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Module: ADDA4022 Ways of Thinking

Tasks in the order I received them:

Task One: Manifesto = 468 words

Task Two: Semiotic Analysis = 508 words

Task Three: Practice-based writing = 451 words

Task 1 – Manifesto

1. Take time to perfect your designs.
2. Art should not be used for hate.
3. Design does not have to make sense.
4. Nature is the biggest source of inspiration.
5. Always learning is a large part of being an artist.
6. Your art degree isn't 'useless'.
7. Don't worry about what others think.
8. Be innovative.

3. Design does not have to make sense.

Design is often thought of as something that needs to serve a purpose. It is thought of as a way of solving a problem. I, however, believe that my designs do not have to be used in this way. I believe that design is art, and it can be used in whichever way the designer sees fit. Design should be something that is used to help a person express themselves. It should be something that is unique to that individual and it shouldn't matter whether other people understand it or think it makes sense.

Designers should strive to create pieces of art that they find interesting, and they shouldn't have to worry about what others may think. Design is about thinking

outside the box and if designers are not doing this and are only creating things that they think other people want then what is the point?

4. Nature is the biggest source of inspiration.

Nature is all around. It is something that is accessible to anyone, whether they are an accomplished designer or just starting out. It is something that links all beings on this planet so it should be appreciated in the way that it deserves. Many people believe that being outdoors is good for you and a way to improve your well-being. Lots of people find joy from being outside so this is the perfect thing to bring into design. Nature is so diverse and there are so many different features to it that we can see. The patterns and textures and colours that we see outdoors are of such a wide range, there are parts of it that everyone can find joy in. Many designers have been inspired by nature, whether this is in subtle ways or very obvious ways. Nature is free to look at and since it is such a beautiful thing, I believe that it should be used as a great source of inspiration.

6. Your art degree isn't 'useless'.

Art degrees are often looked down on. It is often thought that people with art degrees won't be able to find a job. This, however, is untrue and many jobs can be

obtained with an art degree. According to Stone (2024), Statistics on the amount of money that art graduates earn in a job are often not entirely accurate because “many creative graduates aim for self-employment” or other non-traditional careers. Art courses help people to learn how to express themselves. By doing an art degree, you are perfecting a craft and finding out what your passion is when it comes to your career. According to Bouchrika (2025), art degrees include skills “such as flexibility, adaptability, and creativity”. These are important skills to have and since they are learnt during art courses, that shows that these degrees are worth having. While other people may say that art degrees are useless, I say that they are valid and should be seen as equal with degrees in other specialties.

Bibliography:

Bouchrika, I. (2025) *Careers in Art in 2025: Degree Requirements, Statistics, Careers and Costs*. Available at: <https://research.com/careers/careers-in-art>

Stone, M. (2024) *Data used to measure degree value is 'unfair' to arts graduates*. Available at: <https://www.artsprofessional.co.uk/news/data-used-measure-degree-value-unfair-arts-graduates>

Task 2 – Semiotics:



Coca-Cola (1931)

This image is a Coca-Cola Christmas advertisement. This poster shows Santa drinking Coca-Cola. At the top of the image there is text that says, 'The Saturday Evening Post' so this shows where the advert was published. At the bottom of the poster there is text that says 'My hat's off to the pause that refreshes' and underneath this there is more text that talks about how even though Santa is very

busy, he still takes time to enjoy a glass of Coca-Cola. This makes it sound like Coca-Cola is so good that you should stop what you are doing to drink it.

In the image on this poster, Santa has a happy smile on his face while he is holding a glass of Coca-Cola. The glass in this image is the iconic Coca-Cola glass shape that we still see today. The glass looks very small in Santa's hand since Santa is thought to be a large figure, so the glass size is used to reiterate that.

The text says, 'My hat's off to the pause that refreshes' and in the image he is not wearing a hat. In this sentence the 'pause that refreshes' is a phrase used to describe Coca-Cola. This phrase makes Coca-Cola sound like it is a very refreshing drink to have and that it is worth pausing to get the true experience of drinking it. 'Hat's off' is an expression that is often used in the form of praise. Santa's hat is an iconic part of his outfit and the fact that he took it off implies that Coca-Cola is so good that even he shows praise towards it.

The colour red is used a lot in this poster as this is the colour of Santa's outfit. This links with Coca-Cola's brand very well, making Father Christmas an ideal figure for their advertisements. Red is the typical colour that we see in portrayals of Santa wearing and it is widely believed that Coca-Cola is the reason for this. This is, however, untrue. According to The Ferret (2017), "There are a number of popular depictions of Santa wearing red in the 19th century". One of these is an illustration

by Thomas Nast in 1881. This was before this Coca-Cola advert was released.

While this myth has been proven untrue, it shows how iconic the Coca-Cola brand is since many people automatically associate red with it.

Usually on Christmas children leave milk and cookies out, hoping that Santa will come and eat them. When Santa is portrayed eating and drinking these are usually what is in his hand however this advertisement changes that. Santa is holding a glass of Coca-Cola in this image. Since he is obviously very happy with this drink it implies that he may even prefer it to the stereotypical milk and cookies. Since Santa is such a popular character, I'm sure that this would've boosted sales of Coca-Cola from many people. Children would want to buy it because they've seen Santa drinking it. This advert would have also encouraged people to buy Coca-Cola to leave out on Christmas Eve since Santa seems to like it so much.

Bibliography:

The Ferret (2017) *No, Santa Claus was not first dressed in red by Coca-Cola.*

Available at: <https://theferret.scot/fact-check-coca-cola-red-santa-claus-christmas/>

Task 3 – Practice-based Writing



Gaudi (1914) *El Drac*

‘El Drac’ is a sculpture that was designed by Gaudí. The words ‘El Drac’ mean ‘The Dragon’ in Catalan. It was built in 1914. It is 2.4 meters long and it is made of broken shards of mosaic tiles. The sculpture has many different colours of tiles in it, however most of these are shades of blue and orange. ‘El Drac’ can be found in Park Güell in Barcelona. The reason that I have chosen to look at this piece of artwork is because I visited Park Güell recently and I found ‘El Drac’ to be very interesting. Park Güell was designed by Gaudí, and it was built between 1900 to 1914. It was opened as a public park in 1926. ‘El Drac’ is the most popular item in the park. The making of Park Güell has been described as the combination of “the

engineering knowhow of an innovative architect with the fantastic vision of an artist” (Russo, 1999). I think that this shows how accomplished Gaudi’s work was and how it changed the course of design.

Craftivism is a word that means ‘craft’ and ‘activism’. This word was first used in 2002 by Betsy Greer. Greer is a knitter and a maker. She started writing about craftivism because she felt that artists “needed a term for crafting that was motivated by social or political activism” (Greer, 2014).

While ‘El Drac’ serves no functional purpose and has no obvious meaning, it is still a piece of art that is meant to make you think. Park Guell, and all the art inside it, was completed in 1914. Before this time, lots of architecture and art were all similar, however Gaudi went outside of this mold and created something that was beautiful and different. Craftivism is about creating something that causes people to think and move for change. Gaudi’s work showed how art doesn’t have to fit into one mold and that it can be used in a way that is creative and has individuality. I believe that ‘El Drac’ is a piece of art that can be described as craftivism since it shows how art does not have to serve a functional purpose, and it doesn’t have to be traditional.

I personally believe that many things can be classed as art. Many objects, whether they are functional or not, and whether they have an obvious message or not, are

pieces of art. While lots of artworks may seem to have no message behind them, I think that that itself is a message. A message that art is subjective, it can be unique and break the barriers of traditional design. In my work, I try to follow this mindset by using art that seems to have no message as a statement that art doesn't have to be literal, and it can be whatever you, the designer, want it to be.

Bibliography:

Greer, B. (2014) 'The Art of Craft and Activism' *Craftivism*. Available at:
https://craftivism.com/blog/wp-content/uploads/2014/01/Craftivism_Excerpt.pdf

Russo, J.A. (1999) 'Antonio Gaudi's Magical Playground' *Highlights for Children*.
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