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Programme of Study: Surface Pattern Design

Module: ADAD4018

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Task 1: Manifesto Writing = 550 words

Task 2: Observational Writing = 548 words

Task 3: Design Writing = 544 words

Manifesto Writing

8 Statements

1. To embark on a journey of self-discovery and development aided by brave creations that challenge the existing norms in today's society.
2. Using art and design as a means of therapy: to heal, discover, to teach acceptance, and grow as a creator and as a person.
3. Relationships will flourish between my work and the viewer, making connections that were unknown previously, through tactility and a pattern narrative.
4. Emotions, memories, and feelings will be present in abundance when in contact with my work; I will create work that allows the viewer to gain a deeper understanding of who they are, what they feel, and why they feel it.
5. In order to push the pre-existing boundaries an innovative approach is essential. Such thought-provoking work will allow me to consider these from a new angle.
6. The everchanging world around us acts as a constant fuel of inspiration for my work, honouring its encompassing natural forms.
7. The creation process will embody what feels natural momentarily, allowing the conscience to invent.
8. To teach acceptance and recognition of mental health and wellbeing, painting it as a positive characteristic, through colour theory and its psychological effect.

Exploration of three chosen statements from the list above:

Using art and design as a means of therapy: to heal, discover, to teach acceptance, and grow as a creator and as a person:

Mental health is a topic I am passionate about and therefore massively overarches my practice. The effect it has on my work and consequently the relationship the viewer can form, how it affects my creativity and how my creativity can affect it, are some of the factors that intrigue me. It is crucial for everyone to deeply understand the effects of the mind and how we can use this to enhance our practice and its level of connectivity, form relationships with ourselves involving self-acceptance and growth, and strengthening our internal locus of control as creators and people. As Edith Kramer (Waller, D., Gilroy, A. (eds.) 1992) states "engaging in the art-making process gives an opportunity to externalize, re-experience and resolve conflicting feelings". Art is therapy. "We suggest that art therapy is a term which is used to describe a collection of diverse practices, held together fundamentally by their practitioner's belief in the healing value of image-making" (Dryden, 1992, p.1) It can expose, teach and connect with us; it brings peace and love in ways not fathomable; it can heal. My mind, your mind, our minds together possess the power to make extraordinary change. My practice will embody a journey for me and my audience, gradually learning about ourselves and our emotions, what we believe in, our passions, and gaining our voice. The power the creative arts hold is enough to change the world, and I want to contribute to that change.

The everchanging world around us acts as a constant fuel of inspiration for my work, honouring its encompassing natural forms:

The world we live in is in a constant flux of change; it is evolving, growing, and developing in more ways than one, just like us. "Buddhism sees life grounded on impermanence." (Alcoriza, 2016, p.1) The idea that the only thing permanent in life is impermanence, taught in Buddhism, forms an instant connection between us and the outdoors. The rich colours, intricate patterns, textures, sounds, movements, and processes build thoughts, concepts, generates ideas and gives direction within my work. The sensations I feel when outdoors, both physically and emotionally, inform the way in which I aim to create relationships and connections between my work and the viewer. My innate response to these kindles the need for fresh, innovative ways to be able to create such sensations through just looking, touching and being with my work.

Emotions, memories, and feelings will be present in abundance when in contact with my work; I will create work that allows the viewer to gain a deeper understanding of who they are, what they feel, and why they feel it:

An important point to note is that these ideals may not instantly seem obvious to the eye, I don't want them to. It is the activity of delving deeper into the way in which the piece was made, the connection that was formed between myself and the piece, its story and its colours, that is important to the process behind my practice. I want you to embark on a journey when confronted with my work, one that requires you to explore further than the surface; the surface of the piece itself, the surface of your mind and ways of thinking and the surface of these taught, pre-existing boundaries that limit how much we think is acceptable to feel, to show and to express. I believe expression is a person's most beautiful characteristic, however it is presented. I use my art as my form of expression, it tells a story. I want this discovery of who we are to be expressed in its elite form, celebrating the journey we have undertaken, for all to see.

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Observational Writing



In this text, I aim to deconstruct the above image. Included will be references to different theories of semiotics in order to wholly understand the image and what the company is trying to convey.

Swiss professor of linguistics Ferdinand de Saussure, ‘father of semiotics’, questioned linguistics, realising that the science behind it was arbitrary. “Saussure realised that the history of etymology of particular words does not explain either their actual origin or their contemporary meaning.” (Buchanan, 2018, p.434) Saussure created a sign system for language, that became known as semiotics. “The sound of a word is arbitrary with respect to both its meaning and the thing to which it ultimately refers there is no intrinsic reason.” (Buchanan, 2018, p.440) It gives us context in order to better our intellectual encounter with visual communications. Saussure saw the sign as two separate components, the signifier, “actual acoustic sound, which must be distinguishable from other sounds” (Buchanan, 2018, p.435), and the signified, “the concept we arbitrarily associate with that sound.” (Buchanan, 2018, p.435)

Roland Barthes developed Saussure’s ideas to analyse everyday culture. According to Oxford Dictionary of Critical Thinking (2018) Barthes’ work on myth showed that even the most ordinary of objects convey significance beyond more utility. Barthes released his post structuralist text *Image, Music, Text* (1977) where he also released a model and somewhat structure for linguistics. In this model the signifier remained the same as taught by Saussure, however he split the signified into denotation, the literal surface meaning, and connotation, the secondary, deeper meaning.

According to the Oxford English Dictionary (2020), deconstruction is the action of undoing the construction of a thing. I am going to undertake this idea alongside the understanding of semiotics to deconstruct the context of this image.

The current climate is massively indulged in the media and as a result, has created new beauty standards. "Media images of the unattainable thin body can be found almost anyway." (Sparhawk, 2003, p.1) There are several characteristics also deemed undesirable including height and race. "Cash & Pruzinsky (1990) defined body image as a person's thoughts, feelings, and perceptions about their body overall, including appearance, age, race, functions, and sexuality." (Sparhawk, 2003, p.7) It should be imperative that we are defined by who we are, not how we look.

In 2004 Dove released the above image for their *Campaign for real beauty*. The denotation of this image is a collective group of women from different ethnicities with varying body shapes.

The iconic sign in this campaign would be the fact that Dove, as a company, want to celebrate the natural physical differences each woman has and encourage and promote self-confidence and self-love.

The connotation of this image is the celebration of natural, beautiful bodies. The women are photographed against a white background in white lingerie which allows for the beautiful array of skin colours to be the main focus of the image.

The expressions of laughter in the image instils the message Dove are trying to convey; the importance of being comfortable and confident in your own skin and body is imperative to being happy.

The underlying myth in this image is the revival of Dove as a brand, highlighting their inclusivity, passion for equality of race and beauty standards and general ethos as a women's beauty brand.

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List of Figures:

Figure 1. Campaign for real beauty, Dove Advertising Campaign (2004). Available from: <https://www.campaignlive.co.uk/article/best-ads-50-years-dove-truly-challenged-beauty-advertising/1518832> (Accessed on: 5th November 2020)

Design Writing

The word I have chosen is *wellbeing* and the object is a pair of *headphones*. The action of placing these two together starts to point towards the isolation of the individual in a state of wellbeing surrounded by music. According to the Oxford English Dictionary (2020), well-being is defined as follows:

well-being *noun*



🔊 /'wel bi:ɪŋ/

🔊 /'wel bi:ɪŋ/

[uncountable]

★ general health and happiness

- *emotional/physical/psychological well-being*
- *to have a sense of well-being*
- *We try to ensure the well-being of our employees.*



This combination of the individual in a state of wellbeing is linked to wellness. As Greg Anderson (Wellbeing People, 2018) states “Wellness is the complete integration of body, mind and spirit. The realisation that everything we do, think, feel and believe has an effect on our wellbeing”.

Music as an influence within art and design practice is very strong. Pederson (2020) explains that the sensory effects of music affects our painting process. Music is used widely across a variety of disciplines in the creative industry as forms of inspiration and motivation. According to the charity *Music as Therapy International* (2019) “Many art forms use similar descriptive terms across art disciplines. Music, painting, drama and architecture use terms such as repetition, variety, intensity, rhythm, dialogue, balance, unity and so on. Some people can actually hear colour; therefore, they are easily influenced by music”. Music is an influential factor within the creative industry that evokes both physical and emotional responses from these creators allowing them to produce conceptualised works that others can also connect with.

I use music a lot as a form of self-care; it increases my moods and therefore has an effect on my “general health and happiness” (Oxford English Dictionary, 2020). Music therapy is used by a number of charities and organisations as a form of healing. The charity ‘Music as Therapy International’ describes music therapy to be a “flexible discipline in which music is used as a creative and non-verbal medium through which difficulties can be addressed”. Music works successfully in releasing positive, welcomed emotions and feelings. It requires us to listen, watch, feel, move, and coordinate; “Musical experience is probably the richest human emotional, sensorimotor, and cognitive experience.” (MacDonald et al., 2012, p.2). According to MacDonald et al. (2012) these involvements are accompanied by profound emotions resulting in joy, happiness, bitter-sweet sadness, or even in overwhelming peak experiences which manifest themselves in bodily reactions. The power music possesses over the way that we feel and react is extraordinary; allowing yourself to indulge in these experiences will bring nothing but positivity and an overwhelming feeling of enlightenment.

As well as music being highly influential within the creative industry, listening to music is something that can be beneficial to us all on a personal level. Cherry (2019) explains that music can be a source of pleasure and contentment, can relax the mind, energize the body, and help to better manage pain. Cherry (2019) brings to light how the action of regularly listening to music can improve cognitive performance, reduce stress, improve memory, and help you sleep better. All of these combined are experiences that would better our quality of life. Listening to music is a pleasurable experience that we all enjoy, the fact that it has the ability to evoke such beneficial, positive capabilities should act as even more of a reason to pick up your headphones and prioritise your wellbeing.

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