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Surface pattern design

Module: ADAD4018

Ways of Thinking Lecturer's Name: Julia Lockheart

Tasks in the order I received them:

Task 1: Observational Writing = 555 words

Task 2: Manifesto Writing = 558 words

Task 3: Practice-based Writing = 507 words

Task 1: Observational Writing:

EAU DE GAGA, (Lady Gaga, 2014) released her ad campaign for her second fragrance.

The Connotation - The underlying myth would be powerful. The power behind the ad and photo. The main person in this image is powerful, dressed powerful, looks powerful and, they are showing that the perfume they are trying to sell is also a powerful thing. The context of the image is advertising the bottle that is meant for anyone. The colour of this image is very dark which is done so the gold dress will stand out just like her blonde hair.

This iconic sign is about Lady Gaga however the dress and her herself represents many women such as Marilyn Monroe who wore a gold dress for 'Gentlemen prefer blondes' (1953 film) which is very familiar to the dress Lady Gaga is wearing. Marilyn Monroe in her gold dress shows that she is bring a powerful woman such as Lady Gaga is showing us in the image. Madonna has linked herself to Marilyn Monroe as the way she looks with her bright blonde hair and the way her figure matches with the slim waste and bigger breast, such as Lady Gaga matches Madonna on the blonde hair and how it is styled in the image and the dress showing off her figure.

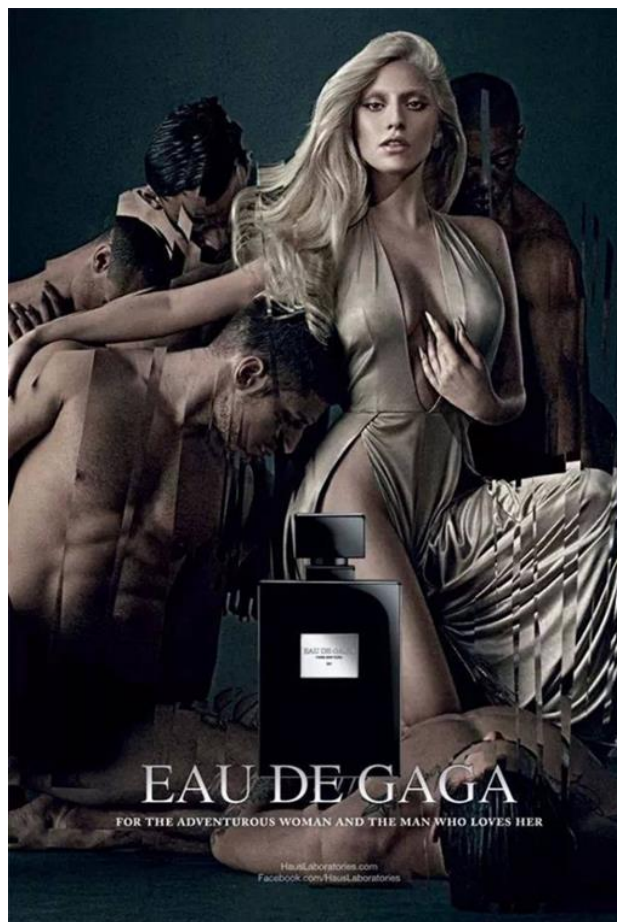
The men in the background are 'Glitched' which mean that they are often temporary or fault that prevents something from being successful, this is a very large story behind this image because it shows that the women are in charge and men should either accept it or the woman show them otherwise. This shows that pop culture has a lot of woman or more women that are bigger or are being more successful in this generation than man.

The denotation of this image is to show that the perfume is for all genders. This image shows lady gaga standing behind her fragrance to show off the perfume bottle but also represents how the fragrance can be worn by both genders. The bottle stands out because it is a dark black over human skin and they are placed it to stand out because that what they

want you to focus on. The image of the bottle suggests it is suitable for both masculine and feminine it is a unisex perfume. The text is representing lady gaga as a person that is loved by many and to get fans to look at her perfume.

(Gold) The dress and the way it is presented and stands out shows the compassion and courage that she is representing from her campaign and her project. The image has overlapping lines over the bodies breaking them apart and mixing their bodies. This image can have mixed story, such as she is being overpowerful, and she stands out to be a leader because of the bright gold dress over the dark-haired men while she has bright blonde hair that stands out and looks powerful in its own way.

The iconic sign is compassion and wisdom that is shown in this image. The way she is kneeling down on one of the men and is surrounded by other men and this shows that she is in charge and reputation of the perfume of being unisex. The Iconic sign comes from Judith Williamson and the Underlying Myth from Roland Barthes.



. Image by (Steven Klein).

Bibliography-

<https://igetakickoutofyou.me/2012/02/06/dresses-and-controversy-in-gentlemen-prefer-blondes/>

by igetakickoutofyou on February 6, 2012

<https://mbcantim.wordpress.com/madonna-is-unoriginal-index-page/madonna-regularly-ripped-off-marilyn-monroe/>

Task 2: Manifesto Writing:

1. Historical buildings have vanished in the last few decades, so visual architect is disappearing.
2. Natural shapes made by nature are visible in the contours of the earth.
3. The oceans give a wonderful diversity of flora and fauna so bring imagination to the mind and soul.
4. The structure and design of buildings takes all shapes and sizes with ie columns, arches, doorways and windows.
5. A person behind a person, brings out their true nature. The person behind their art.
6. The creativity behind any artwork is the imagination of the person creating the art.
7. Every Country has its own distinctive culture and artwork many taken from the natural surroundings.
8. The eye is the window to the soul. It stimulates the imagination and creativity in the way we see the world and our surroundings.

3 areas of exploration:

Buildings: Historical buildings have vanished in the last few decades, so visual architect is disappearing.



Figure 1 - An art student capturing the station in its twilight years. Oct. 27, 1964.

Meyer Liebowitz/The New York Times

The first Pennsylvania Station inspired by the Baths of Caracalla in Rome. The Pennsylvania Railroad (PRR) built the first Pennsylvania Station, which opened to the public in (1910). The architect that designed this station is Charles Follen McKim along with William Rutherford Mead and Stanford White. (McKim, Mead & White). "When the Old Penn Station Was Demolished, New York Lost Its Faith", Michael (April 24, 2019). Inside and out, the building was meant to be uplifting and monumental bring light and good feeling to whoever went inside or travelled. Its reputation as an architectural masterpiece quickly faded. They lost the style and design of the architect that will never be made or replaced again. In 1963 the Pennsylvania Station was demolished to make room

for a massive sports arena, Madison Square Garden. “Penn Station did not make you feel comfortable; it made you feel important”. - HILARY BALLON, ART HISTORIAN.

Beaux-Arts architecture depended on sculptural decoration. Characteristics of Beaux-Arts architecture included such as Arched windows, Arched and pedimented doors, historicist styles, Hierarchy of spaces - grand entrances and staircases and much more added details.

Deep in the Oceans: The oceans give a wonderful diversity of flora and fauna so bring imagination to the mind and soul.



Figure 2- Coral and Clouds, Huahine, French Polynesia (14 May ,2018)

David Doubilet a famous underwater oceanography photographer once said “The molecular thin skin of the sea is the dividing line between two different parts of our planet. A portal; a door. To combine those two things is something I love to do”. The deep ocean is a big part of our world and a world we would not be living in without the large ocean. In Antony Joseph (2016, p18) Investigating Seafloors and Oceans from Mud Volcanoes to Giant Squid, the ocean is one of the most

important components of the climate system. From surface to bottom, almost the entire ocean is covered creatures, plants, objects and rare creatures and plant deep down the bottom, bright colours, detail, and lost objects make the ocean more magnificent and interesting. The ocean sea surface changes - surface colour and its changing pattern has always fascinated people, especially fisherman, artist, poets, and explorers which brings back to the mind and soul the ocean is always with us and brings a lot out of us.

Person behind Art: A person behind a person, brings out their true nature. The person behind their art.

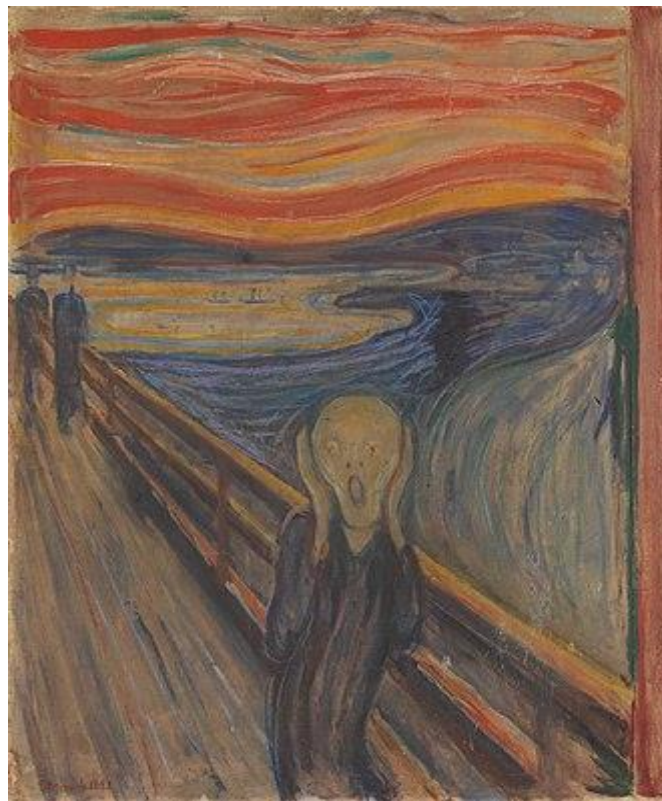


Figure 3 - The scream, Edvard Munch (1893)

“Nature is not only all that is visible to the eye... it also includes the inner pictures of the soul”

- Edvard Munch. A person behind their art is never a person you think they are they always have a secret or is someone completely different. Most artist have more definite intentions behind their work. Many artist Paintings can be far more complicated than they appear at first glance.

Iconography—the symbolic language of a given work of art can be complex, reflecting the collective

consciousness or drawn from the artist's personal experience. 20th-century American artist Edward Hopper "If I could say it in words," he said, "there would be no reason to paint." The truth is that every artist has a story behind their work whether if it is mental and personal about their life. For example, Edvard Munch he was "cursed with ill health" His childhood was overshadowed by illness, bereavement and the dread of a mental condition that ran in the family. He once said, "The angels of fear, sorrow, and death stood by my side since the day I was born". A person behind their art is never the person you see in person, there is always a story.

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Kimmelman, Michael (April 24, 2019). "When the Old Penn Station Was Demolished, New York Lost Its Faith". The New York Times. ISSN 0362-4331. Archived from the original on April 24, 2019. Retrieved April 25, 2019.

Reference: Quote <https://www.nationalgeographic.com/contributors/d/photographer-david-doubilet/>

Book: Vittorio Pelosi (2012), p46 , Intentism The Interviews 2009-2012.

Figure –

Figure 1 – Penn Station: image link - <https://www.nytimes.com/2019/04/24/nyregion/old-penn-station-pictures-new-york.html> © 2021 The New York Times Company

Figure 2 - Ocean: Image link - <https://www.nytimes.com/2019/04/24/nyregion/old-penn-station-pictures-new-york.html> (Doubilet,2016)

Figure 3 – The scream: image link - <https://www.edvardmunch.org/the-scream.jsp>

Practice-based Writing: The impact of the environment on shell life resulting in seashells.

This writing is for environmentalist or conchologist. The reader is interested or has an appreciation on seashells and environment. This is what connect me as a writer to the reader.

Back to 74 AD in Pompeii is known to be the oldest collection of seashells, some of those shells are from distant waters and some are also from the red seas. It appears there was no other reason they were collected other than they were just beautiful. To me when I look at seashells, I investigate the detail and how the shape of them is formed and how the colours also match with the way it looks

and it interesting how many different seashells are in this world. Seashells make for great souvenirs. You will find them used as earrings, necklace pendants, or even wallet adornments, which many of them are made by creators and artist and make a living from them. I gathered that they have no trouble in finding shells to create many beautiful objects as myself also collect seashells and help small business with buying their products. In the earliest days of human history Shells were great forms of money but often, only the rich and well-established nobles could use seashells as money on a regular basis. common seashells shape is a smooth, round design but there are seashells riddled with spiky and uneven surfaces. These are more common in tropical waters since there are more predators in these areas. I found it interesting how the seashell is so different when they are from different area and how much they change, and I also interested in how they some has spikes to worn predators off and some do not. Shells do not have DNA or any cells.

Seashells are an important part of coastal ecosystems, what is coastal ecosystems? A coastal ecosystem is an area where land and water come together, which provide material benefits such as food supply, regulation of water-quality processes, storm protection, and carbon storage.

they provide materials for birds' nests, a home or attachment surface for algae, sea grass, sponges and more, also Fish use them to hide from predators, and hermit crabs use them as temporary shelters. The removal of large shells and shell fragments also has the potential to alter the rate of shoreline erosion and endanger organisms that rely on shells for their survival. I investigate information that is link to seashells and how they are important for the environment but also how they help the environment and how the little things are very important to us and our world. My own opinion is that seashells should be left alone on the beach so they can help our environment and help us with our already damaged world but also, I think it will be hard for many people to leave them alone such as children they see something they like, and they will want to take it home and show it off to their friends and family. I see seashells as beauty that should be left alone.

Bibliography-

Hiren B. Soni, Ph.D, page 244 , Ecological and Environmental Science: A Research Perspective.

Article - <https://www.trulyclassy.com/how-removing-seashells-from-beach-damages-ecosystem/>

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