

## Portfolio of writing

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Product and Furniture Design

### Task one- Manifesto Writing:

Write a manifesto of 8 short statements regarding your beliefs, work and practice. Please submit these 8 statements, but do not count them in your 500 words.

With a particular focus on three of your manifesto statements, write a 500 word overview of your beliefs. Use a minimum of 3 books per task. Additional research sources could be journal/newspaper articles or online sources.

Outcome: 500 words + map and images. Show your research with a reference list. Submit this in the portfolio.

### Task two- Observational Writing:

Identify an image and write a semiotic analysis. Choose 3 key aspects of semiotics and use them to simplify and focus your writing. Conclude by assessing how your understanding of the image has changed.

Outcome: 500 words + map and images. Show your research with a reference list. Submit this in the portfolio.

### Task three- Practice-based writing:

This will be different in each strand. Write about an object or artefact. Explore and discover your thinking through writing. Think reflectively and develop your thinking by pushing your initial reactions through further reading, and individual practice responses around the artefact's theme (for example create personal drawings, designs, or paintings, or sculpture, or music, photography, or other creative practice) and then critically summarise the results of your process through the lens of your work.

Use a minimum of 3 books per task. Additional research sources could be journal/newspaper articles or online sources.

Outcome: 500 words + map and images. Show your research with a reference list. Submit this in the portfolio.

Task 1: 473

Task 2: 537

Task 3: 319

## **Beauty of nature within the processed materials**

### Beliefs:

1. **hand crafted furniture resembles the perfection and uniqueness of nature.**
2. **art nouveau being the peak of movements.**
3. dark pigments highlight furniture features better.
4. the art style that speaks loudest to every art-appreciating person is abstract art as everyone can interpret the piece in their own way, like something personal or something much broader.
5. Product designers are one of the most important yet looked over lifestyles.
6. The two environments a designer can thrive in are either quiet forest-like places, or rushing loud cities. That's where most of the design ideas will develop.
7. I have personally focused all of my work on producing designs that will allow my client to have a better/easier life.
8. **Nature and environment's importance, and the role they play on our everyday life.**

I believe that hand crafted furniture highlights the uniqueness and beautiful imperfection nature has, as all hand-crafted things will never be perfect due to the human error involved in the processes of such creations, and these very human errors allow the designs to be unique in their own way; each design different from the previous and the next, but still perfectly beautiful like the previous and the next. Just like roses.



Additionally, this is also why I am very passionate about the Art Nouveau Movement, as not only it is beautifully hand crafted and nature inspired furniture; it was also created during a time of need. “The Art Nouveau Movement became popularised amongst designers during a time of need where mass production as well as industries started to develop and flourish” (King. A, updated 2022). Personally, I find it warming how designers decided to collectively fight a cause by reminding people of the beauty and importance of nature through such carefully detailed pieces, reminding them how machines are not capable to produce such beautiful original pieces. Moreover, you could



argue they were fighting industrialisation with nature as “nature was thriving until factories, warehouses and other oil-based cultures like vehicles started to constantly evolve” (Hilliard K, 2019), meanwhile nature started to decline over time, plants as well as habitants such as insects and animals.

The reason for the movement’s decline however, is understandable, as the hard work and time from these artists took a massive toll on their products prices, so much so the public struggled to afford their work; but this is also very much why I want to bring it back as the public is more likely to be able to afford it now-a-days as well as prices being more reachable due to materials being able to be extracted in a more accessible manner. My goal as a product designer is to bring back hand crafted furniture, a modernised version of it at least.

Living in jungles of concrete with loud sounds rushing on through we seem to have forgotten the beauty of sitting in silence between trees and overgrown plants: the leaves dancing along to the birds’ songs, the golden sun making them glimmer. The sounds of the grass rustling around every step you take.



This is the kind of mentality I want to bring back towards furniture. Not just a pretty piece of furniture which matches with your walls and floors, but a detailed hand-crafted design that will allow you to reminisce about some small event. Like a chair that reminds you of something in your grandparents’ house; bringing back the smell of the meals they used to cook when you were just a small innocent life, or a table that reminds you of a picnic bench, bringing back the laughter of your family as your cousins played tag around it.

Audrey King— Updated: 2022 / Art Nouveau Furniture. Available at:

<https://study.com/academy/lesson/art-nouveau-furniture-history-characteristics.html> (Accessed: November 1, 2022).

Kiisha Hilliard—2019 / Evolving Over Time: Nature Vs Industry. Available at:

<https://scalar.usc.edu/works/postcolonial/evolving-over-time-nature-vs-industry> (Accessed: November 2, 2022).

Reddit—2012 / Industry Vs Nature [image]. Available at :

[https://www.reddit.com/r/pics/comments/xrnep/industry\\_vs\\_nature/](https://www.reddit.com/r/pics/comments/xrnep/industry_vs_nature/) (Accessed: November 2, 2022)

Brosa— Unknown / Design + Deliver [image]. Available at : <https://www.brosa.com.au/blog/furniture-design-trends/> (Accessed: November 2, 2022)

Laura McQuarrie—2013 / Magestic Monarch Chairs [image]. Available at : <https://www.trendhunter.com/trends/monarch-chair> (Accessed: November 3, 2022)

Zine Trip—2013 / Furniture Design Inspired By Nature [image]. Available at : <http://dzinetrip.com/furniture-design-inspired-by-nature/> (Accessed: November 3, 2022)

## Heinz Ketchup advert analysis

The bright red colours used for the background and design resemble the product which is advertised in a rather strong manner, whilst also attracting children and young adults towards the product as they are more susceptible to bright primary colours such as red; as research shows how highly saturated shades are easier for developing eyes to see, as well notice. They have also accomplished to target older audiences through the use of minimalistic design by stacking fresh tomatoes mimicking the original shape of the bottle Heinz from 1890. "Heinz's dedication to freshness and purity" led him to developing and releasing a key-stoned shaped bottle as "the curved neck encourages ketchup to flow out smoothly while the narrow mouth minimizes the amount of ketchup exposed to air" (Kayla N, 2018)



Their slogan "no one grows Ketchup like Heinz" not only stands out from the background allowing crowds to clearly read it, it also suggests how their produce is natural and "grown" just like tomatoes are, linking Heinz's idea with the creation of the glass bottle and the abstract use of the fresh tomatoes to mimic the very bottle. Due to the very minimal style of the advert, not only it catches the eye of the general public and stays in their mind more efficiently than other adverts, it also subtly hints at how healthy and fresh Heinz Ketchup is as an option for your meal compared to other

condiments.



1890 Heinz ketchup bottle

Having said that, nowadays companies try to make products last as long as possible on the shelf allowing supermarkets to sell the products for longer periods of time, additionally allowing customers to own and use that product for an extended period of time too. However less product wastage also means Heinz Ketchup is not as healthy as it once was, or as it was intended to be due to all the additives and chemicals added to the product such as "distilled vinegar which is made from GMO corn containing chemicals and pesticides, tomato concentrate; meaning all nutrients and minerals tomatoes naturally contain have been removed, and high fructose corn syrup which is extremely unhealthy and it increases the blood sugar levels which can lead to obesity, diabetes and heart diseases." (DoctorNDTV, 2018)

Keeping all of this in mind, it changes the perspective of what the advert really as it has been designed in a very astute manner allowing the company to easily lie and convince their customers and public about how healthy and fresh their product really is, when in reality it can lead to health issues when overused or misused which is easy to do as some would describe it as almost addictive and so easy to combine with any meal. This is also an issue as children are the ones who are mostly targeted due to the sweet taste ketchup has as well as making children's meals more interesting as they tend to get bored of food quicker and be much pickier with it than adults. You could also argue what Heinz Ketchup is trying to do with this advert is sell their product as what it used to be before it became so popular, just like what Henry J. Heinz intended it to be; fresh and natural.

Kayla, N. (2018) Iconic Packaging: Heinz Ketchup Bottle, The Packaging Company. Available at: <https://www.thepackagingcompany.com/knowledge-sharing/iconic-packaging-heinz-ketchup-bottle/> (Accessed: November 22, 2022).

DoctorNDTV (2018) Bet you didn't know these diseases tomato ketchup was causing, NDTV.com. NDTV. Available at: <https://www.ndtv.com/health/bet-you-didnt-know-these-diseases-tomato-ketchup-was-causing-1920053> (Accessed: November 24, 2022).

Image used- <https://salifex.com/blog/heinz-ketchup-creative-advertisement/>

Image used- <https://www.thepackagingcompany.com/knowledge-sharing/iconic-packaging-heinz-ketchup-bottle/>

## Petty Salads

"A salad is a cold dish of various mixtures of raw or cooked vegetables, usually seasoned with oil, vinegar, or other dressing and sometimes accompanied by meat, fish, or other ingredients." (Oxford Dictionary). "The word "salad" originates from the Latin word "sal" which means "salt" as" (Buckhorn Inn, 2020) it was an important ingredient in ancient times. Around "circa first century CE, ancient Greeks and Romans gathered and layered vegetables" creating the very first salad to exist, and during this food craze, "Hippocrates sparked a huge debate when he declared that eating" salad "before supper helps clear the intestines", however he later faced backlash over how you should have salads after the main course due to the "vinegar of dressing affect the flavour of wine" (Anna's House, 2018).

Most people would argue the meaning of petty is something "of secondary or lesser importance" (Oxford Dictionary) such as a minor crime or insignificant arguments. However, the Middle English word "petty" is



derived from the Old French word "peti, petit" which means "little, small". "The definition of the more modern sense of the word- appeared in the 16<sup>th</sup> century", "until around the 1800s" where then the word really just translated to "small" for common folk (Vice, 2017). In a way, over centuries the meaning of the word changed from its original derivation due to "slang" misuse of the word.



Salad portions are usually the size of two baseballs, as they are normally appetisers or as stated earlier, they can be eaten after supper once you are already full. Strangely enough I've found that salads can be described as petty with both the original meaning of the word referring to their small size of portion, as well as the newer-meaning of the word, referring to something of secondary importance, as they are rarely peoples main course go to, as a salads original creation was eaten

after supper since the first century CE.

Anna's House (2018) Available at: <https://annashouseus.com/brunch-history-the-strange-invention-innovation-of-salads/> (Accessed on 11<sup>th</sup> December 2022)

Buckhorn Inn (2020) Available at: <https://www.buckhorninn.com/2020/05/why-are-they-called-salads/> (Accessed on 11<sup>th</sup> December 2022)

Oxford dictionary (unknown) Available at: [https://www.google.com/search?q=salad+meaning&rlz=1C1CHZN\\_enGB1028GB1030&oq=salad+meaning&aqs=chrome..69i57j0i512l9.2121j1j7&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=salad+meaning&rlz=1C1CHZN_enGB1028GB1030&oq=salad+meaning&aqs=chrome..69i57j0i512l9.2121j1j7&sourceid=chrome&ie=UTF-8) (Accessed on 11<sup>th</sup> December 2022)

Oxford dictionary (unknown) Available at: [https://www.google.com/search?q=petty+&rlz=1C1CHZN\\_enGB1028GB1030&sxsrf=AJOqlzU9tnwPLXRnVIDGhCr68y1IDTIs\\_nA%3A1673262037168&ei=1fO7Y5f0CYLDgQa\\_oowICA&ved=0ahUKEwjXst3qrr8AhWCYcAKHT9RAYEQ4dUDCA8&uact=5&oq=petty+&gs\\_lcp=Cgxn3Mtd2l6LXNlcnAQAziECCMQzINCAAQgAQQhwiQsQMqFDIHCAAQsQMqQzIECAAQzIECAAQzIECAAQsQMqQzIQCAAQgAQQhwiQsQMqgweQFDIHCAAQsQMqQzIECAAQzoKCAAQRxDWBBCwA0oECEYYAEoECEYYAFDxFFjxFGDRGWgCcAF4AIABcIgBcJIBAzAuMZgBAKABAcgBCMABAQ&sclient=gws-wiz-serp](https://www.google.com/search?q=petty+&rlz=1C1CHZN_enGB1028GB1030&sxsrf=AJOqlzU9tnwPLXRnVIDGhCr68y1IDTIs_nA%3A1673262037168&ei=1fO7Y5f0CYLDgQa_oowICA&ved=0ahUKEwjXst3qrr8AhWCYcAKHT9RAYEQ4dUDCA8&uact=5&oq=petty+&gs_lcp=Cgxn3Mtd2l6LXNlcnAQAziECCMQzINCAAQgAQQhwiQsQMqFDIHCAAQsQMqQziECAAQzIECAAQzIECAAQzIECAAQsQMqQzIQCAAQgAQQhwiQsQMqgweQFDIHCAAQsQMqQzIECAAQzoKCAAQRxDWBBCwA0oECEYYAEoECEYYAFDxFFjxFGDRGWgCcAF4AIABcIgBcJIBAzAuMZgBAKABAcgBCMABAQ&sclient=gws-wiz-serp) (Accessed on 13<sup>th</sup> December 2022)

Vice (2017) Available at: <https://www.vice.com/en/article/9k9b77/petty-memes-history-black-twitter> (Accessed on 14<sup>th</sup> December 2022)