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Module- ADA1 Ways Of Thinking

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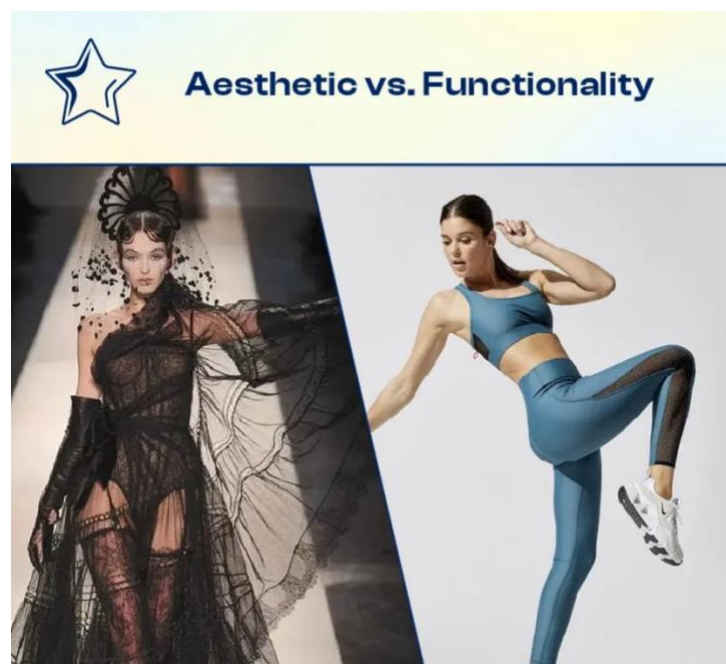
Task 3: Practise-Based Writing - 439

Lecturer- Julia Lockheart

Task One- Manifesto Writing

1. Fashion in-forces practicality and aesthetics
2. Fashion celebrates culture and ancestry
3. Fashion is inclusive and doesn't discriminate against race, class or gender etc.
4. Fashion protects the well-being of our planet.
5. Fashion is all about change
6. Fashion is about choosing quality over quantity.
7. Fashion is about supporting small independent businesses
8. Personal voice and growth

1. Fashion in-forces practicality and aesthetics



Fashion is a blend of practical use and aesthetic purposes, meaning it has both expressive and practical intent, for example, On the one hand, fashion is used for practicality in fashion and design however it also ensures comfort and suitability for different uses. This is shown throughout many fashion garments, one being athletic wear as the priority for the user, is that it is practical to ensure that it is breathable and can enhance performance during physical activity, while also still creating it so it adheres to the ongoing fashion trends. On the other hand, the aesthetics play a strong role in fashion design. Designers often create an accumulation around the current trends, allowing every individual to channel their own personality through their clothing of choice. An example of this from BBCbitesize "camouflage pattern was originally worn for military purposes only however has been a

popular fashion aesthetic since the 1970s". Overall, fashion as a whole is a very dynamic and flexible field where functionality and aesthetics coexist. The best designers integrate lots of these elements into their designs, allowing the individual to not only feel good but to look good, this is what balances it out to make fashion a form of self-expression while still meeting the targets/trends of everyday life.

3. Fashion is inclusive and does not discriminate against race, class, or gender etc.



Fashion has gradually become a platform for inclusivity and accepting diversity in all forms. More and more brands are now understanding the importance of showing various body types, genders, ages, abilities, and ethnic groups. This is shown throughout fashion by the growth of plus-size fashion, unisex collections that compromise traditional standards and many more. Moreover, social media has tackled these issues, by empowering individuals to share their own experiences. The level of inclusivity within fashion entices brands/designers to think about a broader audience creating a sense of acceptance for the target audience whilst also creating a safe place and a sense of empowerment as fashion has the ability to create confidence within yourself. By prioritising diversity within the fashion world, it breaks down challenges within the industry and enriches our society.

4. Fashion protects the well-being of our planet.



Come recent years, sustainability has become a more popular topic within the fashion industry. Playing a impactful roll in protecting the well being of our planet through sustainability. As the awareness of the problem is being raised on many platforms, a few brands are changing their production methods to a more eco friendly way, meaning that there is less waste and a reduction in the carbon footprint. Using preloved clothes, organic fabrics and natural dying that are making fashion less harmful to the environment, short term and long term. From researching it says within a source that the rise in fast fashion is happening because “fast fashion results In cheaper speedier manufacturing and shipping method” this becomes beneficial to the younger consumers as it a cheaper way of staying within trends. However it creates an excessive amount of waste. However things are being put in place to see a rise in slow fashion, this is where consumers are investing in higher quality products, creating timeless pieces, lasting each individual years this would contribute to a decrease in landfill waste and pollution.

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Task 2: Semiotic Analysis



Very little information is provided within this advert as most of it is a visual representation. Which mostly relies on the image to communicate the important messages for the Daisy, Marc Jacob's perfume. It is promoting its perfume to a very specific audience through the image. The Marc Jacob's ads often include youthful imagery which highlights the emphasis on the perfume bottle, floral scenery. There is very little to the eye on this advert, however there is more than meets the eye with semiotic meaning. Anchorage text is normally used to put in place and create the meaning. The flower which they have used as the name of the perfume is 'Daisy' is often associated to purity and innocence. As it can also be linked with the idea of youth, the use of the massive flower on the bottle implies that the target of this advert was to radiate these qualities as its made to make you feel young minded again. The advert also has features of soft and innocent use of imagery that creates a significant emphasis on the bottle and floral elements

In the your normal advert semiotics helps the consumer understand the deeper meaning and resonance of the behind-the-scenes, as I said previously the flower daisy is often used and associated with purity and innocence, being the symbol of elegance and natural beauty.

The young looking model who doesn't seem to be smiling in this advert portrays a sense of unembellished beauty. The young models beauty could suggest that the perfume is not overly sexual but more youthful and innocent. The bright light shining through in the back could connote purity and new beginnings as the colour white is a very powerful colour. Where as the greens and yellows could potentially mean freshness and youth. From research Laura Mulvey's theory is that how 'mainstream adverts and films are made for the male gaze because the industry was dominated by men who inevitably, constructed representations of women from a masculine point of view.'

With Marc Jacob's always creating the advert solely based around younger women it suggests that women are mostly always portrayed as objects of sexual desire and it reinforces the old gender roles. The male gaze can also create an influence on the way the products are sold, implying that the fragrance will enhance a women's chance of attracting the male audience.

Again the aesthetic appeal of 'Daisy' is not just about scent and about deeply embracing a certain lifestyle or identity playfulness, and youth.

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Task 3: Practise-Based Writing

Object- wallpaper

Word- sustainability



Over the years wallpaper has gained a lot of positive attention over the most recent years, allowing a shift in the market for more eco friendly designers within the interior design industry. Historically, wallpaper was originally created from paper which as we know is often a process that is harmful to the environment causing deforestation from over cutting. However as it's sustainability has grown from people trying to raise an awareness for it alteration in the wallpapers materials has too. With the contemporary context with the wallpaper it often blends modern aesthetics and sustainable guidelines, still offering wallpapers that are easy on the eye but also environmentally friendly.

For the client's viewpoint to consider sustainable wallpaper, it is very important for them to be able to understand the positives that it has to offer. Firstly, majority of the time sustainable wallpaper is

designed using less energy and water, making it a far more significant and impactful choice. It creates and impactful change to the houses airflow and quality. The client should be looking at for labels that help show its made up from sustainable materials.

I personally believe that a sustainable route of wallpaper is an amazing idea to merge style with sustainability. I also believe it is a necessary route that needs to be taken in order to take a step forward in the responsible way. It lets the individual be able to express their style and likes whilst also allowing healthy options for our planet. With the attention that has been gained over recent years, wallpapers now offer a wide range that could cater to most people's needs. This shows that creating a healthier environment doesn't have to compromise the individuals style. Lastly I believe that being sustainable not only adds onto the beauty of the designs already but has a contribution to our greener and brighter future.

In the context of work and practice, I always make it a priority to keep my designs sustainable where possible. This not only helps in the scale down of waste but encourages a healthier route for both our planet and lifestyle. By suggesting the sustainable options to clients, I aim to educate them on the importance of sustainable living within our households. Creating a strong trademark for being sustainable can also enhance growth and your business reputation increasing the customers want for your work, it also can offer a sense of fulfilment as you are making a change. Making sure your designs are eco friendly reduces waste significantly. It also opens the opportunity to make a positive impact within the element of design, generating more solutions towards a healthier future.

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