



E-DIARY

Canace Chen 9/9/2019



WHAT YOU NEED TO INCLUDE

- Overview of your concept/theme/idea
- All researched artists, methods and influences
- Photos/scans of all sketches, ideas and experiments
- Folio Development progress shots and descriptions
- Photos of Resolved Folio pieces with an Artist statement.
- Reflection on each piece



CONCEPT

In this unit we focused on art as code. The definition of code is a system of rules to convert information. Since art itself is a kind of language, we need to use this language to express our opinions about a theme or a problem. My theme is the beauty standard for Asian girls and the reasons behind it. I want to create a combination of both Asian and Western girls' features to show their different kinds of beauty. To emphasise the features, I want to make the artwork in separate parts and can be viewed both as a whole artwork and as separate pieces. Through this artwork, I also want to expose the manipulation of people's beauty standards by culture, beliefs, politics and economy.

RESEARCH & INSPIRATIONS

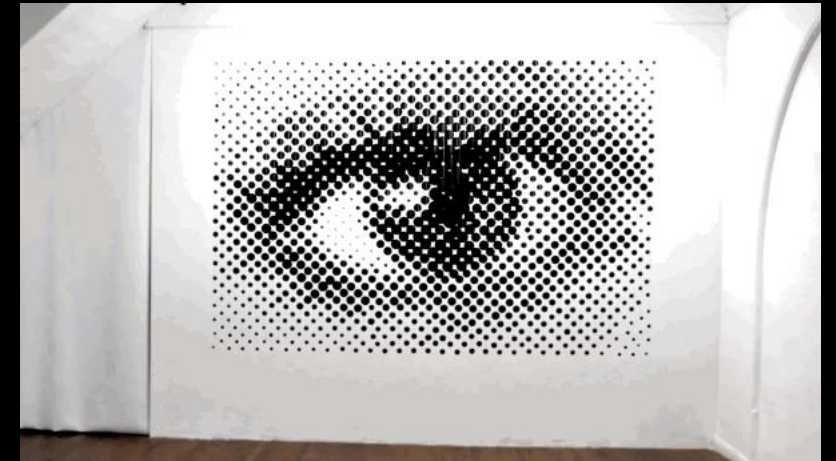


I got my idea for the final artwork from a conversation with friends. We talked about many Asian girls have plastic surgeries or make up to make them look like western girls because they believe western girls are more beautiful. Based on my experience of living in China, most of girls think larger eyes, high bridged noses and fair skin are symbols of beauty. Brown, maroon and blonde are the most popular hair colours, and same for blue, green and grey cosmetic contact lenses. I found that this is very sad, but also curious about the reasons behind it.



The model of my final artwork was inspired by this masterpiece of Pablo Ruiz Picasso as well as the cubist idea of breaking up the subject and showing them in different angles.

INSPIRATIONS



The way I display my artwork was inspired by Michael Murphy's 3D artwork, Perceptual Shift. It consists of 1252 balls and it looks different from different angles.

RESEARCH

- South Korea is especially famous for their plastic surgery so I used South Korea as a representation. According a survey by the International Society of Aesthetic Plastic Surgeons, their beauty standard prioritises a slim figure, small face, V-shape jaw, pale skin, high bridged nose and larger eyes. Base on research, the top 3 most popular plastic surgery procedures in South Korea are: double eyelid surgery, nose lifter and V-line surgery. The top 3 most popular kind of beauty products in South Korea are: blemish balm(BB) creams, colour correction(CC) creams and scrubs. Single eyelid, flat nose and dark skin are considered unattractive.
- I also did further research to look into the reasons behind this phenomenon. A Chinese film director once pointed out, "The mentality today is to follow these trends without really knowing if it suits their features." Despite the beauty standard is getting more diverse globally, a western-centric ideal of beauty still dominates in East and Southeast Asia. Also, in terms of economy, multinational beauty brands play a big role. Since East and Southeast Asia is densely populated which makes it an emerging market with trillions of dollars of purchasing power, multinational beauty brands press on their products, techniques and advertising that remain more one-size-fit-all than inclusive.

IDEAS & EXPERIMENTS



EXPERIMENTS



I also tried line drawing art, 3D art and knitting during the experiment process.



Experiment 2:

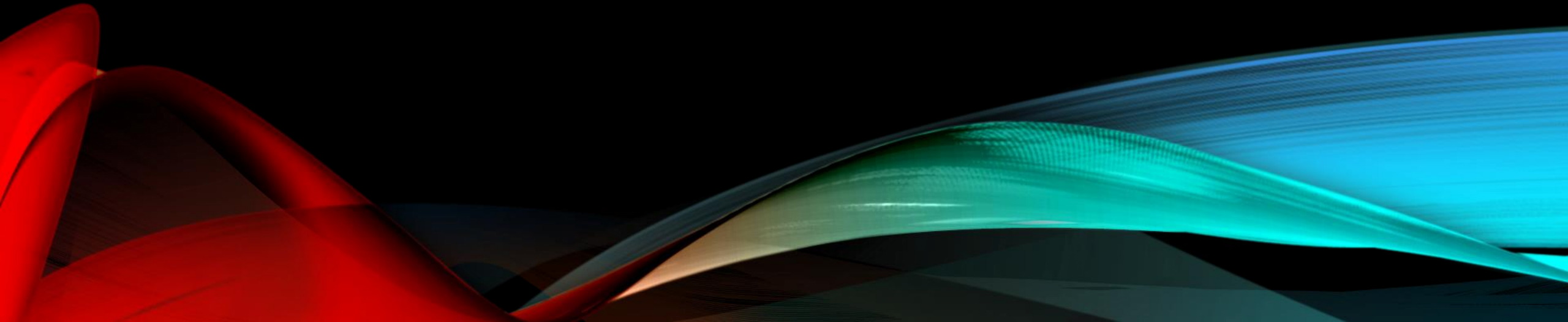
In this experiment, we were asked to use metaphor. I used the game Paper Scissor Rock to represent the rule of life on this planet. I tried watercolour as my media and to emphasise the main part of the painting, I painted the planet and hands on a separate page from the background and then cut and stick them onto the background.



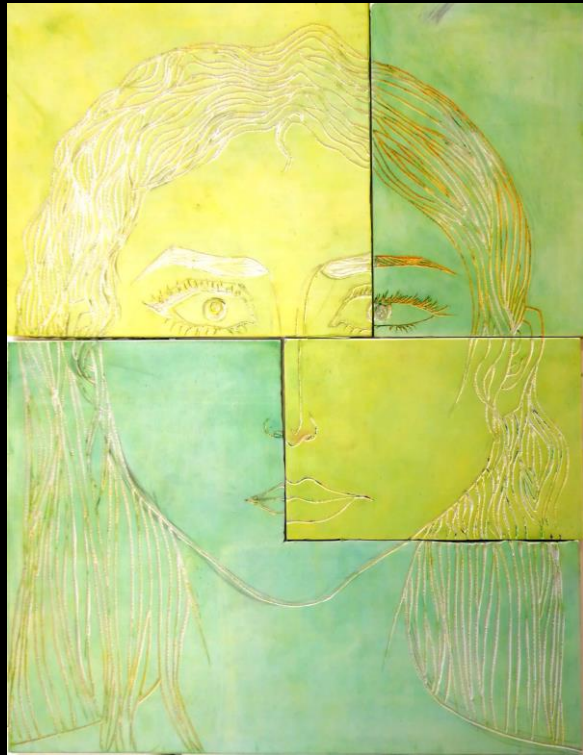
Experiment 1:

For the first experiment, we were asked to use one colour to represent something. The first colour that came to my mind was dusty blue which represents ancient towns in South-east China. So I used baking papers to make an oil-paper umbrella. It's one of the most famous souvenirs there. I also added plastic wrap to make it waterproof.

FOLIO DEVELOPMENT



I chose to use 2K size paper to draw the model. I separated the paper into 4 areas. Since eyes, nose, mouth, face shape and hair are the major parts that Asian girls want to change, as well as the main elements to show the different identities, I separated these parts and emphasised their features to contrast the different kinds of beauty.



This is the first time for me to do Lino carving. Although I watched many tutorials on the internet and did a few practices, I still failed in carving the first part of the model. However, from the second part I found it got a lot easier and quicker. After I finished the whole set I redid the first part. I am happy with my carving result.

FOLIO DEVELOPMENT



I did some trail printing. I tried some different kind of papers including stretching papers, crafting papers and printing papers, as well as colour matters like watercolour, ink, acrylic and Lino printing ink. I found Lino printing ink on crafting papers works the best.

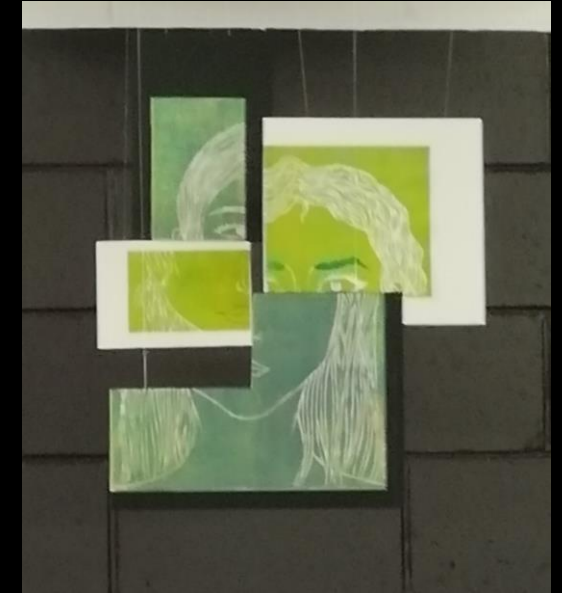
FOLIO DEVELOPMENT



This is the first set of the complete printing. I did not like it and I also got feedback from others that I did not think enough about the colours. So I decided to do some more experiments before the next set of printing.

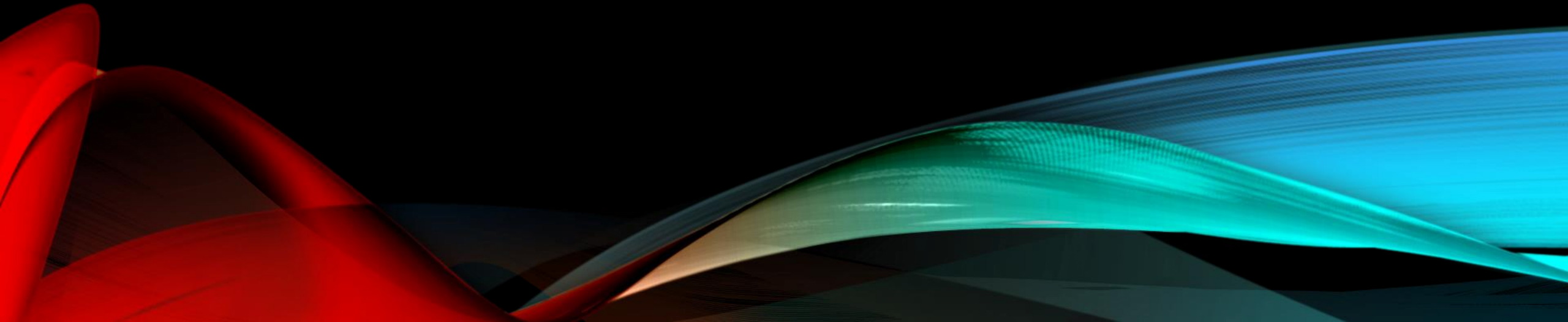


I got the idea of using exactly the same colour for each part but in different orders which can give the viewers completely different feelings. I also found that marker pen paper is a better paper for printing. I chose 5 colours(layers) and tried to print them in different orders, but they ended up looking very similar. I made some more adjustments on the colours.



This is the final artwork. The marker pen papers are very thin so I added foam boards to keep them straight. Each piece is suspended from the roof, like a marionette. People think beauty is simply just a personal feeling, however, it is actually influenced by culture, beliefs, politics and economy.

RESOLVED FOLIO PIECES

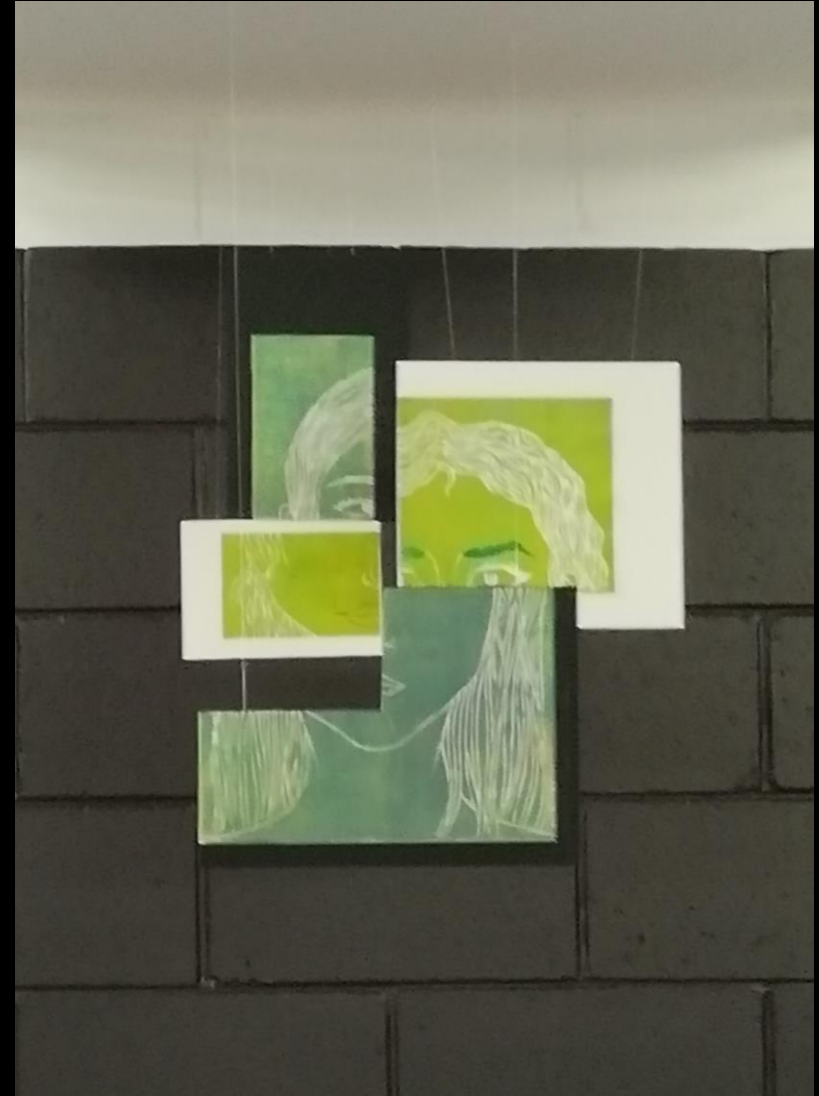


BEAUTY MARIONETTE

Media: Lino printing

Size (height, width, depth)

This artwork is a reflection of the phenomenon of many East and Southeast Asian girls have plastic surgeries and makeup to make them look like Western girls because they believe Western girls are more beautiful. Most people think beauty is simply just a personal feeling, however, it is actually influenced by many factors such as culture, beliefs, politics and economy. This artwork consists of 4 separate parts of a Western girl and an Asian girl. Each part was printed with the same colours but just in different orders, which shows both of them have their own beauty but just in different ways, but they are viewed differently due to internal and external factors. The artwork is suspended from the roof like a marionette which exposes the invisible manipulation of beauty standards by culture, beliefs, politics and economy.





REFLECTION

- During the journey of this unit, I tried some new media. For the final artwork, the carving part was easier than I thought, but the printing part was much harder than I imagined. I failed many times, but I'm happy with what I eventually got.
- On the other hand, I can also see that there are still a lot of things that I can improve. I think it will be better if I show each part of the model in different angles. Also, I think I need more details rather than just a head of the model. I like the idea of using the same colour but in different order, but I feel like the contrast between each part is not enough since they both are green.
- The use of Lino printing as the only media seems a bit flat. I should have tried to make it a mixed media artwork.

REFERENCE

- <https://mymodernmet.com/michael-murphy-perceptual-shift/>
- <https://www.pablocicasso.org/the-weeping-woman.jsp>
- https://galeapps.gale.com/apps/auth?userGroupName=lincclin_ecc&origURL=https%3A%2F%2Fgo.gale.com%2Fps%2Fi.do%3Fid%3DGALE%257CA460483622%26v%3D2.1%26u%3Dlincclin_ecc%26it%3Dr%26sw%3Dw%26authCount%3D1%26p%3DITOF%26xp%3D&prodId=ITOF
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