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Tasks in the order I received them:

Observational Writing = 569

Manifesto writing = 1084

Practice-based Writing = 482

Observational Writing

The uses of semiotics are boundless and the technique of using a signifier to provoke personal meanings can be seen throughout the marketing industry. Linking an image with aspirational, emotional connections is what advertising is based on, creating a need that wasn't there before.

As visible the primary signifier is the women; an attractive young female with bright blonde hair, flawless skin and light eyes. This denotes the stereotypical beauty standard in most parts of the world. Daphne Groeneveld would also be recognized as a world-famous supermodel of a high status appearing in vogue and collaborating with many high-end brands. Having her next to the Dior perfume bridges positive connotations she might have with the perfume Dior is advertising.



One of these connotations might be her high social status; admired by people, particularly men, for her looks, maybe wearing this perfume could draw the wearer closer to these ideals or presenting the same star quality values as her. The sensual yet childlike expression on her face emits the feeling that Daphne is letting us into a secret, perhaps the secret to her beauty, this could also intrigue the consumer further. The inviting mix of sexy yet subtle with her expression pleases societal standards making the advert more submissive and desirable to its audience. In addition, the secrecy plays into the sexual nature of the advert maybe inadvertently hinting of an affair or something dangerous, something that some people may link with sexiness and desire. This is supported with the tag line "Dior Addict," having an addiction is normally viewed as negative but this seems dangerous and something you could become hooked on, language which is also used to describe love and lust, "depending" on your lover. The secret addiction she has with this perfume may show that it's so good she doesn't want too many people knowing about it, proving its value to her and to us.

Another signifier in this advert is the background. The beach like setting she seems to be at with the clear blue sea behind her, sunny light and bikini. The light colours presented also help the viewer feel more at ease with blue having positive connotations with a calm, relaxed environment. It gives me the idea that she's on holiday, linking in with her luxurious lifestyle, something a consumer would long to have. Being on holiday to most people would convey happy, joyful memories, once again drawing the perfume parallel to positive emotions. Going on holiday may also be seen as an "escape" for some, coupling the perfume with a break from normal routine, something to look forward to, perhaps later turning into an addiction as shown by her being a "Dior Addict." The leopard print in the foreground could also convey wealth with it being a luxurious fabric with modern day connotations with sex supporting my previous ideas. The fact it is used to cover her body enforces the secrecy surrounding the advert and the playful hints presented as we know she is in a bikini and has an attractive body, evoking the feeling of desire for some.

In reflection my opinion has changed of this image, the subliminal messages presented are aimed to lower the average women's self-esteem in order to create a need for Dior's product. As a society we need to decide if this is really the way we want products marketed to us in the future.

References

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My Manifesto; believes and work practices

Natural Design System

I believe everything happens for a reason, regarding aspects of my personal life and taking responsibly of some of my favorite work. I understand that this statement might not be true but it helps me work in a more relaxed way, allowing a more free-flowing natural design system. Having this way of thinking lets me explore the way paint can create, the way a sewing machine can dictate the its own course of travel or how “messing up” could actually improve my creative output by perhaps adding a new systemic value to a composition. I think this is where part of my artistic style has grown from; the more disordered, chaotic way of working reflecting back in my finished constructions.

Multiple Layers

Having an interesting piece of art in my opinion requires many layers, these either being physical or in meaning. Through this I want the viewer to discover something new every time my work is seen, such as meeting a new person for the first time, not every detail is accessible straight away. People have many layers to themselves, an in-depth mix of many elements. The human components could be compared to an artist's resources and then the maybe spiritual meanings we all possess could, in turn, be compared to the meanings we want our finished work to in capture. So, my thinking is that a single layer of art can't be seen as personable to a viewer and therefore not interesting enough.

Every Mark Should Have A Purpose

By studding textiles, I am taking away from the environment. The paper I use and other materials needed. This proves to me my work should have some purpose otherwise I have wasted a resource that could've been put to a better use. This guilt should stem us all onto better things as sustainability is a growing social problem. This value should also be upheld as every factor in a finished piece should enhance the collective image, creating a synergistic piece of art work. Having the ability to refine my work to what actually makes an impact, making every mark purposeful.

Outcome Over Process

As hinted at in my first point the process doesn't necessarily have to be traditional to be able to create a well-rounded, academically pleasing piece of art. I believe, naturally, working outside of the normal methods results in more original and personable outcomes. Like in life, doing things that make you happy will have a more positive impact later on rather than sticking to social norms and abiding by what should make you content. I believe this is also true for creating, if I don't enjoy using a certain machine, I doubt I will put in as much effort compared to something I enjoy doing, making the outcome underwhelming. The viewer doesn't always see the processes in the final outcome so in my opinion that that makes the outcome more important.

Ownership of Work

Textiles for me is partly therapeutic, time focused on something else helps me untangle thoughts and allows the bigger picture to be seen, in both how I envision the end product

of my work to how I envision my life developing. The work I produce is mine and is the product of my feelings and views coming together. That is part of the value art presents to me, the value of turning theoretical emotions into something physical. The responsibility I have to myself and to the viewer of creating something honest and interesting that I'm proud of; resulting in better work.

Personal Motivation

I accept I don't have much motivation when it comes to completing tasks, I don't see the value in, such as some parts of education I have participated in. The euphoric draw of doing only what makes you happy is too strong but consequently not always attainable. However, when working creatively I believe personal motivation is the main factor from which good work stems from. The dedication decorated to a piece of art can be seen in the finished outcome which shows its value to design. Without having that motivation, a creator can't be successful. Actively looking is a big part of the creative industry and is needed for independent development. This subsequently fuels a maturing creative style required for keeping up with current trends, changing social views and ever-expanding creative outlooks all not attainable without personal motivation.

Artistic Development

Artist development is important for both short term: such as developing a piece of work by adding a new element and also long term: the development of our artist abilities as a whole. Learning new techniques is a vital part of the maturing of artistic compositions due to an extended knowledge of processes and the outcomes they provide. This can expand the walls of creativity as I now possess the instruments to perform new, varying artwork. I see university as the signpost to this new path of discovery, and I aim to keep this in mind throughout my journey.

Emotional Development

I have always seen a correlation with personal events in my life and my artistic output. I have quickly matured since moving away from home so I feel this will be represented in my upcoming work. Even short-term changes I feel can influence my work and this proves to me my artist approach is very much based on emotional stand points which I am yet to decide whether I like. From a young age I have always enjoyed art but haven't necessarily been the best at drawing or partially enjoyed drawing things to a fine detail. However, as I've grown older, I have realised that the horizon is so much broader and being different and expressive is more important than having all fine art skills, at least in my opinion. Obtaining this view point was the evolution of my artist style, and maybe even the gate to self-actualization as my life flows forward from the artistic freedom this statement provides.

Confidence

Being relaxed and able to create; this is where I feel my best work comes from. Having confidence in my artistic ability lets me further explore ideas, reassuring myself along the way that the outcome will be positive. Without confidence I wouldn't be able to uphold a natural design system as I feel my work always looks undistinguished until

completed. Confidence is the backbone to most of my points and something I need to improve on to greater the individuality of my artwork.

Practice based writing

Kong Strong energy drink

First time I had this drink I was getting ready for work, a cliché moment; a university student drinking energy drinks late into the night. Obviously, this did help me stay awake and didn't taste too bad however it was the packaging that struck me. A Lidi own brand drink, the chosen colours and the architectural lines behind the natural, contrasting, gorilla.

For me this was another example of how design is everywhere, everything manmade has been designed by someone, this could even be extended to everything according to your beliefs. Following this view, it puzzles me as to why design-based topics aren't focused on more in education. As technology evolves the only job, theoretically, a computer can't do is design, so why aren't we gearing the next generation towards more design-based careers. The freedom it also provides can be an outlet for younger people, expressing ideas and learning cooperation skills where a design may be developed in a team-based learning environment.

The stages this simple and perhaps unimportant design has gone through to reach me must also have some value, the way a design can be turned into a persuasion technique or provoke emotions does fascinate me but also scares me. As our world is pacing through new technology it is daunting to predict where advertising's upcoming path is leading. A simple design on a can could turn into an image based on data collected? The humbleness of an aesthetic drinks can replaced by big company power? I feel this is already happening as more marketing is now based on influencers using the products and targeting a specific audience instead of the overall look and design of an item.

The collective impression of this can design did remind me of my developing project involving more urban and abstract images. The colours drew me, especially the use of the silver aluminum can. The stark yet simple placement of each element and the natural flow it presents does make me think more objectively about backgrounds. Using what is there in the first place and maybe accepting the already proposed colour choice or even texture. They obviously made use of what they had and I think this makes for a more accomplished design, having to think differently and within regulations regarding the sale of the drink its self. This has also made me reflect on the differences between designing for personal gratification and perhaps designing for industry; what the set standards are and the goal of ultimately selling a product.

In reflection this can has made me think deeper about what goes into a design and the reasons behind its value to both me and society. The differences between personal design and designing for a specific purpose and how this could develop in the future, something I want to be aware of as a design student.

