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Tasks in the order I received them:

Task 1: Manifesto Writing = 477 words

Task 2: Observational Writing = 549 words

Task 3: Practice-based Writing = 436 words

Task 1: Manifesto Writing

1. Illustration is a form of communicating.
2. Illustration is a way of expressing issues around us.
3. Illustration is everywhere, but not many pay attention.
4. Without Illustration, our imagination would be bland.
5. Illustration should matter in the world today.
6. Life is simpler with illustration rather than words.
7. Illustrations are essential for child development.
8. Illustration is a form of brand exposure.

1. Life is simpler with illustration rather than words.
2. Illustrations are essential for child development.
3. Illustration is a form of brand exposure.

In this section I will be discussing my views and other authors on the statements above. The first statement for me is nothing short of accurate, I believe that through using illustration we can portray our thoughts and imagination in more depth than words as you get a visual understanding of what is going through someone's head. Artists refashion stories with their tools. Their portrayals reach back through time to the secrets of cave paintings such as Altamira and Lascaux in France, over seventeen thousand years ago. We do not know what stories the pictures on those caves were meant to demonstrate, but we can imagine even now (Spitz, Ellen Handler, n.d.)

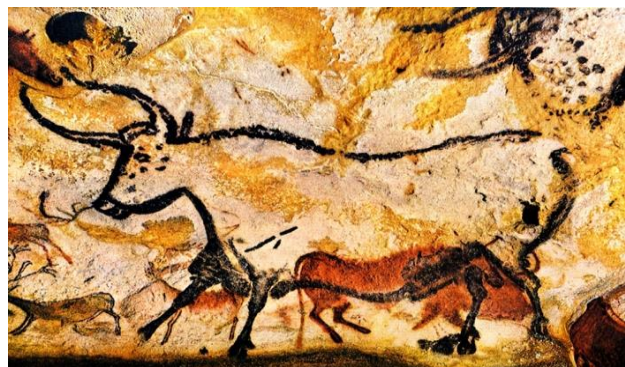


Fig1. Altimara Cave, Painting of a Bull.

In today's world the meaning of being an illustrator is not only drawing pictures for children which are colourful and pleasing on the eye. In the medical industry it is vital to have 'medical illustrators' to display complex scientific terms and information to a wide range of patients through visual arts (Erolin, 2020).

Moving on, the next statement in my opinion is vital as young children needs visual help with understanding actions and behaviours from a young age to distinguish good from bad. All through childhood, the child's identity develops and grows (Roethler, Jacque, n.d.) The modern picture book story endeavours to engage the child with images to help him or her by advertising plots, connections and representations for the different aspects of the look (Roethler, Jacque, n.d.) The aesthetic quality of illustrations is imperative (Whitaker, 1975). Often images are made not to just please the audience but in fact teach the viewer facts, behaviours, social attitudes, moral and religious concepts which all are absorbed by a child therefore, they learn the importance of these characteristics through illustration (Whitaker, 1975).

Likewise, brand exposure is very important in today's online and offline world as helps company's make their mark by adding their unique styles. The product that is being advertised needs to be grabbing the audience's attention, this is where illustration come to play as it connects well with customers emotions and sometimes humours side. More importantly, illustration boosts the ability to form and promote brand awareness to the audiences. For example, advert creators can use illustration to convey a message or awareness of what they want the audience to know. An example of this could be a giant representing the product such as medicine knocking down a dwarf representing a disease or illness which displays a message how effective the medicine is on a disease. Not only this,

these adverts can become iconic and well-remembered by the audience. Lastly, illustrations are an effective way of saving advertising costs. It is cheaper to produce photo-based ads rather than hiring models and locations. Added to this, having a photo-based Ad it allows the creator to produce unique typography and photo composition which sticks to the customers brain.

Bibliography

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Spitz, E.H., 2015. Homage to illustration: story telling in Paint and Marble. *Journal of Aesthetic Education*, 49(3), pp.66-82. Whitaker, M. (1975). Louder than words: the didactic use of illustration in books for children. *Children's Literature in Education*, 6(1), 10-20.

WOW-HOW studios., 2018. *Why is Illustration so important in Advertising?* Retrieved from <https://wow-how.com/blog/articles/why-is-illustration-so-important-in-advertising>. On 10/12/2020.

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Figure 1. *The Altamira Cave Painting (n.d)* Accessed from: [The Altamira cave paintings | Tutt'Art@ | Pittura • Scultura • Poesia • Musica](#) Accessed on 10/12/2020

Task 2: Observational Writing



The modern-day view on semiotics, roots from the Swiss linguist Ferdinand de Saussure and philosopher Augustine of Hippo (Chandler, 2017). Semiotics is the study of signs. A sign is something that stands for something else (Chandler, 2017). All meaningful occurrences are signs, added to this, when someone interprets something, they treat it as a sign. Semiology has been put in a wide radius of sign complexes, including “restaurant menus, fashion architecture and customer products and general publicity” (Penn, 2000). Essentially, ‘signs’ are identified through drawings, paintings photograph, words, sounds and body language (Chandler, 2017). A sign is formed from having two key components signifier and signified, there are three components of each. Signifier components are ‘icon, symbol, and index’ whereas signified components are ‘denotation, connotation and myth’. The three that I will be focusing on will be symbol, connotation and denotation.

Firstly, I will be talking about symbol. A symbol is one of the three ways in which you can understand a sign. There are various cases of symbols, from the different words and statements in the human languages to such things as road signs. A good example of this would be a red light at a junction, prohibiting priority is affected however everyone recognises this and it is agreed upon (Atkin, 2010). Moving on, the picture above has a strong and clear symbol. It displays the car keys outline into a gun which represents immediate death and danger in my eyes.

Moving on, denotation is expressed as the 'literal', 'obvious' and common-sense' meaning of a sign (Chandler, 1994). Fundamentally denotation is the dictionary effort to provide (Chandler, 1994). The image focused has a message on the bottom of it saying 'takes one life every 25 seconds' and 'drive safe' which implements the direct message that driving is exceedingly dangerous as lives are the cost of it. Additionally, it also reminds the viewer to be aware and be more cautious when taking the risk of going behind the wheel since it kills people all around the world very often.

Lastly, in contrast to denotation, connotation is the extra, personal meaning to the same word meaning that they are different for all people. A connotative image is an image with many layers, for example, a child playing in an insurance company advert portrays the idea of stable family life, with security and even childhood nostalgia. Nevertheless, the child playing is the scope of the advert, however, it has a deeper connection that tracks back to security of being covered by a good insurance policy. The image above is connotative, it has a deeper meaning than it seems, the outline of a gun resembles the effect of the killer which are the keys to the car that is driven by you the person, added to this the outline indicates a choice to stop or ruin someone's life with a single action, a choice made by you with a major

consequence. Moreover, the text persuades us to think that you are the reason for so many deaths in such a short time like 25 seconds, however we know the 25 seconds indicates that crashes happen all of the world but it makes us think differently as if we are the ones responsible and, in the future, possibly avoid driving to escape danger.

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Figure 1. "Drive Safe" Campaign by 'The Frontier' Accessed from:

<https://www.pinterest.co.uk/pin/85568461644554841/> Accessed on 12/12/2020

Task 3: Practice-based Writing



Fig1. The Great Wave, Katsushika Hokusai 1831



Fig2. My Surrounding, Wiktor Wlodarek 2020.

In this section of the essay, I will be reviewing my work which is inspired by the Japanese Artist Katsushika Hokusai (1760-1849) and his infamous picture 'The Great Wave'. The picture above on the left is my digital artwork which I have created for one of my modules. The brief for that task was to create a piece of artwork which shows what I have noticed about my surroundings, whilst using an influence of my choice. In order to find an influence, I proceeded to get onto the virtual gallery visit to 'The Art Institute of Chicago' and to my attention came this artwork above on the left. The fascination with this artwork came at me instantly, the use of deep, light blues and bold line work stood out to from the rest attracting my attention and being the perfect

inspiration for my piece. Hokusai is still one of the greatest Japanese printmakers and book illustrators to this day, and this particular piece was created around 1831 which was as a part of a series that he called 'Views of Mount Fuji' (Hiroe, 2017). My take on this as an illustrator was that I wanted to make a modern inspired artwork that is why I chose to do it digitally on Adobe Photoshop and Illustrator. Hokusai's, inspiration came from the general overview of his life, and the tragic events that happened (Hiroe, 2017). The enormous wave moments away from crashing into the boats as if it was a huge mythical creature which symbolises the inevitable natural force and the terror of humans (Hiroe, 2017). In my case, I can't compare as my artwork displays what I have seen around me, which in my case is the opposite of terror and the benefits of nature. As you can see above, my artwork indicates the love and passion for drinking together, socially interacting whilst being in a natural habitat like the beach giving the image a feel of relaxation and appreciation of nature instead the fear of it. Moving on, 'The Great Wave' has a clear picture of a catastrophic event which is about to happen, however the focal point intended is mount Fuji (Abdou, 2019). Considering this horrifying event, the author of this image still manages to pick out a positive and include the beautiful mountain of Fuji. Knowing this, my image relates also to this idea in a way as people enjoy having a good time and love to socialise while also appreciating the beauty of nature, after all it is atmospherically better to drink at a beach as it bring joy to us as humans.

Bibliography

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Hiroe, N., 2017. *A Brief History Of 'The Great Wave': Japan's Most Famous Artwork*. Retrieved from <https://theculturetrip.com/asia/japan/articles/hokusai-s-great-wave/> on 14/12/2020

Stephanie Przybylek, n.d.. *Connotative Iimagemaking: Definition & Applications*. (Chapter 4/ Lesson 3).

List of Figures:

Figure 1: Katsushika Hokusai: The Great Wave, Woodblock Print ,The Art Institute of Chicago, [14/12/2020]

Figure 2: Wiktor Wlodarek: My Surroundings (2020), Digital Art.