forefront the pop art movement and would meet regularly with the independent group who were altruistic individuals that met once a week to discuss all that was art at that time.

Andy Warhol was a commercial screen printer who became vastly famous worldwide for his Avant-Garde inspired paintings and screenprints in particular. Warhol was known for his relationships with distinguished intellectuals and celebrities. He was commonly known as the prince of pop art due to controversies in his life such as an almost fatal shooting and his sex life. The shooting reflected in his work in pieces such as "gun" created with acrylic paint and silkscreen on 2 canvases. The gun similar to the pistol Valerie Solanas injured him with. In 1962 Warhol made silkscreens of celebrities such as Marilyn Monroe and Troy Donahue, by using

expanded photographs and transferring the images onto canvases using a projector.



Marilyn Diptych, Andy Warhol, 1962

This piece is one that helped Warhol shoot to fame. It was created in 1962 and consisted of acrylic on canvas. The bases for this image was a photograph of Marilyn in the film “Niagra” from 1953. This painting is regarded as a pop art symbol.

Andy Warhol was unique in that he could disconnect the difference between fine arts and commercial arts. It was because of his unique art that people started becoming more invested in the pop art movement and pop culture in general. Warhol died in 1987 but his legacy lives on in history, and pop culture.

Warhol will always be known as one of the artists who changed art as it was and helped to mould it into what we know today. Because of Warhol and artists alike him, we are now familiar with the art movement that is pop art and is the reason it is so prevalent in history and today.

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Task Two: Semiotic Analysis (Ryan's Task)

This advertisement was made for a new firming range of products by Dove. It is one of their many 'body positive' advertisements.



Real Beauty, Dove Advertising Campaign, 2017

What we see in this image is 6 females of various body types and ethnicities. They are in white underwear that are likely there so their body types are more visible. The smiles on their faces symbolise that the women are happy with the results of the product. Towards the top right corner, we have the dove (logo) and the phrase 'new Dove Firming. As tested on real curves'. written. There is text at the bottom right corner next to multiple bottles of the Dove product - The caption reads 'Dove Firming Range'.

The denotative meaning of this advert could be that these women are the ideal of 'real curves' and that women who don't look like this are somehow lesser. The use of varying coloured models was probably used to show the product's inclusiveness. In this image, we witness what Barthes terms as 'Naturalism' (1977:67). Naturalism is based on the connection between the audience and the product being presented, and in this advert, the concept of Naturalism is composed of the various models, who appear for multiple genders and ethnicities. The advert is targeted to all women who

desire to have firmer softer skin. This advertisement links women's want for softer and younger looking skin to the product range Dove is advertising. Women will put themselves in the position of the women modelling in the advertisement. This advert is an example of 'symbolic interactionism' (George Herbert Mead, 1863), which the basic premises are –

humans interact with things based on meanings ascribed to those things; the ascribed meaning of things comes from our interactions with others and society; the meanings of things are interpreted by a person when dealing with things in specific circumstances (Blumer 1969).

When opening the Dove self-esteem page the first thing I noticed was women of various ethnicities, hair types and body types. The women are of varying ages also which is important especially for the firming line of products as it's target audience would be older women. The women have minimal makeup on and an overall natural appearance which is what Dove pushes for - embracing natural beauty. Another important factor about Dove campaigns is that they don't use any editing and each image has a Dove logo with a caption that states 'no digital distortion'. This is very important in terms of the natural but beautiful aesthetic that Dove pushes because in today's society every image is photoshopped and makes women have unrealistic beauty standards of themselves. Stating that it's not edited will make consumers automatically have a positive approach to the campaigns and products.

Dove often keeps the background of their adverts free of bright colours, this focuses the viewer on the main subject – their products.

Dove intends to boost "average" women's self-esteem by using more relatable and realistic body types in their campaigns. Dove is likely trying to make its products more relatable to ordinary women, because it is more likely consumers will buy something they can connect with.

A Dove advert from 2006 showed a photograph of a woman after she had her hair and

makeup done, lighting placed around her, having heavy digital editing done and then her face being printed on a billboard. This advert was one of Dove's Campaigns for Real Beauty. The tagline was "No wonder our perception of beauty is distorted", which references what I said previously about women being more likely to trust the products/campaigns as Dove has a strict no digital editing rule on their advertisements.

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Task Three: Manifesto (Julia's Task)

1. All art has purpose.
2. There's no such thing as bad art.
3. Quality not quantity.
4. No regrets.
5. There is no 'perfect'.
6. Rushing won't help, it's important to take in the world and get inspired.
7. Giving up when hitting a block is the worst way to get past stilted ideas.
8. My role as an artist is to communicate through my craft the world I see.

Keywords & Images

Keyword: Purpose



Paul Skorupskas, 2016

2. I believe that all work has a purpose. Arts purpose is not to only produce a product but to produce thinking. Art isn't just about the technical skill required to create the art itself but the process of contemplation that generates ideas. Art is something that remains incomplete. Art is a way to express the imagination and create things in ways such as ideas that aren't real, places, etc. Unlike expressing yourself with words that have definitive meanings, art can be expressed in symbols and ideas of the artist's interpretation. All art has merit and purpose. Art has value in that it can be used as an instrument to aid and guide us to be improved versions of ourselves. To me, art is there to not only allow me to express myself but to allow me to catalog events throughout my life – a journal of sorts.

Keyword: Communicate



João Silas, 2016

8.. My role as an artist is to communicate the world I see around me.

Art in a basic sense is a form of communication. Art as communication can be taken in a more literal sense such as scientific illustrations or maps for instance but emotions, stories and feelings can also be communicated through art. I use art to present a visual message, idea or feeling. I often use the world around me for inspiration for my artwork and through that work I am able to communicate my interpretation of the world or my feelings, thoughts, etc.

Keyword: Perfect



Mohsen Kamalzadeh, 2012

5. "Having everything that is necessary; complete and without faults or weaknesses."(Oxford English Dictionary)

Art in itself unable to be perfect and that is due to it being vastly subjective. No one is going to have the same opinion on a piece as another as opinions are shaped by interests, life experiences, etc. Nowadays, too many people are trying to be perfect in that they believe they have hit the peak of their craft. In reality, no one's work is perfect and no artist will be perfect or finished in the development of their craft. I remind myself of this as it is very easy to become frustrated when something does not go right or when I look at other artists' work. It is important to realise that not every piece of work has to be a masterpiece, nor will that ever be true but like I previously stated all art has a purpose – even if you hate it, it will help you to improve and refine your technical skill.

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