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Tasks in the order I received them:

Task One: Manifesto writing= 509 words

Task Two: Observational writing = 520 words

Task Three: Practice-based writing = 478 words

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Task One: Manifesto Writing

1. Design should be useful and appealing.
2. Purpose should be the starting point for design rather than its aesthetics.
3. Eliminate the unnecessary, every element has a purpose.
4. Confidence is just as important as ability.
5. Design is understanding user perceptions.
6. Importance of inclusivity
7. Simplicity allows for the most satisfaction.
8. In its most basic form, design is problem solving.

Keywords: Function & Aesthetics

2. Purpose should be the starting point for design rather than its aesthetics

Design is one of the many things in this world that blend creativity and functionality, it gives people the freedom to be innovative and the ability to convey their imaginative ideas and bring them to life. We can agree that aesthetics play a major part in the popularity of design, however primarily, purpose is undoubtedly the most pivotal part of design, putting function, usability, and intent at the forefront. Another way of understanding how function is more important is that all aesthetics should be based off whether you have fulfilled the function of that design. "The basis of any aesthetic has to be above all function." (Bill, 2010). Max Bill

explains very simply that when designing a product and solidifying its function, the look and feel will come naturally after. Marco Klein explains this concept by stating “a product needs to work before it can look good. The function is fundamental, the beauty is an added value.” (Klein, 2017). Further solidifying the statement of purpose over aesthetics.

Keywords: Confidence

4. Confidence is just as important as ability.

The lack of confidence in the seller/designer ultimately kills design. We as clients seek trust primarily when it comes to investing and buying products. Therefore, if a lack of confidence is seen in the belief of the product, the trust disappears. The author Simon Sinek shines light on the fact that “People don’t buy WHAT you do, they buy WHY you do it.” (Sinek, 2009). Here he explains how the design/product itself means extraordinarily little if there is no confidence behind why this product should be bought. Proving how confidence is a key attribute of a designer. This belief is also depicted as “Confidence is the promise to your audience of a journey worthwhile.” (PrintMag, 2017). Confidence portrays a sense of self-assurance in a person, and in this case, is not just a personal attribute but how one is perceived by others. This therefore inevitably shows your audience your dedication and commitment to your work, which is why ability is not the only factor in design.

Keywords: Purposeful Elements

3. Eliminate the unnecessary, every element has a purpose

This belief is arguably the most important part of design itself. Meaning when it comes down to creating and manufacturing a design, simplicity and purpose are key factors. This coincides with the term minimalism, which means to strip something down to its core elements, leaving nothing superficial. It also solidifies efficiency and strength as every element has a key role to play in the design. Kristin Hohenadel explains this very well, stating “Minimalist design is about prioritizing the essential.” (Hohenadel, 2022). Showing how although minimalism can be seem as simple and boring, there is a much deeper and essential reason for its use. That reason being to create a purposeful and easily functioning design. Another way of looking at this belief is "Simplicity is about subtracting the obvious, and adding the meaningful." (Maeda, 2006). This perfectly explains the meaning of minimalism by showing how designers should remove all that is non-essential from their product in order to show purpose and clarity in their work.

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Task Two: Observational Writing

When discussing the meaning of Semiotic Analysis, it can easily be explained by something we do unintentionally every day. For example, Semiotics is described as the study of symbols, signs, and their definition. Therefore, when we are aimlessly going about our day, things such as ads on a bus stop, or flyers on a lamppost all make our brains work and analyse the meaning behind those signs. Daniel Chandler describes semiotics in this exact way by stating “it also includes words, sounds and ‘body language’”. (Chandler, 2004). This helps explain how semiotics isn’t always signs and visual creations made specifically to spark thought. But it is also in the way people act, move, and interact in everyday life. Therefore, further solidifying the statement that it is an everyday occurrence.

In July 2017, the brand *Floslek Sun Care* released their advertisement poster promoting their Sun Cream. We see how this brand uses very generic tactics in order to make their product marketable. Tactics such as the bright and appealing colours, creating a sense of cleanliness, which is an important factor with this product. Some could argue that the use of these colours to portray a certain thing can be seen as metaphoric. This theme has been seen for many years, where bright colours, more specifically white is used as a way of portraying purity, innocence, and cleanliness. As stated in an article by *Cultrise*, “It evokes a feeling of serenity, tranquillity, and peace.” (Cultrise, 2023). These small details subconsciously play a big role in the likability of the product itself. Meaning the use of the bright colours in this case trick us as

consumers to see this product as a clean and healthy one for our skin, therefore persuading us to choose this one over its competitors.



Brands tend to use many unique and fun ways to advertise their products and using the semiotic aspect of symbolism to do that. As Chris Hackley states in his book *Advertising and Promotion 4th edition*, “be as alluring as possible to us in order to be able to compete with their market rivals.” (Hackley, 2018). This proves how adverts need to be new and fresh or they will fall short against their competition. In this case, *Floslek* have creatively made a scene of people on a beach, where you would realistically be using their product, being perfectly shaded, and protected by the product itself. This symbolism creates a sense of trust and connection with the product. In the ad the bottle of the product is protecting the people from the sun, and of course the product itself being sunscreen also protects people from the sun.

Semiotics also focuses on the study of communication, the spoken and unspoken. With this ad in particular we can see that they implement certain traits that speak to us without necessarily being said. Jermon M. Juska explains this concept well by stating “advertising is a form of persuasive communication created for a specific purpose.” (Juska, 2017). Meaning although things may seem unimportant in advertising, there is always a purpose for it being there. Nothing is done coincidentally or accidentally.

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Task Three: Practice-based writing

The most awarded hair multi-styler is the Dyson Airwrap. It is also one of the many examples of a multi-purpose product that allows for multiple hairstyles and achieves those in the most natural and healthy way for your hair. The Dyson website describes it as “Drying, curling, smoothing, and hiding flyaways ... Six attachments use the Coanda effect to effectively style hair with no heat damage.” (Dyson, 2023). Proving how it is innovative and a major step in the right direction for all hair products.

Having researched the “Coanda” effect, I found James Dyson's book titled *Invention: A Life*, that perfectly explains it. He states, “fascinated with the Coanda effect, by which air follows around curved surface... this became the Dyson Airwrap styler.” (Dyson, 2021). He explains in the book how the Dyson styles “with air rather than extreme heat.” (Dyson, 2021). This underlines the popularity of this product as it protects your hair while also having multiple uses.

One of the many reasons this is the most awarded hair multi-styler is its ability to be customized to each individual client. The ability to choose what barrels suit your hair type the most must be one of the leading causes for the Dyson's success. It is said in Victoria Sherrow's *Encyclopedia of hair* that “Regardless of ethnicity, human hair changes according to the environment and the ways in which it is arranged or treated.” (Sherrow, 1996). For individuals with thicker curly hair, this can be a game changer as it reduces the amount of heat needed to tame that hair, therefore leading to less heat damage in future.

Although the Airwrap is a very popular product, according to Real Research's survey, “23.56% note that they purchase bladeless fans the most.” (Realresearcher, 2021). Therefore, Dyson has success in all kinds of markets. This, however, does not affect the popularity of the Dyson Airwrap as all Dyson products are different. Therefore, it is still the most awarded hair multi-styler. Many would agree that hair is a very important factor in self-confidence, as Kurt Stenn stated in his book *Hair*, “people are unwilling to face the world without some sort of head cover; they either withdraw from society or put on a wig.” (Hair, 2016). Which would explain its popularity.

Personally, I have a very strong opinion on the Dyson Airwrap, as I believe it is one of the best hair styling products on the market. Although they range from about £300-£400, I believe that as it includes attachments to not only dry your hair, but straighten, curl, and create a blow out. Meaning you are getting all hair products you need in one product. It also reduces heat damage significantly, by using intelligent heat control which amplifies airflow in order to dry. (Dyson, 2021). It is also highly sought out by many, with *Forbes* stating, “four sold every minute.” (Forbes, 2022). I believe it is a new beginning for all hair products.

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