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Program of study: Surface pattern and textiles

Module: ADAD4018

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Word Count: 1517

Manifesto Writing

Artists have been describing visions for their art for hundreds of years. The Art Critic John Elderfield (1988), described manifestos as giving valuable insight into the artists mind, giving interesting ways that art can be made, challenged and described. Danchev (2011) states manifestos can be “*outlandish, outrageous, and frequently offensive.*” Grayson Perry’s Red Alan’s Manifesto shows manifestos can be controversial, thoughtful, witty or even provocative (Macpherson 2014).



Grayson Perry RA, Red Alan Manifesto. 2014.

My Manifesto:

Statements on how I plan to approach art and start making art.

1. Enhance daily life through artistic expression for all.
2. Change the hearts of people by telling a story through art.
3. Brighten up the world with pattern and colour.
4. Motivate myself to become more creative.
5. Push my creative practice and improve but acknowledge mistakes will happen.
6. Learn new skills and techniques for my practice, take risks.
7. Look beyond the material value of art and objects and see a deeper meaning.
8. To create hidden meanings in my art to allow the observer to think and discover them.

3 statements expanded into more detail.

Enhance **daily life through artistic expression for all.**

I encourage people to try out different ways of expressing themselves through different art forms. I aim to inspire others to become more creative, confident and have an emotional outlet. I am interested in art therapy (Malchiodi, 2011) and its impact. Through colourful art, I would personally like to give an opportunity to look, absorb what I create and feel positive and uplifted (Haller 2019). To do this, I will aim to create patterns and designs that capture positive imagery using bright, contrasting, uplifting blocks of colour sat next to monochrome patterns. I imagine my patterns could be used to doodle, inspire or colour in to introduce individual artistic expression. I aim to give people tools to try new things out and discover a hidden potential and skill that they may not know they had.

Brighten up the world with pattern and colour.

Artists have long believed that colours can evoke different moods and emotions. Colour psychology website (2021) states 'through colour we feel, we communicate, we heal'.

The days we feel most upset, colour and brightness can uplift our moods. Pablo Picasso once remarked, "colours, like features, follow the changes of the emotions." The impact of colour on each individual is deeply personal, often rooted in our experiences and cultures. Despite the prevalence of colour and a lack of strong scientific research on the direct impact of colour on psychology (Haller 2019), anecdotal evidence demonstrates colour has a powerful impact on people and can bring about joy. This is absolutely the case for me.

To create hidden meanings in my art to allow the observer to think and discover them.

As Grayson Perry said in his manifesto (Macpherson 2014), '*nothing in art is new or old fashioned, only good or bad*'. Sometimes art has no meaning and is purely decorative and aesthetic, left to the individual to find meaning. When I look at art, I try to understand, what the artist had created and why. As I look further into how and why the art was created, I start to see small details, things I may relate to in terms of imagery in the art. This can give clues to the real reason and motives the art and artist are trying to put across. I find this so interesting as it hints at the creative process and the mind of another artist.

In my art practice I aim to take risks, push myself and create art that may make people look twice and notice something, a small detail hidden here and there that they didn't notice before. I hope they will discover and uncover details that relate to them. Discover images in my patterns that bring to mind someone or something that has meaning and importance for them.

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Task 2: Semiotics

Word Count: 513

Semiotics/ semiology

Semiotics is the science that explores relationships between signs and their intended meaning in a social context (Cobley, 2010). Signs are part of everyday life from everyday road signs to

symbols buried in texts and art (Hall, 2012). The theory was first conceived by Ferdinand De Saussure, a Swiss linguist in 1916. He studied the meaning of signs within a particular group. Still to this day, the theories have remained central role in fields such as philosophy, anthropology, cultural studies, education and sociology.

An expert in semiotics is called a semiotician, they study how signs can be used to convey meanings and help us shape perceptions in life. A prime example would be hazard control pictograms. Simple images are extensively used, easy to understand at face value and convey meaning quickly, simply and effectively. These signs can influence behaviour wherever you are in the world.



GHS01 Explosive



GHS04 Compressed Gas



GHS07 Harmful



GHS02 Flammable



GHS05 Corrosive



GHS08 Health Hazard



GHS03 Oxidizing



GHS06 Toxic



GHS09 Environmental Hazard

Land Rover advert- 2007 defender- more pull- Rees Bradly Hepburn



Land Rover advert- 2007 defender- more pull- Rees Bradly Hepburn

Land rovers have the reputation for reliability, versatile off-road vehicles. Built to drive through harsh conditions in all weather. I chose this advert because from first glance it's a simple but powerful image lacking in colour and substantial text, the advert is relying on the interpretation of the signs within the image. The image plus the context helps the viewer find the designed meaning and bring about the intended response.

For example, the prominent focus of the advert is the side view of the Land Rover. The side profile is iconic and well recognised. The color is simple and not glaring or eye catching which is what the old land rovers were trying to be. The monochrome colour scheme and use of pages within this advert may be enticing a different audience from the traditional farming community. The simplicity allows the viewer to take meaning by connecting with the picture based on their experience of the world, wherever they live in the world (Riera 2020).

The simplicity of text shows a confidence and possibly making the assumptions that the brand is so well known, that it symbolises strength and power that additional descriptions, text and information are not needed.

Below the Land rover picture are two words being "MORE PULL". This capitalised statement is strong, simple and could mean: more power, or more capacity to pull. A deeper meaning could be this vehicle can turn a page, start fresh. It could also imply that the vehicle is strong and solid but so is the theoretical, mechanical and development behind the land rover. I like to think that the page being crumpled and pulled by the land rover is implying that it has the capacity to change your life and turn a new page, rewrite stories, that there is more to the vehicle than the iconic shape.



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Task 3: Observational writing

Word Count: 513

Contextual studies- object and key word

What is a totem pole?

totems are spiritual figures, primary made from wood, and can range from three meters all the way up to 18. Some have been recorded to be up to 20 meters tall. the purpose of totems poles is to ward away evil; they do this by using scary imagery such as big mouths and teeth with menacing looking eyes. The totem poles are Hand carved by the indigenous peoples of the northwest coast of north America.

It is said that the images carved onto the wood are portrayed family legends, linages, spirituality, and mythical beings. These symbols and pieces of carved wood can also be culturally important figurines of animal's people or events.

The word totem comes from Algonquian term odoodem, meaning (his) kinship group. The traditional carvers are said to all descend from different families and tribes, some being the Haida, Tsimshain, Kwakwaka'wakw and others. Which is where the word totem comes from- a traditional practice of storytelling.

the northwest coast of north America is a wet, damp, and humid area, due to this fact and the materials used to make the poles there are a very small left that date back before the 1900. Those that do remain are contained in museums and parks. Some that do remain have been dated back to 1880, they are visible at the royal British Columbia Museum in Victoria.

There are six main types of totem poles, memorial, grave figures, house posts, house-front or portal poles, welcoming poles, and mortuary poles. All types can vary in size, and all have different purpose and images carved into the sides.



What is culture?

There are many definitions to what culture is. There are two that I'd like to focus on. The first being- the arts and other social constructs of human conceptual and intellectual achievement in a collective. An example would be fashion trends or food trends. The other definition would be the concepts, customs, social norms/ behaviors of a certain group, person, or society. Can also be describes as the attitudes and characteristics of a particular group or society.

Culture can be passed down from generation to generation, influence other groups and be changed and adapted as the world and society develops. Know thyself would be the best way to describe culture, knowing where you come from, country of origin, family/ race, and understanding of why the way that you are.

Culture and sociology can work in tandem together, as both show and study and are human development, social constructs, and the way we all connect as a collective. The first major uses of the word culture date back to 1871 by the pioneer English anthropologist Edward B. Tylor in his book, *Primitive Culture*. But was invented by Jacob Burckhardt, which gave it its symbolic meaning human activity and arts.

Other words for culture may include- the arts, humanities, and intellectual activities. Subsections of culture may include- literature, music, painting, and philosophy and many more.

North America- where do totem poles originate from? Used at 15/12/2021

<https://theculturetrip.com/north-america/canada/articles/where-do-totem-poles-originate-from/>

indigenous foundations.arts.ubc.ac used at 20/12/2021

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