

Portfolio Of Writing.

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Module: ADAD4018
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-manifesto

Beliefs

graphic design is a great way to communicate ideas across the world despite language.

graphic designers can transform modern day information into a consumable way for people to absorb effortlessly.

taking inspiration from reference such as history, other artists's, branding, fonts, nature, shapes, colour and anything really from our vision and imagination is vital to create art.

work

my work method is primarily digital (photoshop, photography, indesign) because it is limitless as it's not confined to physical boundaries or limitations of physical media such as sketching, painting and its transference.

For example digital media can be shared via web online to anyone quickly and efficiently whereas physical is limited by mail, damage and general wear and tear.

Practice

to build my visual library i collect interesting art pieces and material that inspires me and use them as reference to integrate into my personal work (such as movies, colour swatches, posters etc.)

In my practice i like to listen to different types of genre to create different emotion and feeling within a work piece for example aggression could link to zillakami and sadness could link to xxxtentacion.

In my own time i practice developing my designing skills by making social media revamps for online clients linked towards youtube and twitch, therefore it's important to listen to clients needs improve communication skills and take criticism.



LOVE -

1 Kissing through a mask could be a symbol, symbolising that covid wont get in the way of love.

2 Because of social distancing within covid, this is almost seen as illegal and not wanted

COVID -

3 it is a global epidemic right now, its everywhere in the news, its on the streets, you cant miss it so because its trending it makes sence for vogue one of the biggest fashion camponys to advertise this epidemic, the purpose of this is to get to as many people as possible (COVID-19 anti-lockdown protests in the United Kingdom, 2020).

4 its social psychology to use something impactful on society plus a invocotive piece of literature and art.

BLACK AND WHITE -

5 there is no colour becuase its a serious topic that doesnt need romanticised with bright colours, this gains your attetnion instantly and stands out from other competitive magazines (Price, 2020).

FEAR vs BRAVERY -

6 At this moment it is very common and normal to feel fear, it is our basic instinct for survival and protection. “Fear will not stop us” shows bravery against the change that is happening to the world “The unexpected is scary, change is scary. Fear is a reaction, the courage of a decision.’ - (Lucas, 2020)

SAFETY -

7 hey are wearing surgical masks which is a new personal protection equipment which is vital to wear during this pandemic, its new to the rest of the western world, its a new thing so it catches your eye and very engaging.

EMPOWERMENT -

8 The text “Fear will not stop us” is empowering and is a political statement as it is actively going against current laws against covid safety which a lot of people think is a human rights issue “freedom on hold.”

“I’ll tell you what freedom is to me: no fear.” - Nina Simone





The Marilyn Diptych (1962)
Andy Warhol

Beyoncé's New Pepsi Ad (2013)
Patrick Demarchelier/Pepsi

Initial Thoughts -

Colourful, Old Screen Printing Fun different marilyn monroe actress popular figure hence the term pop art.

The painting was named the third most influential piece of modern art in a survey of 500 artists.



Charlotte Higgins. "Work of art that inspired a movement ... a urinal". (Higgins, 2004).

Andy Warhol used a Silk-screening technique to create this piece. The twenty-five images on the left are painted in color, and black and white on the right. The painting consists of 50 images (Marilyn Diptych, 2020).

The painting was made after Marilyn Monroe died in August 1962. The fifty images are all based on a photograph from the film Niagara (1953).

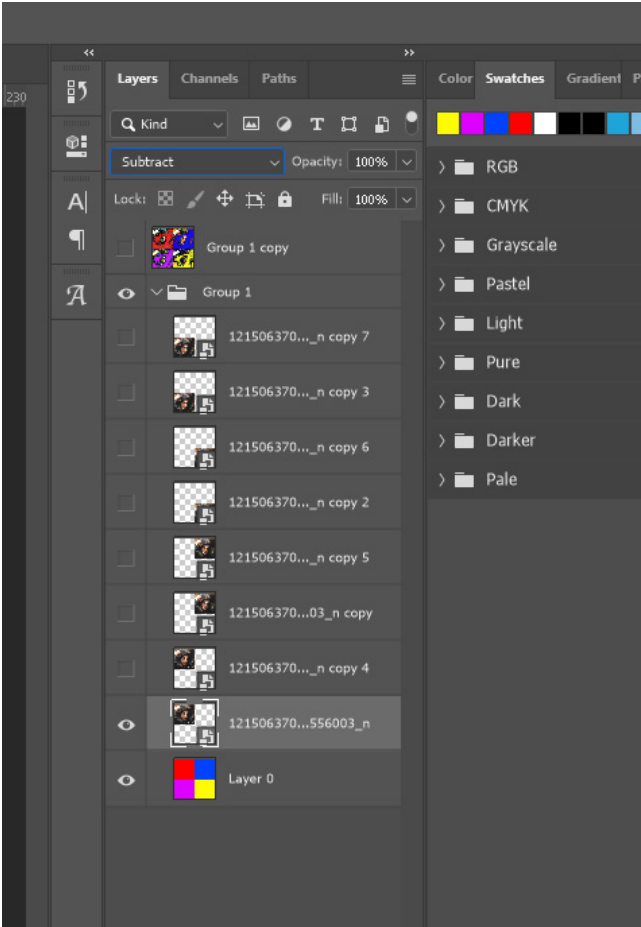
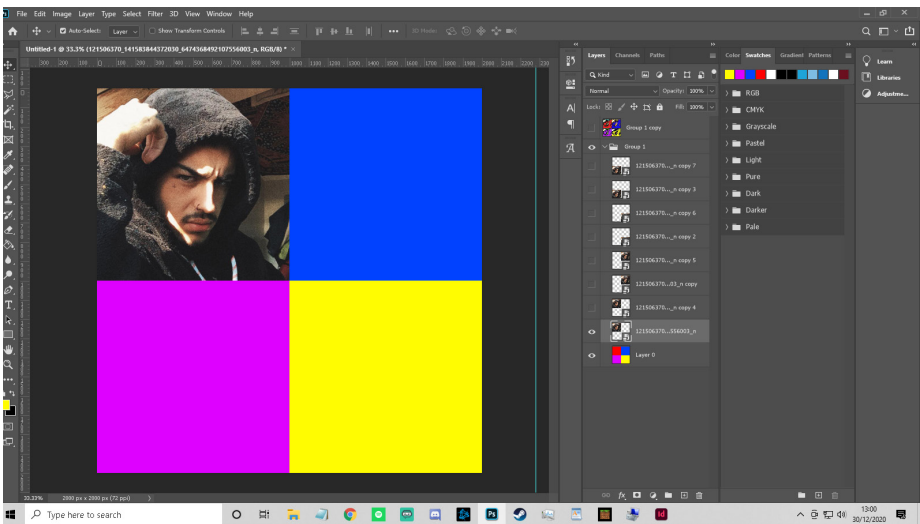
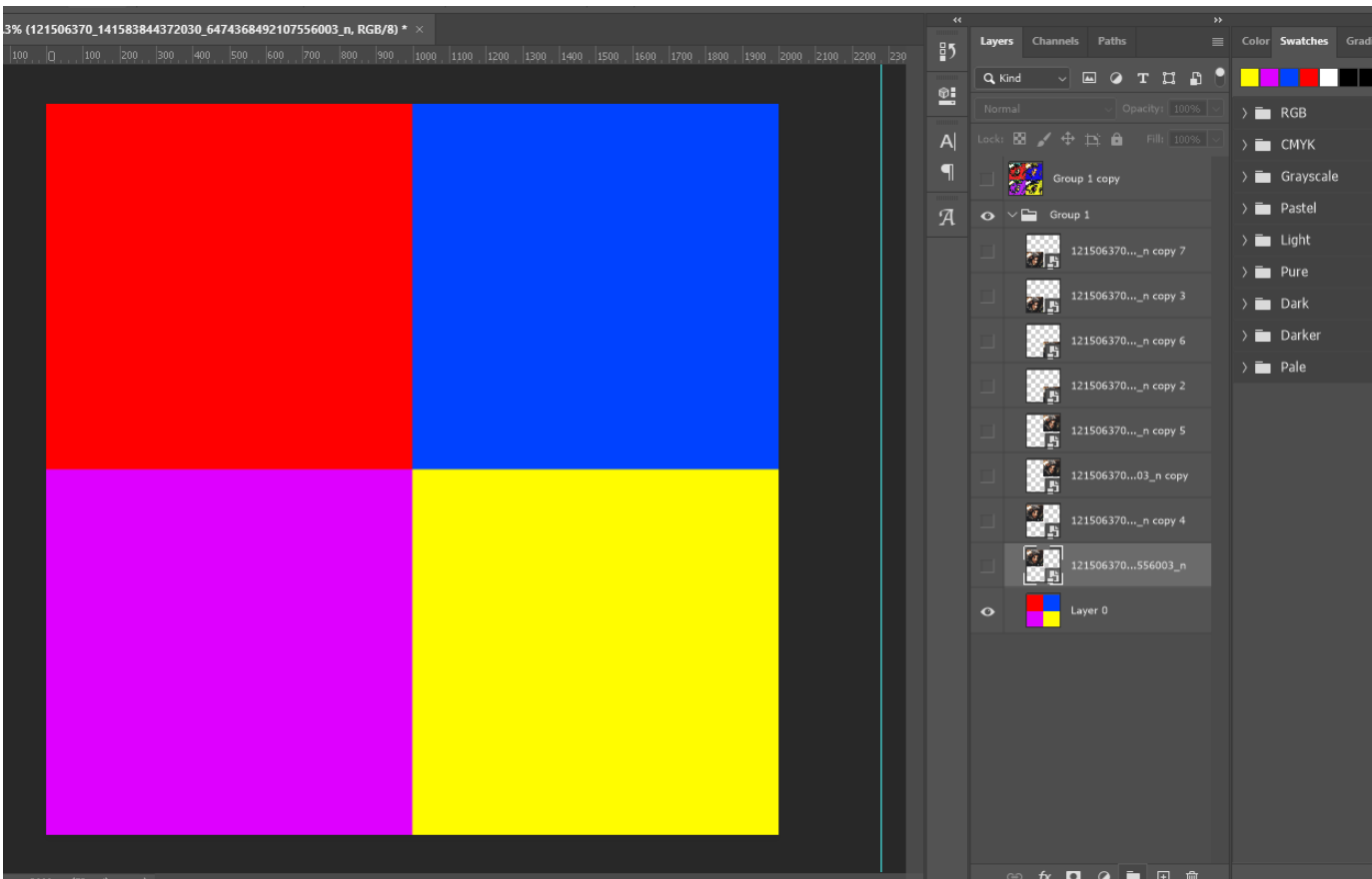
After Summary -

I can see how much work has gone into this now, 50 prints based on one photo is amazing

it was a peice after marolyn monroes death and at that time she was very popular in the culture an icon people would say, so making this art piece of her it capitilizes on her fame and reflects the time it was made, so for that reason its a very important early graphic design piece.

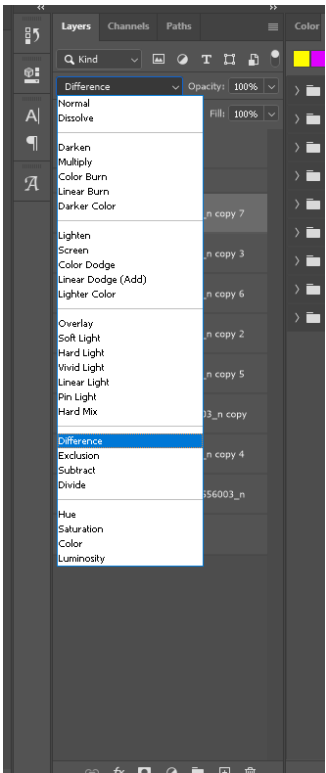
Step 1 - Pick 4 random colours

Step 2 - Add Image of your choice

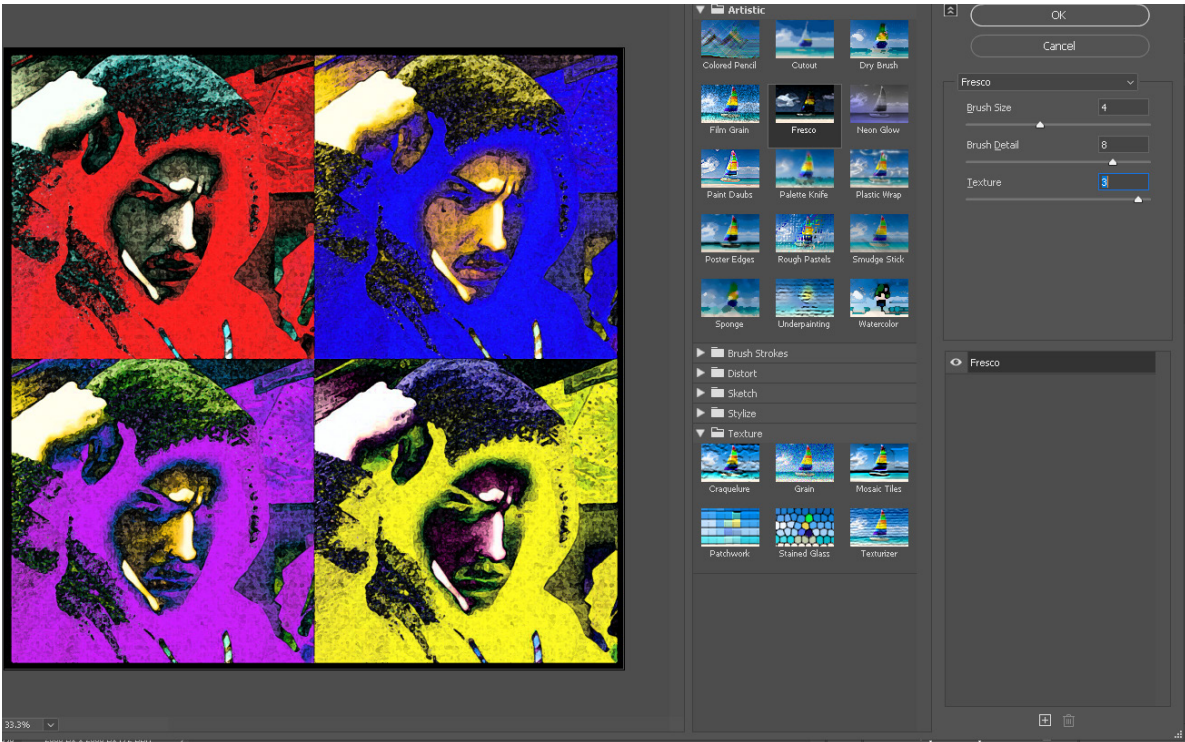


Step 3 - Duplicate 4 times and set layer option to subtract

Step 4 - Duplicate those 4 images again and set layer option to Difference



Step 5 - Group up the layers and merge layers together and use filter > filter gallery > then used frisco for a black printing look



MANIFESTO

BELIEFS

COMMUNICATION

SYMBOLIC



INSPIRATION

HISTORY

BRANDING

SHAPES

COLOUR

FONTS

NATURE

PRACTICE

MUSIC

VISUAL LIBRARY



WORK

DIGITAL

PHOTOSHOP

PHOTOGRAPHY

LIMITLESS

Manifesto Summary

Graphic design is a great way to communicate ideas across the world despite language. Artists often use symbols and basic imagery to communicate to others with no language barrier



Coronavirus mural in netherlands (How #StreetArtists around the World are reacting to life with #COVID-19, 2020).

For example this Artist painted a mural to spread awareness of CoronaVirus, The artist uses a Superman logo on the mask to show protection against the virus, the person is also wearing a Nurses top to expose the constant risk against medical personnel.

So the symbol here is to spread awareness of Medical personnel and the sacrifices they make every day.



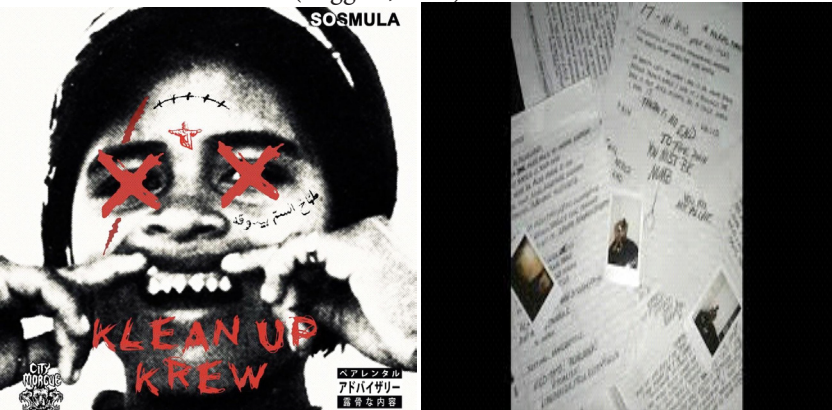
Australian Smoking Ad (Graphic Anti-Smoking ads from around the world, 2020, Dangerous Minds, created July 19 2015)

Smoking ads are very known to show fear, the ads are to help people quit smoking like this Australian ad here. We see a young man holding what looks to be like a cigarette gun to his head with the taunt of him going to shoot himself with it. The Australian government used this poster to show future effects of smoking ie death but as seen here more like a suicide possibly saying that you are killing yourself by smoking (DangerousMinds, 2015). The purpose of the ad is to be evocative in order to get people's attention and to understand the piece's message without words.

Great example of effective visual communication. I believe it is important to build my visual library (a mental collection of visuals that inspire me) to enhance the quality of my work (Ofosu, 2020). I collect interesting art pieces and material that inspires me and use them as reference to integrate into my personal work (such as movies, colour swatches, posters etc.)



These are a few images I've saved for my visual library. I've used ideas from these pictures, such as Tone colours, Lighting, Style, shapes etc. There are so many different ideas you can gain off of one image, and so many ideas for improvements. In my practice I like to listen to different types of genre to create different emotion within a work piece, as the influence of music on art is incredibly impactful for example aggression could link to zillakami and sadness could link to xxxtentacion (Higgins, 2020).



Zillakami - Klean Up Krew XXXTentacion - 17

My work method is primarily digital (photoshop, photography, indesign) because it is limitless as it's not confined to physical boundaries or limitations of physical media such as sketching, painting and its transference for example, digital media can be shared via web online to anyone quickly and efficiently whereas physical is limited by mail, damage and general wear and tear.

Another benefit from digital work to physical is blending techniques, I personally always blend images into images to create manipulations this also helps with colour and lighting. I tend to use filter galleries too, it helps change an image to fit a genre and also can help disorientate different parts of a design.



Examples of social media headers using blending techniques and photo manipulation.

To conclude I personally believe it is important to improve your visual library with real world inspirations, as a more refined visual library helps make more effective art-work and can therefore facilitate better visual communication



COVID MAGAZINE COVER

This Covid 19 magazine cover for Vogue conveys many different meanings of which continued to develop as I researched this art piece. Upon first glance of this magazine cover I witnessed these two models wearing masks and kissing, it was almost unusual to see specially around this viral epidemic that's changing the world. Vogue has been historically known for celebrity gossip but now covid is the new celebrity and this piece reflects that through its symbolic design and composition.

For example this piece symbolises love through covid, showing two individuals kissing through masks, which is a legal requirement in today's times. Kissing through a mask could be a symbol, symbolising that covid won't get in the way of love. Covid 19 has impacted a lot of relationships and more people are being divorced. In recent studies, China this year has had 4.15 million divorces. "staff members didn't even have time to drink water" because so many people queued up to file their divorce papers as the article implied.

(Bloomberg.com 2020, Brenner, 2020)

The text in this magazine cover "Fear Will not stop us" shows empowerment and bravery against the government and the fear that this illness imposes. A political statement like this is actively going against current laws against covid safety which a lot of people think is a human rights issue "freedom on hold." and said by Nina Simone an American singer, songwriter, musician, arranger, and civil rights activist "I'll tell you what freedom is to me: no fear." (Nina Simone I Put a Spell on You 1992) So therefore Vogue seems to empower people and bring others together for what's right and humane (Lucas, 2020).

Black and white images appear to be more timeless than color images. (Price, 2020) As evidenced by the color schemes produced by particular types of film or by trends in digital processing, color can sometimes suggest a specific era. Removing the color makes it more difficult to put an exact date on a photo which also makes the image or covid temporary and as seen here the two people and their masks are the audience's first initial glance made clearly from the black and white effect.

It is often preferential for designers to use black and white for their art, in order to 'distance the subject matter from reality'. Naturally, humans are exposed to and prefer to see colour, we are familiar with it. Therefore, by using black and white it helps the viewer to focus on it more as it is contrasting, thereby facilitating the viewer to better relate to the subject's emotional state (Photographyvox.com, 2020).

Covid is a serious topic that doesn't need romanticised with bright colours, this gains your attention instantly and stands out from other competitive magazines, it is a global epidemic right now, it's everywhere in the news, it's on the streets, you can't miss it so because it's trending, it makes sense for Vogue, one of the biggest fashion companies to advertise this epidemic.

The purpose of this is to get to as many people as possible. its social psychology to use something impactful on society plus a invocative piece of literature and art.

The famous pop-art piece of classic hollywood star, Marilyn Monroe (1962) by Andy Warhol holds great historical significance to our culture not only due to the elaborate silk-screening techniques implemented, but its influence on the modern art movement.

I believed investigating and exploring the original artwork in terms of its attractive design and societal relevance would offer great insight for my personal work. Especially as even to this day, the art piece is referenced to in popular advertisement for example, the 2013 Pepsi advert featuring Beyonce. Similarly to Andy Warhol's original, the advertisement also features a popular celebrity of the time - in this instance, Beyonce. One perspective of why it is effective to feature relevant public figures of the time in such artworks or advertisements of these, is people can relate to celebrities of which media they like to consume i.e. Marilyn Monroe movies or Beyonce's music. They will therefore be attracted or interested in such advertisement or artwork. On the other hand, perhaps another sociological perspective one can take of these pieces alludes to a more bleak, exploitative consumerist view. It could be argued, by featuring celebrities of which are manufactured products of themselves (they present themselves a certain way to be appealing to the public in order to sell ideas, art, music, lifestyle etc) in order to sell a product to the consumer (in the case of the Beyonce advert; to sell Pepsi, or in case of the original Marilyn piece; to perhaps gain fame by painting Monroe in tribute to her death). Whatever the philosophical or moral stance the viewer interprets, the artwork remains iconic.

Therefore, I sought to replicate my own interpretation of the piece.

On my own interpretative pop art piece I firstly observed the original pop art piece, I needed to make four random colours with the same image so I chose red, blue, pink and yellow as basic hue colour. I added a picture of me as the base image and duplicated them to same size on the different colours. Andy Warhol used screen printing and digitally I thought layer option would be best to set aside different layers, so I experimented and used four layers with subtract and then another four on the difference layer option. At this point I thought the layers worked suitable but needed a printing look, therefore I decided to use a filter from the filter gallery after I merged the images to a smart layer, I decided the Frisco filter to add that print making look.

Observational analysis has helped me to create my own design pieces in the past and historical designs always helped.

To conclude, it is imperative to study history to develop ideas and inspiration for creating new creative outputs via art, film, music and other media. By referencing to significant symbols, celebrities or icons of the current societal and cultural climate, it helps the viewer to relate and be interested in the media and can be used to communicate meaningful information and messages or to sell a can of Pepsi.



The Marilyn Diptych (1962)
Andy Warhol

The painting was named the third most influential piece of modern art in a survey of 500 artists.

Charlotte Higgins. "Work of art that inspired a movement ... a urinal". The Guardian. December 2, 2004. Retrieved October 22, 2019.



Beyonce's New Pepsi Ad (2013)
Patrick Demarchelier/Pepsi



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