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Tasks in the order I received them:

Task One: Semiotic Analysis = 507 words

Task Two: Manifesto = 498 words

Task Three: Practice-based writing = 502 words

Task One: Semiotic Analysis

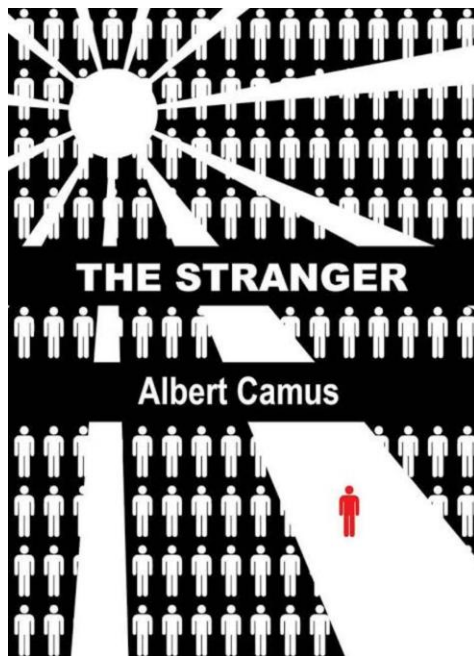


Fig. 1, *The Stranger* (Camus Novel) Kindle Edition, Amazon, (2022)

The Stranger or in the original French language, *L'Stranger*, is a novella by French author Albert Camus in 1942 and published by a French book company, Éditions Gallimard. The book is told in perspective of the protagonist, Meursault, a French man who's indifferent about everything around him. The themes of *The Stranger* are absurdism and existentialism. Absurdism is about how "This world itself is not reasonable", said by Camus himself in his philosophical essay, *The Myth of Sisyphus* (1942, p. 18) and because of the universe's unpredictable nature that it's

useless to fight it. The plot is how Meursault's life descends through events that are unreasonable; a story of a man and the unreasonable universe conflicting. (Gnanasekaran, 2014, p.77).

In this Kindle 2022 cover of *The Stranger*, the imagery on the cover heavily relate to the plot. First, the sun in the top corner. The sun means many things, the sun can be summer, the time when the story takes place. In context of the book, it's the reason Meursault shoots a man near the end of the first part of the book, the sunlight was in his eyes (p.59). The book turns something that commonly is "typify energy, power, positivity, and clarity." (ALEX AND ANI, 2022), into something more sinister and brooding. Meursault even comments how uncomfortable the sun is before the event (p.15).

Next is the repetitive use of the 'man' iconography, representing a mass of people, and the fact that they're the same means there's interesting about them, because they're a copy of one another, excluding the one in red and is highlighted by the sun's rays, a representation of Meursault. The figure is red, a contrast to the black and white colour scheme of the cover, commonly in culture, red symbolises danger, in an article by Kuniecki M, Pilarczyk J, and Wichary S, the colour red correlates with dangers like fire, or blood (2015). This fits as Meursault is considered dangerous by the public in second part of the novel (P. 72).

Furthermore, taking the connection to fire to the colour red, in ancient times, people believed that "red was the colour of life. As a source of light and heat, like the sun" (Pastoureau, 2000, p. 23) even further. It highlights the figure, emphasising the isolation, and like the title, showing

how much of a stranger, which emphasis this point, Meursault is compared to others, as a character and how the other characters view him.

The final aspect of this cover is the black and white colour scheme. In many cultures, black and white stands for the concept of life and death (Textiel Museum, 2019), the white being life and black being death. This ties with the themes of the book, how the universe is meaningless, and everything dies in the end, fitting for Meursault's indifferent nature.

Overall, semiotics can show a book's plot, giving hints about details in the story that readers realise after reading, and understanding characters and the author's viewpoints without reading. Semiotics is great in "Show not tell".

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Figure 1: Amazon. (2022). *The Stranger (Camus Novel) Kindle Edition*. Available at: <https://www.amazon.co.uk/Stranger-Camus-Novel-Albert-ebook/dp/B09Q2F1X14> (Accessed: 31st October 2023)

Task Two: Manifesto

The Manifesto of All Time

1. All humans suck in one way or another, no arguments, and good people who die still suck because they died.
2. There is no bad art or design. Just soulless works.
3. Neurodivergent people shouldn't be infantilized.
4. Living basic and being basic is fine and shouldn't be condemned.
5. Capitalism sucks, socialism should be installed in some sort of way.
6. Don't make fun of beginner art, even if it is bad.
7. All mediums of art and design should be fun.
8. People who show PDA (Public displays of Affection) are annoying and should stop.

"2. There is no bad art or design. Just soulless works."

This is related to the current issue of A.I (Artificial Intelligence) in the art community. AI has a system where it can use previous works as material to learn and improve, whether it's writing or images. This system, has come under fire where is it able to replicate various artist's art styles such as the case with American artist, Kelly McKernan, they found a website with many users promoting to use their name as a prompt for AI to achieve their style for fantasy-related art, "It was starting to look pretty accurate" Mckernan stated (Chayka, 2023). AI art has also been praised by companies such as *Microsoft* when someone showed off a piece of AI art that looked like "it had come from under the brush of the Dutch master" when actually, the AI went through many existing works by Dutch painter, Rembrandt, that it could closely replicate his style. (Zylinska, 2020, p. 50)

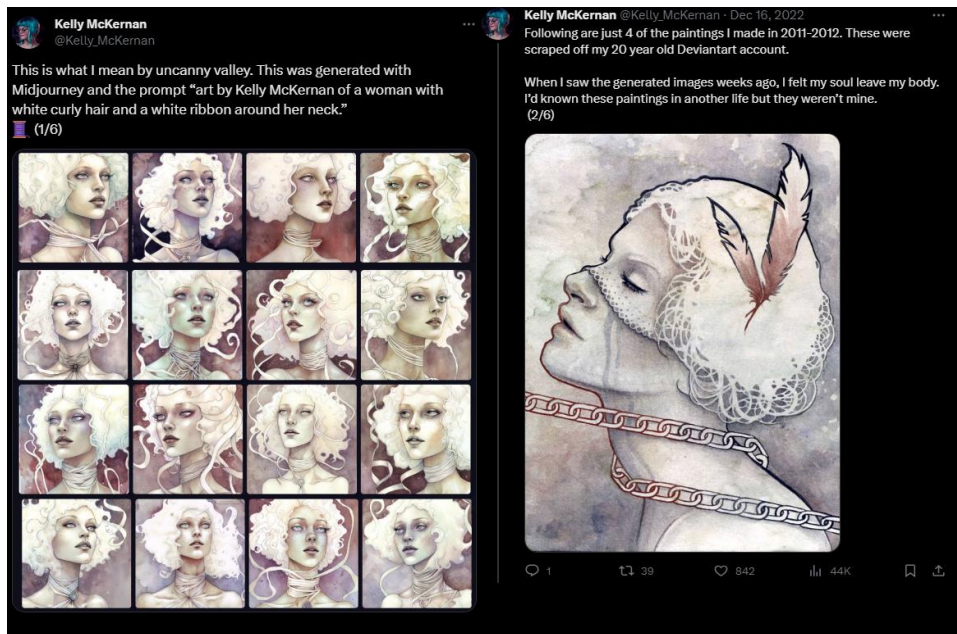


Fig. 1, Kelly Mckernan posting her displeasure with how AI replicated so closely to an old piece of art, 2022

This is an example of why I claim AI generated art, soulless. The system that AI generated art relies on preexisting pieces from past and replicating them. In my opinion, no matter how original someone makes a piece of work using AI, the machine always uses works from others into an amalgamation of one. Some could argue that in history many artists have taken inspiration from previous artists, which yes, but not such direct copying such as in figure 1.

“3. Neurodivergent people shouldn’t be infantilized.”

Those with diagnosed autism have varying levels of difficulty with social situations (Roth, 2010), most neurotypicals view someone such as autism, usually on the lower end of the spectrum

even if they're more higher functioning, which leads into infantilization. Infantilization is to treat someone as a child, even if they are more mature or an adult. It can take on many forms such as “dumbing down vocabulary”, “Using pet names (sweetie, honey, etc.) in the context of an acquaintance”, “making the decisions on behalf” etc. (A. Stout, 2017). It’s insulting as it underestimates the person, being treated less than they're capable, no room for independency and restricting them (Farinas, 2015). Furthermore, restricting people with disabilities can cause harmful effects, such as more likely to experience sexual assault because of lower education (Public Health England, 2015, p.11)

	Disabled women	Non-disabled women	Disabled men	Non-disabled men
Experienced any domestic abuse in the last year	15.7%	7.1%	8.4%	4%
Experienced non-sexual partner abuse in the last year	11.3%	4.9%	4.5%	2.5%
Experienced non-sexual family abuse in the last year	4.6%	1.7%	4.3%	1.4%
Experienced sexual assault in the last year	2.6%	2.2%	0.9%	0.7%
Experienced stalking in the last year	7.6%	3.8%	5.3%	2.1%

Fig. 2, Table of domestic abuse by disabled and non-disabled people in England and Wales, Public Health England, 2015, p.10

“7. All mediums of art and design should be fun.”

People like art because of how expressive it can be without using words, as just one look and understand the intentions behind it (Trinity School, 2022). For children, it’s a way for them to express themselves, boosting confidence and help those who are non-verbal (Ludwig, 2021), as

said by May Anne Staniszewski “By looking at art we can begin to understand the way our representations acquire meaning and power” (1995, p. 1). Overall, art is a way to express oneself and it's fun doing so, creating meaning behind pieces, it's way for people to destress themselves from things such as Jobs, but people have mixed the two creating a sense of burden, responsibility and as a result, a loss of passion and love for the medium. (Logie, 2021).

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Figure 2: Colleen Dockerty, Dr Justin Varney, Rachel Jay-Webster. (2015) *Public Health England Disability and domestic abuse Risk, impacts and response* PHE publications gateway number: 2015498 Available at:
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Task Three: Practice-based writing



For my reflection writing, I'm choosing my green tea poster from college in 2022. I chose green tea because I was craving some green tea, and as a Chinese person, green tea is a staple in Chinese culture as tea bushes were originally and naturally grown in China, later creating tea gardens (Heiss, 2011, p. 4). Furthermore, the reason why I did a poster, was for an artist study on graphic designer and illustrator, Fangyuan Gu, who's also Chinese, so it all connected well together nicely and expressed myself in a way, which now that I think back, it's nice to

represent a significant part of me. The bottle I use as my muse however is not of Chinese origin, the bottle is from the Japanese brewery brand, Kirin. I think I should've chosen a different bottle, a bottle from China instead, as it overshadows the Chinese history that I was thinking about. The only reason I chose the Kirin brand bottle because back then I thought it looked aesthetically pleasing. The aesthetics of a product can be determined by "colour harmonies and compositions" the shape of the bottle that can "provide the receiver or viewer with immediate pleasure" (Harper, 2017, p.10), both the bottle shape of the bottle itself. It can be said that I was more leaning towards the aesthetic of the piece rather than the culture, which I'd change so I could express more of my nationality. The piece was made using ready-mixed paint on thick cardstock. It's a good experimentation with painting that wasn't watercolours and on material I wasn't familiar with, the experience really helped me practice my painting skills and be more confident, something I'm still very thankful for. While painting, the process has taught me quite a bit about colour theory. George A. Agoston once wrote in his book that the colours we perceive is influenced by the rest of the colours surrounding the one (2015, p. 9), for example the green packaging really contrasts the yellow background, and the blue text pops out because on the colour wheel, yellow and blue are opposites. This is complementary colours and creates "a high-contrast colour combo" (Anas, 2020) that stands out against the green. Colour theory is important in a creative medium such as graphic design, so I'm happy that I am learning and continue to learn about the colour theory and how different colours work, which helps improve future pieces.

Overall, I'm happy that I did this piece, it's helped me improve my ways of perceiving form, techniques and colours, all important skills for art and design that I will forever use. My only critique about my poster is the characters on the bottle and shape. I feel that if I spent a little more time fixing them, such as using a different brush to paint the characters or fix the shape of the bottle and just spent a little more time on it to fix little details. But I'm still happy with it.

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