

**Student Name: Anna Eynon**

**P Number: 2004102**

**Programme of Study: Surface Pattern Design**

**Module: ADAD4018**

**Ways of Thinking Lecturer's Name: Julia Lockheart**

**Tasks in the order I received them:**

**Task 1: Manifesto Writing=**

**Task 2: Observational Writing = 294 words**

**Task 3: Design Writing = 358 words**

**Task 1: Manifesto Writing**

1. Think differently! Don't follow the crowd
2. Use your artistic insight to make changes; it is so powerful
3. BE FEARLESS
4. There is no limit to your imagination and power, use it to create great art
5. Encourage mistakes so that you will learn through your journey
6. There is no success without FAIL
7. Re-use, re-use, re-use! We must preserve our natural resources
8. Commit. To make a change

**I redid my manifesto so I still have the 500 words to do.**

**Task 2: Observational Writing**

**Task 2 still needs editing, with more references to include.**

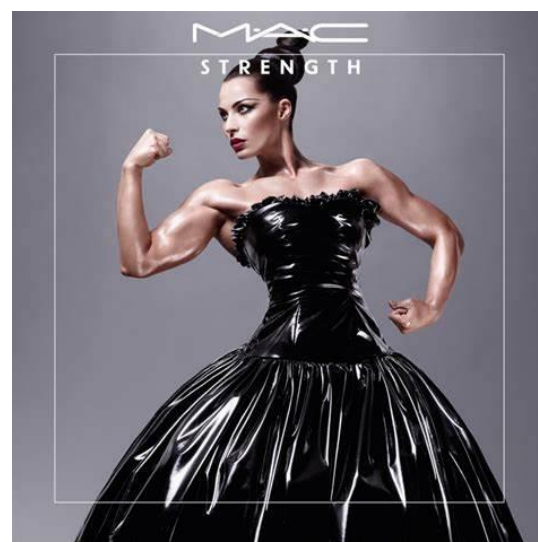
In Roland Barthes' text, *Image, Music, Text* (1977), Barthes puts forward the idea that a photographic message is a continuous message. It is important to analyse an image continuously as visual stimuli are full of information and hidden meanings that can be interpreted and deconstructed. Barthes describes photographic images as 'a message without a code'. To explore this, I will introduce a MAC cosmetic advertisement.

This is an advertisement for the cosmetic brand MAC. Specifically, the ad is marketing the Strength Collection that MAC released in 2013. This advert is striking because it uses a body builder, Jelena Abbou as the model. This opposes the 'normal' slim model body that we see in most beauty adverts and magazines. Her body is being glamourized which gives women the message that you don't have to fit a stereotype to be beautiful.

The pose she is in makes the connection between her physical strength and the makeup's strength. This puts emphasis on the idea that women will feel and be seen as strong by others if they wear MAC's makeup.

The monochrome colour scheme in the advert is very different from typical beauty adverts where standard feminine colours would be used to glamourize the product. In this case, our focus is less on the pretty colours and more on the message being given; women are strong!

There is a small amount of written information in the advert. Anchorage text is used to fix the meaning of an image. In this case, the word 'strength' is written in capitals at the top of the advert directly under the brands' name, this gives a definite relationship between the two and shows us that wearing MAC makeup means you are strong.



STRIKE A POWERFUL POSE, STAND OUT AND REDEFINE THE NOTION  
OF BEAUTY IN A COLOUR COLLECTION TOO IRRESISTIBLE TO IGNORE.  
SHOP NOW

### Task 3: Design Writing

This task is nowhere near finalised, I was quite unsure about this task but I gave it a go with what I think I should write 😊

I am also unsure of how to reference texts here as the task seems quite personal and opinionated? How would I find specific texts on leaves and sustainability?

My keyword is 'environment' and my object is 'leaf'. I aim to find out how can leaves be used to benefit the environment and what other people are doing already.

*Definition 1 of 'environment'- the natural world, as a whole or in a particular geographical area, especially as affected by human activity.*

*Definition 2- Your environment consists of the particular natural surroundings in which you live or exist, considered in relation to their physical characteristics or weather conditions.*

The research that I did combining the two words gave me some interesting information on sustainable fashion. I found out about a material called 'Piñatex', which is a natural, sustainably-sourced textile made from waste pineapple leaf fibre. Ananas Anam is the company who manufacture, market and sell Piñatex. From this, I discovered that the clothing company, H&M worked with Piñatex to create a clothing line using pineapple leaves. I find it interesting how my starting point was 'leaf' but have now delved into something much bigger. The pineapple leaves are also used for accessories and upholstery, so they are not just restricted to the fashion industry. This suggests that our natural resources can and should be used in the future for a whole range of items.

The aim of my writing is to inform the reader, a gardener about the possibilities of their specialism. An article by The Guardian mentions that plants can be genetically modified in order to be used in the textile industry in the future, specifically strawberry plants. As a gardener, I would be fascinated to know that I can be involved in this process. Something so simple and 'common' to a gardener, a strawberry plant, can be developed into bettering our environment.

My work and practice has a clear goal when it comes to sustainability. I wish to re-use as much as possible and waste as little as possible to reduce my contribution to landfill. Working with textiles means that my role must be to work towards ways to stop the over-production of fashion and textiles in the industry. I have learnt that using our natural resources (leaves) is a massive step towards preserving our environment.

## **Bibliography**

Barthes, R. (1977) Image, Music, Text. London, Fontana Press.

<https://www.lexico.com/definition/environment>

<https://www.collinsdictionary.com/dictionary/english/environment>

<https://www.ananas-anam.com/>

<https://inhabitat.com/hm-releases-sustainable-fashion-line-made-from-fruit-and-algae/#:~:text=Eco%20textiles%20made%20from%20fruit%20waste%20This%20newest,shoe%20soles%20made%20from%20algae%20by%20BLOOM%20Foam.>

<https://www.theguardian.com/sustainable-business/sustainable-fashion-blog/2015/mar/03/wearable-pineapple-banana-fruit-fashion-material>

Unsure how to reference websites?? I will research this for next time

Figure 1. Mac Strength Spring Makeup Collection, MAC advertising campaign. Accessed from:  
<https://www.ifashionstyles.com/lifestyle/mac-strength-spring-2020-makeup-collection.html>

[Accessed on 31<sup>st</sup> October 2020]