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BA Graphic Design

M4X01560

Tasks in order:

Task One: (Jon's task) = 498 words

Task Two: Semiotic Analysis (Ryan's task) = 506 words

Task Three: Manifestos (Julia's task) = 496 words

## Reflective analysis on Roy Lichtenstein's – Girl with hair ribbon (Jon's task)

Girl with hair ribbon by Roy Lichtenstein is one of the most recognisable pieces by the pop artist and uses the trademark style we are familiar with him using. 'The stark, thick line work becomes even more noticeable. Solid coloration is juxtaposed with regular patterns of colored dots' (Aaronartprints). Created in 1965 during a time when pop art 'began as a revolt against the dominant approaches to art and culture and traditional views on what art should be.' (Tate). Pop art was used in pop culture and comics taking influence from world events. During this time, The United States also added to its forces in South Vietnam and this might have acted as inspiration for some of his work like Blam, Varoom!, Crak!.. Lichtenstein will always be remembered for his impact on comic style work, although that period lasted around four years.

A closer look at the girl with hair ribbon makes you question the situation and what could be happening in the image. The image takes away most of the narrative with it being so close to the subject, using no text and a focus solely on facial expression. 'Even though taken out of context, the image still retains some of the narrative qualities of the comic it was taken from.' (Aaronartprints). The audience will still be able to question the meaning behind the image and what it represents. Leading to discussions and not portraying a right or wrong way to view it. The look on the woman's face has several interpretations depending on who the recipient is. Is the woman looking back with fear in her eyes or is there another meaning behind the expression? As the audience we can create our own narrative that fits the art and make it relatable to our individual lives.

When we look at Borton's model of reflection, we ask three questions upon reaching the outcome of something. What, So What, Now What. If we think about what has happened in relation to the work crafted by Lichtenstein. We can put forward the idea that Lichtenstein's work such as Girl with hair ribbon, Blam, Crying Girl etc still have a big influence in modern art. This idea is also reinforced with the popularity and close association to another pop art great Andy Warhol. A simple search on something like google will show the work still being created that has similar qualities and techniques to that of the pop art era. Identifiable through the symbolic lines and strong colours used in many previous pieces.

With its popularity still to this day, Pop art will continue to be used and never lose its identity. The recognisable style of Lichtenstein's work will always remain a fan favourite amongst artists and designers and will continue to influence art for years to come. Whether it is modernised to fit with current trends or not is to be seen, this style doesn't seem to age and fits any environment and can portray several narratives at once.

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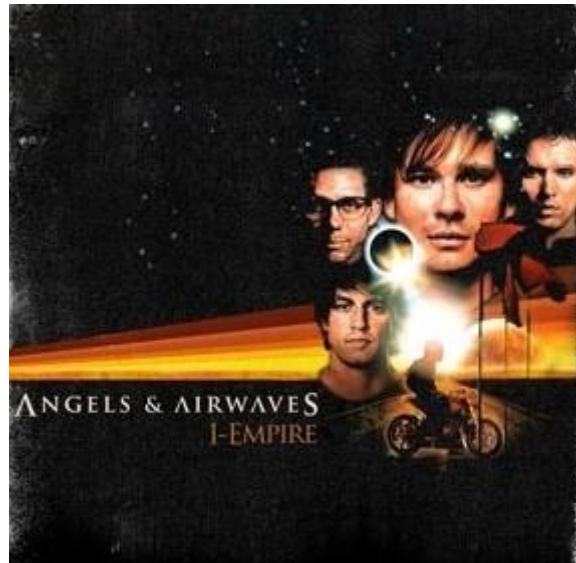
### Ryan's Task – Observational Writing (I empire album cover)

Roland Bathes has been an instrumental figure over the years in understanding semiotics. In one of his publications titled *Image, Music, Text* (1977), he worked on outlining the differences between the 'denoted' and 'connoted'. He was able to put forward the idea that we can identify both the literal reading of a sign and its implied meaning. The album cover for I-Empire by Angels and Airwaves can be deconstructed to explore this theory of how we perceive implied meanings from the way in which images are presented to us.

The central image for the front cover shows the band members faces against a black background and a person on a motorbike. The black background is highlighted with small white circular shapes of varying sizes. This image is used here as a representation of space and planets from a far distance. The size of the stars or planets in relation to the black background conveys the vastness of space. This demonstrates how an objects size can be perceived in relation to the objects or space around it our learnt understanding of what is large or small. There is a beam of yellow, orange and red colours through the centre of the image, used here to signify the sun. From a young age we associate colours as a sign for everything around us. For example, as children we are taught that trees are green, the sun is yellow, and the sea is blue. "Taking Saussure's diagram or "algorithm" of

signified/signifier, Lacan shows how it presupposes a human relationship to the sign” (Cobley, 2014, p.113). The beam of colour in this image can be interpreted as a ray of hope. Juxtaposed against the black emptiness of the background, this representation of the sun serves as a metaphor for warmth and joy. The contrast of both hope and emptiness conveyed in this image can also be understood in the Album title, *I-Empire*. The word “I” is suggestive of the self or a single person, whereas the word “Empire” is suggestive of a large place, organisation or group of people, often with hierarchical connotations. Therefore, the relation of “I” to “Empire” could be both one that places the individual in a position of power or one where the Individual is a small part of a large empire, much like the relationship between the image of the planets and empty space.

As humans we rely on sight as one of our main senses and it plays a very important role in our day to day lives, but it often makes us question things. “The relation between what we see and what we know is never settled.” (Berger, 1972, p.7) We can argue that without existing knowledge we wouldn’t be able to understand images as well as we do. If we look at “plato’s cave”, it uses the notion of prisoners being born into captivity and not knowing anything other than the habitat they were born into. As the theory suggests our surroundings play a vital role in our understanding of the world.



*Angels and Airwaves, I-Empire, 2007*

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## Julia's Task – Manifesto's

- 1) We should always treat others the same way we would like to be treated.
- 2) An opinion isn't a right or wrong answer, it is just an opinion. We are all entitled to them.
- 3) Knowledge is power and therefore should be shared equally with everyone.
- 4) Information that isn't factual usually spreads faster than those backed up with facts.
- 5) Instagram influencers aren't necessarily the role models we should all look up to.
- 6) Never take anything on face value, Question everything.
- 7) Hate should be abolished.
- 8) With the influence media has, more focus is needed on positive stories.

## Keywords & images

### Opinion



2) An opinion isn't a right or wrong answer, it is just an opinion. We are all entitled to them.

The word opinion is defined as 'your feelings or thoughts about someone or something, rather than a fact' (Oxford Learner's dictionaries). We are surrounded by opinions daily and they are sometimes the catalyst for disagreements. Most noticeable in the recent general election between Jeremy Corbyn and Boris Johnson. Everywhere you looked (social media, public protests, news) there were reminders about individuals' opinions, and they were used to influence others. 'People vote because others are voting' (Berger, 2016 p.1) is part of what is known as 'social influence' and is said to have a surprisingly big impact on our decision making. 'Whether buying clothes, voting on political issues, or driving courteously, people recognised that social influence had an impact. Except when it came to them' (Berger, 2016 p.3). As people we have the tendency to identify something when it concerns someone else but not ourselves. We focus more on what is going on around us and less within.

## Positive Stories



8) With the influence media has, more focus is needed on positive stories.

'A bit of good news' in association with Seven Seas is a section on the telegraph website that is dedicated to bringing positive stories to its readers on a regular basis. The name suggests that good news is limited and rationed in small doses instead of being the main drive and purpose of outlets. Comedian Russel Howard has a segment named 'it's not all doom and gloom' on his show (Good News), always finishing on a heart-warming story to make audiences feel happy. 'Reading positive news was shown to increase positive effect through a controlled study by Gyldensted (2011)' (Jackson. 2016). We must wonder with the possible benefits of introducing more positive news, why it hasn't been implemented.

In 1988, Bennett made a claim that 'an upbeat story. Sends people off to bed reassured that, despite its problems, the world is still a safe and positive place' (Jackson. 2016). This statement implies we would forget about anything negative in the world and live in a 'fantasy'. The function and introduction of more positive news wouldn't create naivety but increase overall wellbeing.

Knowledge is power



3) Knowledge is power and therefore should be shared equally with everyone.

'Knowledge is a key resource in economic development, prosperity, and wealth (eg Jacobs, 1969; Romer, 1990; Schumpeter, 1911).' (Gluckler, 2017 p.2). Sharing the same knowledge with everyone would create consistency in various areas. Look at this in a global scale, sharing knowledge in areas such as health and farming would bring benefit to areas less fortunate than others.

The power of sharing knowledge helps countries tackle forced Displacement (worldbank, 2015), Focuses on the positive impact knowledge shared with Colombia has had on land restitution. Looking at the latest work done by the organisation, you can see they are still committed to helping Colombia as well as other countries. Plato outlined his concerns in his work Republic (514a-520a) when he made a comparison between 'the effect of education and the lack of it in our nature' (Strelbytskyy, 2019 foreword). In our current climate and issues, we face, it would make sense to distribute knowledge that can make a difference.

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