

Ways of thinking essays

1. Semiotics – 454 words
2. Manifesto – 494
3. Exhibition essay – 383

BA course title – photography of the arts

Student number - 1818607

Tutors name – Ryan Moule

Semiotics- kenzo world new perfume ad 2016

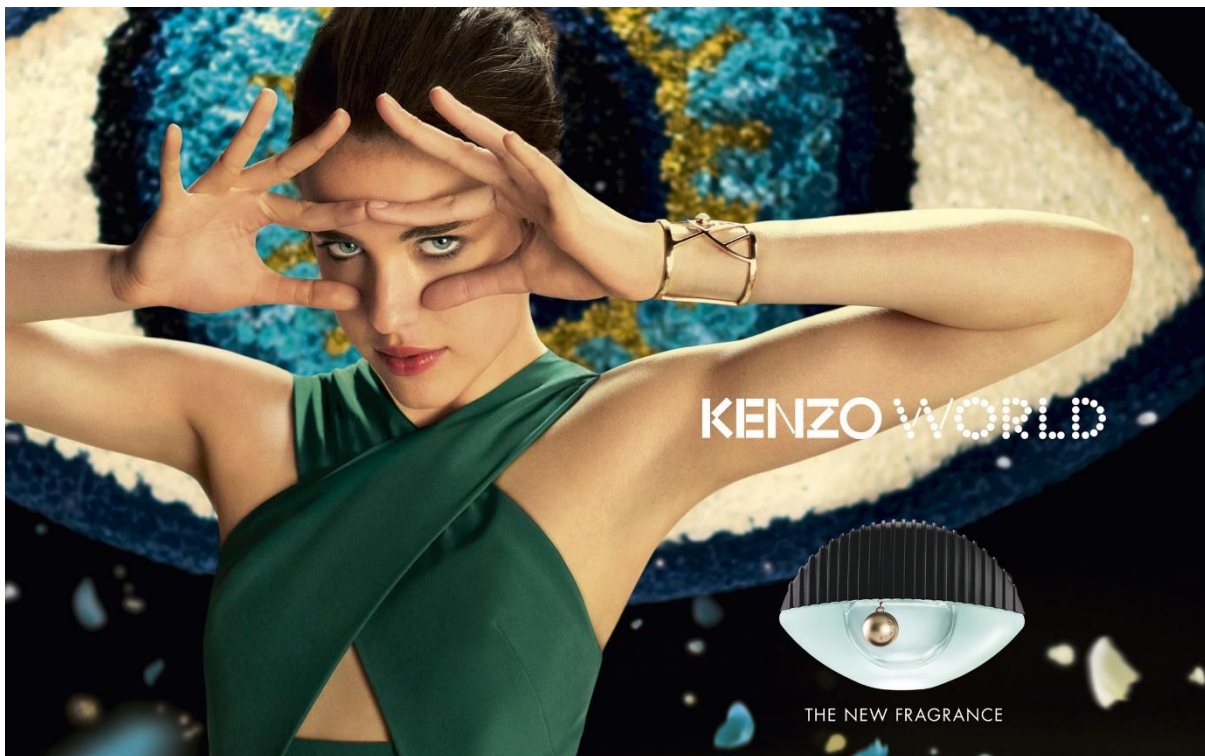
Semiotics is the study of sign process, which all cultural products, image, colour, sound, fashion, materials, ect which can all be analysed as text and all communicate a meaning which is not always what is first scene, the meaning can be intentional eg through text which a specific meaning or unintentional eg a symptom being a sign of a particular medical condition or certain characteristics of someone to describe them, There are two theories which are crucial to semiotics, sign and symbol Signs, sign refer to something that actually exists while symbols are arbitrary but allow for us to form concepts assign meaning to them.

Rowan Barthes semiotics theory “broke down the process of reading signs and focused on their interpretation by different cultures or societies” which in turn made a piece of text or imagery easier to read and in terms of business made it a lot easier to sell to a target audience because through the imagine and text you can get through to people making them want what is being advertised. According to Barthes, “signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified or meaning that is interpreted”, and this is seen in the kenzo advert from 2016 through the use of the eye with their being four on the advertisement one in the background, two on the person and the product itself and possibly with her hands.

This is done to relate to the product which is women’s perfume to make it stand out but the eyes may also connote to the males gaze as this is usually the one of the main standouts of a normal marking for women’s perfume with an half clothed women that don’t usually have any real connection to the product other than the idea that is how it would make you feel but this advertisement doesn’t connote that this imagine connotes power with the actress and dancer Qualley squirms because of the facial express and the stances that she is in that taking up the whole imagine with her hands flared and eyes looking straight into the camera

asserts dominance and also with the debris from an explosion in the background further connoting power also there is no male lead that is usually directly related to an women's perfume advertisement to objectify the model.

Due to this it pushes this advertisement away from the norm this could have been done to empower women and show that their bodies don't need to be exploited to sell products and to take full advantage of that by saying that this product will empower you to sell more product



kenzo world new perfume ad 2016

Bibliography

Kenzo, (2016), *kenzo world*

Manifesto

1. Living in a world where everything is a new possibility art.
2. Endlessly being able to learn and grow.
3. Art is powerful because it can potentially influence our culture, politics.
4. Do not let other people's beliefs and views stop you from chasing your dreams.

5.If people do not believe in your goals in life get rid of them.

6.“fail big”. (Denzel Washington, 2015)

7.Sacrifice is crucial to success.

8.Never accept defeat.

living in a world where everything is an idea or possibility for new art.

Wherever you go whether it be a walk to the shops or browsing the internet you can find something that will make you think of an idea to do a photoshoot or capture the moment that inspired you the opportunities are endless and constantly around you even if you aren't looking for them, they will find you and in everyday conversations you will hear something which will have an knock on effect in your head that could lead to something that can be incorporated in your work

Sacrifice is crucial to success.

The word sacrifices means an act of giving up something valued for the sake of something else regarded as more important or worthy according to the oxford dictionary, this is the thing that I believe the most in that will lead to success in anything not just as being an student but in every aspect of life, for me personally I have sacrificed drinking alcohol, going out and practically socializing because I know that it is a price worth paying for the future and this isn't just a sacrifice for being a good student but more so for something that I am more invested in and that is going to the gym to better myself and because I have goals that I wish to get by going down that road but with doing this you also have to give up on nice food by eating the same stuff everyday at the same times, but this may sound grim or unappealing but it is something that I love to do because with sacrifice comes great reward.

fail big.

(Washington,2015)

Failure is a big part of anything you try to do in life, and it plays a massive part in my work because nothing is right the first-time round and after each failure you build on it, making whatever you are doing better and better by finding out through trial and error until you come out with a final outcome, this a dominate factor in most things for example Denzel Washington said during his speech “Thomas Edison had one thousand failed attempts at perfecting the light bulb” showing that nothing is done in vain another example is going to the gym if you only went once a week you would never see anything for it, it takes constant

failure to build on something, I failed all of my year 10 exams everyone of them but on the resits I tried harder and failed less and same again in year 11 I had 20+ exams the most of anyone in my year I did everything to get my grades up stayed behind with my teachers alone after school and I remember my results day no one really believed I could pass but I passed ninety percent of all my exams, it then resulted in me getting to wear I am now.

Bibliography

Washington, D. (2015). commencement speech. Dillard University

Andy Warhol – Tate Modern

I chose to look at an exhibition for Andy Warhol because I am really attracted to the genre of pop art and because Warhol lived an very adventurous life coming from an working class immigrant family from Austria-Hungary to being own of the most recognizable artist of the 20th century

The exhibition was a solo exhibition at the Tate Modern between 12th March to the 15th of November 2020 therefore the exhibition was temporary, the exhibition was led by assistant curator Fiona Moran and directed by Gregor Muir, I believe extended from the original date due to the COVID-19 lockdown in England, this is the first major exhibition in 20 years and exhibits pieces of work that haven't been shown for 30 years, the exhibition goes through Ladies and Gentlemen series and the portraits of black and Latinx drag queens and trans women highlighting some of Andy Warhol best and most iconic pieces of works and the director and curator wanted to show life and death and the story of Andy Warhol through his own work from the Pittsburgh ghettos to his death in New York from a cardiac arrest

The Andy Warhol exhibition at the Tate Modern is presented in a mainly conventional and somewhat unconventional way with his work especially his portrait work taking up whole walls with extremely bright colours like yellow and red and then with traditionally wooden/plastic framed work put over the portraits and in other rooms the traditional white background walls with evenly spaced out work, I really like the drastic changes to the way the work is presented making you feel every immersed especially in the colourfully set up installations due to the drastic change in light and the explosiveness of all the colours coming at you all at once, but most of the work being set in the traditional white box with as you enter the immigration form of the Warhol family showing that the start of the exhibition shows the start of the life of Andy Warhol

Bibliography

https://www.youtube.com/watch?v=ZigAd6Z-dd0&feature=emb_rel_end

<https://www.tate.org.uk/whats-on/tate-modern/exhibition/andy-warhol>