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Manifesto writing

1. Notice the smallest of details they make all the difference.
2. Art should always be a form for people to express themselves.
3. Art is primarily driven by money and materialism.
4. Hard work and passion will illuminate throughout your work.
5. Letting mistakes happen will enhance your practice.
6. There is always more than one story, don't choose sides.
7. Take time to observe and understand.
8. Have fun.

Art should always be a form for people to express themselves.

Art is about the expression and interpretation of ideas through emotions and ideologies. We as artists shouldn't be criticising but dissecting and enjoying all forms of art, while art is personal to oneself and the biggest form of expression. There are multiple studies showing how Art Therapy can help people with mental illnesses such as schizophrenia, depression and dementia, as they are a way of unloading and forming a creative circulation in your mind, "Art therapy, a form of psychotherapy which uses the medium of art to facilitate personal expression and understanding of emotions" (Leurent et al, 2014, 1704). Blomdahl also mentions that art is all the explanation you need sometimes "that spoken words are not always necessary." (Blomdahl et al, 2016) especially with a mental illness it's difficult to speak out whereas art supports you to tell your story.

Art is primarily driven by money and materialism.

In the modern world, most artistic trades and skills are used for superficial reasons, and there appears to be a lack of care and motivation for anything apart from materialistic desires. Any major art project undertaken in the modern world feels dull, shallow and underwhelming. Folbre and Nelson describe this perfectly, stating: "one works either for

love or for money--that is, out of spiritual values, affection, and altruism, or out of crass materialism, self-interest, and greed.”(Folbre, Nelson, 2000, p131). I see this mostly in modern architectural styles, magnificent buildings of the past are now being overshadowed by modern tastes of simple, sharp and dull designs. The lack of passion and cost-efficient spending is irritatingly obvious in the cities on towns that give a physical, lived-in representation of our culture. With a world designed and built using these cost-efficient styles, the whole world looks to be uninspired and plain. I think more effort should be put into the design and love of products, all whilst being sure to not be overpowered by greed. Greed is not the meaning of life and with a world built of selfishness, then life, and the world begins to feel meaningless.

Letting mistakes happen will enhance your practice.

The art of making is not always striving for perfection but making mistakes and improving on them. When creating it's great to have steps to follow to reach your perfect end goal, but letting your work take you as an alternative to controlling it, may enlighten you to new ideas and enhance your work into something you would not have thought of before. Listening to Arden “If you accept responsibility, you are in a position to do something about it” (Arden, 2003, p.28) by making and accepting our mistakes we are then able to move forward and achieve better. By not stopping to reflect on our faults we cannot move forward, more and more errors will occur slowing down your processes even more, however staying calm and analysing these mistakes will enrich you with more knowledge that will help you in the foreseeable future.

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Observation writing

Semiotics is the study of signs and the processes and systems behind them. We use semiotics to underpin the meaning of visual communication and to understand what we see and why we see it, (semiotics | Definition, Theory, Examples, & Facts, 2020).

One of the earliest understandings of a sign or a “linguistic sign” is referred to as “a concept and a sound pattern” (Saussure 1983, p. 66), through translation and other terms used we now identify Saussure’s ideas on signs as signifier and signified “signifier and signified – had stuck” (Cobley, 2001, p. 4), the signifier is the sign itself, also known as the denotation what is visually presented and the signified the connotation, is the meaning or idea behind it, these two cannot exist without the other. A sign has no meaning unless there is a connection with society or community, Barthes stated “the signified is the concept, the signifier is the acoustic image... and the relation between concept and image is the sign” (Barthes, 1972, p.112) We must be able to subconsciously make connections between images or words to the context for the sign to be impactful.



Introducing this with the Lurpak advert, the sign shows the signifier a shopping basket, can communicate well their message as the signified shopping, is an everyday occurrence for most people, as Kettemann once said “Consumption of goods has become a symbolic activity” (Kettemann, 2013, p. 54). Lurpak is utilizing their knowledge of their consumers and ability to convey the signified message, that you as a customer should have their product in your basket, to help persuade you to buy their brand. The denotations of this ad show the product in the centre of the image, surrounded by other everyday items such as milk and eggs, they have chosen to display the bought items in a shopping basket rather than a shopping trolley to also reiterate the importance of the product that it is essential.

Using these semiotic devices Lurpak is influencing the consumer to believe

that their product is healthy and natural. “the consumption of the product is supposed to conceptually transfer this quality and value to the consumer.” (Kettemann, 2013, p. 55). The connotations here display no artificial components and a healthier option, from the wooden background, fresh produce, and no outer packaging to convince you that’s their ethos and that you will too be healthier. Alongside this the colour scheme also demonstrates these ideas, using organic colours for instance earthy brown, green, and using the primary colours yellow and red.

Not forgetting the strapline “IT’S ON THEIR LIST. IS IT ON YOURS”, this uses persuasive language such as a rhetorical question, rhetoric’s is also a term used when looking at the

connotations of an image or writing. When looking at this advertisement we must look at both title and image to understand the connotations, the message that you should buy this product. Tresch once said “every image—graphic or not—is always complicated, and the eye perceives none of the variables independently.” (Nathalie Hauksson- Tresch, 2021) explaining that to understand the sign we must look at everything.

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Practise based writing

I have chosen *Spirituality* as my keyword and *Candle* as my object. Spirituality and candles have been around since ancient times going hand in hand with one another, are candles evolving to become a spiritual icon?

Spirituality is an ancient human feeling and belief of greater power and a sense of meaning to humanity. To define spirituality in one sentence would be too confined, spirituality comes within oneself, everyone has a different calling and experience to it, “Spirituality is as varied as there are people and as old as humanity itself.” (Ryan, 2016, p.13). Maya Spencer puts this best, stating “Spirituality involves the recognition of a feeling or sense or belief that there is something greater than myself... and that the greater whole of which we are part is cosmic or divine in nature.” (Spencer, 2012, p.1). Personal spirituality has been on the rise with people choosing not to follow traditional religious doctrines, and rather go down the path of believing in more general, vague greater power. A study was done in the USA between 2012-2017 that showed, “27% of adults now say they think of themselves as spiritual but not religious” (Lipka and Gecewicz, 2017). This ranges from people subscribing to horoscopes and star signs, meditating and travelling, to help boost their spirituality and improve their life, “New age beliefs and attitudes are now so widespread in our society and its culture as to effectively dominate all areas of life.” (Campbell, 2004, p.40).



A candle is a natural source of light, usually kept in an enclosed environment, and is primarily used nowadays as a decorative object. Before electricity, candles were relied upon as a safe and movable light source and a religious symbol. Many cultures and religions see the candle as a symbol of hope and prayer, used in Christianity, Buddhism and a major icon would be in the Jewish Hanukkah “without light there can be no peace,” (Commentary to Talmud, Shabbat 25b) mentioning’s of light in their holly books advise religious people to look to the light for safety.

But in recent times the idea of candles has moved to more spiritual use, “candles serve to symbolize a celebration, ignite romance, soothe the senses, honor a ceremony, and accent home decors” (History - National Candle Association, 2022) candles being seen as relaxation, romance and life, while also being used for home decor from adding aromatic substances to the candle the scents attract a wider audience of those with no religious beliefs. I think Chris Hunt best summarises the spiritual meaning behind the candle when he explains: “Candles are a symbol of ongoing hope and faith.” (Hunt, n.d.). In my opinion, I think the rise in spirituality is due to generations of people looking for meaning in life, its small but long-lasting flame fills any dark room with a warm glow, endowing its iconography with hope, spirit and truth. Candlemakers are also targeting a spiritual audience selling specific candles for different spiritual uses. Violet Rayne a magical creator and candle maker has her own spiritual connection to candle making “I have this sense of peace and connection each time I light my candles.” (Rayne, n.d). Will Purchasing a candle and becoming more spiritual help me to achieve a feeling of peace within?

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