

Portfolio of writing

Student name: Carwyn Llewellyn

P number: 1902052

Program of study: Design crafts

Module: ADAD4018

Name of tutor: Julia Lockheart

Task in order i received them:

Task One:Manifesto (Julias task) = 541

Task Two: Reflective Writing (Jons task) = 509

Task Three: Semiotic Analysis (Ryans task) =526

Task one: Manifesto (Julias task)

Sculpture is important

- The knowledge and understanding of sculpture my practice can teach.
- The enjoyment of the sculptural work style and how it can benefit myself and others.
- The use of multiple techniques within the sculptural work style.
- The influence 3d work has, and can provide.
- Experimentation is a key factor within the creation of sculpture as well as the main bases for artistic work.
- The strong beliefs and reasoning behind working within the sculptural art form.
- The materials most often used within the creation of 3D Work.

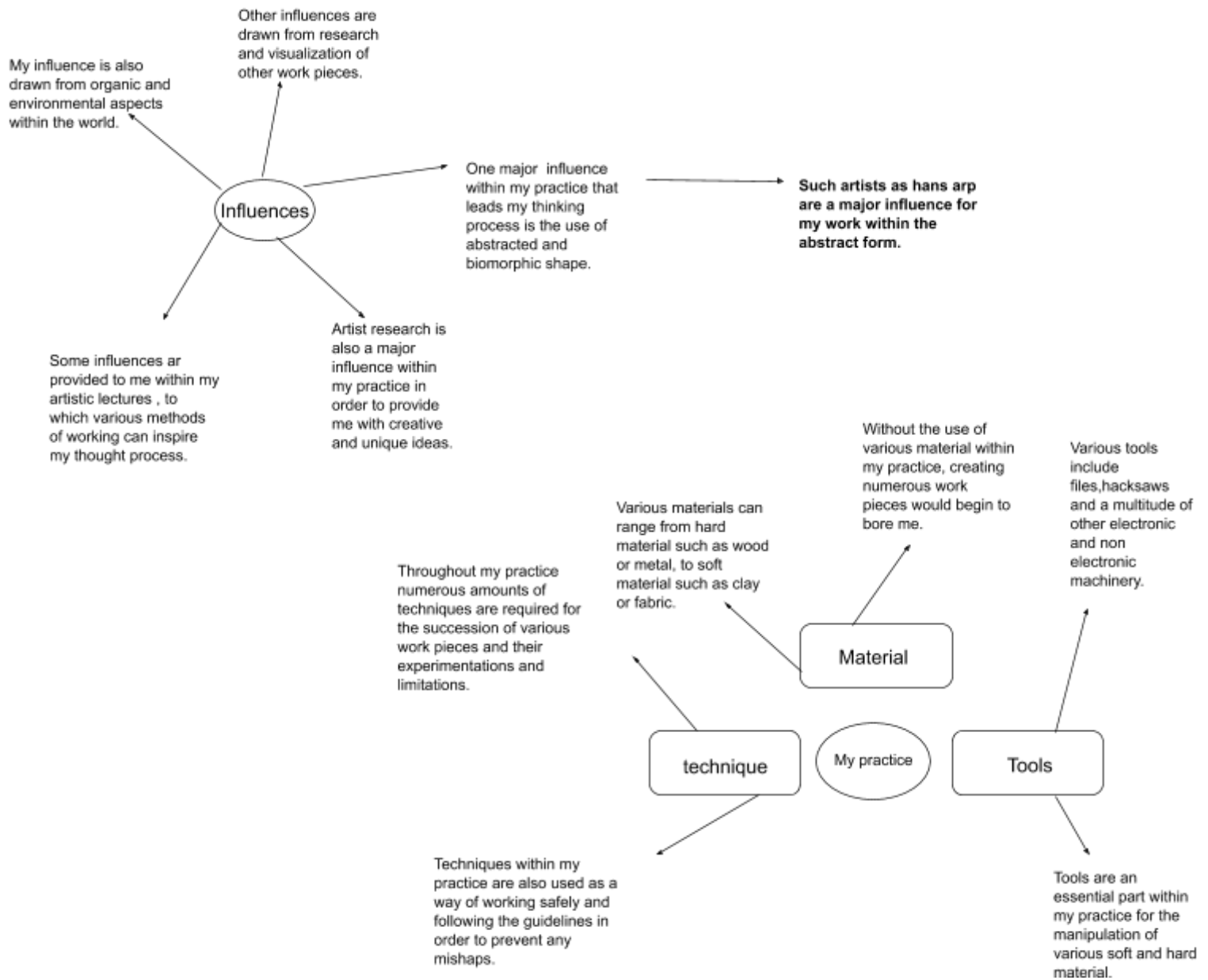
(Clay,wood,stone,metal,plaster)

1. Sculpture within my practice as well as within the world of art is a way of artistically expressing oneself within the 3D form.
2. The sculptural practice can provide makers with the knowledge required to confidently work with various scales and dimensional forms that can benefit their future workings as well as their thinking process.
3. The creation of sculpture can benefit many by allowing the portrayal of emotion guide their creative thought process and allowing them to express their feelings.

4. **Technical** aspects of the sculptural process is a key factor within the creation of various 3D work and their experimentations.
5. Similar to other artistic creations, sculptur can also provide influence to many through its complex yet intriguing visualizations of form and meaning.
6. Experimentation with material as well as ways of making are what strongly guide both me as well as many other sculptural makers to improve and evolve upon their work.
7. Many makers have their own reasoning and beliefs when it comes to working within the 3D form, some simply enjoy the creation of work and the use of various **tools**, where others have more deeper and personal attachments towards their creations.
8. Throughout the history of sculptural work mass amounts of evolution of **material** has occurred, evolving from the classical sculptors of old who primarily used hardened stone such as marble or granite, to the modern sculptors who are able to use unconventional materials such as their own blood.

TECHNIQUE





Throughout my experience with the sculptural form within my practice I have begun to realize the historical significance of technical aspects that are drawn out throughout my workstyle. As described by Keith Cummings ' As a result techniques which have been dormant since the birth of christ are being re-discovered' (Cummings , 1980 , p.9) Various amounts of these technical aspects are what drive my work style and allows for the evolution of my 3D work. Some such techniques include woodworking,glass working and metal working to which I am well versed and am continually training within to improve upon. My previous experiences using these techniques are strongly beneficial towards my current practice as I am knowledgeable and am fully aware of their limitations and their functionalities. Numerous amounts of machinery techniques are also required within my practice as well as the knowledge to correctly and safely use them to the best of my abilities. Using such machinery techniques allows me to easily manipulate and experiment with a multitude of material to form various sculptural work aspects that far surpass the capabilities of hand tools. The use of machinery techniques also allows me to be confident within a certain time frame if needed, as I am able to work significantly faster and present a high standard piece that is created on a professional level. My current goal within my practice is to obtain a multitude of practical techniques that can be used to create various 3D work pieces and allow me to become confident within my own abilities to further evolve my own work.

Dating as far back as the Stone age tools have been alongside us providing us with assistance with a multitude of tasks, as well as being a key factor within the creation of artistic work. Some such artistic people who primarily use such helpful tools are the 3d makers known as sculptors. As described by Donald J. Irving ' In their assemblage of junk and mechanical parts they assign a new formal role to objects which previously had a role of unity' (Irving , 1970 , p.13) Numerous amounts of these tools and aspects are present within

my practice, allowing me to experiment and manipulate various amounts of material to form my own work pieces and express my creative thoughts and emotions throughout.

Therefore the use of tools within my practice are significantly beneficial towards the process of making as well as providing me with copious amounts of sculptural experience.

Within my practice the use of various unique materials are what drive my curiosity within the creation process of my work. Numerous amounts of these materials can be hardened or soft materials that allow room for manipulation of the form and the freedom to experiment with their properties. Some such materials include hardened steel and softened clay a well known material. ' This is not merely the result of fashion; clay is an appealing substance which casts a spell on children and adults alike' (Green , 1967 , p.17) Using these materials I am able to create numerous work pieces that demonstrate my full understanding of the material as well as their limitations. I hope throughout my practice I am able to continually work with new material and become confident within their use.

Bibliography

Cummings, K (1980). The technique of glass forming. Essex, The anchor Press Ltd

Green, D (1967. Pottery: Materials and Techniques. London, Faber and Faber limited

Irving, D (1970). Sculpture Material and process. New York, Van Nostrand Reinhold Company

Task 2: Semiotic analysis (Ryans task)

(Barabra Hepworth,wave,1943)

(Antonia reeve,1943)



Her work was impactful at the time due to her unique concept ideas.

Impact

Various amounts of her influence were drawn from the work of other artists.

Other sources of influence were drawn from the natural Cornish landscape.

Influence

Abstract shape is a key influence within her work

The work of Barbara Hepworth

Many sore the threaded element within her work as an aspect not often seen within sculpture at the time.

How it stood out

The works sheer scale allowed it to tower above any other work pieces at the time.

Its unique shape and its use of mixed media allows this work piece to stand above various other work pieces.

What is it

This work piece is a sculpture made from the mixed media of wood and strong threaded elements.

This work piece is an abstract representation of the elements often seen within the Cornish Seascape.

Numerous amounts of Barbara's influence for her sculptural work at the time where draw from such other makers as Naum Gambo whose work style often featured various amounts of abstracted forms and threaded design. Other sources of influence for her work at the time as written by A M Hammacher 'Living so much with forms, she put into her work emotions drawn from nature' (Hammcher, 1987, p.90). This work piece in particular was influenced by the coast line and the waves presented. Using this influence Brabara was able to create this piece that demonstrates movement within its design, mimicking the movement of the waves. In early 1938 Barbara was influenced to include colorations within her work with the use of various threads that complimented the material and not overpower the overall piece.

The work seen above is a sculptural piece created by the artists Barbara Hepworth a world renowned maker who used numerous amounts of abstracted and biomorphic shape within her work. Primarily using wood as a base material she experimented with the limitations of various forms as well as the textures that are present within the material. As a sculptor Barbara had to become familiar with the wood material and the properties it can provide to gain full knowledge of its capabilities. 'Yet the properties of wood - its unique range of qualities and capabilities - are esoteric secrets today' (Beazley, 1976, p.9) Often being rounded within their appearance her work also presents hollowed aspects, to which elongated threads were introduced to

include additional dimensional design. During its time this sculpture was seen as a modern and unconventional piece with its use of material and the minimalist forms seen throughout . This piece also stood out due to its use of thread that accompanied the hardened material and highlighted various aspects of the piece. Unlike the traditional sculptures of old Barbara Hepworth was one of the lead 3D makers, along with artists such as Hans Arp and Ben Nicholson who worked within the abstract form at that time. `During the 1930s they came to ally themselves with the multinational Abstraction-Creation group in Paris' (Nash, 2004, p.8). Where majority of all 3D forms during 1938 were human based Barbara source out to discover the beauty of nature and capture the forms often associated with organic life. This allowed her work to become unique and iconic at that period of time as well as outshine many other sculptural work pieces.

At the time of the 'waves' creation many were intrigued by its unique qualities that were present within its form. The use of thread within this piece also allowed people to interpret their own beliefs of its true dimensions and the influence behind the overall concept . Currently the work of Barbara Hepworth is still influential to many even now due to its unique concept as well as use of material within the creation process. As a maker of the 3D material the work of Barbara Hepworth is heavily influential to me with her use of abstracted shapes and mathematical design.

Bibliography

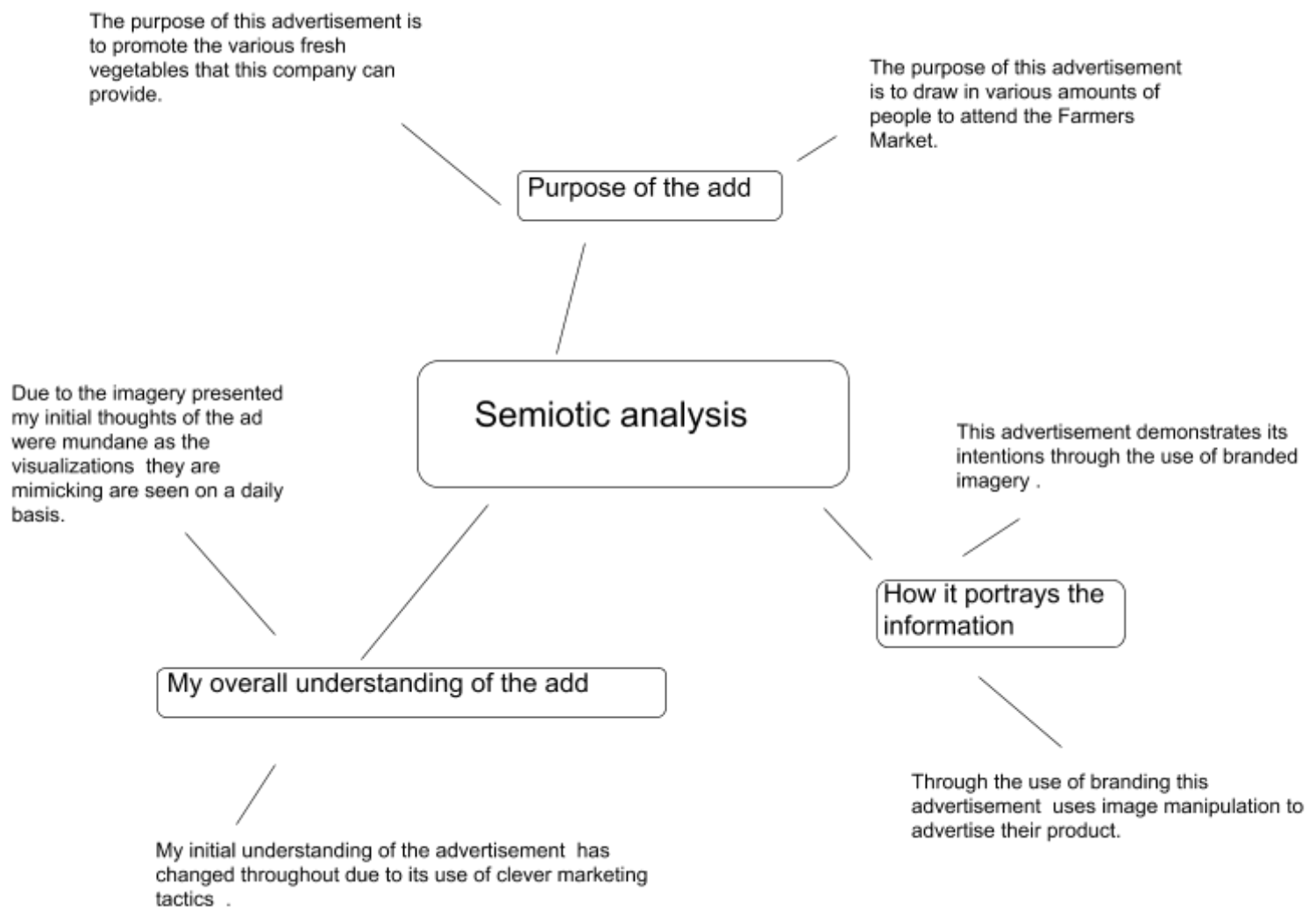
Beazley, M (1975). The International Book of Wood. London, Michel Beazley Publisher Limited.

Hammcher, A M (1987). Barbara Hepworth. London, Thames and Hudson.

Nash, D (2004). David Nash Making and Placing Abstract Sculpture. Leeds, Tate Trustees.

Task 3: (Jons task)





In the time of technological enhancements and modern advertising various amounts of companies and branded products have had to evolve through the use of digital advertisement, in order to appeal to a younger generation and allow the product to remain relevant. As described by Pamela Odhi 'Modern advertising is said to have emerged as a response to particular historical crisis in the reproduction of exchange-value' (Odih, 2007, p.83). One such branded company that uses such a technique is the Dallas Farmers Market, a popular daily event to which a large complex is used to sell and advertise the fresh produce that they can provide. Through the use of imagery this company is able to draw in many throughout the city of Dallas and the state of Texas to both attend and take part within this popular event. Using visualizations of the produce and bright colourations this advertisements is able to catch the eye of those who see it and allow them to question its purpose and overall design choice. The symbolic meaning behind the pallet choice of this image is to contest against the well known company McDonalds by using similar colourations within its design. This is the reason for their mimicking and the manipulation of the branded imagery. The overall literal purpose of this image is to advertise the farmers market, yet symbolic meaning is able to shine through with its use healthy produce imagery replacing the usual unhealthy products produced by the well known fast food company. As written by Daniel chander 'All words, sentences, books and other conventional signs are symbols' (Chandler, 2002, p .39).

Through the use of famous branded imagery this advertisement uses similar aspects often seen within promotional work for McDonalds, in the hope they can use the well known company as leverage to boost their own acknowledgment. They may also use the imagery as a way of mocking the fast food company by placing their healthy produce within the well known packaging of the Mcdonald's organization. This is where image manipulation is a key

factor within this advertisement. Where we normally associate the famous red and yellow packaging with McDonalds this ad seeks to break the boundaries of how we perceive things within the modern day era and expand our minds to other possibilities of visualizing something new. This is where the denoted aspect of this image comes forth by showing an interpretation of the well known product digitally manipulated to be visualized as a new image. As described by John Berger 'In this respect images are more precise and richer than literature' (Berger, 2008, p.10).

Upon my first initial visualization of this image my overall reaction was mundane as the manipulated image presented was similar to the already existing company branded images that McDonalds have created within the past . But upon a closer inspection i now see that the Dallas Farmers Market has used a clever business tactic to raise the expectations of many through the use of false imagery. With this clever technique in place my understanding of the image has changed by denying my preconceptions of the image and the overall meaning behind it.

Bibliography

Chandler . D (2002). Semiotics The Basics. London, Routledge 11 New Fetter Lane.

Berger . J (2008). Ways of Seeing. London, The British Broadcasting Corporation and Penguin Books.

Odiha . p (2007). Advertising in modern and Postmodern Times. London, Sage Publications Ltd.

