

Aesthetics matter

Design with purpose

Always listen to ideas

Catching the eye

Never seen before

Visual communication

Consistency is key

User friendly

Elegance

Sustainability

When it comes to designing one of my main manifestos is Aesthetics matter, the overall product needs to look presentable and pleasant to the human eye unless attended otherwise. Having the final product being well look after, functional able and

Designing with a purpose is key, my main purpose when coming to designing is making the products look unique and different to my competitors. I rather spend the extra time and money putting into the aesthetics side of things so no matter what it always has that different feel where it catches your eye.

Catching the eye is just as important as having a group of people always interested in a certain genre or category of work, since being able to lure them customers in but one outstanding piece can mean a new customer or follower within the industry. Meaning standing out in a room full of other products/art just like it and being the first pick due to having these small eye-catching features. It can be something simple such as the product coming in a range of colours as it makes the buyer feel more control in what they are buying within them having to pay out a lot more money.

Use visuals and storytelling to communicate with others is a key manifesto for me as this is something I do day to day. I feel being able to visually see the idea Infront of you, either that be a model, sketches or even a final design it really does help translate your ideas and what you are saying across to the other person. Using storytelling when communicating with someone allows the other person to open more and feel trusted, when coming to designing making your client feel as if they trust you is key as this opens more communication paths down the line and would potentially be easier for both sides to address problems if they pop up.

Prioritise user friendliness so its accessible for everyone possible. Making the slight changes on a design can led to it being more accessible for a new group of users which would alternatively lead to increase on sales. Or even in some cases when the design cannot be altered if within the funding it

of the project it would be excellent to make a modern design with the slight adjustments for different people. This helps all groups of people feel including as well, as its accessible for all.

Making products sustainable for the long term as well as a consideration for environmental impact is key. Consideration for the environmental is important in many ways such as to help climate change, global warming, a clean environment, and future generations. Not only making products sustainable help us but it helps the animals around us especially the ocean life due to the mass amounts of manufactured or processed solid materials dumped into the ocean every year. This is something we need to be aware of when designing as if the product can be recyclable, it helps the planet as well as business.

Red Bull

We all know the classic red bull slogan “Red Bull gives you wings” with it being one of the most popular slogans especially or a drink for this time. The slogan really does catch your eye which comes into one of my short manifestos. Having the ad be drawn out in a cartoon style that most would draw in school gives it this nostalgic feeling, and when nostalgia is involved, the buyers will spend money without even thinking about it with it being so affordable as well. But also having the logo on the ad makes it noticeable on what it is.

The target audience for red bull is around the 15 to 35 age range and within the ad it reflects it with the nostalgic feel, however it does attract the younger ages towards it since the ad is done in a cartoon style. Attracting younger audiences could potentially lead to people younger than 15 to be wanting to try red bull which could lead towards a too high of an intake especially for under 15 years old. Red bull contains a surprising 27 grams of sugar and 80 grams of caffeine by can and potentially be causing life threatening problems such as heart attacks and strokes if consumed more than the daily recommended amount due to the sugar intake

The red bull logo represents work ethic, the bull itself represents strength, confidence, stability, farming, and teamwork. The two bulls also show the effects of what happens when you drink red bull since you get a burst of energy due to the caffeine which can make you feel unstoppable. When having the idea of feeling unstoppable your mind will start playing tricks on you trying to convince yourself that it is making you feel invincible which then causes the person to drink more to maintain that feeling even when its likely to be the mind playing a trick on itself

Some believed the slogan red bull gives you wings was false advertisement when the company was just using it as a catching slogan which grabbed the attention of the buyer, which worked well for them. However, in 2014 they had agreed to pay out over 13 million dollars after having a settling a U.S. class action lawsuit which have had accused red bull of false advertising. Alot of younger people such as children would believe in this and attempt to “fly” after taking a sip of the drink due to these causing injuries. But who is this to blame, the company for false advertising or the parents not teaching their kids that it is a catchy slogan, then again at a younger age it was easy to believe anything that you are told.



Mask Of Tutankhamun

Howard carter was born in Kensington in 1874 where he then moved to London where he successfully became an artist. The mansion of the Amherst family contained a collection of Egyptian antiques which then got carters interest in that subject. They were impressed by his artist skills that in 1911 they sent carter to assist Percy Newberry a family friend, in the excavation and recording in the middle kingdom tombs. This is where his passion for archaeology and Egyptology came in. After this he slowly went on more excavations within the area getting a thrill every time exploring something new.

The mask of Tutankhamun was buried for over 3000 years weighting 10.23kg in gold located in the valley of the kings in Egypt. it was discovered in 1922 in the valley of kings in tomb KV62 by Howard cater, then later excavated by Howard carter in 1925.

After the discovery of tomb KV62 in the valley of the kings, Tutankhamun became one of the most famous rulers who have ever lived. Tutankhamun was on the throne when he was only 9 years old which gave him the nickname the boy king and restored the old ways of the kingdom for a following 9 years.

Tutankhamun now lays in the grand Egyptian museum and no longer leave Egypt resting alongside the most fragile artifacts such as the burial mask. The mummy is still on display in his layered coffins with a climate-controlled glass box to preserve the artifact within the tomb. The tomb itself does not have a price as there are many treasures hidden within the tomb, however it is estimated that the coffin alone would cost £5 million to make today. If the coffin was allowed to be sold I believe that it would cost at least half of a billion due to the historical events connecting to it, but an inspired Tutankhamun coffin adjusted for the buyer I could imagine going for 20 million a time or even more

and this is something the more wealthy people would throw their money on. But if the boy king Tutankhamun had lived longer, his worth within the tomb would have doubled or even tripled in value and would have been more impressive compared to what it is now which is already impressive enough.

King Tutankhamun's death is a mystery and puzzles many historians and scientists. Some suspect that he died from a devastating disease such as malaria or was even murdered, when others believe he was crushed in an accident or fell from his chariot as he was missing ribs and a sternum. Investigators within car crashed created a computer simulations of chariot accidents which his injuries matched up to this scenario, the overall results suggest he was smashed by a chariot while he was on his knee, hence the shattered ribs pelvis and heart.

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