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Tasks in the order I received them:

Task One: Manifesto(Julia's Task)= 506words

Task Two: Relective Analysis(Jon's Task) = 515 words

Task Three.Semiotic Analysis(Ryan's Task)= 521words

Task One: Manifesto(Julia's Task)

- We must acknowledge that technologies changes overtime and "adapt" accordingly to make "informed choices" in designing.
- In the world of constant development an automobile shouldn't only be aesthetically appealing but it should make quality of transport better, and make life efficient.
- "Practice" is the key to perfection. Sketching regularly Improves the representation of ideas in designing efficiently.
- principal of "inspiration". Inspiring ideas from the auto expos and exhibitions helps the designers to mould and create their own "innovative" ideas.
- 3 dimensions give "depth and meaning" to the world and so the designing must be practiced and models should me made in 3dimensions or else art of automotive designing looses its meaning.
- The Best ideas are the ones that are simple. The work and ideas should be portrayed in such a way that are "self explanatory" even in the absence of designer.
- Creativity is the answer to all the problems and this creativity through "abstract thinking" is possible only when ones not afraid to think different. creativity knows no bounds.

- "Variety" is great aspect of automotive designing. cars bikes trucks altogether as one come under automotive and one should know to create all of them.

Key words and Images



(1) 3 dimension and prototyping.

3 dimension gives depth and meaning to the world and so the designing must must be practiced and models should be made in 3 dimensions or else art of automotive designing loses its meaning.

In the automobile designing world it is not only essential to think of a creative design but also bring the design ideas to life which can be done by 3D sketching and prototyping. it will not only help the investors in better visualisation but it can also help portray future capabilities..Sometimes, one of the best uses for a prototype is having a model of the product to show potential investors. Having a prototype in front of them will allow investors to see just how the design of an automobile work , and allow them to understand the appeal of the product as was reported by(PR newswire,2017). 3 dimensional model of a car shows the buyers a prospective of the car showing various

aspects like space inside the car and vehicle architecture. 2d sketches may look good but it fails to convey its use to the audience and in turn loses its meaning.



geneva motorshow

(2) Inspiration

principal of "inspiration". Inspiring ideas from the auto expos and exhibitions helps the designers to mould and create their own "innovative" ideas.

the most important thing in automotive design is to keep design ideas running. these ideas by the automotive designers are originated from their passion for cars which often leaves a hint of inspiration in their work. Inspiration can be found in many ways and day to day objects. in fact many cars were created taking inspirations from the older iconic cars (Buckley, Rees; 2002, p.78). Most Lamborghini competitors have also taken inspiration from it as well. While the Mire is generally called the "first supercar," designed by Marcello Gandini, the Countach created the enduring visual style of the modern supercar stated by Dapena (2019). Inspiration is often found wherever you look. The Designers

often look for inspirations in nature. Ford designed Ford Mustangs by taking Horses as an Inspiration(Farr,2015,p.18). You may encounter an exhibition and find yourself underwhelmed and inadequate wondering the lack of inspiration. while it is natural to blame yourself if you feel uninspired.Inspiration often takes place in an unexpected way and time.



(3) Creativity

Creativity is the answer to all the problems and this creativity through “abstract thinking” is possible only when ones tries to think different. creativity knows no bounds.

Change is the name of the game, and innovation is what is needed to stay above water as yet another wave of change hits the shore.Problems and challenges are inevitable in life but if one makes creativity their habit they can learn new and resourceful ways to solve the problems.The problems are ever changing and solution to those change as well hence its crucial to think of innovative ways to deal with the problem with easier solution. Creativity isn't a nice-to-have, it's a survival factor.

Creativity can be expressed through virtually any form of human behaviour and everyone has a range of creative abilities.The only factor different between the More creative and the less creative is the factor of risk taking.Risk taking only describes the impulse to find and try original ideas, to go beyond ones' familiar boundaries of knowledge and explore new possibilities rather than staying in the relative security of what we already know(Byron,2006).

Creativity is something present in every being waiting to be explored. It runs as vast as the imagination itself and knows no bounds.

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Available at:<https://edition.cnn.com/style/article/marcello-gandini-lamborghini-exhibit/index.html> (Accessed: 18th December 2019).**

Task Two: Reflective Analysis(Jon's Task)

the task shows reflection of the most famous work of one of the famous Automotive designers in the century Marcello Gandini and how his beautiful and innovative design reshaped the design language of the cars of his time.

Innovation has always been the key that drives one to success in the world of Automotive designing.as it was once said "if you want to do something new, you have to stop doing something old". When I need to design cars the best way i find to do it is by not restricting myself to a set limit of shapes or ideas but exploring and reshaping the designs by the means of doodling while keeping in mind the mechanisms and construction of the car which would provide it a practical edge then it finally leads to Final designs through design development giving designer remarkable room for design exploration and creativity input.

Apart from experimenting, Inspirations have played a massive role not only for appearance but how we perceive cars today. One source of creative design yet technical or practical approach is Automotive designer Marcello Gandini.

In an interview with Gandini stated that his major interest were vehicle architecture and mechanism along with the styling stated by cumberford (2009). Throughout his Automotive designing career he worked on numerous cars.Of which he is well known for Alfa Romeo Carabo. where He designed iconic scissor doors(Sen.2017.p.112-114). This innovation of scissor doors in designing world is still prevalent in the supercars and luxury cars today. He is not only known for his innovation of Scissor doors or his beautifully designed cars but he also has a unique designing language and famously champions the italian wedge shape in his cars which later find its way into Lamborghinis of his time. I have seen Marcello's extensive work and it is crucial to understand that he reached where he is by exploring the designs and stretching his creative limit. Following his qualities and way of designing has encouraged me into exploring designs that are unrestricted but well into the limits of practicality by practicing an experimenting on certain design aspects as much as I can without disturbing any practicality. This has not only stretched the capability of

envisioning an innovative designing concept but also has imparted in me knowledge and reasoning. It has encouraged me to find inspiration in our everyday life and art works.

In Goffman's words (1959) a group will always read a newcomers visible information, from clothes to movement in the room, in an attempt to 'glean clues from his conduct and appearance which allows them to apply their previous experience with individuals roughly similar to the one before them or, more important, to apply untested stereotypes to him.' (Goffman, 1959:13). Same applies to an Automobile. The appearance is important aspect that attracts people. the appearance of an automotive can affect adversely on its popularity amongst customers since people attest stereotypes on appearance of products. so its essential to progress in design development. Through developing my skills and stretching my creative capabilities i have managed and will continue to progress.



Alfa Romeo Cabaro

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Task Three. Semiotic Analysis(Ryan's Task)

In an age where people are most attracted by beauty and glamour, influence of advertisement has been massive in people. whether it be a car, perfume, or any part of life the advertisements have led people believe in an "ideal" or "perfect image" that one ought to have..This task will deconstruct the meaning behind a car advertisements on the basis of which Automotive companies influence their buyers. Deconstruction of the meaning behind advertisements will be done on the basis of reference to the theories of Advertising and Semiotics.

A sign is anything-a color, a gesture, an object, a mathematical equation,that stands for something other than itself. The word *red* qualifies as a sign because it does not stand for the sounds *r-e-d* that comprise it, but rather for a certain kind of color and other things(Danesi,2004).The colour Red would implicate the word stop but it could also mean violence or passion in different context which makes words empty unless we impart meaning into it that gives reader a connotation which may often differ on the accounts of their culture .as Umberto Eco indicates in his book "theory of semiotics"(Eco;1978) that 'semiotics is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else'. (1978;7)Applying the same concept The advertisements potrays the products in a way for its audience by highlighting its features which gives the audience an idea of how the product is different from the others.This is often done by comparing the product to an element outside of the ad world while implying to the audience that product possess the same special attribute that the element has . The identity of anything depends more when it is associated with something that could be denoted to be having special aspects, since boundaries are primarily distinctions:(Williamson.1978,p 24)).

The association between semiotic and communication is clearly shown through the assertions or claims of several scholars, among them Wendy Leeds-Hurwitz (1993) who described communication as a human symbolic activity, while semiotic is defined as the study of sign system, which shall operate as a symbol or signal as stated by a brief comparative study of "semiotic perspectives of pierce and saussure" by Yakin andTotu(2014).Visual images are often thought to be more expressive and straightforward even more than the language in terms of communication which is not always true.To discuss the semiotics in visual images further we would take into consideration an advertisement from car manufacturer.

Car Manufacturer Mahindra launched an advertisement campaign for its new car XUV 500.The Advertisement focuses on the variety of terrain the Car is able to go through with the different weather conditions which makes it clear to the audience on what terrain the car can be driven on and gives the viewer an idea

of comfort and luxury in the context. In addition to that reflection of the car is replaced by a cheetah which signifies its swiftness and sheer power giving audience an image of an ideal car.



Mahindra XUV 500

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