

UC Creative Competition entry

VISUAL COMMUNICATION DESIGN; *FACT OR FICTION*

By Kasia Pownall



Description (297 x 420mm)

This artwork was done using oil and acrylic paints, as well as pen on canvas, and aims to serve as a visual response to the text '*Chronicle of a Death Foretold*'. The chaotic and colourful nature of the composition visualises the fallible and inconsistent nature of human memory.

My artwork depicts a female figure with a deliquescing face being moulded by two outside hands, visualising outside factors altering memories. The piece incorporates a quote from Michel de Montaigne, who worked within the philosophy of memory, reading "Nothing fixes a thing so intensely in the memory as the wish to forget it." The eyes to the left serve as a 'memory bank' showing how many different variants of an image can be formed by placing a different eye on the face. The face of the female is hazy, smooth, and is framed and separated from the background with solid white hair. The explosions of sectioned colour and random images create a more chaotic and

nightmarish state, but also visualise the amount of noise in the background of one's memory. The background of my piece additionally references the social setting of the novel, using artistic styles and techniques common today.

Magical realism is a prominent technique in the novel and this technique continues throughout the background of my painting in images such as a personified sun and a serpent. The two faceless figures in the corners are void of gender balancing out the image. To represent the persistence of gender stereotypes in the novel, traditionally feminine hearts and flowers are scattered throughout. Additionally,

the halo above the main female face fades into the background slightly, showing how the concept of purity in women is becoming less prominent in current times.