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Task 1: Manifesto

Statements:

- Art is a gradual process; your style and ways of thinking change throughout your lifetime.
- An important factor to have when creating art is to be open minded and it is key to collect information and research from anything and everything.
- It is important not to create judgements about a person based on their work, practice or personality and to think of everyone equally, as everyone is entitled to their own opinion.
- It is important to educate using art to generate artistic interpretation throughout our lifetimes and helps to stimulate the imagination.
- It does not have to be in an art gallery to be art.
- Creativity can help your mental health and improve your wellbeing, as well as helping us to navigate the changing world around us.
- It is very important to show personality through your work as it is admirable to have your own unique style.
- Art makes you more observant and allows us to self-reflect, this has a positive impact on our overall growth.

Manifesto:

I believe that an important factor when creating art is to be open minded. "You have to look for the beauty in everything. In every moment. And everyone." Vivienne Westwood was an icon of fashion, successfully influencing millions of people around the world. She had an incredibly unique voice and perspective on fashion using culture and social changes like the punk era in her statement pieces. Her book *Vivienne Westwood (2014.)* talks about her life and how her successful career spanned five decades and how her work has influenced millions of people around the world.

Art is an extension of your personality, an expression of our thoughts and emotions. It is the communication of personal concepts that cannot be portrayed by words alone. A piece of art is the result of the creator's inspiration that is sparked by something they are feeling. To build your

purpose and use it to help influence others “Make full sense of your character and full use of life on earth.” Vivienne Westwood was an incredibly unique fashion designer who got her fame from thinking outside the box, and making her art an extension of her beliefs and personality. “Every occasion is an opportunity to make a point and raise a question.” It is key to collect information and research from anything and everything.



Fig .1, Vivienne Westwood® official store: Clothing & accessories (2017)
 WWW.VIVIENNEWESTWOOD.COM. Available at: <https://www.viviennewestwood.com/en/>
 (Accessed: January 4, 2023).

It is important not to create a judgement about a person based on their work. Everyone is entitled to their own opinion, people can express themselves however they please. Andy Warhol's work was controversial as people could not see his work as art, instead people viewed his work as a product. In the book 'Pop Art' we learn how he had an 'Obsessively repetitive technique.' This is shown in his work such as the campbell soup cans. Showing multiple images of simple cans of soup. 'Surpassing the boundaries of art.' Some people may not call this art, which simply shows how some people don't have the perspective to view Warhol's unique work. Observing art broadens your perspective by introducing new ways to look at the world. When you create art, people are sucked into a flow of creating. And the more you will start to concentrate on fine detail and pay more attention to your surroundings.



Fig. 2, *Andy Warhol Campbell's Soup*, (1968) *Fine art original prints*. Available at: <https://www.masterworksfineart.com/artists/andy-warhol/campbells-soup> (Accessed: January 8, 2023).

It does not have to be in an art gallery to be art. The book 'Artrage' (2016) references the rise of Rachel Whiteread, who became famous for her 1993 work 'House', in which she took a cast of an entire house on a derelict street in east London. The work won the Turner Prize and attracted a lot of controversy." It just really got to people either in an emotive happy way or an emotive sentimental way or an emotive angry way," said Whitehead. The work was eventually demolished but Whiteread added: "I would say... it changed the face of something in this country to do with art." More recently, Whiteread cast a military Nissen hut in Dalby Forest in

North Yorkshire. It is part of her 'Shy Sculptures' series, works which are exhibited so far away from the gallery that finding them itself becomes a part of the artwork. Whiteread shows that art can be anything if you have a creative mind. Galleries have helped artists become who they are today by trusting the creator and their work. But often the process of its creation can count for just as much, where there is a hands-on experience, exploring free exploration and enjoying the creative process. The imagination is flowing which involves critical thinking and problem solving.

The environment sources the best ideas and inspiration in art. Nature provides endless inspiration to artists and designers. Artists have depicted nature as a setting to express their inner feelings, such as Henri Matisse (1913.): "An artist must possess nature. He must identify himself with her rhythm." You feel as if you can harmonise with the natural environment - which makes the outdoors a natural gallery.



Fig. 3 Cohen, A. (2018) *Rachel Whiteread's "House" was unlivable, controversial, and unforgettable*, *Artsy*. Available at: <https://www.artsy.net/article/artsy-editorial-rachel-whitereads-house-unlivable-controversial-unforgettable> (Accessed: January 8, 2023).

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Fig .1, *Vivienne Westwood® official store: Clothing & accessories* (2017)
WWW.VIVIENNEWESTWOOD.COM. Available at: <https://www.viviennewestwood.com/en/>
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<https://www.artsy.net/article/artsy-editorial-rachel-whitereads-house-unlivable-controversial-unforgettable> (Accessed: January 8, 2023).

Task 2: Semiotic Analysis:

Semiotics is the study of signs and symbols and their use of interpretation. Semiotics have directed our understanding of what we see and how we view artwork and images. It provides meaning and affects how we see the world and what we acquire from the world around us. Ferdinand De Saussure (1857-1913) was a professor of linguistics, and wrote *A Course in General Linguistics*, in which he asked the questions 'How do languages work?' and 'How do they communicate meaning?' For Saussure, language is a system of signs, the sign can be split into two components, the signifier (meaning the sign itself) and the signified (what it refers to.) Signs are important because they mean something other than themselves, as they point to a meaning beyond the surface.

In the 1950's, Roland Barthes (1915-1980) borrowed Saussure's ideas from linguistics and used them to analyse everyday culture. In the book *The death of the Author*, He says 'In the multiplicity of writing, everything is to be disentangled, nothing deciphered.' Showing how nothing is how it seems on the surface; His essays were brought together in his book 'Mythologies' (1957), where he developed the concept of signifier and signified. Barthes showed how the connotations of images come together to create a 'myth', which are the stories we believe about each other and ourselves. Myths are frequently made by people in power to re-enforce their hold on society. They claim to be 'natural', however Barthes' method reveals their constructedness. Barthes talks about the signifier and the signified in his essay on the Paris match magazine cover (1955), where he explains and deconstructs the image to show that no matter what a person looks like, they can still serve for their country.



Fig. 1. (1955) Roland Barthes: *Mythologies*. Available at: <https://courses.nus.edu.sg/course/elljwp/parismatch.htm> (Accessed: January 5, 2023). (Paris Match Cover.)

Deconstruction is a method of analysis. This method was founded by Jacques Derrida (1930-2004), who used it to show that meanings are fixed and determinate, deconstruction illustrates how everything has underlying structures and meanings. Derrida's own approach was circumspect: his *The Truth in Painting* (1978) deconstructs what Cezanne wrote, instead of what he painted, this provided a model for artists.

I looked at an advertisement from the brand Marc Jacobs and their advert for their 'Daisy' perfume. As you can see in the image the denotative level shows three women holding large perfume bottles, surrounded by a field full of daisies. The colours used in this photo are very summery and bright, which has connotations about being happy and joyful, this could suggest how they want the customer to enjoy their time using this perfume as it gives you a youthful outlook on the world. On the connotative level, it is strange how the perfume bottles they are holding are very large compared to the models. This is suggesting that they are wanting to portray the models as young and 'innocent' as they are running through fields. They are wearing the colour white which also indicates a sense of purity and cleanliness, which is what people want to be portrayed as. In the online article 'Meaning of the colour white' (*Kendra Cherry*), we are told that the colour white can also 'convey a sense of minimalism,' which some people will find refreshing, however people may also find the colour white very bland and boring. It can also be shown as a sign of virginity as a bride will typically wear white.

The overall advert is very feminine; from all of the models being female, to them frolicking through fields of Daisies. All of the aspects in this advert shows a weird, nearly 'creepy' way to portray young women. It is a 'joyful' advertisement, says *Vice President of Global Marketing Marc Jacobs Fragrances Erwan LeBerrigaud (2020.)* when talking about the image, which I agree with in some way, however there is something about this that seems almost like a 'cult' as they are wearing similar items and all saying the same words. They are all wearing very minimal, almost no makeup, which again shows the innocence of a woman and how men typically like women to look 'natural' rather than covered in makeup.



Fig. 2 Noble, A. (2020) *Kaia Gerber says this is the only beauty product she's wearing during quarantine*, *Allure*. Allure. Available at: <https://www.allure.com/story/kaia-gerber-quarantine-beauty-marc-jacobs-daisy-campaign-interview> (Accessed: January 5, 2023).

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Cherry, K. (2022) *How white impact moods, feelings, and behaviors*, *Verywell Mind*. Verywell Mind. Available at: <https://www.verywellmind.com/color-psychology-white-2795822> (Accessed: January 5, 2023).

Fig. 1. (1955) *Roland Barthes: Mythologies*. Available at: <https://courses.nus.edu.sg/course/elljwp/parismatch.htm> (Accessed: January 5, 2023). (*Paris Match Cover*.)

Fig. 2 Noble, A. (2020) *Kaia Gerber says this is the only beauty product she's wearing during quarantine*, *Allure*. Allure. Available at: <https://www.allure.com/story/kaia-gerber-quarantine-beauty-marc-jacobs-daisy-campaign-interview> (Accessed: January 8, 2023).

Task 3: Practice-based writing:

Key word: Evolution.

Natural Object: Fossil.

Evolution is the change of characteristics over several generations, as a response to their changing environment. Darwin defined evolution as 'descent with modification,' the idea that species change overtime. In the 1850's Darwin wrote an influential book called '*On the Origin of Species*,' where he proposes that species "descent with modification", and how all living things can be traced to a common ancestor. A good example of evolution in a species is a *Peppered Moth*. During research I found out that before the industrial revolution in the 1700's, the peppered moth was pale with black spots. This specific colouring of these moths helped them to hide from prey and blend in with their surroundings. However there was a rarer type of Peppered Moth that was a lot darker in colour, and therefore they did not blend in as well as the common moths, meaning they were easily visible to prey.

As the industrial revolution reached its peak, the polluted air began to stain trees and buildings with soot, therefore making them black. As a result of this, the lighter coloured moths became easier to spot, making them more vulnerable to prey, this meant that gradually over time the darker moths have become more common and we are now seeing the lighter moths less, all as a result of the industrial revolution.

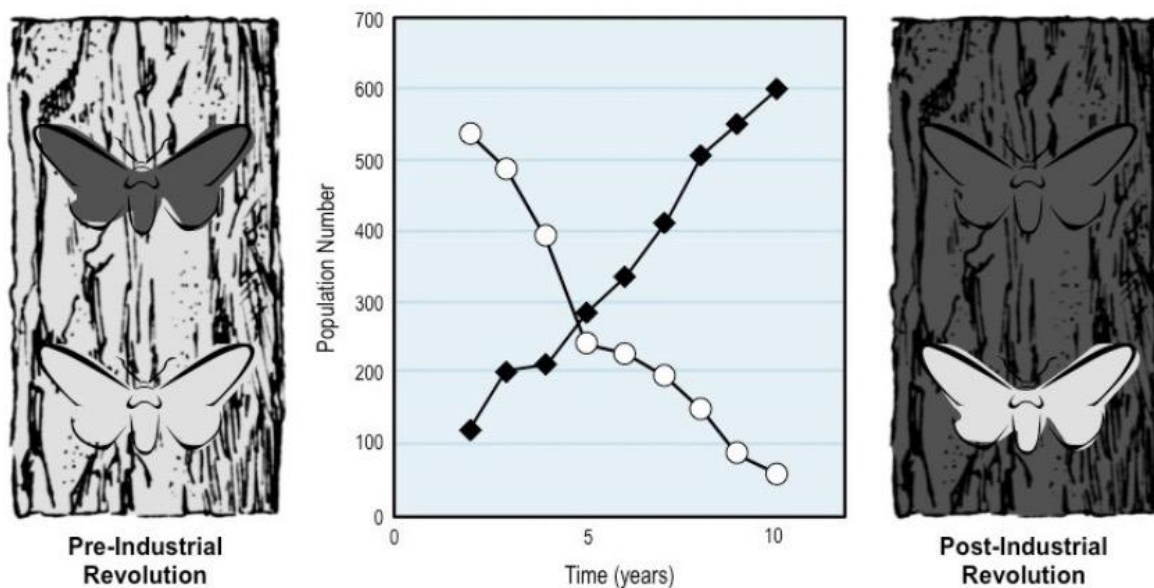


Fig. 1. Brent Cornell (no date) BioNinja. Available at: <https://ib.bioninja.com.au/standard-level/topic-5-evolution-and-biodi/51-evidence-for-evolution/e-volution-example.html> (Accessed: January 5, 2023).

According to the *National Geographic* (2022), fossils are the 'preserved remains, or traces of remains, of ancient animals and plants. The word fossil comes from the latin word '*fossus*', meaning "having been dug up." Fossils are most often found in rocks deep in the earth. For an organism to become fossilised, the remains usually need to be covered with sediment soon after their death. This sediment could include the sand and lava. Fossilisation usually occurs in organisms with hard, or bony body parts.

The way that fossils are naturally formed in such a beautiful way, has influenced lots of artists such as *Hamish Mackie* (2022), as his work reminds him of "sunny days on the beach", and he wants others to feel that through his work, because hunting for fossils as a child, and finding one is a magnificent feeling you do not want to lose the memory of.



Fig. 2. *What is a fossil and how do they form?: Discovering fossils* (2018) *Discovering Fossils - Introducing the palaeontology of Great Britain*. Available at: <http://www.discoveringfossils.co.uk/what-is-a-fossil/> (Accessed: January 5, 2023).

Fossils of the simplest forms are found in old rocks, and fossils that are more complex are found in new rocks. This supports Darwin's theory of evolution as he states "simple life forms gradually evolved into more complex ones." (2010.) My understanding of evolution and fossils is that fossils show a progression of evolution, and shows evidence of an organism's past life - and can confirm the existence of now-extinct species. This makes me question how they would have had the proof of evolution without fossils, and how they would have measured the different time periods that certain organisms were around. They are so interesting, and I think that fossils can influence many types of people in this world, from scientists, to artists. I think that it is important to show how odd things can bring the most different kinds of people together. Even nature.

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Fig. 1. *Brent Cornell* (no date) *BioNinja*. Available at: <https://ib.bioninja.com.au/standard-level/topic-5-evolution-and-biodi/51-evidence-for-evolution/evolution-example.html> (Accessed: January 5, 2023).

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