

Portfolio of Writing

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BA Course Title: Design Crafts

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Manifesto

Word Count: 545 words

1. Creativity is essential for making art.
2. Documenting the art-making process, like taking photos and making sketchbook pages, is key to complete the final piece so that you can reflect upon the process and the mistakes made.
3. Being able to interact with the piece creates a more interesting experience for the audience.
4. There is a huge importance of sustainability in the art world, and it should be central to all art making processes or at least a certain care must be taken to be the least wasteful as possible.
5. It is important to push the boundaries of the art world.
6. Culture plays an important role for inspiration and creating artworks.
7. Research is not essential but is a very good source of inspiration.
8. Coming back to the work on multiple occasions should be done to help highlight the imperfections of the piece as well as helping to see the work in a new light.

3. Being able to interact with the piece creates a more interesting experience for the audience.



Figure 1: Marcelis, S., 2024. *Panorama*. [glass] (High Museum of Art, Atlanta).

A piece can be made interactive by either making the audience interact with it, like making the art evoke specific senses, or by having something else interact with the work, like using light shining through glass to create different effects. By doing this, it adds a new dimension to the artwork and creates a new atmosphere for the audience. For example, Sabine Marcelis' 'Panorama', four rotating glass rectangles, gets the audience to interact with it as the pillars are reflective as well as the audience being able to move between the four objects (Page, 2024). This piece also interacts with its atmosphere because the natural light hits the piece at different angles which changes as the blocks rotate and as the sun shifts throughout the day. By creating art that can be interacted with, it draws in people that may not usually

appreciate art especially with 'Panorama' which was placed outside the High Museum of Art in Atlanta to intrigue passers-by.

4. There is a huge importance of sustainability in the art world, and it should be central to all art making processes or at least a certain care must be taken to be the least wasteful as possible.

The importance of taking sustainability into consideration is ever increasing as the world's resources decrease and CO2 emissions increase (Friedlingstein and Hausfather, 2024). Not only does making art sustainably help the planet but it often also saves money due to producing as little waste as possible. However wasteful processes can be seen a lot in art making techniques especially in the making of glass. Even though this material can be recycled an infinite number of times, many glass making processes use a huge amount of heat due to the kilns and furnaces used where most of the heat produced is wasted. This however can be counteracted by using this excess heat to generate electricity for example this is used all over Europe to make this material as sustainable as possible. More specifically, some factories in Germany and Italy power generators with the excess heat produced from their industrial furnaces (The European Container Glass Federation (FEVE), n.d.). This shows that in any circumstance, even when art processes are wasteful, there are ways to make the practice more sustainable and still be able to continue to make this art while being mindful of the environment.

5. It is important to push the boundaries of the art world.



Figure 2: Holley, L., 2024. *All Rendered Truth*. [found objects] (Camden Art Centre).

It is essential to constantly be pushing the boundaries and rules of art like questioning what constitutes jewellery? This may be very subjective and is used to break the traditional ideologies that many people hold. Pushing the boundaries can also come in the form of using unconventional materials for example using what is considered junk to create art like Lonnie Holley who creates 'welded sculptures of scavenged steel, wood, and glass – materials otherwise bound for some landfill' (Drury, 2024, p37). He has been creating art with these materials long before it became popular to do so and showcases that you don't need expensive or traditional materials to make art. It can also mean using materials like paper, typically seen as a single use item that lacks strength and can be destroyed very easily, can be made into beautiful and intricate jewellery and other forms of art. This is done by using what is typically seen as the materials' weaknesses and turning them into strengths like the flimsiness of paper which means it can be folded and scrunched easily creating many new textures as well as layering the sheets to create depth and detail.

Bibliography

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Figures

Figure 1: Marcelis, S., 2024. *Panorama*. [glass] (High Museum of Art, Atlanta).

Figure 2: Holley, L., 2024. *All Rendered Truth*. [photograph] (Camden Art Centre).

Observational Writing

Word Count: 533 words



Figure 1: Grey, 2013. *Dodgeball, Kinder Egg, Red Riding Hood*. [online] Moms Demand Action. Available at: <<https://www.adsoftheworld.com/campaigns/dodgeball-8e4e8820-40c0-4e08-9ce8-815b1825ff41>> [Accessed 10 November 2024].

Semiotics is the study of signs and what they mean. This originates from the Swiss linguistics professor, Ferdinand De Saussure and was later developed by Roland Barthes who created the terms 'signifier' and 'signified'. The signifier can be defined as a representation of an object or concept and the signified is the knowledge that tells you what the object is (Barthes, 1957).

The main visual elements of this image, otherwise known as the denotations, are the two young girls staring into the camera and therefore staring into the audience's eyes. Their neutral expressions, as well as the murky brown tinted background, gives a miserable and slightly morbid feeling, reflecting the mood of the topic. When the image is first seen, the audience's eyes are drawn to the objects the girls are holding: the children's book, 'Little Red Riding Hood', and an assault weapon which is held in a menacing way as if the child is ready to fire. These two items are the main signifiers where Barthes (1957) states that the signifier is 'itself already formed with a previous system'. The second signifier, the weapon, is described as such because it is what can be seen in this political advertisement and it is very shocking for the audience to see a young girl holding a huge gun. The connotations of guns are danger, anger and violence so seeing a child hold it while staring into the camera creates the effect of fear for the audience.

From the signifiers, the signified can be identified as it is what can be inferred from the gun which tends to be linked gangs, war and brutality due to the power guns hold, both mentally and physically. The other signifier is the book 'Little Red Riding Hood', held by the other girl. This classic fairytale portrays childhood and innocence embodied by the mistakes made by Red Riding Hood. There are 2 main versions of this book: Grimm's version, ending with both the girl and her grandmother being saved, and Perault's version which doesn't have the woodcutter and instead ends with them being eaten by the wolf. From the way the book is compared to the gun, it is expected that the banned version is Perault's which has a traumatising ending for children however the version pictured is Trina Schart Hyman's (1983) one, which is in fact inspired by Grimm's fairytale. This implies that all versions are banned, whether it's due to a positive or distressing ending, with the only reason being the bottle of wine in her basket. This shows the extremeness of the American ideologies and myths. This can be seen as America claims to be the Land of the Free however firearm-related injuries has been the leading cause of death for children and adolescents in America since 2020

(Carter, Cunningham and Goldstick, 2022). This shows that the myth, meaning the signs that create the ideologies of societies, in this case is that in most of the world guns are seen as linked to gangs, war and violence however in America, they believe it is the symbol for freedom.

By understanding semiotics, this changes how to look at the image as it causes the audience to focus their attention to specific elements and in this case, it was the two objects held by the girls. This flips the meaning of freedom as it implies that this sense of power is needed in the United States to live happily which is why the advert compares the gun to the children's book to show the ridiculousness that it is banned but not guns.

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Figures

Figure 1: Grey, 2013. *Dodgeball, Kinder Egg, Red Riding Hood*. [online] Moms Demand Action. Available at: <<https://www.adsoftheworld.com/campaigns/dodgeball-8e4e8820-40c0-4e08-9ce8-815b1825ff41>> [Accessed 10 November 2024].