

Albert Laurence School of Communication Arts, Research Committee
2020

Creative Work Manuscript

1. Creative work name

Just Respect

2. Name of artist or designer

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3. Background or significant of the project

Movements, protests, call-outs, riots, and insurrections: whatever word you would use for calling what is happening all over the world is depending on what side do you take. Many people seem to believe what they are believing is right, probably including you and me. But do you believe that there is a single reality or universal truth? Even if there is, postmodern philosophers for the likes of Michel Foucault, Jean-Francois Lyotard, and Jean Baudrillard would argue, or at least having consensus that it is unachievable due to the limitations of human senses and language barriers. (Branston & Stafford, 2006)

In art, postmodern artists questioned what the value of art really was, and who set the standard of art. Aesthetically, there is no high or low art. Art is not just the work of mere “artist”, hence any artifact could be considered a form of art. Consumer products could be considered art, not only an art for art’s sake. (Sichel, 2018)

This emphasizes that instead of arguing who and what is right, should we embrace the diversity and figure out the way to live peacefully?

None of us are the same. Humans see the world differently both physically and culturally. A society is full of diversity, which sometimes leads to conflict such issues as generation gap, ideology, and believe. Sometimes

this leads to violence. Some other times, this leads to war. The problem occurs when one takes his own culture, ideology, or believe being superior than others. What would cure all this is love; in other words, it is relationship. However, love, relation, and peace cannot be happening without mutual respect. Respect is an opened door to embrace diversity in the society, orders, definitions, aesthetics, and opinions.

There are people who literally see things differently, and they are considered not-normal. Here in the piece or work, the concept of normal is challenged, because being normal and standardization is a discursive practice from powers. There are people who take for granted that they are normal. But who is “blind” to make relationship really? The normal or the not-normal?

4. Project Objectives

1. To explore a practice of postmodern art movement
2. To challenge the concept of being normal
3. To communicate message “Every relationship begins with respect”

5. Concept

We live in the world that is full of colors. This implies diversity of people, political ideologies, and racism issue. There are people who take some “color” superior than the others. So, would it be better if we overcome ethnocentrism by open up and listen to others?

Color-blind test is applied to represent those who have “normal” color vision could not see what is hidden, only those with color-blind would sense the heart of every relationship; yes, it is just a respect.

With respect, an individual could get started in understanding other individuals, and eventually live peacefully with one another. Even with disagreement, respectfulness could avoid any form of violence.

Just Respect takes a form of color-blind test. There are eight entities in the artwork allied in a pop art style: the first one represents normal color vision that contain little circles forming a big circle each with difference in size and colors, the other seven circles show letter R, E, S, P, E, C, t, respectively on different background colors, in which the scheme of deuteranomaly and protanopia color-blind conditions.

6. Process of art or design works

1. Conception

Under theme, “relationship”, it was clearly that my message for the piece of art is “respect”. Although the Beatle’s *All You Need Is Love* song (and Christianity) prioritizes “love”, I found out that to love other people, especially for someone deserved hatred is too difficult, that would be unreachable for a lot of us. Instead, what is easier is to give other people some respect. Respect on what they believe, think, and communicate, even if one does not agree with. This would lead to relationship, and eventually peace.

Under theme of relationship, the message is “respect”. To communicate that with challenging the concept of normal, I had decided to apply a form of “color-blind” and a vibe of “pop art” style.

2. Preparation

2.1 Explore the concept of postmodernism.

Philosophically, postmodernism challenges “standard”, since its basic assumption is based on social constructionism. This therefore denies the concept of high and low art. It embraces everyday artefact, which here I use a color-blind test to represent the form and borrow the style of Andy Warhol’s notable style of pop art.

2.2 Study color blindness condition.

In the application of color-blind test form, I have studied color-blind condition and found out three main conditions of color-blind: red-green color blindness, blue-yellow color blindness, and complete color blindness. Among them, the red-green color blindness is the most common form of condition. It consist of four types, which are deuteranomaly (green looks redder), protanomaly (red look greener), protanopia and deuteranopia, which both cause distinction between red and green. (Lockett, 2020) Since the red-green color blindness is the most common condition and protanopia and deuteranopia are clearly observable when it turns to image. I had decided to apply protanopia and deuteranopia to represent the message.

2.3 Study the style of Pop Art

Pop art is known for applying what people experience in daily life in arts, just like Warhol's *Campbell's Soup Cans* (1962) that is a product that viewers can experience in any supermarket or images of pop star Marilyn Monroe in *Marilyn* (1967). This is a movement in postmodern art in order to represent the philosophy behind, that is to challenge the tradition of art in terms of value and standardization. It shows the denial of the power/discourse that set the standard and definition of art, especially the distinction between high and low art. The style of pop art is also well-known for colorful and vividness of color uses.

3. Production

Although I had a concrete concept since the beginning, it took several changes throughout the production process. I began with the creation a pattern of color-blind test that consisted of different-sized circles to form a big sphere. Each little circle represents individual person. This show diversity of humans. They are arranged chaotically.

The background color in each box usually seen in pop art style was supposed to be yellow, violet, orange, teal, red, and red-violet, the colors,

yet all turned to shades that represent the colors that color-blind people see.

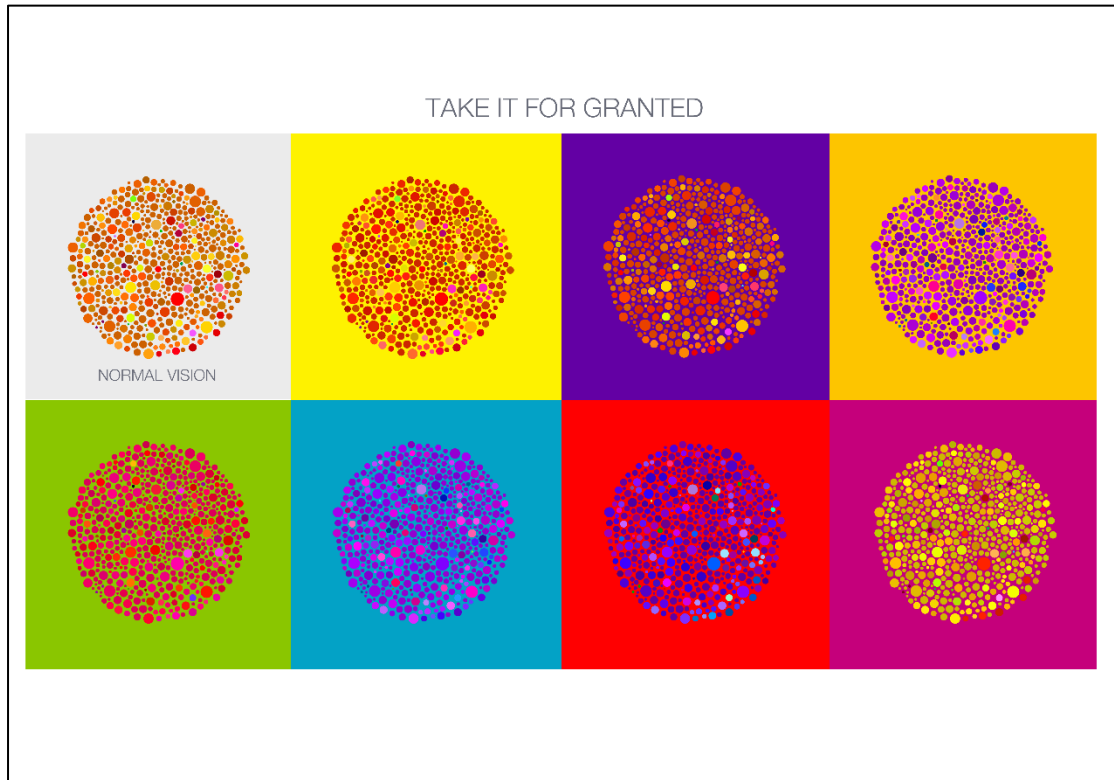


Figure 1: Background colors before turning to protanopia and deuteranopia shades

The colors in the background above had turned to protanopia and deuteranopia color-blind conditioned colors that red and green are faded to look greenish, yellowish, and greyish.

The letter R, E, S, P, E, C, t was created individually by coloring little circles to form a letter. I want each letter to be able to read, but not too vibrant either. The saturation of many letters was decreased since it would look like a normal pop art culture, in which the intention was to resemble of pop art, yet a not normal pop art.

In the beginning, I was thinking about having both entities: the one before color change with no letter in the circle (as in Figure 1) and the one with letters and color faded (figure 2). However, I didn't think that the message would be as strong. Besides, it would be even more confusing. So, I had chosen just a single piece to represent *Just Respect*.

7. Material and techniques of art or design works

Digital art, Pop Art style on A2-landscape-size paper.

8. Picture of art or design works

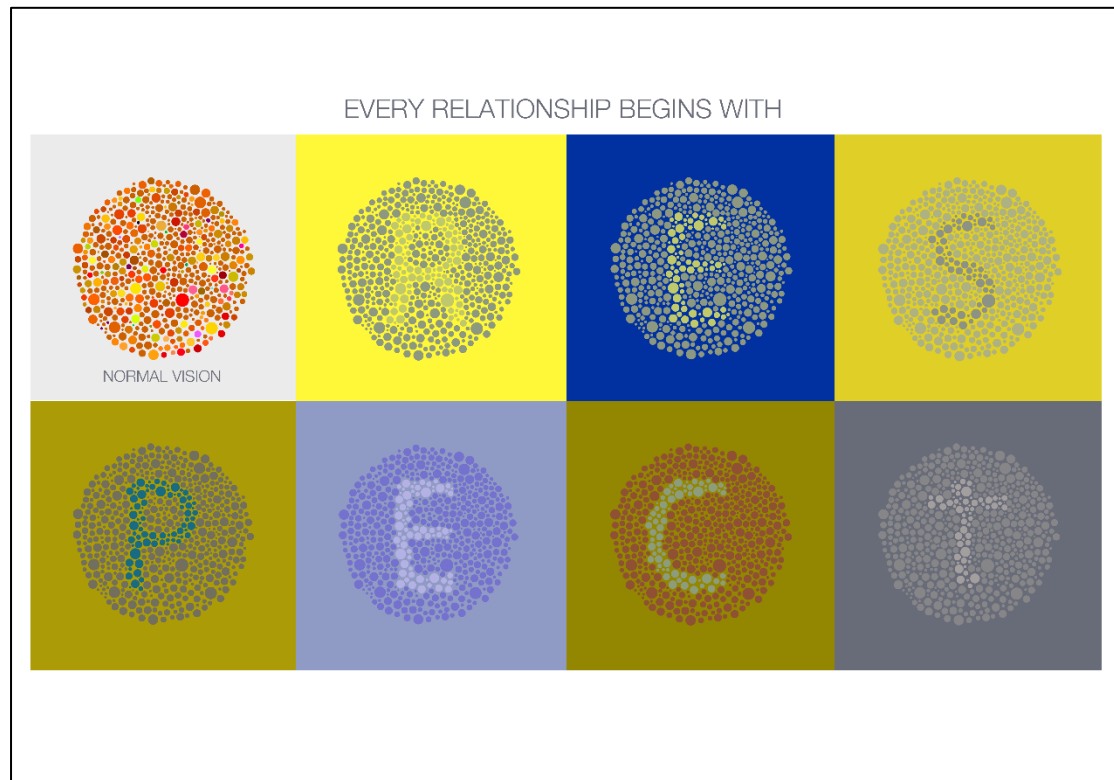


Figure 2: Final piece of work

9. Knowledge after finished produce art or design work

Since the creation of the piece of work has to be studied of the concept of postmodernism, pop art, and color blindness condition, I have gained knowledge of all entities defined earlier.

Design-wise:

- At first, to fit a portrait dimension I came up with idea to have only two spheres: one for normal vision and one for “respect”, however to put all letters in a sphere was difficult to read. The little dots must have been increased in quantity, yet would look to confusing. So, by changing it to landscape and put each letter in a sphere

made it simpler, and associate with the text above “Every relationship begins with...” Each letter could also mean an initial (or DNA) that leads to another meaning such as R for relationship, E for empowering, S for significant other, and so on, and all together is a respect. In design, the simpler, the better.

Philosophy/Concept-wise:

- Postmodernity, in a sense is criticized for just telling that everything is constructed under powers and break it down, yet no means to resolve conflict, not even lead to better society. Besides in art, postmodernity concept is not unconventional, but vice versa in terms of styles. As Dussel (2012) concerned that postmodern society that should have led to inclusive society, instead in tend to be multiple exclusive societies. This triggers to other variations of the concept known informally as post-postmodernity (or trans-modernity, hypermodernity, digimodernity, etc.), where it is a synthesis of modernity and postmodernity: inclusive society but not to extreme anarchy. There is no answer yet, however it paves the way for better society.

Humanity-wise:

- This work does not only increase knowledge in terms of technique, the concept of postmodernity empowers me to take action for marginalized people, which color-blind people are in consideration. Normal or not-normal is constructed by network of power. It is hard to challenge, even harder to change, yet the movement of art had proved that it happened before. Any individual then should just do something for the better, either for oneself or the society.

References

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