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Manifesto

1. Always try to do something every day no matter if it is small or a big project, it allows you to experience and hon your skills.
2. Know what you are talking about when in a heated argument, instead of pulling information from that one guy on YouTube, research multiple sites and videos to get a better understanding of the subject.
3. You don't have to study classic artist to be an artist (e.g., Vincent van Gogh, Pablo Picasso or Leonardo da Vinci) art has expanded into everything, whether that be digital or oil painting, all art is valid.
4. As the great streamer 'hasanAbi' ones said "NO MERCY FOR FASCISM" live by that quote.
5. Always know your worth as a person and as an artist, never let people under sell the work you do.
6. Never limit yourself to one subject matter, always strive to diversify your viewpoints, and to be open to learning new things.
7. don't ever take a 'celebrities' word on anything, always do research instead following people blindly.
8. nothing is exempt form criticism whether that be a person, an organization or a system of government.

- 1) You don't have to study classic artist to be an artist (e.g., Vincent van Gogh, Pablo Picasso or Leonardo da Vinci) art has expanded to everything, whether that be digital or oil painting, all art is valid.

Keyword: emotions

Art is the language of emotions, art is meant to be preserved by the person who is viewing it, but an artist can shape and manipulated what the person is preserving in their artwork, whether it's to convey and emotion or feeling. (G.L. Hagberg,2018. Pp. 51-52) art is not only reserved to expressing emotions, but it also used in many different scenarios, it can be used to express the inner state of an artist or to illustrate the peoples struggles (John Hospers, 2020)on the subject of art and politics, art has always played a role in politics, art often conveys what is wrong in any political system, but again is up to the person viewing the artwork if they find the meaning behind it. (Joes Segal,2016, pp.7-9)

- 2) Never limit yourself to one subject matter, always strive to diversify your viewpoints, and to be open to learning new things

Keyword: viewpoints

An article on the subject of *"the benefits of inclusion and diversity in the classroom"* states that having multicultural student, helps the entire classroom to consider and take in different views and perspectives that stay with the students throughout their lives (school of education,2019), learning about different cultures and viewpoint is best learnt form the people who are living in that culture instead of passing judgment on people's values (Matthew lynch, 2016) diversifying your work and viewpoints will help you gain and improve your skills whether that be communication or other social skills, diversity and listening to different viewpoints and ideas help the people see what different cultures and social classes are going through and what action we as people can take to change it. The more people diversify their viewpoint and opinion the more we as people can discuss ways of improving the lives of everyone not just ourselves.

- 3) Nothing is exempt from criticism whether that be a person, an organization or a system of government.

Keyword: criticism

Criticism is a way to give feedback on what a person has done/doing, it's a means of telling a group if they are satisfied (Peter Walker, 2020) there are different types of criticism, I'm going to list the ones relevant, aesthetic criticism, in where you make decisions on design and or style, mostly to do with whether something is appealing or not, critical criticism, this type was popularized by Karl Marx, in where the criticism is directed towards government systems, destructive criticism, this type is often only negative and is made to destroy without giving feedback (V.Chandra Sekhar, 2020, pp.3-4) it's important that the people have the freedom to criticize others for their actions, an example of this would be the UK's covid-19 response in where the NHS had a lack PPE for the staff working with covid patients, or the Brexit campaign, in where the cost of living can increase (BBC News, 2021), this type of criticism is needed, another more brute force take on criticism is 'cancel culture' this type of criticism is mostly focused on 'celebrities' or internet famous people, people focus on the mistakes they make and share their opinion on them (Grace Price, 2021) there are many organizations that are criticised by the media and by individuals because of the practices they engage in, bringing these criticisms to light can cause the company to change or the government to implement laws to change it. The world practically runs on people criticizing others, it's sometimes unnecessary but most of the time it's needed whether it's to better one's own lives or to better society in general.

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Semiotic Analyse

One of the key theories to semiotics is the exploration of the ways we can communicate to each other with symbols and signs, all living things communicate and exchange information to some degree, and semiotics is a way in which we can understand these signs and see them. (Jorgen & Svend, 2002, p.2) Peirce's categories categorized sign into three separate types, icon, index and symbol, but a sign doesn't have a set-in stone meaning that is up to the person viewing or preserving it (Britannica, 2020)



The persistence of memory (Salvador Dali 1931)

Salvador Dalí was involved with the cultural movement of surrealism in which they sought to investigate the human spirituality and the difference between dreams and reality, often most work that is considered surrealist contains creatures or objects beyond what is seen in reality (Tiziana Dine, 2015, p.126-127) looking at the painting 'the persistence of memory' invokes feelings of calmness but looking closer toward the flesh blob of a human face, you can see that it is asleep or maybe even dead. Ants in Salvador Dalí's work represent decay (New York: the museum of modern art, 2019), The ants are mostly gathered on the watch that is still intact, suggesting that this is the decaying of time, or that time doesn't matter, the background of this work is unsettling, where the detail in the objects there is nothing of the ground or the ledge where the clocks sit upon, similar to chaotic dreams, where one place is vividly remembered while everything else is a blur. (K. Shabi, 2021)

Clocks in a sense symbolize the feeling of pressure, in the 'the persistence of memory' these clocks are misshapen and melting away this could symbolize the pressure of time melting away, this could also apply to the self-portrait, the melting face, it is asleep the pressure of not having enough time has melted away. (Kelly Richman, 2019) the mountains in the background contribute to the calmness of the painting, mountains often represent eternity and stillness (Reference, 2020) the whole painting gives off calmness, almost like it's frozen in time, with the only thing that moves are the ants eating

at the only intact clock. Ants are often the symbol of teamwork and perseverance (garth C Clifford, 2021) however what Salvador Dali represents them as decay, swarming and eating at the clock.

What I have learnt from doing this semiotic review of 'the persistence of memory' by Salvador Dali is that certain items or objects in an art piece have deeper meaning to them, the example would be what the clocks represent, that some items have multiple representations, such as the mountain meaning eternity and stillness, but it can mean consistency and firmness. (Reference, 2020) and in the case of Salvador Dali, his work can mean anything, chaos, calmness or insanity, it's just up to the person preserving the artwork to see whether it has meaning or not, my interpretation of this artwork could be entirely different from person to person that are viewing it.

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Practice based writing

Character design, a brief explanation on the processes of designing and developing a character, most character designers start off by having a vague idea of the characters personality, then exploring their traits and nature, this is where you start to develop the characters look itself.

(Conceptartempire, 2021) most of my inspiration for my character designs have come from comics and web series, I am inspired by the stories that people make surrounding their characters and the world they reside in, I want to explore the thinking behind these artists and develop my own characters and story surrounding them. (Lois Van Baarle,(2018) pp. 36-37)

I've looked through different character artist and one in particular that stood out to me, moonchild illustration, their illustration mostly focuses on characters with a storybook feel to them.

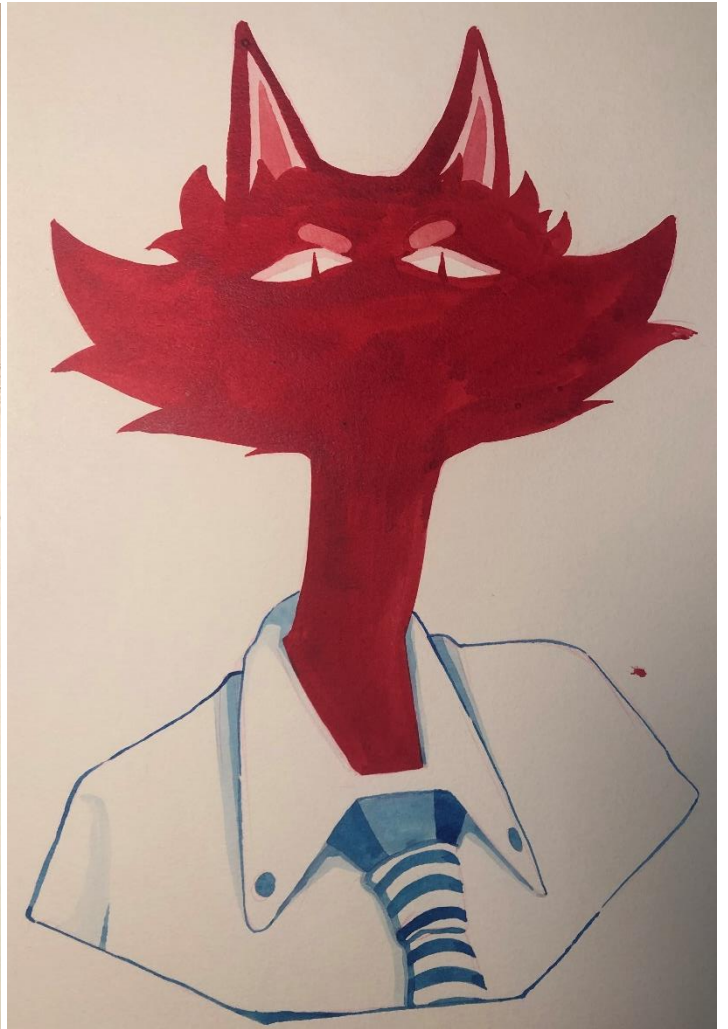
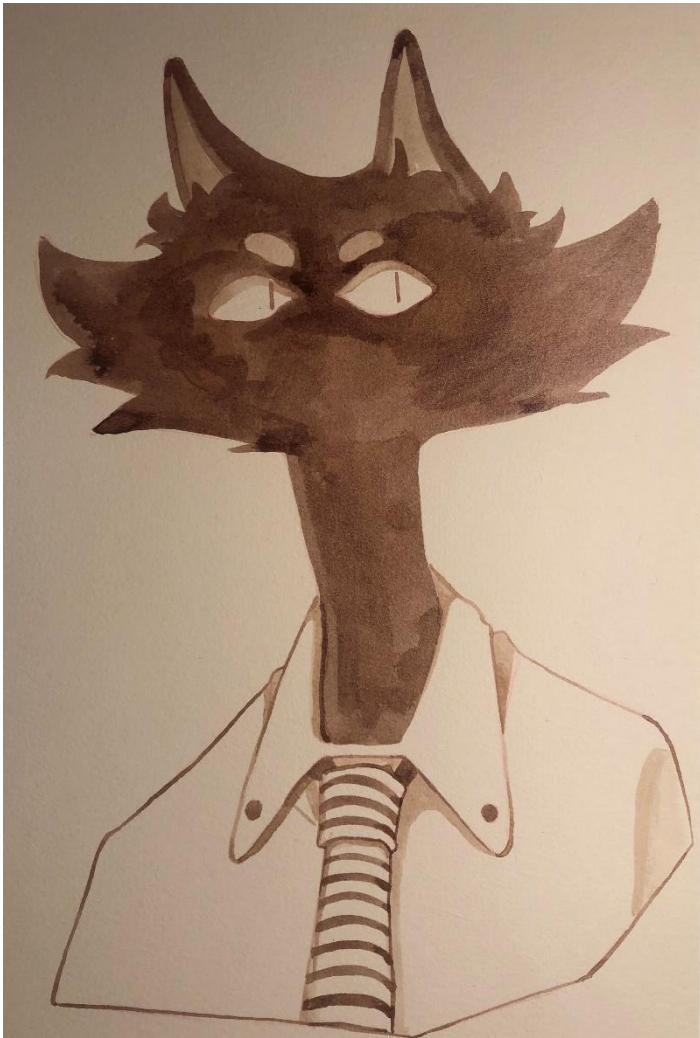


Sara kajba (2019) *pua the demon girl*

Saras work gives off a very calming feeling, they are most known to illustrate children's book (character design quarterly, 2020. Pp.40-44) from looking at saras work you can tell that's its soft and meant to look approachable, this is down to shapes, shapes when it comes to design mean a lot, a triangle with pointe edges can indicate sharpness or danger and circles can make a character more friendly and approachable (character design quarterly, 2021. Pp.76-77)



These are some sketches of my character, the basic premise I used to begin with was 'office worker' for this simple premise I looked at what life is like for a stereotypic office worker, which is at job that hated by most people due to be being preserved as boring, long hours and generally not liking the boss. (Charles Riley, 2015) picking colour is just as important when designing, colour theory plays a big role in whether your character will be appealing to look at, each colour represent something, red can represent elegance, passion or danger and blue can represent coldness, peacefulness and calmness, it is important to choose what colour represent the personality or emotion of your character. (Painting pixels,2020)



as you can see, I experimented with different inks to see what colour compliments the character, for the first drawing I went with a monochromatic colour scheme in a neutral tone, to give a more natural and softer look to the character. For the second drawing I gave the character an angry or displeased expression, to compliment the expression I went with a red and the clothing as blue these two colours represent completely different things but work together. (Alex Clem, 2019)

through this process, I have explored different possibilities for characters and possible other characters through research and other artist, I have researched into the creative proses of other artist and what their creative process are like (character design quarterly, 2020. Pp. 41-48) I have also investigated the core aspects of character design such as the use of shapes, colour theory and the development prosses of characters and their personalities. (Character design quarterly, 2021. Pp. 9-10) I have developed the characters along with the research I have done, the shapes I used and the colours I have used for this character reflect its personality and what I am hoping to a achieve with this work is a character that I can base a story around.

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