

Order:

Task 1 - Julia Lockheart-Manifesto Writing: "What do I believe in?" -

Words: 494

**Task 2 - Ryan Moule-Observational Writing: Identify an image and write
a semiotic analysis - Words: 488**

Task 3 - Jon Pugh-Reflective Writing: Do you know what you think? -

Words: 491

Student Number: 1902643

BA Course Title: BA Automotive and Transport Design

Tutor: Julia Lockheart

Task 1 - Julia Lockheart-Manifesto Writing: "What do I believe in?"

Hi, my name is Aran Singh and I am studying Automotive and Transport Design because I find the designing aspect of vehicles very intriguing.

My experience and skills:

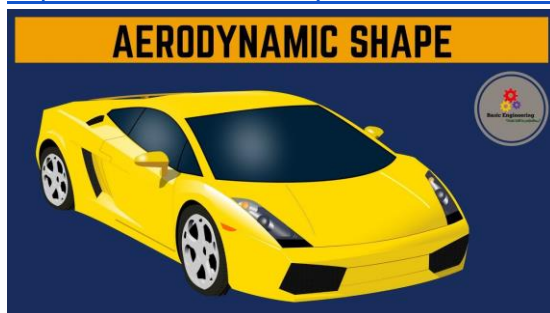
I have experience in Art Design and Graphic Design also I have developed the following skills from those past subjects:

- Communication
- Teamwork
- Problem-solving
- Organisation
- Perseverance and motivation
- Ability to work under pressure
- Confidence
- Time management
- IT skills
- Numeracy

I believe these make the automotive course ideal for me as a student. I plan to achieve new skills and improve my sketching ability by practicing throughout my course, I also wish to learn to use Alias speedform and VRED design to further my knowledge and practice on my study, to do this I am focusing on 3 keywords which will help me throughout the course.

- 1 (Shape) - One of the main reasons is that the shape of the cars will make a difference in how fast they go. This is because a car with a more aerodynamic shape should go faster. The more aerodynamic the shape, the less the car will stall from the air as it moves and that's because aerodynamics are reducing drag, reducing wind noise, and preventing undesired lift forces at high speeds. For some classes of racing vehicles, it may also be important to produce desirable downwards aerodynamic forces to improve traction and thus cornering abilities. (ScienceDaily,

https://www.sciencedaily.com/terms/automotive_aerodynamics.htm)

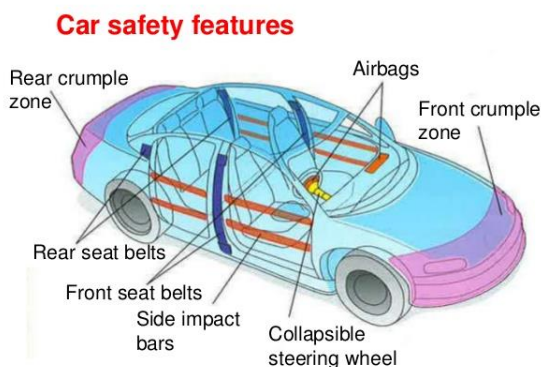


- 2 (Style) - The car body style ultimately decides about what you can do with your car. It enables and limits your options and may therefore be the most significant factor in terms of utility. The surge of multipurpose vehicles can easily be explained in terms of this utility. The wings, spoilers and general shape, even the underbody is all designed with aerodynamics, downforce and streamlining in mind. The car needs to pass through the air as quickly as possible, gaining as many benefits from it as possible. all allow cold air to filter into the car to cool the engine. (CarBlog, ConceptCarCredit, [https://www.conceptcarcredit.co.uk/why-a-](https://www.conceptcarcredit.co.uk/why-a-cars-body-style-is-important/)



[cars-body-style-is-important/](https://www.conceptcarcredit.co.uk/why-a-cars-body-style-is-important/))

- 3 (Safety) - Car safety is very important to reduce the occurrence of vehicle accidents. A broader scope of car safety is road traffic safety broadly, for example, roadway design. Car safety is very important to reduce the occurrence of vehicle accidents and its consequences. (CarSafety, <https://www.crashtest.org/car-safety/>)



I think the shape will have a positive impact because it allows vehicles to have a more aerodynamic shape which will overall help with performance.

I think the style will have a positive impact because this will initially help with the selling point of all the vehicles, as this will make them eye-catching and a 'must have' to the public.

I think the safety will have a positive impact because it will ensure peace of mind to the owners and will help the vehicles to receive positive feedback which will also go on to help the selling portion of the vehicle.

Task 2 - Ryan Moule-Observational Writing: Identify an image and write a semiotic analysis



The Stylish yet contemporary design in this image communicates a sophisticated and chic feeling and meaning. The bricks in the wall may symbolise the use of older materials whilst the ceiling and floor may symbolise the use of new and more fashionable materials. Most people would be likely to convey this image as a Contemporary, Simplistic, Empty, economical and recycled creation amongst other things whilst others would simply see it as 'Modern'. The purpose of studying nonverbal communication is to aid the understanding of social interaction. "The field of communication includes, the study of meaning, the study of how people convey ideas for themselves, whether through words, food, clothing or other ways." ~ (Leeds-Hurwitz.W, 1993, p. 15).

This image defines 'style' as a manner of writing, speaking or doing, especially as contrasted with the matter to be expressed or things done'. "Styles (for example, Tony Blair's style) are to do with political identities and values; discourses (for example, the discourse of the 'Third Way') are to do with political representations." ~ (Van-Leeuwen.T, 2005, p. 139). This image is defined as Chic, Elegant, Dapper, Sophisticated, Stylishly designed, whilst its lifestyle experimentation has taken place among people for whom occupational and economic roles no longer provided a coherent set of values and for whom identity has come to be generated in the consumption rather than in the production line.

Different cultures share the same basic types of codes they incorporate; language, food, clothing, and objects are only the beginning, but they are all basic codes included in every culture. Initially signs were treated as discrete units for purposes of introduction, but ultimately they must be understood as integrally related."Individual sign systems, although they presuppose imminent organized structures, function only in unity, supported by one another" (Uspensky et al., 1973, p. 1). just as a sign requires knowledge of the appropriate code for interpretation, so a code requires familiarity with the appropriate culture.

The following quote comes from Charles Morris, noted American semiotician, but the sentiment is not his alone: "Indeed, it does not seem fantastic to believe that the concept of sign may prove as fundamental to the sciences of man as the concept of an atom has been for the physical sciences or the concept of cell for the biological sciences" (p. 42). The sign is thus presented as a building block, comparable to these other building blocks in other fields. a generally accepted position in suggesting the only distinction between the two words may be one of implications, sign being the more currently "fashionable" (p. 256). His position obscures the two different meanings currently available and used in semiotics and occasionally in other fields. If the two words are used as synonyms within communication, it cannot be due to lack of available differentiation. In this volume, sign is used as the general category, with the term symbol reserved for one particular variety of sign.

Reference List

Book 1

- Wendy Leeds-Hurwitz
- Published 1993
- Semiotics and Communication: Signs, Codes, Cultures
- Place of Publication: Hillsdale, NJ

Book 2

- Theo Van Leeuwen
- Published 2005
- Introducing Social Semiotics
- London

Book 3

- Charles Morris
- 1964
- (No further details found)

Task 3 - Jon Pugh-Reflective Writing: Do you know what you think?



This is a famous piece from the world-famous graffiti artist Banksy who designed and made a tribute to the former graffiti artist, and his equivalent, Jean Michel-Basquiat, this was his version of a Basquiat collaboration. But as the FineArtMultiple Article explains, "However, in Banksy's version the raised arms of Basquiat's figure have been transformed into a stance of supplication and surrender, while the police patted him down and take down his details. It is not just a comment on the manner in which graffiti artists are treated, but more pertinently a comment on the art establishments treatment of black artists over the years." - (Koidl, FineArtMultiple, 2017, <https://fineartmultiple.com/blog/banksy-jean-michel-basquiat-collaborate/>)

This artwork by graffiti Artist - Banksy, depicts a figure being frisked by two police officers whilst his dog watches on, and is captioned with "Portrait of Basquiat being welcomed by the Metropolitan Police – an (unofficial) collaboration with the new Basquiat show." "It is perhaps a comment how Basquiat, who was one of the first famous black American artists, would be treated if he was working today, given how black people are still much more likely to be targeted for stop and search than white." (Slawson, The Guardian, September 2017, <https://www.theguardian.com/artanddesign/2017/sep/17/two-new-banksy-artworks-appear-on-wall-of-barbican-centre>) .

The work had a big impact on graffiti art today as it opened my eyes on how different people get treated especially given their race. “in Banksy’s mural, this gesture expresses a state of plaintive overexposure—something like the feeling voiced by the credo “hands up, don’t shoot,” which has been chanted at protests against police violence across the United States. The work thus alludes to the ascendance of revanchist national politics in the midst of manufactured fears of terrorism and crime. It shows the hypocrisy of a society that claims to value cultural importation but denies asylum to migrants and engages in wanton violence against people of colour.” (Gamso, AveryReview, 2017, <https://averyreview.com/issues/28/banksy-does-basquiat>)

“Basquiat’s art is alive because we see the artist changing his mind, discovering, adapting and revising. We see the art as it is being made. While Basquiat’s art is palpably alive, Banksy’s is dead – it is simply a transcription of a witty pre-designed image in a novel placement. There is no ambiguity or doubt, no possibility of misinterpretation. There’s no fire and no excitement. Banksy is not much of a thinker and his political positions are often lazy and safe. He confirms the biases of his fans and never genuinely provokes a confrontation with painful truths. In short, Banksy takes no risks.” - (A.Adams, SpikedOnline, 2017, <https://www.spiked-online.com/2017/10/02/basquiat-versus-banksy/>)

Personally, I like both the views of each graffiti artists as they both have different perspectives which I find interesting to say the least. Banksy has made a different politically through his passion for art, whilst Basquiat shared his personally views through his love of graffiti art.

Reference List

Web Article 1

- Nina Koidl
- Published 2017
- FineArtMultiple

Web Article 2

- Nicola Slawson
- Published 2017
- The Guardian

Web Article 3

- Nicholas Gamso
- Published 2017
- Avery Review
-

Web Article 4

- Alexander Adams
- Published 2017
- Spiked-Online