

Name: Madison Guy

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Student number: 2322835

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Task 1 - Manifesto: 493

Task 2 - Semiotics: 521

Task 3 – Practice-based writing: 511

1. Do not create barriers, be open to try new things, experiences and collaborations.
2. Be true to self, creatively let your mind, and heart guide your destination. Value creativity, financial reward is not the main goal.
3. Simplicity is key to success. Do not complicate when unnecessary.
4. You do not need someone else's approval to call yourself an artist
5. Experimentation is a stepping stone on the path to success.
6. The best designs come from engagement with other artists.
7. Creators are born not created
8. Technology and mass production are changing the ways we view art. We need to bring back the joy associated with viewing a physical and original piece of art instead of letting technology take over.

- 1) Do not create barriers, be open to trying new things, experiences and collaborations.

Robert Frost is quoted within *The Art of Creative Thinking ; How to be innovative and develop Great Ideas* (Adair, 2009a) that “It is no good trying if you don't take time to fill your lamp” this means that to get the best outcome, you must put time and effort into your creative work and dive into all opportunities thrown towards you. You should engage with reading, media, exhibitions and experimentation to reach your full potential. You should not create unnecessary barriers by procrastinating and finding excuses. Jumping into a task with a half-hearted attitude leads to unformed ideas and potential. Inspiration comes from experiences and fires our imaginations in creative

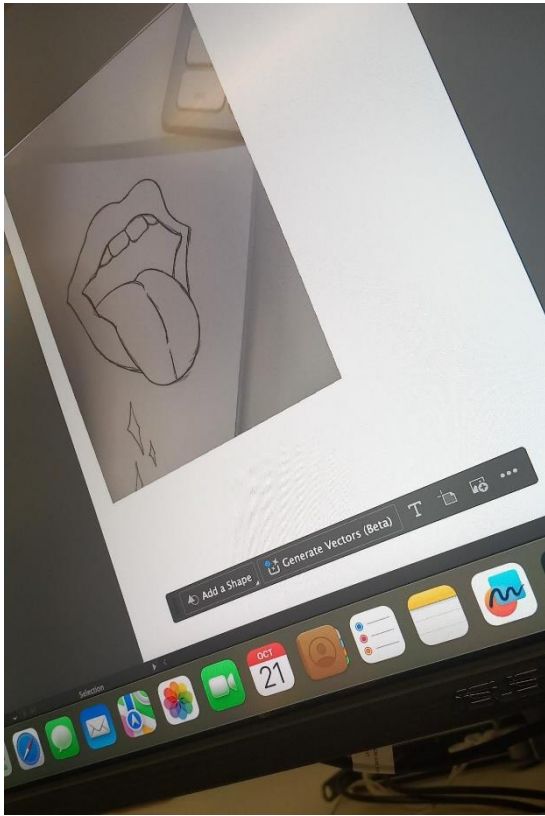
ways this is supported by Graeme Greene who said that ‘If one had to wait for what people call ‘inspiration’, one would never write a word” (Adair, 2009b) .

2. Technology and mass production are changing the ways we view art. We need to bring back the joy associated with viewing a physical and original piece of art instead of letting technology take over.

The way technology has advanced has changed the way that reproduction of art is perceived. This is through the ease of access to technology, nearly everyone has access to a mobile phone so there is less need to visit the original. Mass mechanical



reproduction of art can be a strength and flaw to the world of art with digital sharing now being a more economical way to present work than using machine and materials to create physical copies. “Mechanical reproduction of art changes the reaction of the masses towards art” (1936), however, the digital aspect of the art world seems to have altered the masses’ view of art even more than mass production. The reproduction rate of art does not need to be as high as pre-digital sharing due to being easily accessible online for the audience. There could be a future where copies of physical pieces of art are almost entirely eliminated due to digital sharing, we as a generation of creators, must stop this level of progression and find more economically friendly ways of production with limited waste products.



3. Experimentation is a stepping stone on the path to success

“As we’ve seen, many of the earliest experimentalists focused on medical research. But in the past century or more, experimentation has expanded well beyond medicine and the hard sciences” (Luca, M. Bazerman, M.). Experimentation has become a part of everyday life, whether you are experimenting with your clothing style or creating a new art style. Experimentation greatly impacts the way art is created as people are constantly thinking of new processes and ways to complete a task. Experimentation can lead artwork into new directions and acts as a stepping stone towards a final destination. With art being a process with many different steps, it is good to involve levels of experimentation to help your work thrive and progress on to new and better things. Experimentation can be something as simple as testing a new colour in a painting or completely switching mediums. For example, going from ceramics to glass to create a piece to see what comes out better or more interesting. Experimentation is a process to be played around with.



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Book references

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Images

Figure 1: myself, 2024, Swansea

Figure 2: myself, 2024, Swansea

Figure 3: myself, 2024, Swansea

Semiotics



Semiotics is a process of image analysis in which we have the labels of the signified and the signifier. As according to Saussure, the signified is what the person can see/hear, and the signifier is the physical form. Charles Sanders Pierce as stated within an article on semiotics and the study of signs (Augustyn, 2024) broke signs down into three sub-sections within semiotics. You would have the icon, an index and the symbol. He also gave the demonstration of signs never having a definite meaning. “Logically, it must be capable of conveying a meaning” (Langer. S 1951) Suggesting that to have a sign or symbol, it must be relevant enough for a person to understand the meaning being conveyed when using it.

The denotation of this image is that there is a woman in a kitchen preparing two cups and a teapot on a tray. You can also see a kettle boiling water on the stove. The lady has blonde hair with a pin-curl hair style and an apron over her dress. Additionally, the lady is holding an open box of Typhoo tea in her left-hand. There are several different typefaces within this poster for each section of writing. The main colour of this poster is a bold red, which makes it really pop. There is also a feature of blue within the woman’s dress. The other colour featured is white. It can be seen a lot in the foreground and background of the image with the collar and sleeves of the woman’s dress as well as the kitchen cabinets in the background.

The woman in the kitchen suggests the idea of the “woman belongs in the kitchen” stereotype that was a lot more common during this time period as men were considered to be the ones to go out and work while women would do housework. The pin-curl hair connotes beauty and that she is following the fashion trends of the time with her blonde hair in the common hair style of pin-curls that she had probably spent several hours putting in curlers the night before. The apron also suggests the idea of the “woman belongs in the kitchen” as people commonly wear aprons when cooking or preparing food. The Typhoo tea bag box being held in the left hand could suggest a lack of dominance involved with females as men were considered to be more dominant and some people consider the right hand to be more of a dominant hand as people used to be forced to use their right hands as left-handed people were considered weak and mentally ill in the past. The colour scheme within the poster of red, white and blue connotate a sense of patriotism towards Great Britain as the advert was released not long after the Second World War. The different typefaces also suggest different things with the “goes further” text promoting fluidity which is fitting for the product as it is a drink. The font used for the word “Typhoo” makes the name of the brand stand out and makes it a lot more noticeable for people when glancing at the poster.

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Article

Updated by Augustyn. A, December 19th, 2024, semiotics the study of signs

<https://www.britannica.com/science/semiotics>

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Langer, Susanne K (1951): Philosophy in a New Key: A Study in the Symbolism of Reason, Rite and Art. New York: Mentor

Image:

Mattsco.com (December 2012) <https://pin.it/5zCP5YTOy>

Task 3

My chosen object, the balloon dog, by Jeff Koons is part of a balloon animal collection created in 1994. As quoted in Artsper magazine (2022) Koons describes this piece by saying it “symbolizes human experience: that like these balloons, we inhale air. In other words, air is vital to us, just like these balloons”. It is a piece that has been created with Andy Warhol in mind with its “pop culture” theme. The balloon dog sculptures are made out of mirror-polished stainless steel with a transparent colour finish and are ten feet tall and twelve foot deep.

My chosen word is “sustainability” this has been chosen because sustainable living is starting to become a lot more important to the environment and being able to combine this lifestyle with art could produce new possibilities. Sustainability “means dealing responsibly with the earth’s limited resources while creating a sustainable society and promoting social justice” (myclimate.org). Sustainability is important because planetary resources need to be intact for future generations. Sustainability can be considered in different contexts. Whether we are recycling materials or using better alternatives such as using paper instead of plastic or we could also be planting five trees for every tree we cut down so that our ecosystems thrive and continues to grow.

When linking the balloon dog with the word ‘sustainability’ we consider the fact that according to Väänänen et al. (2017) “the craft entrepreneur’s conception of sustainable craft is a system comprising three fundamental elements: practice, product and immaterial craft”. When considering the use of “immaterial craft” when in the context of the balloon dog, we could consider creating a virtual piece of art that is created through image and augmented reality where no physical material is needed for a piece to be created. Using an augmented reality to create a sculpture of a balloon dog not only reduces waste but becomes a lot more sustainable as it also cannot be broken or damaged in any way. While we lose the ability to physically admire the piece, we can admire it in a new, more sustainable way that could potentially change the way we view all kinds of art.

If we consider bringing the balloon dog and sustainability into the context of design crafts, we could consider creating the sculpture on a smaller scale which would use up less materials in the long run. We could also consider melting down scraps of metal that would otherwise not be used to recycle them and create new sheets of metal to mould into the desired balloon dog shape. Another thing we could consider is using a cheaper material as costs can also fall under sustainability as sustaining low costs can mean making more products. Perhaps exchanging metal for ceramic, a ceramic sculpture of the balloon dog could be created. While a collaboration piece where

ceramic versions of the balloon dogs were made exist, there could be changes in scale and colour for the balloon dogs and we could consider using recycled clay or natural clays to make the pieces more sustainable.

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