

Topic: **Shape, Abstraction and Signification. Silhouettes, motifs or letter forms.**

I need to know: How understanding is created and how understanding is communicated. Through 'Semiotics', understand how signs and symbols are culturally mediated.

Key Words	Definitions
Sign	<i>A sign is an object, quality, event, or entity whose presence or occurrence indicates the probable presence or occurrence of something else. A natural sign bears a causal relation to its object—for instance, thunder is a sign of storm, or medical symptoms a sign of disease.</i>
Symbol	<i>A symbol is a mark, sign, or word that indicates, signifies, or is understood as representing an idea, object, or relationship. Symbols allow people to go beyond what is known or seen by creating linkages between otherwise very different concepts and experiences.</i>
Signify	<i>The terms signified and signifier are most commonly related to semiotics, which is in dictionaries as "the study of signs and symbols and their use or interpretation".</i>
Semiotics	<i>Refers to the study of how we see the world, and of understanding how the landscape and culture in which we live has a massive impact on all of us unconsciously. Our actions and thoughts – what we do automatically – are often governed by a complex set of cultural messages and conventions, and dependent upon our ability to interpret them instinctively and instantly.</i>
Syntax	<i>The way in which linguistic elements (such as words) are put together to form constituents (such as phrases or clauses).</i>
Leading	<i>Leading is a typography term that describes the distance between each line of text. The name comes from a time when typesetting was done by hand and pieces of lead were used to separate the lines.</i>
Kerning	<i>In typography, kerning is the process of adjusting the spacing between letters, usually to achieve a visually pleasing result.</i>
Rubbing	<i>A rubbing is a reproduction of the texture of a surface created by placing a piece of paper or similar material over the subject and then rubbing the paper with something to deposit marks.</i>
Frottage	<i>While superficially similar to rubbing and other forms of rubbing intended to reproduce an existing subject, frottage implies using this rubbing technique to create a new, original image.</i>
Stencilling	<i>Stencilling produces an image by applying pigment to a surface through holes cut in thin sheet.</i>
Analogy	<i>A comparison between one thing and another, typically for the purpose of explanation or clarification.</i>
Allegory	<i>A story, poem, or picture that can be interpreted to reveal a hidden meaning, typically a moral or political one.</i>
Metaphor	<i>A metaphor is a figure of speech that, for rhetorical effect, directly refers to one thing by mentioning another. It may provide clarity or identify hidden similarities between two ideas. Metaphors are often compared with other types of figurative language, such as antithesis, hyperbole, metonymy and simile.</i>
Codes / Conventions	<i>A code is a set of conventions or sub-codes currently in use to communicate meaning. The most common is one's spoken language, but the term can also be used to refer to any narrative form: consider the colour scheme of an image (e.g. red for danger), or the rules of a board game (e.g. the military signifiers in chess).</i>



René Magritte's 'The Treachery of Images'. What you're looking at is not a pipe. It's a print of a digital image of a photograph of a painting of a pipe.



Frottage is a Surrealist and 'automatic' method of creative production that involves creating a rubbing of a textured surface using a pencil or other drawing material. Surrealist automatism is a method of art making in which the artist suppresses conscious control over the making process, allowing the unconscious mind to have great sway. Max Ernst used a frottage technique to develop many textures in his drawings.

Arrow Task: Research and present a study into a sign that changes meaning. i.e. In the west, the thumbs up sign means everything is OK. This dates back to its use by Roman emperors to signal whether a gladiator should live; its reverse, thumbs down, signified death. In scuba diving this sign means go up to the surface, and by the side of the road it means you want to hitch a lift. In other words, we need to understand the context in which a sign is communicated in order to comprehend its real meaning.

Links to further resources: <https://www.tate.org.uk/art/art-terms>

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Cueva de las Manos, Perito Moreno, Argentina. The art in the cave is dated between 13,000–9,000 BP (Approx 7300 BCE), stencilled, mostly left hands are shown.



Monumental brass rubbings are a fun way of exploring, recording and interpreting history.



Michael Nelson Jagamara's Five Stories, 1984.



Joseph Kosuth. One and Three Chairs, 1965.



Neville Brody.



Keith Haring.



Robert Indiana



Jasper Johns. 0 through 9.



Banksy.

Thinking, questioning and communicating your visual intelligence using practical skills in ART. You will be able to organise your thoughts, understanding and expertise in **ART** this term under the following headings.

Skills: Manual dexterity, cutting, registering, frottage rubbing, measuring.

Contexts: History, reasoning, ideas, connections, representations, interpreting, inferring, hypothesising.

Rules: Visual analysis, exploring juxtaposition, understanding codes and conventions.

Audience: Multi-media, social media, politic, interaction, personal, commercial, ethical, moral, cause.

Resolution: Selection of appropriate media, placement, first hand and appropriated sources, scale, juxtaposition and social comment, decision making, style vs technique, form vs function.

Communication: Question, interpret, discuss, challenge, critique, represent, notions of truth, analyse, evaluate, talk, show.

Legacy: Material, pigment, permanence, honesty, heritage, culture, accuracy, pollution, digital footprint.

Throughout the year we will be asking you to articulate (to say, explain and use), a number of **Personal, Learning and Thinking skills** to help you develop your knowledge and understanding. This term we will be asking you to reflect upon your: **Independent Learning**. Identify questions, research, explore issues, evaluate different perspectives, influences, reasoned arguments and evidence.

Further thinking (why does this matter?):



On a functional level, it is important to us all that we understand this sign to mean 'One Way' (Semiotics). (The road signage system created by London designers Jock Kinneir and Margaret Calvert was launched and used on all British roads on 1 January 1965).

On a more complex, subtle level, understand that **"Good design is often invisible"**. **"Good art facilitates questions"**. Cultural intelligence supports appreciation and tolerance. Artists, designers and performers mediate our entire lives, often subconsciously; their work, woven into the fabric of our choices and directions in our daily lives. Needless to say it has enormous, far reaching impact, not least, economic. Follow the link for some infographics: <https://www.thecreativeindustries.co.uk/resources/infographics>