

Semiotic analysis

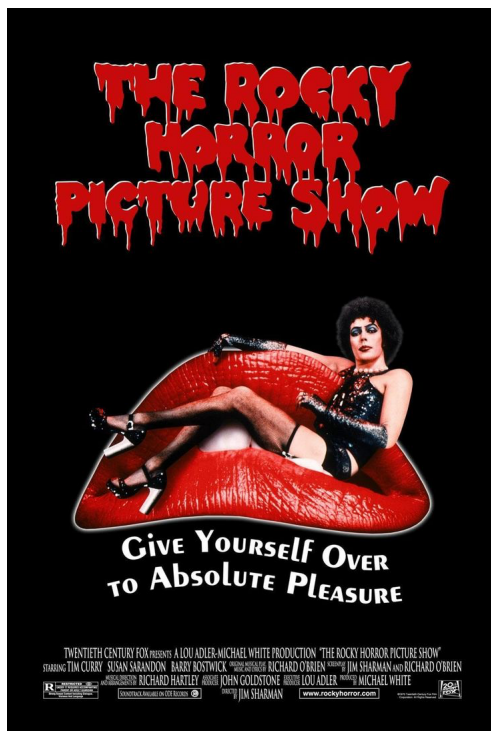


Fig 1 (John Pasche, 1975)

The overwhelming presence of the large, red lips Frank-N-Furter sits upon, indicates its meaningful importance. The significance of these lips relates to the sensual atmosphere in the image, reinforced by its vibrant red colour, connotating to promiscuity and usually female sexual attraction to attract men. It's interesting that Frank-N-Furter, male, should be intertwined in these lips as we think of him as being attracted to them, however from his agreeable stature we gather that he eludes confidence and ownership of these lips. His position indicates the arbitrary sign of relaxation and ease, the fact he is partially inside of the lips indicates him being consumed by them, concluding both the lips and he are one. "A man's presence is dependent upon the promise of power in which he embodies" (Berger J, 1972, page 45)

Frank-N-Furter's ability to stare directly into the camera holding a powerful position

shows his promise of power, deeming his presence striking. The divide between feminine and masculine is apparent. He blends between masculine and feminine “Her presence is manifested in her gestures, voice, opinions, expressions, clothes, chosen surroundings” (Berger J, 1975, page 46) the duality of his presence as male and female provides the audacity of men and the strive to be seen of women. We see similarities between the larger lips and his own. Finalising these are his lips he sits upon, signifying his comfort in sexuality and promiscuity, but also confidence.

High heels being worn show an abstract version of what our confined, outdated understanding of what a male should wear is. The sign of high heels signifies femininity, status, etc. His legs being crossed shows connotations of elegance, sultry even. However these high heels are just shoes, they lack gender, an associated person, as soon as we look at the simplified version. Bending the lines between femininity and masculinity is a reoccurring theme for this poster, it bends the viewers ways of thinking and tests our taught response as were met with contradicting visuals. For example: high heels, makeup, a feminine outfit all presented on a man. The poster breaks the myth of what a man should look like. The colour black that the main character wears define him as dominant, “Black is a uniquely powerful, mysterious and seductive colour” (Kraik, 2009, page 42)

The title of the poster completely disrupts the visual presented, the contrast between the two appearances of sensuality and gore depicts accurate representation of the movie itself. The red used in the title now holds a different meaning than that of the lips, the sign of blood denotes pain, a wound, life and death. “A signifier is not determined by

what it signifies” (Chandler, 2002, page 22) showcasing the semiotic value of red, red has no direct alliance with pain or death, yet it can be connected to it via semiotics. The duality of this vibrant red and its polysemic tendency allows the poster to feel harmonious. The dripping of blood reinforces the shared idea behind “Horror” when we see that word we collectively think of the worst.

My views on this poster have changed in my values about the blend of sexuality, media has always portrayed men and women in vastly different lights, to witness such a concoction of both brings has reinforced my own thinking of the world.

Bibliography

Berger, J (1972) *Ways of seeing*. London: British Broadcasting Corporation
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Craik, J (2009) *Fashion the key concepts*. New York city: Berg
Danesi, M (2002) *Understanding media semiotics*. 2nd edn. London: Bloomsbury publishing Plc

List of figures:

Figure 1: John Pasche(1975) *The Rocky horror picture show*, Available at:
<https://uk.pinterest.com/pin/20688479531806239/> (Accessed 8th December 2024)

Manifesto

- 1 – Showing humility shows emotional intelligence
- 2 – self-expression is the core of the human experience
- 3 – being yourself is easier than trying to be someone else
- 4 – showing appreciation goes a long way
- 5 – life without freedom contradicts the word “life”
- 6 – there is no good or bad art
- 7 – Growth protects us all
- 8 - being vulnerable allows connection



Fig 1 (Almitra Hill ,2015, *first self-portraits*)

2- Self-expression is the core of the human experience.

Self-expression is the core of the human experience, to be human is to express, connect, and love. Without self-expression the connections we make would tally no value, they'd be obsolete. My own self-expression is something I've come to enjoy due to the familiarities I see in others. Our self-expression is constantly challenged due to ever changing beauty standards and opinions of others, but finding similarities in others reinforces the positive outcome of being oneself. The connection of expressions we all have unites us. From the clothes we wear, how we choose to speak, act, not act, dictate how we are seen. "Your point of view, including beliefs, emotions, and experiences, can't be made manifest in the way that you can make this bruise or that snake manifest" (Mitchel .S. Green,2007, Page 1) I believe self-expression is the most powerful tool we have. "Choose" is the word I repeat due to its significance, we choose to express in certain ways and those ways hold subsequential meaning.



Fig 2 (Anonymous, 2014, *Blue Tango*)

Anonymous(2014) *Blue Tango*, available at: <https://www.artsy.net/article/artsy-editorial-bad-art-good>

6- There is no good or bad art.

Is art good or bad? If art, like all things visual, is subjective then how do we categorise, dictate, or award qualities onto it. Is it by its technique? Skill? Time? Fame? In my opinion art isn't inheritably good or bad overall, but good or bad depending on the viewer. How do we accurately judge a piece of art in a way where everyone agrees?

Beauty is in the eye of the beholder, opinion is separate from fact, making art something that can connect us all via our views on it. Whether that connection is made via a disagreement, agreement, or consideration. The whole concept of good and bad art is very human, we find comparison in all things because comparison fuels ego and self-narrative when comparison kills ambition and creativity. "Sometimes, social comparison leads people to contrast away from a standard" (Suls, Jerry, Rebecca. L Collins, and Ladd Wheeler, 2019, online edn, chapter 2)



Fig 3 (ArtByLavinia, 2024)

7- Growth protects us all.

Growth as a noun can be applied to many meanings and situations, the growth I'm referring to is personal growth. The act of growing requires learning, and a strive to overcome. When we learn from negative or even positive situations, there's a memory of the outcome, and how that made us feel and act. When we grow from this learnt information, we protect ourselves from the harm experienced. "It's through mistakes you can actually grow" (Scher, P interview, 2006) personal growth happens in the most miniscule to the most extreme ways, a certain walking path to school made you late, you learn and grow from this the next day. When things don't go your way you "Persevere and carry on knocking". (Burrill, A, 2017, page 37)

Bibliography:

- Mitchel.S. Green(2007) *The significance of self-expression*, Online Edn, Oxford: Oxford academic.
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- Suls, Jerry, Rebecca L, Collins, and Ladd W (2019) *Social comparisons, behaviour and judgement*, New York: Oxford university press.
- Transcript of an interview with Paula Scher, Circa 2006, Interview by Neal Shaffer (Nealshaffer.com) Available at: <https://www.scribd.com/document/172329404/Paula-Scher-interview-2006>

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Figure 1: Almitra Hill(2015) *first self-portraits* [Photograph] available at: <https://clicklovegrow.com/where-are-they-now-featured-advanced-graduate-almitra-hill/> (accessed 8th December 2024)

Figure 2: Anonymous(2014) *Blue Tango*, available at: <https://www.artsy.net/article/artsy-editorial-bad-art-good> (accessed 8th December 2024)

Figure 3: ArtByLavinia(2024) available at: <https://www.instagram.com/p/DCzPjIQxN4C/> (Accessed 8th December 2024)

Reflective Writing



Fig 1 (Jack Lewis, 2023)

Introduction: the work, event, incident or topic.

The artwork I will be discussing in this reflective writing is a piece of my own work. The medium used is a range of graphite pencils on an A2 scale. "Perspective" was my theme for my A level art class, which resulted in this outcome. Throughout my research, leading up to the outcome, I dove into topics of perspective, angles, and any visual stimuli that was around the theme of obscured visuals. My idea for the outcome was to reflect my research of image distortion and apply it to the theme of perspective, I combined the BT building, near castle gardens, and myself in a relaxed position to gain a primary reference image.

Once finalised with my idea I then printed the reference out to transfer it to my A2 page. I was successful with transferring the image to a sketch, meanwhile the difficulty came with the size of the artwork. Having to move around a table to reach certain parts of the art became time consuming. Also due to its size it did take longer. The overall outcome came out exactly how I planned and wanted the piece to appear, it consists of good tonal value, an exaggerated perspective and even a slight realistic touch. I feel I fit within my own brief well and portrayed my skills effectively through this work.

The tonal value of the piece is an aspect I enjoy heavily, I feel my control of the tools used is effectively displayed. This drawing tested my understanding of shadows and highlights due to the many windows and reflective surfaces on the building itself, as well as the addition of myself that now had to be taken in account. "It is imperative to be able to recognize and utilize tonal values in painting correctly"(Robert wade, 2021). I feel I overcame this challenge and did so by simply taking my time, I tend to overcomplicate

tasks, so simplifying the building window by window helped to ease the process. One thing I wish I could amend would be the face in the drawing, I feel I made it too dark in comparison with the rest of the piece, reintroducing some highlights of the face would add a more completed look overall.

The piece is meant to signify independence but also a sense of loneliness, in the outcome I'm depicted sat upon a large building looking over the world as it moves on, however no one else is in the outcome. Reinforcing the loneliness factor. I think reflecting on this piece I can realise that arts meanings will always reinvent itself, and that's the beauty of perspective, my topic. I now see this piece to depict accomplishment and feeling on top of the world, in my own personal, an independent. "What she is does not entirely depend upon others wanting to be like her"(Burger, J, page 147) The lack of other people in the artwork reflects this.

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MasterClass(2021) *understanding scale and proportion in art and design*, Available at: <https://www.masterclass.com/articles/scale-and-proportion-in-art> (Accessed 8th December 2024)

List of figures:

Figure 1: Jack lewis(2023)

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

