2020 has been a very active year for exposing organisations. UC Berkley, Wigboro Wick Farm, Flat House pig farm and Berryfields Farm all experiencing the highly damaging exposure from activists.

I first tackled this brief by researching various areas of a subject matter that I'm very passionate about, Animal Cruelty. This initial discovery stage sent me down many paths from consumption in the meat industry, the exposing of farms and the deeply embedded cruelty and torture that exists. Unfortunately, we can all be given a false sense of security when it comes to the meat industry with adverts like Red Tractor and their campaigns using the taglines 'humane meat', 'animal welfare' and 'farmed with care' we are led to believe they live this spectacular life being cared for and treated like how they truly deserve. We tend to turn a blind eye to the reality of it all which sadly is that 97% of the 10 billion animals that are tortured and killed each year are farm animals. They live in pure hell, day in day out tortured until the moment they arrive at an abattoir to finally bring an end to their very short life with even more suffering.

Whilst I was researching various artists, activists and organisations to help inspire the design of my digital poster. I came across an artist named Martha Rosler. Martha is a 77-year-old living in Brooklyn, New York City. Her work is inspired by everyday life and the public sphere, she is a well-respected artist, theorist and educator. Much of her artwork focuses on entitlement and dispossession, the contrast between the domestic lives of women and war, repression and politics. Martha is best known for her photomontage and photo-text pieces. It was clear that with Martha's political work that she would be the ideal artist to use as inspiration for my poster. Applying a similar photomontage technique, I wanted to imitate her well-established style but with my own digital and modern twist.

There have been many points in my research that I have found extremely hard to comprehend, but none as shocking as the true terror that exists in the animal's lives. I feel that animal handling and the slaughtering process is something that many of us are too ignorant to educate ourselves with. To help raise awareness, I decided to take this opportunity to create a poster using a comparison of a very graphic image and a happy image to create a shock factor.

To evaluate, In my attempt to send a message with my poster that we all need a little more educating when it comes to animal welfare this message is well received. Creating my poster in photoshop allowed me the freedom to manipulate, crop and edit my images as I pleased. Once happy with my collection of edited images I was able to then overlay them onto one another which allowed me to create the digital photomontage effect that I was looking for. Overall I am pleased with the outcome of my final piece, I feel like I portray my message well and achieved the modern twist to Martha Rosler's work that I was attempting. If I was to change anything on this project, it would have been to taken the opportunity to join activists and protesters during their raids and protests. I think this may have given me a first-hand experience and a potential advantage when brainstorming ideas.

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