

Student Number – 2104631

BA Graphic Design

Martin Bush

Task 1 – Semiotic Analysis – 505 words

Task 2 – Manifesto – 616 words

Task 3 – Practice-Based Writing – 524 words

Semiotic Analysis

A semiotic analysis is a great way to analyse an image, it helps discover hidden detail within the image and usually brings more attention to what the original artist had hoped for, as well as doing this there is also the chance to discover things that the original artist did not intend for and can help find meaning to things they may have not necessarily thought of, this means it can be a great way to reflect on work. This could help others by bringing meaning to things they may or may not have thought of this would greatly help their understanding of not only the image but the meaning behind what is in the image.



This is a poster image for the film “Ready Player One” which was released in 2018 and depicts what life could be like within a video game. (Penn, Cline and Cline, 2018)

This image represents a wide verity of different things that incorporate the film, I will further my analysis by looking into the meaning of what is in the image. The first thing I notice throughout the whole poster is that there is a very vibrant and noticeable blue colour theme. Anytime you turn on a computer and there is a problem it will most likely show up with a blue screen, I feel this posters use of colours is used to represent this feeling as it is most notably associated with computers and screens.

Investigating this image further there is a distinctive meaning with the object in the centre, the given colour and size of the object makes the viewer feel that it is important, and more attention should be brought to it. I feel this represents the main premise of the film as there is

so much going on and around the object, but the colours and other shapes bring your eyes towards this object and makes you focus on this, the artist also uses this to bring attention to the title of the film that has been placed directly in the centre of this object.

Looking further into the image there is a noticeable correlation between the characters placed at the top of the poster and the bottom, most of the characters and actors line up not just in the way they are standing but also the direction they are looking, the link between these actions signify to the viewer that they are actually the same person and represent one another. (ECO, 1976)

The image gives me a warm and welcoming feeling, almost like it is inviting me into the story line along with the characters in the poster this investigation has greatly helped my understanding of this poster as I have gone into greater depths as to not only what it represents but what it wants you to feel. By implementing this into other work I feel it would not only help me further understand other images or posters but would help other people identify things that they may or may not have seen.

Manifesto

Manifestos can be used within marketing to help bring the brand further a long, this can be done by simply making it short and relatable to many of the indented audience (Dickson, n.d.)

My manifesto will contain eight of my beliefs, these will be things that I stand by and believe in, this will be a good exercise for me to work on my reflective writing as well as to discuss and be familiar with conflicting opinions and thoughts. I will then choose three of these beliefs to further write about, this will give me a better understanding as to why I choose them as well as to give others the opportunity of seeing why I stand by these statements.

I believe that

Art should be free to view

10 hours of sleep is needed each day

Everyone should be entitled to do what they want without being judged

No one should be misinformed

People should be able to express themselves however they feel fit

There should always be somewhere for people to show off their work

Creative tools should be easy to obtain and affordable for all

Everyone should be treated as equals

With my beliefs being written out I will now focus on three of them to further elaborate on.

Not all people agree that art should be free to view but I feel that the people who do agree outweigh those who disagree. One artist by the name of “Banksy” creates many works of “art” or “graffiti” on the streets, this means it is free to view and can be seen by anyone that is able to travel to where the art is (Blanché, 2016). Banksy has become one of the largest and most well-known graffiti artists due to his political views and how he shows off his work in the public eye. A lot of Banksy’s work is

considered illegal as he does not have permission off the owners to put his work on their property, this could lead to a negative view of him from people within the law.

Another argument that relates to the world of graffiti would be to let people express themselves how they see fit, this could come in many different forms but the main one that would stand out to me would be that of graffiti. Keith Haring was a well-known pop/street artist, he used his platform to bring attention to the AIDs virus which was a big problem during the time of his efforts, this allowed the subject to be more widely spread for people to talk about and help with. (Smith, 2018) Keith Haring started his early work by drawing on empty subway ad spaces, this was done with white chalk on a black board, this allowed all of the commuters see his work uninterrupted.



Not all creative tools are affordable for everyone, this means that not everyone who can use them actually has access to them so subsequently artists are being deprived of creating work and projects due to their financial situation, some software does offer a payment plan but again not everybody has the financial stability for it. To use some tutorials within software you also need access to specific hardware, this gives you the best result for something specific you are wanting to do. (LinkedIn, n.d.) There are of course cheaper and free alternatives to every piece of software but with using these comes less tutorials and less functions that you should be able to access, a good example of this is “Gimp” a substitution

for photoshop, gimp can be hard to use and does not have every feature that photoshop does, it was released in 1996. (www.guru99.com, n.d.)

Practice-based Writing

For this task I will be talking about a piece of art that I worked on myself as part of an earlier project.

This will allow me to better understand my artwork as I will be able to look into with further detail.

This will allow me to see what things went right as well as when went wrong and what could be improved.



The piece of work I will be talking about is called “Censored” this derives from the fact that there is a big censored block within the work itself.

The original intent for this image was to be a copy of Banksy’s work titled “Child Soldier” depicting a child holding a big machine gun that shoots crayons.



After I originally put the work up depicting this the council decided that they didn't want it as it was "offensive" (Council, n.d.). To get around this problem I decided to literally censor the gun so it would not be classed as offensive. Some governments and council even go as far as to protect "art" or "Graffiti" as they feel it can represent the place they are in and can in some cases draw many people towards the area, this would mean it would be good for the council as more tourists would come by and bring more traffic towards them.



As this work was meant to be anonymous, I had no way of telling people what it was actually about, all I wanted to do was to put something that looked cool up but in doing so I was making a statement. One person pointed out that it was standing out for young people in showing that things are too censored for children such as games and films. By taking away the gun I had implemented a whole new meaning to the image.

The image was spread around fast on social media and many people knew of it in my home town, it was free to view and was in a very accessible place, this meant anybody who wanted to see it, or was going to the destination as it was popular anyway, would be able to see this piece of artwork.

After looking back on this piece of work there would be many things I would do different, I do feel that the placement of the piece is good but I feel it could've been executed better. Having taken more time preparing the work and getting ready to put it up then I feel it would've ended up looking a lot

better and even more fitting in the environment. Creating this piece and having the reaction that it did on people I greatly changed how my work was done, this was mainly because of the reaction of the people who saw it. They created meaning there that was not the original intent, this made me realise that there could be deeper meaning to all of my work and with extra time added then I could make stuff that is not only relatable to people but art that also carries a message and allows me to speak my mind.

Bibliography:

Adams, G. (2011). Banksy goes to Hollywood. *The Independent*. [online] 17 Feb. Available at: <https://www.independent.co.uk/news/world/americas/banksy-goes-to-hollywood-2217158.html>.

Council, M.T.C.B. (n.d.). *Report Graffiti*. [online] Merthyr Tydfil County Borough Council. Available at: <https://www.merthyr.gov.uk/resident/street-cleaning-programme/report-graffiti/> [Accessed 27 Dec. 2021].

Dickson, A. (n.d.). *What's a Manifesto? Why Do So Many Companies Want One?* [online] cutaway.shift.io. Available at: <https://cutaway.shift.io/whats-a-manifesto-why-do-so-many-companies-want-one>.

LinkedIn. (n.d.). *Welcome - Using Wacom Tablets with Photoshop Video Tutorial | LinkedIn Learning, formerly Lynda.com*. [online] Available at: <https://www.linkedin.com/learning/using-wacom-tablets-with->

Owens, D. (2019). *The mysterious artist whose work has appeared around Welsh town*. [online] WalesOnline. Available at: <https://www.walesonline.co.uk/news/wales-news/mysterious-artist-artwork-appeared-merthyr-15743942> [Accessed 27 Dec. 2021].

Penn, Z., Cline, E. and Cline, E. (2018). *Ready Player One*. [online] IMDb. Available at: <https://www.imdb.com/title/tt1677720/>.

photoshop/welcome?autoAdvance=true&autoSkip=false&autoplay=true&resume=true&u=77966930 [Accessed 26 Dec. 2021].

Smith, J.A. (2018). Keith Haring, Felix Gonzalez-Torres, Wolfgang Tillmans, and the AIDS Epidemic: The Use of Visual Art in a Health Humanities Course. *Journal of Medical Humanities*, 40(2), pp.181–198.

www.guru99.com. (n.d.). *GIMP vs Photoshop: Key Differences*. [online] Available at: <https://www.guru99.com/gimp-vs-photoshop.html>.

www.mutualart.com. (n.d.). *Keith Haring | 7,724 Artworks at Auction | MutualArt*. [online] Available at: <https://www.mutualart.com/Artist/Keith-Haring/69A9AED2DBC3F57C>