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Tasks in order I received them:

Task 1: Observational Writing= 526 words

Task 2: Manifesto Writing= 522 words

Task 3: Practice-based Writing= 537 words

Task 1: Observational Writing

In modern fast-paced society we need to read, analyse, understand, and make decisions in a tight timeframe. Recent surveys suggest intuition is highly abetted to make crucial decisions (Miller, Ireland2005)

But what is the connection between semiotics, fast-paced environment, and minimalistic ads? From childhood our knowledge through experiences and beliefs, shaped the way we perceive things around us. "We never look at just one thing; we are always looking at the relation between things and ourselves." (Berger, 1972)

A purchase after viewing an advert, people react spontaneously and emotionally to stimuli or in this case to an advert. The buyer associates with the brand through the signifiers they adopt in the ad. People tend to buy things what they feel represent themselves and what they believe in. The item becomes a symbol. (Dawson,2020)

A brand's message must be simple, leaving the decoding to the audience, giving the consumer the feeling of being smart and included. (Rea,2018)

What makes minimalistic ads so successful is the fact they rely on a series of association and subconscious interpretation set off by an image with non or minimal use of anchorage text connecting to iconic brands, locations, celebrities, or items. (Chong,2009)

Lego is one of many brands who often use minimalistic campaigns with strong narratives to catch consumers attention. In June 2006 Lego launched their "Shadows" print ad series designed by Blattner Brunner. The campaign relies on the public associations to a visual information with a straight to the point approach.

I will examine and decode in further details of semiotics signifying set in the "plane" from the Shadows series.



Figure 1. Plane, Lego campaign, 2006

While the focus is on the middle of the image, the background colouring enables the viewer to interpret it in their own imagination, being the sky or the sea where this colour is also part of the Lego brick colour palette, being colour id 23. (Howerter, 2016) The frameless background sets the tone for endless possibilities of creative imagination as a signified. It is also observed that that blue gradually gets darker in colour moving from top to bottom, signifying depth or height, where the darker the tone the higher the central object can appear to be.

One of the two signs within this ad is the Lego logo. The colour contrast stands out from the background working as an anchor but also sharing the same colour as the main central feature sign, with the logo denoting the identity of the brand.

The other sign what can be interpreted as a plane being made of Lego blocks. The blocks are polysemic as they have more than one meaning. To begin, while they are being the iconic sign of Lego brand, they are also connotation of an airplane and signifier of play time using the Lego colour palette id of 21 (Howerter, 2016)

The shadow of the airplane is an indexical sign of the plane and supports the visual representation of the Lego blocks interpreting to be a shape of a plane. All these symbolic aspects of the advert, channels what the Lego brand are trying to represent. With creative imagination and with Lego, the possibilities are endless!

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Figure 1. Shadows, Plane, Lego Advertising Campaign (2006) Accessed from: <https://www.techinasia.com/14-brilliant-minimalist-ads> (Accessed: 11 November 2020)

Task 2: Manifesto Writing

1. Be authentic by reflecting the real world through diversity.
2. Be ethical and challenge current destructive business practices.
3. Fair and equal pay on every level of supply chain.
4. Support time-served quality, instead of fast- fashion, fast-food and fast production practices.
5. Be a storyteller - guide, inspire and create with meaning.
6. Care for the environment through sustainable practice.
7. Be part of the real world, collaborate and connect.
8. Be curious, keep asking questions.

Be ethical and challenge current destructive business practices.



Figure 2 Fairtrade

At the beginning of 2020, news hit the headlines where just in Bangladesh an estimate of 1,089 orders worth \$1.5 million from garment factories had been cancelled. (Devnath,2020)

Fashion retailers have been cancelling their orders due to Covid pandemic closures, leaving factories without payment and the workers even more vulnerable in developing economics where exploitation and disparity is already widespread.

The UK Institute of Fiscal Studies outline that this crisis is not restricted only to developing countries. It is identified that the effect is widespread, effecting mainly low-paid women and young employees of whom are more likely to be working in industries run by destructive business practices. (Bloomer,2020)

To create a future for a more ethical operation, the first step would be to make sure companies stop conveying the loses to people working in the bottom of their supply chain. Cooperative business practice could be an option to create a more equal system instead of relying on the members of the workforce to take responsibility for debts, it is accountable itself. Also allowing workers to take an active part in decision making can benefit, supporting the members socially, economically, and morally creating and uplifting the environment. (LaMarco,2018)

Faire trade style business model could be another way to challenge existing practices, creating improvement both in social and environmental conditions. Building a sustainable, transparent business practice where workers are provided good working conditions, fair wages, and equity with strict regulations. (Vignault, 2012)

Support time-served quality, instead of fast- fashion, fast-food and fast production practices.



Figure 3 Craftsmanship: The Meaning of Life

In modern society where fast production practices became the norm, it is more than ever important to support time-served quality practices.

There is a straight connection between fast-production, destructive business practices, environmental disasters, and human exploitation.

Pretty Little Thing, came under fire recently with their Black Friday sale stunt. Raising criticism over promoting unsustainable consumption. When consumers can purchase a dress for 8p it raises a question about the human cost of the production of those items and the environmental impact they cause. (Blackall,2020) Supporting craftsmanship means supporting innovation, diversity, quality and reduced environmental impact, as a quality, well made, valued item is more than likely to have a longer life span (Trissel,2016)

An important step is to educate consumers to see the values and benefits of supporting craftsmanship. Paying a higher price for a sustainable item is an investment for the future.

Craftsmanship can also help to create authenticity with more flexibility of customising.

Be a storyteller - guide, inspire and create with meaning.



Figure 4 Benefits of storytelling

Stories are powerful. With the right meaning and integrity, they can guide, inspire, and create authenticity and trust. Many brands use story telling as a marketing tool as they realize the power of identity a story can create. (Patel,2018)

There are many values and benefits of storytelling. Telling stories allow people to understand others point of view, provide encouragement to raise questions and inspire imagination and creativity. It can introduce new countries, cultures, traditions and can also help promote empathy. (Kumon,2016)

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Figure 2. Jacob H. (2015) Craftsmanship: The Meaning of Life. Accessed from: <https://www.slideshare.net/henrydjacob/craftsmanship-the-meaning-of-life/43> (Accessed: 10 December 2020)

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Task 3: Practice-based Writing: Reflection on World of WearableArt competition entry.

Becoming a successful creative artist, self-motivating, learning, observing others work, analysing their techniques and getting out of the comfort zone is essential. One of the best ways to learn and help grow, is to participate and get challenged in competitions. These competitions can be daunting as it is inevitable to make mistakes, however they can be valuable to learn new disciplines and broaden a person's viewpoint. (maailustrations,2016)

A few years ago, I found a very inspiring, extraordinary art competition. World of WearableArt, an international design competition based in New Zealand, attracting designers from around the world. It is about everything creative without boundaries, challenging designers to be innovative and experiment with different materials and concepts to create a well-made, unique wearable art piece showcased on a performance stage, viewed by an audience around 60,000 people and displayed in a museum with an average 40,000 visitors a year. (Alves,2018)

To challenge myself, along with using the project to help me with dealing and healing with personal losses, I decided to submit an entry for the 2019 World of WearableArt's 'Mythology' section. My creation was inspired by an ancient Egyptian goddess Nephthys who was associated with day and night, death and life, decay, and growth as a goddess of mourning. (Hill,2010) Many Religion and philosophy has similar ideas of life circle supporting the theory that the end-of-life cycle is not necessarily the final stage, it can be a beginning of another existence. (Writer,2020) This philosophy not only applies for living beings but every existing thing. One of my main objectives was to follow this aspect while I was creating my Nephthys costume. Most of the materials I used were recycled items which already fulfilled their original purpose. Being part of this project gave them a new life.



Figure 5 Nephthys -costume entry for World of WearableArt

As with every competition, this had its own challenges. While the project did not go as planned, I still managed to achieve a small success as my entry managed to pass the first judging and pre-selection. During the creation of my costume, I had to face a few problems. Firstly, one of the issues was time management. This was due to using materials and techniques for the first time without taking experimentation times into account. Also, when using recycled materials, you need longer time to prepare them to be suitable for a new purpose.

For a future project, taking these into account can help to make sure I will have enough time to finish everything to the standards of the original plan instead of compromising on the final product. Secondly, losing focus of the main goal by getting fixated on small details. Now, stepping away from the project helped me to realise some of the parts I spent working days and days adding tiny details by hand, this could have been achieved much easier and quicker with a different approach. There is a linear connection between time management and the ability to shift focus to become more

efficient. Finding the way to work smarter instead of harder would be the way to move forward in the future. “Being busy isn’t the same as being effective.” (MindTool,2016)

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