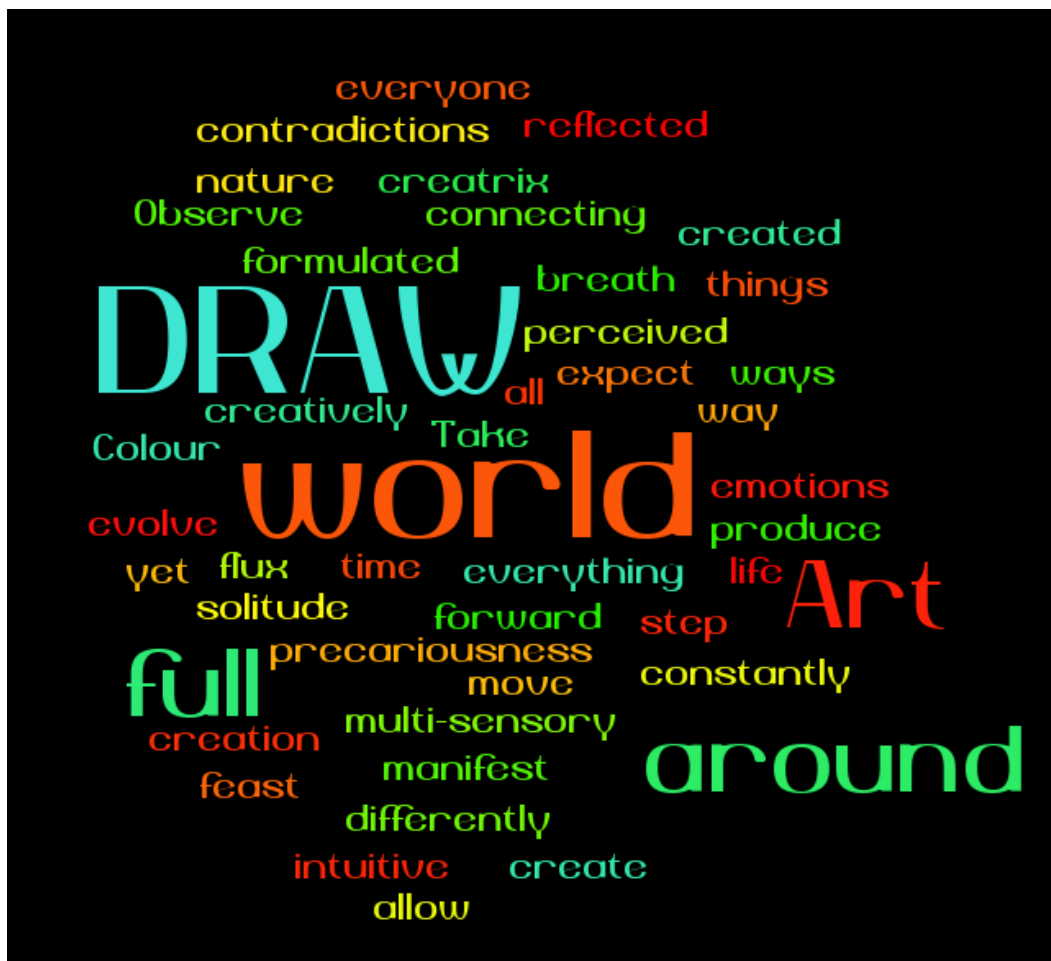


Task 1: Manifesto Writing**My Manifesto:**

- 1) Observe everything around you.
- 2) Our world is a multisensory feast, and this should be reflected in the art that we produce.
- 3) DRAW, DRAW, DRAW!
- 4) Art should be an intuitive creation, formulated by connecting to your emotions. In this way what is created will constantly flux and evolve.
- 5) Take time for solitude in nature and step out of a world full of precariousness. This will allow you to move forward creatively in ways you didn't expect.
- 6) Colour is all around us yet perceived differently by everyone.
- 7) I am a creatrix: I manifest and breathe life into the things that I create.
- 8) I am a world full of contradictions.

Three areas to explore further:**1) Our world is a multisensory feast, and this should be reflected in the art that we produce.**

We are constantly being bombarded by sensory experiences, which intermix to create our perception and formulate our memories. As children, we are totally absorbed in experiencing the world through our senses: What is this book like to touch/lick/smell? Our brains absorb all this information to create a complex picture of the surrounding world, but no one sense dominates, they are all equally important (Lupton and Lipps, 2018, P.10).

We live in a visual culture, where sight dominates; we 'look' at a painting or a design, but we don't experience it with all our senses. Thus, to a certain extent, 'most design is caged by the image' (Mau, 2018, P.20), as its practice has been predominantly built upon this single sense. This is primarily due to the tendency of Western philosophy to consider the other senses to be inferior. To encapsulate an all sensory design, the creative process itself must be changed, moving away from the traditional mono-sensory process, to embrace a more poly-sensory method (Marks, 2013, p.239).

(156 words)

2) Art should be an intuitive creation, formulated by connecting to your emotions. In this way what is created will constantly flux and evolve.

Intuition has long been regarded as a rather allogical phenomena, something completely at odds to the rationality that we have culturally learnt to use as the basis of our decision making. Intuition can be seen as the connection between our conscious and unconscious, a 'knowing' of something without any apparent logical reason. To formulate a good decision, we need to utilize elements of both rationality and our intuition. (Cholle, 2020).

Intuition has been credited by many scientists and artists (e.g. Albert Einstein and Pablo Picasso) as a major contributor to their creative thought process. Picasso stated in his conversation with Hungarian photographer Brassi that: "To know what you are going to draw you have to begin drawing." (Popova, 2014). Creativity itself can be conceptualized as a type of problem-solving process. Here, the continued subconsciousness re-evaluation of information can lead the thinker through new and unexpected directions to a resolution that was unknowable at the beginning (Pétervári, *et al.*, 2016).

(Word count: 151)

3) Colour is all around us yet perceived differently by everyone.

Colour plays a vital role in our perception of the world around us.

I still have to finish this.....

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Task 2: Observational Writing

In order to perceive the meaning of an advert, we firstly need to investigate 'how' they mean and the way in which they function (Williamson, 2002). A majority of advertising is related to the message is trying to convey about the product it is enticing us to buy. An effective advert is one which plays on the needs and the desires of the person who is looking at it, and the connection that it makes with the potential consumer is often a highly calculated one (Asa Berger, 2020).

The adverts that bombard us in our daily life, utilise many Semiotic principals. Semiotics is "the study of human communication, especially communication using signs and symbols." (Collins, 2009). In other words, how we utilize these signs and symbols to understand our world. It was proposed in the early 20th Century by Ferdinand de Saussure and his theory comprised of three main principles: the sign, their organization into systems and the context in which they appear (Crow, 2020).

A sign is a unit of meaning, but not meaningful in itself (Buchanan, 2018). Signs are comprised of two elements: the signifier (the word, sound or image) and the signified (the object or mental concept the word represents). The bond that exists between these two components is only arbitrary in nature, as there is no logical relationship between them (Cobley and Jansz, 2012; Crow, 2020).

I have got myself confused with semiotics! and I am unsure as to how to link it to my advert on the next page...



Figure 1: 'Don't irritate your new boss', Huggies advertising campaign (2014)

I still have to rewrite this part of my piece. Do I still use the headings as a guide?

1) Denotation:

- This simple advert shows a lone baby who looks unhappy and on the verge of bursting into tears. He is sitting upright against a plain background and seems to be dressed to look like he is older than he is.
- The baby is the most important thing in this advert, the colours are subtle and do not detract from him. Even the product it is trying to sell is much smaller than the picture of the baby.
- There are very few words and they are in a simple font.
- There is a very simple message – Don't irritate your new boss!

2) Connotation:

- I think that it is a funny advert, but one that is definitely speaking to parents. It is playing on their emotions, to do whatever they can to stop the baby crying.
- When a baby is born, it becomes the 'new boss' of the parents. They are at its 'beck and call' so to speak. They try to do all they can to look after and nurture the baby and to make sure that it is happy. The baby becomes the centre of their world (as demonstrated by the fact that the baby in the advert dominates the picture).

- The colours in the advert are muted and, in a way, soothing, perhaps trying themselves to help soothe the baby?
- The baby is dressed to look older than he actually is, this could be is this because he is now the one who dictates his wants and needs to his parents?

3) The Iconic Sign
This is the baby.

4) The Underlying Myth
The advert is trying to sell Hyggies Sensitive baby wipes. It is telling parents that if you want their child to be happy, then they need to buy this product. The wipes are soothing and will cause no irritation to their child, thus making them happy. If they don't buy the wipes, then they will have an unhappy child who will cry, and who wants that?

5) Context
The advert is designed to play on your emotions. The baby is very sweet but is on the verge of tears and we as parents, will try to do everything we can to prevent our children from being unhappy. All parents of young children use wipes of some kind or other, we become reliant on them in fact, so if we can find one that is soothing and doesn't cause any irritation all the better as it makes our lives easier!

6) Colour
Muted blues – All that matters are the emotions of the baby.
Blue is for boys
Bosses are men

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