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Task in the order I received them:

Task One: Reflective Writing (Jon's Task) = 536 words

Task Two: Semiotic Analysis (Ryan's Task) = 476 words

Task Three: Manifesto (Julia's Task) = 495 words

Task One: Reflective (Jon's Task)

A practical reflection of the video from the channel 'The School of Life': What is Art for?

I've always questioned myself on why I draw and who is it for. I have realised my passion not too long ago; illustrating children's books. However, there still is a part of me that is unsure, or doubtful. The School of life suggests five things people use the art for.

The video's first point is that 'art keeps us hopeful'. I relate with this point since all I want my work to portray faith and happiness; distract kids from the negativity of the world for at least just a moment. "Art makes us less lonely" this is the second point of the video. It describes how people use art to relate and find a sense of comfort, just like how people use music for this. This truly motivates me to create pieces of work that kids will discover reassurance in, that makes them feel like they have a place in this world that they aren't a 'fish trying to climb a tree' (Ea, 2016).

The third point slightly confused me, I will admit. It states that 'art rebalances us'. I have always been drawn to art that I think reflects my personality or my beliefs. The video explains that people are a little unbalanced in some shape or form and that

they use art to 'fill that void' (Smith, 41). I could not relate to this statement; maybe it is because I never tried to reach out to what I 'lack'. "Art helps us to appreciate stuff". I feel so in touch with this point, for I believe that art should be used to draw people in and have them notice and have "appreciation"(Moss, 2015) for all the things they would typically look over. The final point of the video is that "art is propaganda for what really matters". The word "propaganda" usually relates to something of a negative manner; however, the video uses this word to help describe how art is used to motivate or promote a good cause.

When looking through the comment section of the video, you can see people start to reflect on their perceptions and what they believe art is in their terms. Similar to them, I began to question my views and have learned to be more open and accepting to new forms of art that I would generally turn a blind eye to. I find myself comparing my skills and creativity to other's which has negatively affected me and my work. I start to almost give up on my projects when only the slightest issues occur, and I see others thrive at the same stage. I know I shouldn't care what others are doing and shouldn't compare myself to them, but at some points in time, those thoughts can't be helped. This is why I chose to write about, 'The School of Life: What is Art for? ' because it helped me realise that there isn't one path to great art; I get to choose the way I want to be on because there is an audience out there that'll appreciate my work, I need to work hard to get to them.

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Prince, E. I SUED THE SCHOOL SYSTEM!!!
<https://www.youtube.com/watch?v=dqTTojTija8>

Task Two: Semiotic Analysis (Ryan's task)



The image I am analyzing is an advertisement for Blackstone Cigars released in 1947.

The ad depicts a sailor, with a cigar in hand and a beautiful woman peering over his shoulder. At the bottom of the advertisement, we see an illustration of the product itself, almost looks like it's been used already with text to the right of it stating.

"Havana... the finest grown in all Cuba. That's what you enjoy every time you light up a Blackstone Cigar. It's filled 100% with mild, mellow, fully aged long-leaf Havana. Extremely mild." At the very bottom of the ad, the quote, "the choice of successful men." printed underneath the products name. The words 'Havana' and mild' are repeated multiple times on the advertisement.

In the ad, both a man and a woman are portrayed, which could symbolize this product is for both men and women, but this is not the case; so we start to question 'her motivation and her presence there' (Baker, 2015). The advertisement claims that the product provides 100% enjoyment: is the ad also referencing the woman in this case then? When putting the quote, 'the choice of successful men' into our observation, it would seem that the woman is only there for the captain's personal pleasure. The man is depicted as a sea captain, a person who is in charge; has power. As described by Biography.com Editors (2014), captains can hold high esteem and are well known and well respected. With the high status and power in mind, the seaman is only using the woman for his enjoyment just like he would with the cigar; as an object. At the bottom, right corner of the ad, there is a short quote, "the choice of successful men". This phrase could lead us to believe that the only reason she is interested in him is for his status; what's in his wallet. Although so basic, many stories can be unfolded with this advertisement.

Another aspect of the ad to analyze is repetition. The added text wasn't necessary but put in the advertisement for some form of reassurance. As proposed by Richard Carleton, Havana cigars were top-rated, 'the world still has an almost insatiable thirst for the coveted Havana cigars' (Hacker, 1993). This is why the word Havana repeats multiple times; people will be drawn to this product since they see that this product has exactly what they want and is clearly shown with the repetition.

Repetition is a big part of advertisement. According to Brian Boss's research, consumers are drawn to products the more they see it.

So, what have we learned from this analysis? If we look deep enough, we can find a story, maybe even the truth about an advertisement, painting, video, etc. The ad may portray smiles all around, but something dark lays beneath the surface, we just need to look closer.

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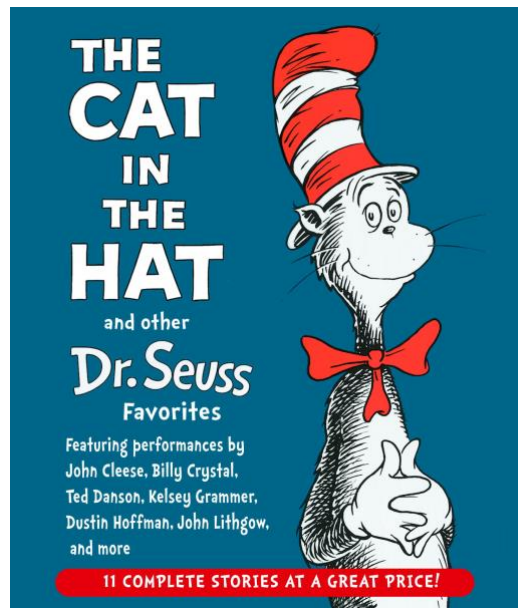
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Task Three: Manifesto (Julia's Task)

1. Unlocking creativity with children's books.
2. Positivity is the way to go.
3. Do not let others influence decision making.
4. Always try to build people up, not knock them down.
5. Illustrations play a big role in storytelling.
6. Social media is used as an excuse to make sense of people's problems.
7. Feminism has a bad light shined upon it and that needs to change.
8. Animations to most current kid's shows are not as lively as they used to be.

Keyword: Unlocking Creativity

Unlocking creativity with children's books.



Dr. Seuss, 1975

'Everything is figureoutable' (Marie Forleo, 2019). Everything has a beginning; this applies to creativity. Creativity isn't something we are born with; it is something that develops as we age and learn. When we are thinking back to the first time a creative thought pops in our mind, it would be when we were children. Books play a significant role on how children grow as people, and I want to help with that with my work. As an illustrator, I believe that it isn't immature to prefer reading books or to watch storytelling videos that have illustrations to go along with it. Illustrations help guide the viewers through the story; help the viewers see what the storyteller sees. Where do you think children learn that 'a round region is a natural symbol for a

round lump such as a head' (Willats, 2005). From other books that they've seen and learned from. Monkey see monkey do.

Keywords: Social Media

Social media is used as an excuse to make sense of people's problems.



David So, @davidsocomedy

Social media is a place of self-expression; doing things that makes ones-self happy. However, with anything positive, comes something negative.

'There's an audience for everything'(Falls, Decker, 2011), and people need to respect that not everything online is for them. People try to say that social media is the reason for this or that, but the only people responsible for our downfalls or misfortune is ourselves. We choose what we want to view and can effortlessly press the exit button when we see something we don't like, but we stick around and bring ourselves down believing in 'unrealistic

expectations' (Austen, 2018). I chose this image by David So because he is mimicking other social media stars. Social media models in particular; that have made posts about world issues; where instead of capturing a meaningful image that depicts their worry with the situation or simply saying nothing at all, they post a vulgar picture of themselves with a cheesy quote as the description. I see how this can be infuriating, but why dwell on it. Why not instead spend our time on the actual issue.

Keywords: Feminism

Feminism has a bad light shined upon it and that needs to change.



Elle, 2019

"Women demanding their rights as human beings!"(Watkins, 1992). That is the definition of what feminism is; however, people of modern times have a different perception of it. They see feminists as man-haters and sadly, for the most part, are not misunderstood. Women who chant repugnant slurs towards men are given this podium to speak; whereas women who only wish for equality and to be seen are hidden in the shadows. We have to bring more people with something positive to say into the spotlight and stop giving so much attention to people, mainly women that only have the sole purpose of bringing men down. So, how do we fix this? With my practice of illustration, I would strive to create children books that tell the actuality of feminism so that little girls can grow up to be strong, independent women. That little boys grow to be respectful young men with the proper knowledge and understanding of equality.

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