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Programme of Study: BA Graphic Design

Module: M4X01560

Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 511

Task Two: Manifesto (Julia Task) = 588

Task Three. (Jon Task) =

Observational writing

Semiotics (the study of signs) allows us to see how meaning comes together and is created. It's not a natural occurrence that the colour green signifies 'go' or the colour red 'stop'. It is not natural nor normal that the word we use to describe a furry little friend that lives next to us in our homes as a 'Dog' or a 'Cat'. We could use any word so the question is why do we use the words we do? The relationship between language (form) and its real-world experience (content) are man-made, constructed from the moment you are born.

Semiotics is an investigation into how meaning is created and how that meaning is then communicated. Its origins are from the academic study of how signs and symbols create meaning.

It is a way of seeing the world, and of understanding how the world we live in and the culture in which we live has a huge impact on all of us subconsciously.

Our actions and thoughts, what our bodies do on automatic or our 'primal' beings – are often given to us by a complex set of cultural patterns, interpretations and conventions, and are dependent upon our ability to interpret them instinctively and instantly.

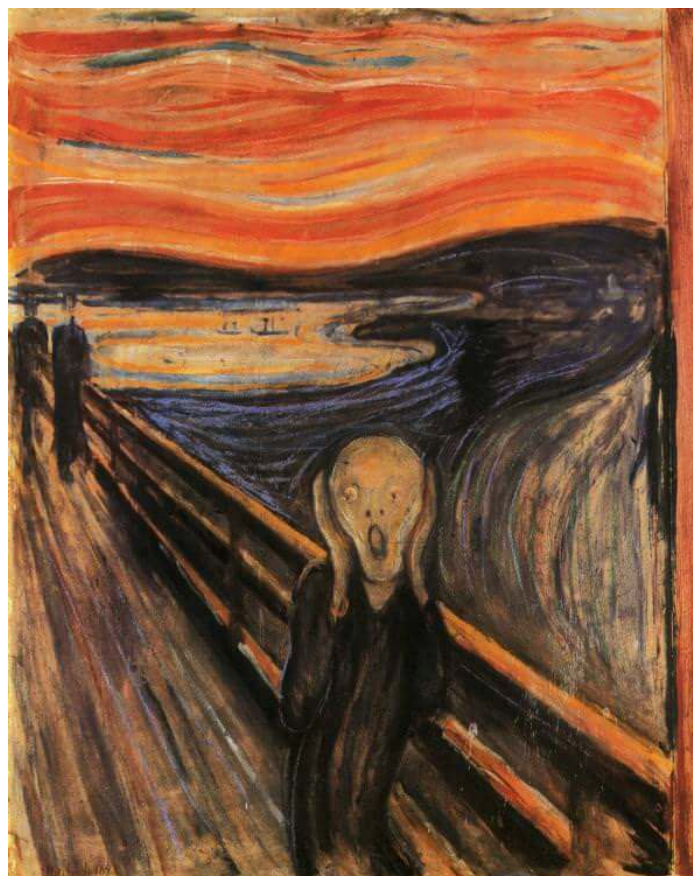
For instance, when we see the different colours of a traffic light, we know if we're stopping or starting. We know this without even have to think about it. But this is a sign which has been embedded into us by cultural convention over the span of our lifetime, and requires a deal of unconscious/subconscious cultural knowledge to understand the sign (meaning).

Being able to read and interpret (decode) these signs allows us to navigate around our roads relatively safely, it also gives order and allows for traffic to be controlled.

In an era that is made up of 'Alternative facts' (Blake, 2017), glamour and a lot of nonsense, how do we still have the capability to read images when they can be just as deceiving as they can essential? This first task will depict the famous expressionist painting 'Scream' by Edvard Munch, whilst making a reference to semiotic terminologies and theories, to give an insight on a new way to perceive.

Charles Peirce Sanders stated, 'Nothing is a sign unless it is interpreted as a sign' (1931:58) for this to happen, we must first look at why this happens, 'From birth, we are taught how to read signs and symbols (Berger, 1972) from infancy we are shown signs unconsciously, 'We are taught the arbitrary relationship between language (the signifier of meaning), and their concepts (the signified meaning) (Barthes, 1977). For instance, we all know that whilst waiting at a pedestrian crossing we wait for a green man to tell us to 'Go' or a red man to tell us to 'Stop' or 'Wait', these are things we do not think about but have been embedded into us by cultural conventional over the span of our lifetimes. It's how these words and signs are generated that is the basis of semiotic analysis. Semiotics gives us how we know, what we know. These signs can take form in any way that the human body can perceive whether that's by taste, sound, images or words. The signs are nothing but empty pathways like an unfinished motorway until cultural convention comes into play and we invest into them with a Signifier/Signified.

A basic semiotic model for communication was proposed by Roland Barthes in his seminal publication, Image, Music, Text (1977), Barthes makes clear differences between the 'denoted' or the literal reading of a sign, and the 'connoted', it's implied meaning. The concept of Photographic Paradox, which 'breaks the photographic image into two' (1977:88), being able to deconstruct objectively one side, and symbolic the other. Past this basic level of "denoted" and "connoted" lie further signifying chains. In order to discuss these further signifying chains, we will introduce the expressionist art piece The Scream (1893).



Edvard Munch brought us *The Scream* (1893), the rear end of the 19th century, a painting well ahead of its time, a painting of emotional suffering and the tormented mind of the Norwegian artist. This painting focuses on the 'naturalism' of broken people, the people that can deeply understand this image and read signs that perhaps, people with normal everyday lives might not see. Our identification of art is all interchangeable as we, as people, all have different tastes, but the signs if we have been through enough, will be there.

As proposed by John Berger in *Ways of Seeing* (1972), we are now confronted with what Barthes terms as 'naturalism' (1977:67). Naturalism functions on the connection between audience and a product or service, and here, the concept of naturalism is compounded by the choice of colours, the use of facial expressions and the sign that is interpreted to the individual.

Bibliography

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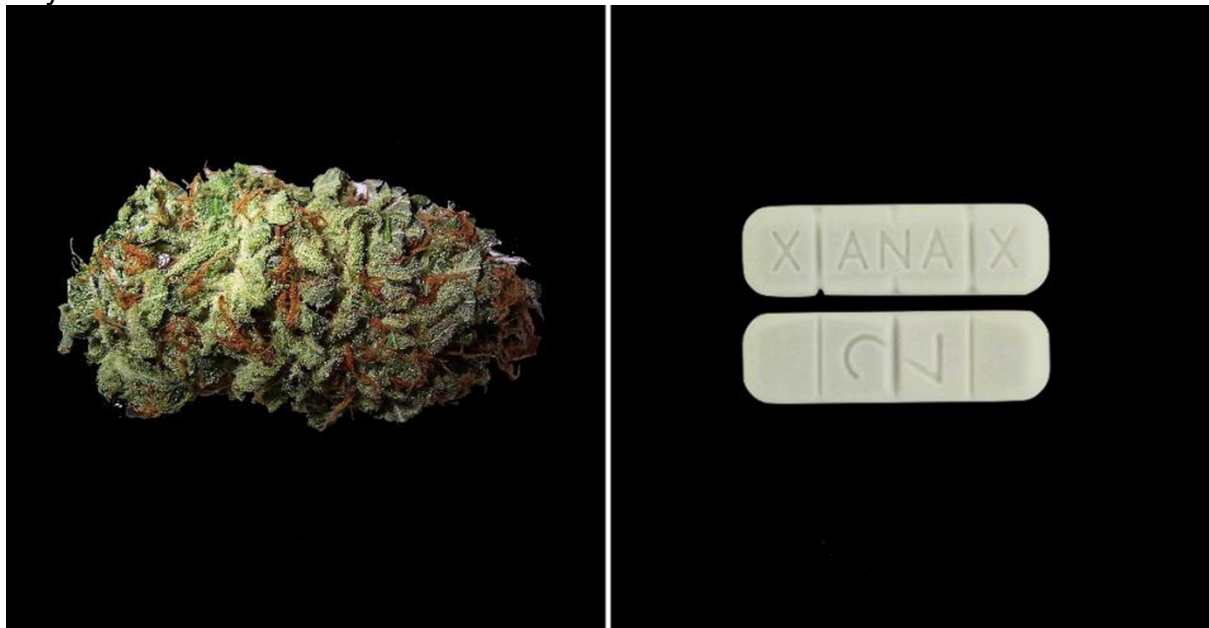
Blake, A. (2017). "Kellyanne Conway says Donald Trump's team has 'alternative facts.' Which pretty much says it all". *The Washington Post*, 22nd January. Available at https://www.washingtonpost.com/news/the-fix/wp/2017/01/22/kellyanne-conway-says-donald-trumps-team-has-alternate-facts-which-pretty-much-says-it-all/?noredirect=on&utm_term=.c3dc92148083 (accessed 15th October 2018)

Manifesto

1. Always make an effort to 'be in the world' instead of being somewhere else
2. You don't need prior knowledge when 'reading' an artwork. Emotional response is a valid response.
3. Medical Cannabis should be a readily available treatment as a non-addictive substitute to current medication.
4. It's 2020, it's time to bring an end to racism and the degradation of ANY person. Treat everyone as the equals we are and bring more peace to this chaotic world, bullying has no place here.
5. Passivity should be a thing of the past.
6. There needs to be more art and appreciation for graffiti.
7. More funding needs to be put towards Mental Health in the UK, more readily services need to be available and more beds in psychiatric hospitals.
8. Stop looking at others' lives as a mean as your own, everyone has their own ways of portraying perfection when in fact that is not the reality.

Keywords & Images

Keyword: Non-addictive substitute



3. In a time like today, addiction seems to be one that's misunderstood and quite frankly pushed to the side of the civilised world as if it's not an issue that is still prevailing. We must keep open minded and remember the on-going of things around us, to not keep such a narrow channel of thought upon people who happen to be going through tough times. To understand.

'Too many people are being prescribed medicines that can cause dependence, says Public Health England' (2019), Why in a time of today are people still becoming dependant and addicted to prescribed medication? Our understanding of Cannabis through medical trials and scientific investigations has proven that it can help with a numerous amount of problematic symptoms, disorders and even disease. So I ask why we still frown upon this? Many nations just like our own have seen the benefit of what this miraculous plant can offer to people. Our minds have been told over time, coming from infancy through cultural patterns we have created this barrier in that we recall any 'drugs' as bad, we need to be open minded and research into matters to deconstruct what is truth and what is false, John D. Caputo's book, Truth (2013), "If you ask a postmodernist, 'what is truth' they are likely to squint and say, 'It depends'". (2013:34).

Keyword: Mental Health

7. To start to understand mental health, we have to first take a step back in order to make things visible. As a socialised world, we need to take time to 'realise' that this is an issue that needs to be addressed rapidly.

We're in a more different time than ever with such new advancements but yet we still cannot talk about this taboo subject? Current treatments and the dominant model of mental health care do not adequately address the complex challenges of mental illness, which accounts for roughly one-third of adult disability globally (Perm, J. 2017).

Keyword: Appreciate Graffiti

6. To start to understand what goes behind graffiti we must take a step back to take a closer look from a more open mind, the role of graffiti is usually to make it as visible as possible to the people, to see this as art and not just some more vandalism around the streets we have to start to break out habitual ways of seeing and believing we need to invest into thinking about contemplating the world we live in.

"That photo led me into a deranged, obsessive internet search and the perusal of thousands and thousands of paintings made in the dark of the night in spooky, dangerous, abandoned areas under the threat of police intimidation, arrest and imprisonment – and potentially the danger of being raped, pillaged and murdered by the desperate denizens of the dark. (That probably seems a little hyperbolic, but I don't think it's so far from the truth.) Perhaps the jeopardy involved in this largely clandestine nocturnal activity is what lends graffiti art some undefinable frisson that a canvas painted in a studio could never achieve. Some graf writers pride themselves on hitting the heavens, the most precarious and death-defying places, partly for the adrenaline rush and also because hard-to-reach spots don't get painted over as quickly. In fact, what makes graffiti even more interesting is that this ubiquitous phenomenon is truly "art for art's sake" – there is no financial gain involved, many artists paint in places that hardly anyone ever sees, and often a piece that took days to plan and a night or more to paint will be painted over almost immediately"

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Reflective writing – INCOMPLETE

For this task, I will carry on speaking about The Scream (1893) I have written an observational view and now I will be reflecting on this Art piece.

I feel as though this was influenced by anxiety, according to Edvard Munch, the inspiration for this painting was due to his anxiety and fear he felt on a day while walking with two friends. A tormented man with a horrible cloud In his head.

Start – what influenced this?

Middle – what can you take from this?

End – how your experience with the artwork has changed?

Research, find out what influenced the work and say what you like / dislike about it?

Ref from online

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