

Student Name: Eleanor May Curtis

P Number: 1902690

Programme of Study: Illustration

Module: M4X01560

Tasks in Order I Received Them:

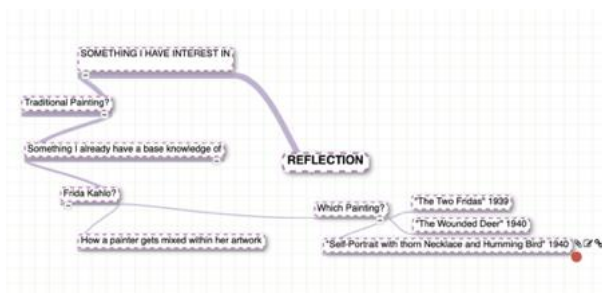
Task One: Reflection (Jon Task) - 508/500

Task Two: Semiotic Analysis (Ryan task)- 537/500

Task Three: Manifesto (Julia Task)- 529/500

Reflection

Frida Kahlo and how her and her art have become one



(Mindmapfree.com, 2020)

The Wounded Deer 1946



(Kahlo.org, 2020)

The painting she created is of a wounded deer, but the head replaced with her own. The deer being shot by multiple arrows symbolises Frida's "intense back pain which no operation was ever able to fix." (Biography.com, 2020) because of this she fell "into a depression that led her to create chilling works like this one." (Boshdemont, 2020)

Kahlo painted from her life, and traumas she suffered throughout it. Through the book "FRIDA KAHLO: THE PAINTINGS" by Hayden Herrera (Herrera, 1991) the paintings show her pain whether the pain is coming from her relationships, illnesses, or past accidents. Frida had gone through a lot in her life before she had painted this piece (she had been in a bus accident when she was 18) which started her interest in art as her father had made an easel that she could use to paint whilst bedridden.



(Waller Rogers, 2020)

Kahlo stood out because she was making art that wasn't like any other artists work at the time. She was using pain from her life to create surrealist paintings that represent how she was feeling. Inspired by "Botticelli and Bronzino" (Lucie-Smith, 2010) who she only knew about from books. "Kahlo was later influenced by Rivera" (Lucie-Smith, 2010), "Her husband, a politically active, fellow communist artist" (Biography.com, 2020) and also "by Mexican folk art" (Lucie-Smith, 2010) and also "retablos" (Lucie-Smith, 2010).



(Commons.wikimedia.org, 2020)

Frida never considered her work to be surrealist but in 1938 Andre Breton labelled her an "innate Surrealist" (Fridakahlofans.com, 2020) and she sold half of her 25 paintings shown at one of his exhibitions. In 1953 Frida was asked to have her first solo exhibition in Mexico. As she was incredibly ill at the time, so she arrived via ambulance and spent the evening in a "four-poster bed set up in the gallery just for her" (Biography.com, 2020) with the guests of the exhibition sitting beside her to talk about her and her artwork.



(Medeiros, 2020)

Though deeply depressed and after a possible suicide attempt, she continued to be a political Activist. Her final appearance in public was “a demonstration against the US-backed overthrow of President Jacobo Arberz of Guatemala on July 2nd.” (Biography.com, 2020)

Kahlo’s level of success increased after her death, as it becomes more popular with the growth of the feminist movement. The movement looked to find strong female role models, and as Kahlo’s paintings “confront us with the woman herself, her joy, her defiance and her pain” (Lucie-Smith, 2010) many women related to her work (Lucie-Smith, 2010).

At a time when the world was leaning towards a more conservative ideology, the way that Kahlo was seen as a courageous figure, going against the trends of the society also helped her rise in popularity. With many of her paintings being “highly painful, and explicit” (Vernon, 2020), she acted as an alternative to the mainstream, helping her success.

Many art critics normally struggle with separating an artist’s personality from their work. They usually value both equally, and therefore a strong personal image can help in an artist’s success. They see many of the greats as “troubled” and “bohemian” who “flouts the norms of society” (Vernon, 2020), which mirrors the identity Kahlo created for herself. This helps to explain her popularity.



(Muse et al., 2020)

Bibliography

- Boshdemont, A. (2020). *8 of Frida Kahlo's most iconic paintings | Musement Blog*. [online] Musement Blog. Available at: <https://blog.musement.com/us/frida-kahlo-famous-paintings/> [Accessed 5 Jan. 2020].

- Commons.wikimedia.org. (2020). *File: Diego Rivera and Frida Kahlo.jpg - Wikimedia Commons*. [online] Available at: https://commons.wikimedia.org/wiki/File:Diego_Rivera_and_Frida_Kahlo.jpg [Accessed 5 Jan. 2020].

- Biography.com. (2020). *Frida Kahlo Biography*. [online] Available at: <https://www.biography.com/artist/frida-kahlo> [Accessed 5 Jan. 2020].

- Fridakahlofans.com. (2020). *Frida Kahlo, Chronology, timeline, timeline, Biography, Bio*. [online] Available at: <https://www.fridakahlofans.com/chronologyenglish.html> [Accessed 5 Jan. 2020].

- Herrera, H. (1991). *Frida*. Great Britain: Bloomsbury 1993, p.2 to 217

- Medeiros, J. (2020). *[VIDEO] Frida Kahlo's Life Story: An Artist & Activist Who Turned Pain into Purpo*. [online] Goalcast. Available at: <https://www.goalcast.com/2018/01/26/frida-kahlos-life-story/> [Accessed 5 Jan. 2020].

- Mindmapfree.com. (2020). *MindMapFree.com · Create Free Mind Maps*. [online] Available at: <http://mindmapfree.com> [Accessed 5 Jan. 2020].

- Muse, M., -..., O., Tiles, M., -..., S., Black, M., White, M., biche..., M., de..., M., Miró, S., Barcelona, M., -..., P., Mosaics..., O., -..., O., -..., O., -..., O., Gaudí..., S., Faces..., S., Elements, C., Pedrera, S., Park..., S., Gaudí..., M., Red, M., Blue, M., Tea..., S., Tea..., S., Tiles, C., of..., P., -..., P., colorful..., B. and Sagrada..., S. (2020). *Mug - Muse*. [online] Art Gaudi. Available at: <https://artgaudi.com/store/en/home/1469-mug-muse.html> [Accessed 5 Jan. 2020].

- Kahlo.org. (2020). *The Wounded Deer by Frida Kahlo*. [online] Available at: <http://www.kahlo.org/wounded-deer/> [Accessed 5 Jan. 2020].

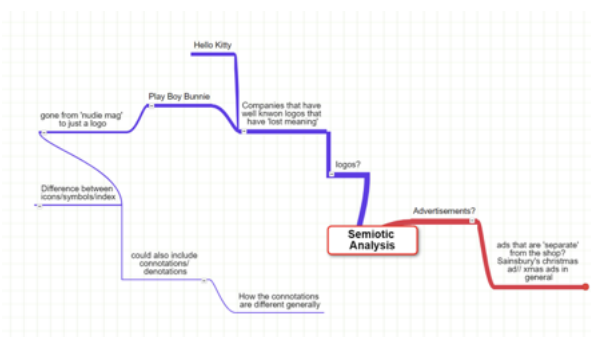
- Vernon, D. (2020). *Fridamania: The Frida Kahlo Effect*. [online] Culture Trip. Available at: <https://theculturetrip.com/north-america/mexico/articles/fridamania-the-frida-kahlo-effect/> [Accessed 5 Jan. 2020].

- Waller Rogers, L. (2020). *Frida Kahlo's special easel – Lisa's History Room*. [online] Lisa's History Room. Available at: <https://lisawallerrogers.com/tag/frida-kahlos-special-easel/> [Accessed 5 Jan. 2020].

- Lucie-Smith, E. (2010). *Latin American art of the 20th century*. [Bridgewater, NJ]: Distributed by Paw Prints/Baker & Taylor, pp.96 to 101.

Semiotics

How Playboy had to adjust to different connotations throughout its lifetime



(Mindmapfree.com, 2020)

Playboy had gone from being one of the largest adult magazines to ever be published, to just a dying company that has a logo which is overly used due to licensing. This essay will look at how connotations towards the brand has either damaged or helped it through different social situations throughout history.



(Brewer, 2018)

What is a connotation? In a video called 'Semiotics Lesson' (YouTube, 2016) it says 'Connotation' is the meaning the word has to a person, for example; to some people a dog is a lovely animal with lots of personality yet to others a dog is a vicious animal with no understanding of people. These are both connotations as they belong to different people with different opinions of dogs. This linking into my topic would be mainly based on the connotations from different people as it depends on how you see the brand Playboy, and how it has changed throughout time.

At Playboy's height it was a magazine that "established the reputation for literary excellence" (YouTube, 2019), but it was more well known for having the first "coloured photographs of nude women" (YouTube, 2019) within its pages. Connotations to the magazine then were all good, as they then opened "23 Playboy clubs all around the world" (YouTube, 2019) promoted the "glamorous and luxurious lifestyle marketed by the magazine". (YouTube, 2019). Unfortunately for Playboy "despite the early success, all the playboy clubs were shut down by 1986" (YouTube, 2019) due to "the shifting social and political climate" (YouTube, 2019). The connotations towards Playboy were dramatically shifting as in the late 80s "rather than daring, they were now seen as degrading to women" (YouTube, 2019) which didn't help the brands slow decent behind the competition when "Playboy also made the fatal mistake of not moving online fast enough" (YouTube, 2019).



(Nast, 2011)

Playboy falling behind online caused their competitors to take over the industry. A way of making up the money Playboy was losing was "to offset its losses by licensing out its trademark logo" (YouTube, 2019). Playboy made "billions worth" (YouTube, 2019) of merchandise going from clothing, pillows, watches and bags, which is probably why most people when they see the symbol associate it with the trends of early 2000s and not so much a nudie magazine. Although this wasn't enough to save the company "Hefner tried to revive his empire with a venture into reality TV" (YouTube, 2019). The tv show "The Girls Next Door" made Playboy was a huge part of 2000s pop culture as "bunnies were all over movie screens and reality tv" (YouTube, 2019).

Even through this 'resurgence' of Playboy, "magazine sales have shrunk to less than 4% of what they used to be" (YouTube, 2019).



(Amazon.com, 2020)

Throughout time Playboy has come up against many different connotations and struggles. It is important to note that when Playboy first came out all the women participating were consenting adults, who showed "that it was all right for good girls – specifically of the middle-class, white variety - to have sex" (YouTube, 2019) which is something that hadn't been done before. Now Playboy has had to adjust from being the 'first photographed nude magazine' tapered towards the male gaze, to one that is accepted by everyone who buys it. The magazine has since had a "quiet relaunch" (Tempesta, 2019) which now "no longer focuses on sex, but rather on 'sexual fluidity'" (Tempesta, 2019).

Bibliography

- Amazon.com. (2020). [online] Available at: <https://www.amazon.com/Girls-Next-Door-Season/dp/B000FKO3HQ> [Accessed 5 Jan. 2020].

- Brewer, J. (2018). *Playboy's original logo designer and art director for 30 years, Art Paul, has died aged 93.* [online] It's Nice That. Available at: <https://www.itsnicethat.com/news/art-paul-playboy-art-director-logo-designer-020518> [Accessed 5 Jan. 2020].

- Mindmapfree.com. (2020). *MindMapFree.com · Create Free Mind Maps.* [online] Available at: <http://mindmapfree.com/> [Accessed 5 Jan. 2020].

- Nast, C. (2011). *Photos: Vintage Playboy Bunnies!.* [online] Vanity Fair. Available at: <https://www.vanityfair.com/culture/photos/2011/05/vintage-playboy-bunnies-slide-show-201105> [Accessed 5 Jan. 2020].

- YouTube. (2016). *Semiotics Lesson*. [online] Available at: <https://www.youtube.com/watch?v=p3XvJDxjlpU> [Accessed 5 Jan. 2020].
- Tempesta, E. (2019). *Playboy hires millennial editors to give it a new 'woke' stance*. [online] Mail Online. Available at: <https://www.dailymail.co.uk/femail/article-7316323/Playboy-hires-millennial-editors-new-woke-stance.html> [Accessed 5 Jan. 2020].
- YouTube. (2019). *The Rise and Fall Of Playboy*. [online] Available at: <https://www.youtube.com/watch?v=d0Rye5DTx9c> [Accessed 5 Jan. 2020].

Manifesto

Manifesto of myself and art



(Mindmapfree.com, 2020)

- **Believe that you are more than other people's opinions of you**
- 2. Don't let interests in different kinds of art stop you from trying them**

3. Don't let writing essays put you back into depression
4. Don't let yourself believe that people get bored of you easily
5. Cut bullshit out of your life as soon as it starts to affect you
6. Do what you want with your body, unless it hurts other people
7. Do more research, even if it means you find something you don't like, cause then you know you don't like it
8. Try as many new things as possible, especially if its free to do

Don't let interests in different kinds of art stop you from trying them

When looking for a university course to do I wanted something that included many different types of art, as I still don't fully know what I want to get into in the future. So, my main objective was to get a course that included many different 'kinds' of art. Illustration at some of the universities I looked at showcased the fact that they included lots of different mediums, not just painting or drawing.

In college I did an art and design course which allowed me to do/make whatever I wanted to, as I want to try as much as I can when I don't have to pay ridiculous amounts of money to try it. I feel it's important to try and do as much as you can, when you can. As you might not ever get the chance to do it again, especially in art, as you could go your whole career doing something that you only just do because you're good at it, when you could be doing something that you're good at and also enjoy doing.

Try as many new things as possible, especially if it's free to do

Leading on from my last point about how I feel people should try things, even if they think they might not enjoy it, I feel like it is also applicable to outside of art. In my life I've been lucky enough to try things such as sailing and windsurfing, due to my dad doing them when he was younger and living by the sea. At the time I didn't really want to do them, but looking back at how much fun it was, and also how dad had paid for myself and my brother to do a week of each in the summer I realise how lucky I am. If I wanted to do them now, I would have to pay myself to rent a boat and then hire a tutor to teach me, which I imagine would come up to quite a sum. Which has led me to think that even if I don't want to do something, if its free I should at least give it a go, as it can benefit me later in life.



(GetMyBoat.com, 2020)

Do more research, even if it means you find something you don't like, cause then you know you don't like it

When doing artwork, and university projects, I tend to lack in research, unless it's a key objective in the final mark. When I do research, it always benefits me and the work I do. This is why I have added it to my manifesto. I have also added it because, when in research I nearly always find something that improves my own work, or I find something that I thought I would like

and it turns out I didn't, which saves me from spending my own money if I wanted to try it out in later life.

Another reason the point is included there is that when I do research, the presentation of my book/sketchbook is always better. It gives context to decisions I make, and don't make. It gives me more of a sense of what is going on in the art world, seeing what is popular and what artists are interesting to me, instead of artists that are recommended on the syllabus, even though those artists are usually very interesting too.

Bibliography

- GetMyBoat.com. (2020). *Laser Pico sailing Dinghy Hire in England*. [online] Available at: <https://www.getmyboat.com/trips/2aMvOmYR/> [Accessed 5 Jan. 2020].
- Mindmapfree.com. (2020). *MindMapFree.com · Create Free Mind Maps*. [online] Available at: <http://mindmapfree.com/> [Accessed 5 Jan. 2020].