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Task 1 Manifesto: 544 words

Task 2 Observational Writing: 528 words

Task 3 Practiced-based Writing: 504 words

Task 1: Manifesto

To Live Freely

1. There is power in numbers.
2. Take care of yourself before others
3. It's ok to ask for help
4. Get comfortable being uncomfortable
5. Remember that food and water is a luxury to many
6. Count your blessings
7. You are what you eat
8. Listen to your body

3 Areas of Exploration

1. Physical and mental health should be a priority.

Before we can succeed in life, such as relationships, education, or our career, we need to first take care of ourselves first. Research for physical and mental health correlation have grown significantly, such that medical practitioners now need to consider patients psychological state when treating physical conditions and vice versa. Various psychological conditions such as depression alone has symptoms of fatigue, insomnia, changes in relationship with food/ eating habits, and feelings of hopelessness. Consequently this influences a persons cognitive judgement, and causes other physical problems. Stress is a natural response, but if not kept in check, it can also lead to other mental and physical conditions like high blood pressure, chest pain, and digestive problems. Physical health also affects mental health. There's strong research showing how lack of vitamin D and/exercise can lead to early signs of dementia and depression etc. Exercise produces "happy chemicals", endorphins, in the brain which has shown to combat depression. The lesser known benefits of exercise are: a sense of purpose through goal setting, reduced stressed, and alertness. When our first line of defence (health) is compromised our quality of life consequently declines. In daily life, if we prioritise our health we can prevent underlying physical and mental conditions; and also improve our mood in general.

2. Self awareness is the first step to improvement.

The biggest mistake is to not make any. The first step to improving is to simply be aware that of our flaws. We will most definitely encounter times where may feel stagnant and unable

to improve is called the fear zone (fig.1), although it's just one step away from the learning zone. In the fear zone we may want to improve but have't taken action because we are uncomfortable. Once we get past the discomfort zone and take action to improve ourselves we can learn. Practicing mindfulness can help cultivate self awareness. More specifically to be fully present and aware of your surroundings (feelings, thoughts and sensations) with an attitude which is non-judgemental, curious and kind. By doing this, it can help us notice signs of stress and anxiety and allows us to deal with them calmly and kindly. As humans we are all flawed and we will all go through times when we are stressed or have "mental events", which is why it's also recommended by the NHS that we should all practice mindfulness for our mental wellbeing.



3. We all live on the same earth and share the same responsibilities.

We often forget to acknowledge the many privileges we have which is only human. We need to appreciate the things we have in the present such as access to clean water, fresh air and food. The basic human necessities aren't available to everyone in the same earth we all live in, which is a privilege and we should do better to show our gratitude. It would be an offence to many to take these privileges for granted. We could reduce the amount of water and plastic and fuel we use. Oftentimes these are the big 3 which can easily be reduced, reused or recycled. The UK has done a great job of this in 2018. As individuals we could use more reusable products, take public transport or use the same glass for water. Most importantly if we are all aware of our footprint I believe we'll habitually make a difference.

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Task 2: Observational Writing

The following essay will discuss the 3 areas of semiotics using Charles Sanders Peirce's theory of semiotics, which analyses the relationship between icon, index and symbol which can be interpreted in a triangular model (fig.1); and Ferdinand de Saussure's definition of "sign" (fig.2). This essay will be focusing on the advertisement campaign "Fight for the Amazonas" for the company "Pizza & Love" (P&L)(see fig.3). The ad was designed by the advertising agency "Contrapunto". The company aims to market themselves as a sustainable company by using organic ingredients for their entire menu as well as entirely recycled pizza box packaging. Icon is a sign which its physical appearance resembles its literal/signified meaning. An index is when the signifier connotes to the signified meaning/ object. A symbol has no resemblance with the signifier and signified. It's interpreted solely from the sign being learnt by the user as common knowledge. Such as the heart symbol.

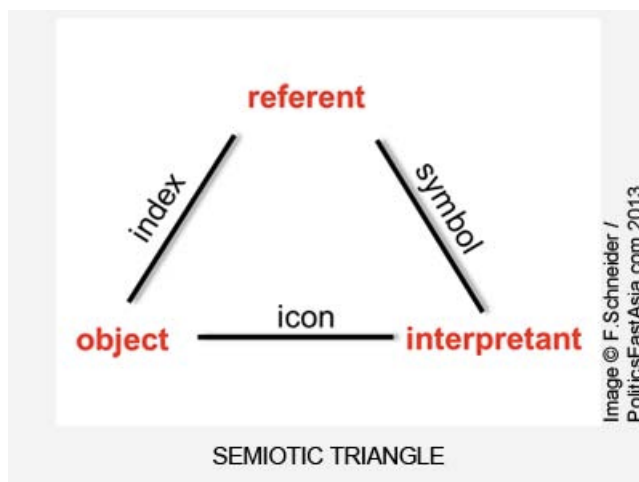


fig.1

SIGN =



fig.2



(fig.3) Contrapunto, Fight for the Amazonas. (2010)

From the advertisement it displays a single slice of pizza with visually prominently green type of topping. The pizza is on top of the cardboard background. On the cardboard background there seems to be a circular formed oil stain. Given the indentations and pizza placement on top of the stain, it suggests the remnants of a complete pizza. This advertisement contains a couple symbolic signs. As the company aims to market their 100% recycled packaging, shown in the corner, it's assumed that the cardboard background denotes the cardboard pizza box. The shape of the oil stain, possibly connotes the symbol of "Earth" or the lack of it. Also because of its uncanny resemblance to the icon, the oil stain is also a signifier of icon, specifically resemblance icon. From the placement of the pizza slice, it symbolises "Earth"; and its toppings, Earths' greenery. The signifier as an index for earth can be: nature, life and/the environment. The absence of pizza/earth and the oil stain in place of it, can also symbolise how the earth is soon filling up with waste with only a part of /green topping left. By looking at the whole picture showing the absence of pizza, "earth" along with the text "Fight for the last slice" they connote meaning of the earth in global warming. The advertisement campaign tries to evoke a sense of urgency from the viewer by alerting the viewer in a slightly exaggerated manner through symbolism of our future. As if if we don't "fight for the last slice" ; meaning if

we don't fight for "nature" or our earth, it will cease to be; which is shown in the pizzas' absence.

To conclude, without research, and from first glance, I would have guessed the advertisement is one without deeper meaning towards an ethical cause; as the small sign which says "100% recycled boxes" is positioned in the corner of the ad, it wouldn't be as significant to a passerby in my opinion. "Fight for the last slice" could literally be interpreted as common ads to elicit immediate sale and promote their pizza. Although diving deeper into the ad, one may question why an ad to promote pizza would only show a single slice.

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Task 3: Practice-based writing



"Asphyxiation"
2017
Mixed Media
20 x 60 cm

In this critical reflection of my own art, I will be discussing a multimedia sculpture which was created in 2017. In which during the time I was struggling to cope with stress, and used art as an outlet to cope. I chose to do this piece to symbolise the entire feeling of stress to which could be most closely described as drowning for me personally. Hence the name Asphyxiation. I focussed a lot on symbolism and researched on surrealism as a theme for this piece. I was inspired by the Freuds research on the unconscious and theories on psychoanalysis. As for artists, Salvador Dali and Yves Tanguy enlightened my way of seeing dreams and the unconscious, to which brought me to my final piece.

I thought I managed to tackle most areas in interpreting the symbolisms of stress into physical form fairly well. Although I believe it's a given that I can never manage to convey the way I feel to the viewer, since art can be interpreted differently in the eyes of the beholder. There are 3 goals I wanted to achieve. First, the feeling of being trapped which is symbolised in a tight cuboid for the "head" to fit in. To create the affect of feeling suffocated, as if in in a small tight space where there is not enough air. Secondly, The goal was to convey myself in the sculpture, and the most accurate way to do this was to create a mold directly from my face. Thirdly, was the water which i wanted to create to symbolise being frozen in time and the feeling of drowning. I feel it's successful because these aspects of symbolism are clearly shown. Although if I were to do it again, I feel there are couple of changes to make. In the event of making the sculpture there was a large chemical reaction which caused heat and too many bubbles to rapidly form, which affected the appearance since I wanted to make it as realistic as possible. I felt there were too many bubbles for it to look like a realistic struggle when drowning, although it did serve its purpose in symbolising the idea of it. The heat also affected the positioning of the head within

the cuboid, moving it towards the center whereas the goal was to depict the head being pressed against the “glass”. I feel this could have also been more accurately executed if i used a different material instead of clay, such as latex or rubber.

I believe the major issue was that I do enough preparation in research, which could have prevented other issues that occurred. In the future, I could do more technical research on the materials I was using to see if any of them could be reactive with one another. I would also try to find out how I could slow the chemical reaction to my liking to create less bubbles for a more realistic look as the goal was to accurately depict the feeling of stress.

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