

Portfolio of writing



Student number: 2305688

BA course: Ways of thinking (ADDA4022/C)

Program of study: Surface Pattern & textiles

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PORTFOLIO OF WRITING

Tasks in the order I received them:

Task 1 – manifesto writing - 500 words and bibliography

Task 2 – semeiotic analysis - 500 words and bibliography

Task 3 - Practice-based Writing - 500 words and bibliography

Manifesto -

My art is a way I can express myself with colour and pattern.

My art includes different shapes /colours.

Mistakes are good to learn from especially when you know what to do differently.

I will try to use different ranges of techniques to expand my knowledge.

My art is sustainable and encourages others to think about their impact on the environment.

My art acts like therapeutic relief.

I try to work outside while making my art.

I like to think outside the box while creating.

My art is a way I can express myself with colour and pattern.

Every artist should be able to express themselves however they wish to within their practice. All artists are powerful individuals who want to share their work, create a bigger conversation for others and inspire creativity and capture beauty around us. I think one of the most important points for any artist is that mistakes within our practise aren't necessarily a bad thing. We can forget this as we get caught up in being one sided – we create what WE want and if it doesn't go the way we thought it would we may have to start all over again but don't get caught up in that. Learn from your mistakes as they build the foundation to our humanity, how we treat each other or just a way to appreciate life and what we as humans can create and share.

Mistakes are good to learn from especially when you know what to do differently.

Mistakes are inevitable and helps us understand what works, what you could change or what doesn't work at all. They are a part of the learning process; they can lead you to something great or something you can work on. 'Mistake-avoidance creates workplaces where making changes and being creative while risking failure is subsumed by an ethos of mistake-prevention at the cost of daring and innovation.' Alina Tugend (06.04.11). By saying this Alina Tugend is stating that if a workplace is not allowed to make mistakes it won't cause new ideas and will be 'the cost of daring and innovation.' - There won't be any change within the 'workplace', nobody would be able to think outside the box and this will cause small-mindedness. 'While risking failure is subsumed by an ethos.' - Alina Tugend mentions 'subsumed' being the larger picture, kind of like an umbrella for other things. In this case it would be making mistakes to try and get ahead within the creative arts. She also mentions 'ethos' which is mentioned in many different manifestos. My understanding of this word is it's an attitude. How you want people to view your work or what conversation you want to bring up.

My art is sustainable and encourages others to think about their impact on the environment.

Connecting to the natural world in any form is influential in the creative world. I try to be sustainable in everyday life but especially in my arts. Not wasting fabrics or paints and just being aware about what I use day to day. An example I use daily could be using fabric cut offs that I use to experiment on top of either with stitch or print. Being sustainable isn't a fixed set of rules but only raises awareness of issues such as the global climate crisis, wasting goods and social issues. It is also a way many artists express their ideas with minimal impact on the planet.

"Such exhibitions and works either present problems critically, exacerbating environmental anxiety but not suggesting solutions, or represent speculation on the eco-theme, diverting the viewers attention from real problems to the space of abstract aesthetics and subjective vision." Lanina Prudenko (26.05.20.)

Within this quote Lanina mentions "environmental anxiety" which sounds intimidating as we live on the Earth that slowly we are destroying. It also puts in perspective how strong and important this message actually is hoping people will think before they don't reuse and recycle.

Bibliography:

<http://artfootprint.xyz/?cv=1>

Semiotic analysis –

Semiotics is the study of visual language, signs and how an object communicates meaning. It looks at how meaning is created not just with words but also with images, symbols sounds and design. An example of this could be advertising which uses all these ideas to get you to buy something. A semiotic analysis is when you analyse all of the meanings of the signs together in context. “Signs can take the form of words, images, sounds, smells, taste or object, but these signs are empty vessels until we invest them with meaning.” I really like this quote taken from (Barthes 1977) which explains why we need semiotics to make sense of the world.

Analysis of Vouge magazine -

My first impression from the vogue magazine shows me that Beyoncé means business. She is in a suit jacket which asserts a level of power as traditionally men in the workplace wear a suit as an image of authority, dominance and power. In an article from ‘suit shop’ they say, “Psychologists have found that wearing formal clothing impacts the way we think and see the world, making us perceive ourselves as important and therefore feel powerful and confident.”

I love how her outfit looks black from far away but if you get closer you can see red going down her arm. This is a theme throughout the cover which brings the attention back to Beyoncé which is what Vouge wants.

She wears many rings on all of her fingers to showcase her individuality and creativity as well as many necklaces. I love how ‘Vouge’ is in a red font which matches her suit being tinted red and her nails being red too. Red is an attention colour it speaks volumes when used and shouts energy, action and excitement which is what the magazine is trying to do by getting people to buy it.

The famous “VOUGE” lettering is across the top of the magazine with other people starring on the right side of the cover. Nearer the bottom of the cover in a bigger font we have ‘an audience with... Beyoncé’ which is the main feature of the magazine. Even though the story is about Beyoncé and her fashion choices the ‘Vouge’ at the top of the cover is always going to be bigger because they’re the brand face. Another interesting detail I picked up on is that you can read the words ‘Vouge’ and ‘Beyoncé’ before you look at the starring people on the left which shows they are the main story.



Bibliography:

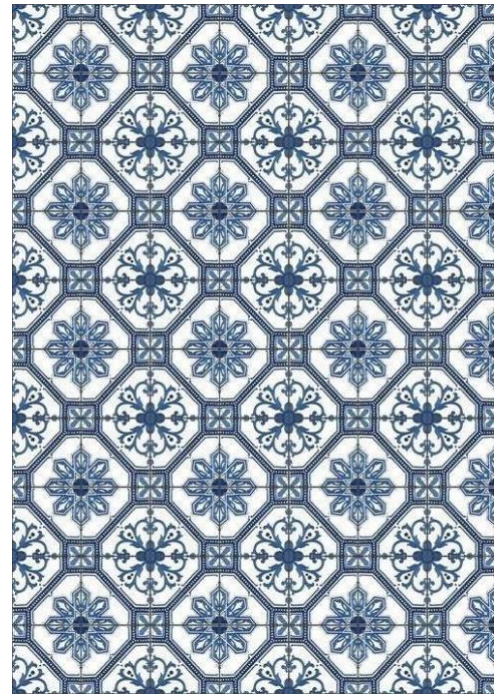
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Practice-based writing

My key word is 'pattern', I chose it as I feel like I have a good knowledge on what it is and how to explain it to someone. A pattern, in design, is any regularly repeated arrangement made from repeated lines, shapes or colours on a surface. Although I will be talking about the design word 'pattern' in a different context it could mean "a combination of qualities, acts, tendencies, etc., forming a consistent or characteristic arrangements." Patterns have always been around as they have a rich history worldwide, they started with geometric shapes evolving into intricate designs in Iran. India and china boast vibrant patterns used for clothing, architecture and art.

My key object word is 'tile' I chose this as within my ongoing practice I have always loved patterned tiles. I love how they look, how they decorate but also protect walls and how wood rots, stone wears away and metal corrodes, but a well-made and fired tile will last almost forever. "Wall tiles became an important form of decoration for the first time from the ninth century AD onwards in countries where Islamic culture predominated. Islamic potters pioneered the making of lustre tiles in mosques, palaces and holy shrines." This was the start of something that would change the tile making industry. The noun 'lustre' means reflected light, sheen, gloss, a radiance of light so the tiles that they were making don't have patterns on them just the sheen. It only started getting interesting during the sixteenth and seventeenth centuries when the "Turkish town of Izmir became an important centre of pottery and tile production. Colourful under-glaze painted tiles with exquisite floral decorations were produced for use in the palaces and mosques of the ruling elite in Istanbul."

The two chosen words 'pattern' and 'tile' link together to create one, I say this because without pattern or the idea of pattern back in the sixteenth and seventeenth centuries they wouldn't have had 'colourful under-glaze painted tiles with floral decoration to protect mosques and palaces.



Bibliography:

What is a pattern?:

<https://dictionary.cambridge.org/dictionary/english/pattern>

Different meanings:

<https://www.collinsdictionary.com/dictionary/english/pattern>

Pattern history: <https://www.fxhash.xyz/article/the-history-of-patterns-in-various-parts-of-the-world#>

History of tiles: <http://www.hansvanlemmen.co.uk/cv-2/#:~:text=Wall%20tiles%20became%20an%20important,mosques%2C%20palaces%20and%20holy%20shrines>

