

Number Of The Beast album cover.



“Semiotics is the study of signs and symbols, including their processes and systems” (Allen, 2017, pg. 1588-1590) I’ll be using the work of Pierce who “was selected as arguably still the foremost and most influential theorist in this area” (Lomas, 2019, 359-370) to analyse an Iron Maiden album cover which was created by Derek Riggs in 1982 (has since been recoloured, but the image above is the original).

In this image there are three immediate characters, two of which appear to be the same, just different sizes. These characters are Eddie; Iron Maiden’s mascot who appears on all albums, and the devil. There is fire along the bottom of the image and is also in the hand of the initial biggest character. Other details are their band name is their signature font and the album title that seems to be written in a bloody font type.

An example of an icon is the puppet strings used by two of the characters; the biggest Eddie and the devil. This symbolises control and manipulation of said characters. What makes this different from other puppet depictions is that the smallest character being controlled is implied to also be Eddie, which ultimately suggests the middle character; the devil, is made to think he is in control of Eddie when in reality Eddie controls all. This then implies that, perhaps, Eddie is also in control of hell as that is usually where the devil is known to be.

At the bottom of the image, the fire has a well-known meaning of heat and destruction and in combination with the appearance of the devil and together imply that the location is hell. This would be a symbol as both are often used when referring to hell, but as hell is a construct it bears no resemblance to the fire.

Perhaps the manipulation is causing suffering and the location chosen to reinforce that, as hell represents such. Maybe the devil is in his own personal hell, not the one we have been told he resides over.

An index in this image would be the album title, which appears to be written in blood. Blood usually represents an open wound or injury, which as the location appears to be hell it’s entirely possible that that is the case. This blood, perhaps from one of the characters visible to us, has then been used to refer to the devil. Maybe the blood has come from the devil as he is indeed being controlled and has been used to reinforce this. The injury could even have been caused by the strings.

As a result of analysing, my overall view is the same however I have learned more about the artwork and its making through my research. I hadn’t thought much about certain aspects for sure and have now considered different viewpoints such as on

the writing used; whilst I think I had considered it to be blood, I hadn't thought about where it could've come from.

-Allen, M. (Ed.) (2017). *The sage encyclopedia of communication research methods*. (Vols. 1-4, pg. 1588-1590). SAGE Publications, Inc, <https://doi.org/10.4135/9781483381411>

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-(7/12/2023)

<https://media-studies.com/peirce-sign-categories/#:~:text=Charles%20Peirce%2C%20an%20American%20philosopher,between%20the%20signifier%20and%20signified.>

- (9/12/2023)

<https://www.loudersound.com/features/the-story-behind-iron-maiden-s-the-number-of-the-beast-album-artwork>

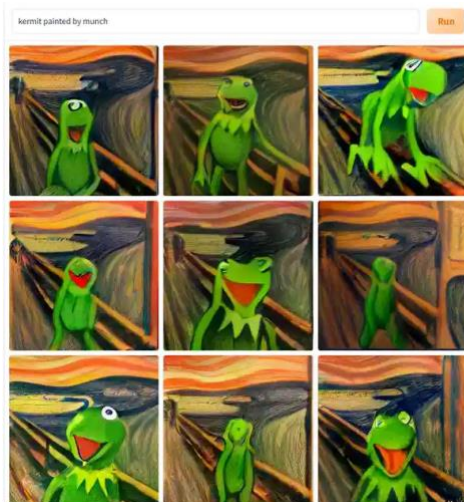
-Ley and Gannon-Cook, (2020: Boston), *Engaging Learners with Semiotics*

Manifesto points.

1. Everyone should have access to healthcare, regardless of financial background
2. The equality of everyone is necessary for a healthy society (ethnicity, gender, sexuality, height, weight etcetera)
3. Honesty and respect should be the default both to give and receive (to everyone including yourself)
4. Not everything needs to be, or should be, analysed
5. Wealth needs to be better distributed, as everyone should have access to things classified as human rights
6. No matter what you do there will always be someone who'll be upset
7. Everyone should be held accountable for their actions, no getting out of it (such as using money or bribery etcetera)
8. The use of AI for creative content should be monitored and limited



Manifesto 1 is referring to how certain countries haven't implemented a healthcare system that is helpful to most if not all of its citizens, and how this comes down to finances. The USA has a poorly designed healthcare system where all appointments, treatments and medications must be paid for by the individual receiving them and can be ridiculously pricey. This results in debts and some individuals avoiding treatment simply because they cannot afford it. Healthcare workers have been said to "see all around them unmet needs for health care" (Reinhardt, 2015, pg 4), which is frankly quite disheartening. There are many other issues in America that lead to people being able to afford things, such as an unliveable minimum wage, though the healthcare system certainly isn't helping the majority. On the contrary, many countries in Europe have a 'free' healthcare system where peoples' taxes go towards funding the healthcare and therefore allowing people of different backgrounds to have access to the care they need and therefore lead better lives whilst spending the money they earn on other necessities. Most still aren't perfect, however they are certainly allowing more of the citizens to have healthcare compared to the USA.



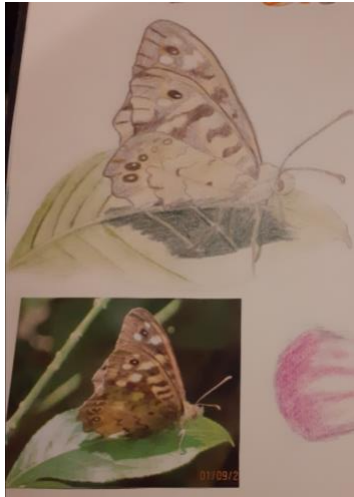
Manifesto 8 is referring to how overused AI is becoming and how it may end up affecting creators in a negative light. AI is for sure helping many individuals with their work and is still somewhat easy to identify if an artwork is in fact created by AI (be it the number of fingers/toes a creature has, or blurred elements), however there are also plenty of works that are almost indistinguishable from that of a human's. This may become problematic in the long run, especially if the AI is simply merging pre-existing works or creating copies of in different styles without giving the proper credit

to the creators. Artists in particular are already targeted with theft or their work by large corporations (such as Shein stealing artwork and using it on their products, and the subsequent lawsuit) and so the idea that they'll have to worry about or are already worrying about their work being used in that of an AI's is troubling. AI causes other issues too in regard to data safety and human rights, so overall it seems to be problematic if not minimised and monitored in usage.



Manifesto 2 is referring to how taking away one group's rights or limiting the growth of one group can affect the others. For example, pay gaps are apparent for many groups, such as the gender pay gap, which is likely the most well-known. Another pay gap is between the rich and the poor, which causes other issues. "A nation's quality of life increases as the gap between the richest and poorest decreases" (Abel, 2016, 150-155) with America (USA) having one of the highest income differences which has led to an increase in societal issues such as decreased educational performance and increased crime rate. The "equality of opportunity, where everyone has equal access to goods and services" (Flynn, 2022, pg.3) is a good place to start if we are to improve society.

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- Flynn (2022) *Equality in the City* Intellect



I have chosen to reflect upon an image I drew for my GCSE art course. It was drawn from a photograph I took of a butterfly for research/ideas. Overall, I'm very pleased with how it turned out, especially considering I didn't use any guidelines or a grid to draw it in addition to being at GCSE level and having much more to learn still. The drawing is recognisably a butterfly, and the colours aren't far off considering how limited my colouring pencils were. The main faults I see are in the shape and the shading and highlights. In the future I think learning to use guidelines and a grid would assist in making my work better and closer to the actual images I might use, especially as this drawing is close but not close enough to the original; the wings aren't quite right and the direction the head looks in seems off a little, with mine looking more diagonal and the photo looking more sideways.

In addition to using guidelines, perhaps learning how to blend the colours together would have helped; blending paints versus pencils are different and not all pencils are made equal, thus maybe better-quality pencils would have also assisted in making it deeper and more detailed. I should practice blending colouring pencils more, so my drawings will smoother and more consistent, as well as learning how the colours blend together.

Another skill I need to improve is creating shadows and highlights more naturally, as I feel the shadow in this drawing is a little too dark and a bit too jagged, as well as being slightly off in shape. The highlights seem lacking too. In the future I'll need to test out different ways of shading and highlighting, as well as learn more about colour theory to get the right shades so my drawings look more natural.

Starting off with a basic sketch instead of immediately drawing my final design also would have helped, however the more an image is drawn the higher the chance of frustration and motivation loss (if not drawn to the desired quality) so I must be careful to not overdo it and be happy with the progress I make.

In conclusion, I see errors in my artwork but am not going to start disliking my drawing as a result; instead I will see this as progress and strive to better my abilities. Perhaps I will try drawing it again with the potential improvements mentioned above and compare the two to see my progression. As said in an article, "You will almost certainly find that this has led you to a different perspective" (Launer, (2015)) and I most definitely agree as I have seen my drawing in a new light. I am proud of it, whilst acknowledging that I can do better.

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