

Student Name: Zoe White

P Number: 2003522

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 = 495

Task 2: Observational Writing = 496

Task 3: Design Based Writing = 491

Task 1: Manifesto Writing

1. Social media is a trap! Letting our confidence deteriorate by comparing our work to others is setting ourselves up to fail.
2. Delve deep in to weird and wonderful new ways of working.
3. Stay open minded to new ideas to enable myself to develop my work to an excellent standard.
4. Replace negative words like "I can't do it" with "I can do it!" Positivity and optimism will be the key to my success!
5. Showcase my knowledge and understanding of current fashion trends.
6. Take advantage of every opportunity I get to be creative and stay grateful for that opportunity.
7. Indulge into the work of other makers to gain inspiration and knowledge on how to be a great designer.
8. Be mindful about wasting materials. Wisely choose the processes that I use to create my designs, so that no unnecessary harm comes to our environment.

3 areas of exploration:

Comparing Work: Social media is a trap! Letting our confidence deteriorate by comparing our work to others is setting ourselves up to fail.



Fig 1. Banksy, Nobody Likes ME, 2014.

Social media is a great tool and is used widely. It is a way for people to share things like images, thoughts and feelings, it can also be a form of motivation for students. In a journal/article called Social Media and E-Portfolios: Impacting Design Students' Motivation Through Project-Based Learning it states that, "different functions on social media platforms

do, to a certain extent, help them finish their tasks” (Oh et al, 2020, p.49). What is crucial is that us as a society do not forget about the negative impacts it can have on people. It is the simplest things like comments and likes that can get into a person's mind and slowly eat away at their confidence. As said in Erick Bean’s ‘book, Social Media, The Internet & Mental Health’ (2020), “Children and teens suddenly find themselves caught in a self-esteem pickle, judging their sense of worth by the number of likes or lack of likes their post may yield” (Bean, 2020, p.41). Some people might have experienced this social media struggle others may not have. To stay feeling confident in ourselves and our work we need to all stay clear from this worrying of how many likes your work is getting when you post it on social media, likes mean nothing.

Replace negative words like “I can’t do it” with “I can do it!” Positivity and optimism will be the key to my success!



Fig 2: Successdotinc, Initiative and Optimism, 2020

So much time wasted thinking negatively or saying words that prove we feel defeated. More positivity is needed to strive and succeed in life. Optimism always gets you far in life no matter the problems that may challenge you. “One more trait of true success. The good mind chooses what is positive, what is advancing—embraces the affirmative”. (George, 2019, p.123). Another quote from George’s book is, “affirmative attitudes help make their own affirmations come true” (George, 2019, p.125). This one really stuck with me. I will incorporate positive thinking and optimism more in my life because like George said, this will make my own affirmations come true.

Be mindful about wasting materials. Wisely choose the processes that I use to create my designs, so that no unnecessary harm comes to our environment.



Fig 3: Immo Klink, Extinction Rebellion Protesting at London Fashion Week, 2019

In a world that seems like it is crumbling in front of our eyes, fashion designers carelessly using harsh chemicals. The fast fashion industry polluting the earth like never before with their use of “cheap, toxic textile dyes” as said on an article by Battered Women’s Support Services (BWSS) called ‘The Problem with Fast Fashion’ (2019). Designers and industries need to realise the catastrophic effects they are having on our planet. A guardian news article states, “the fashion industry produces 10% of global carbon dioxide emissions every year” (Davis, 2020). Seeing statistics really puts it all into perspective. The fashion community needs to change rapidly. There is so much that can be done to help get our planet back on track, it is just people’s naivety and lack of knowledge that is the problem. Some wise words here from Stella McCartney, she strongly stated the words “waste not want not” (Vogue Global Conversation, 2020). McCartney is an influential designer, with a mindset like McCartney’s the fashion industry could finally be more sustainable and environmentally friendly.

Bibliography

Bean, E. (2020) '*Social Media, The Internet & Mental Health*'. Vol.50. TCA EP World LLC. ISSN: 00469157.

Battered Women's Support Services. (2019) '*The Problem with Fast fashion*' Available at: <https://www.bwss.org/fastfashion/>

Davis, N. (2020) '*Fast Fashion Speeding Towards Environmental Disaster*', The Guardian, 7th April. Available at: <https://www.theguardian.com/fashion/2020/apr/07/fast-fashion-speeding-toward-environmental-disaster-report-warns>

Earley, R. (2016) '*The Textile Toolbox: New Design Thinking, Materials and Processes for Sustainable Fashion Textiles*': Full Research Report. MISTRA:Sweden. URL: <https://ualresearchonline.arts.ac.uk/id/eprint/11281/1/mistra-textile-toolbox-project-report-2011-2015.pdf>

George, C. V. R. (2019) '*God's Salesman: Norman Vincent Peale and the Power of Positive Thinking*'. Oxford University Press. DOI: 10.1093/oso/9780190914769.003.0006

Oh, J.E. et al. (2020) '*Social Media and E-Portfolios: Impacting Design Students' Motivation Through Project-Based Learning*'. Vol.8. p.41-59. DOI: 10.22492/ije.8.3.03

Rodabough, K. (2017) '*Slow Fashion Citizen*', Fringe Association. Available at: <https://fringeassociation.com/2017/03/16/slow-fashion-citizen-india-flint-prophet-of-bloom/>

Rougeau, N. (2020) Stella McCartney is Realistic but Hopeful. [Interview] Available at: <https://www.elle.com/fashion/a33966592/stella-mccartney-interview-future-of-fashion/>

Vogue Global Conversation with Stella McCartney (2020) [Instagram] 15th April. Available at: https://www.instagram.com/p/B_ArjyNJ_Ut/

List of Figures:

Figure 1. Banksy, (2014) 'Nobody Likes Me'. Accessed from: <https://www.blazenfluff.com/banksy-style-street-art-shows-a-boy-crying-out-for-social-media-attention/4333>

Figure 2. Successdotinc, (2020) 'Initiative an Optimism'. Accessed from: <https://successdotinc.com/2020/05/23/initiative-and-optimism/>

Figure 3. Immo Klink, (2019) London Fashion Week, Accessed from: <https://www.vogue.com/slideshow/extinction-rebellion-london-fashion-week-climate-change-protests>

Task 2: Observational Writing

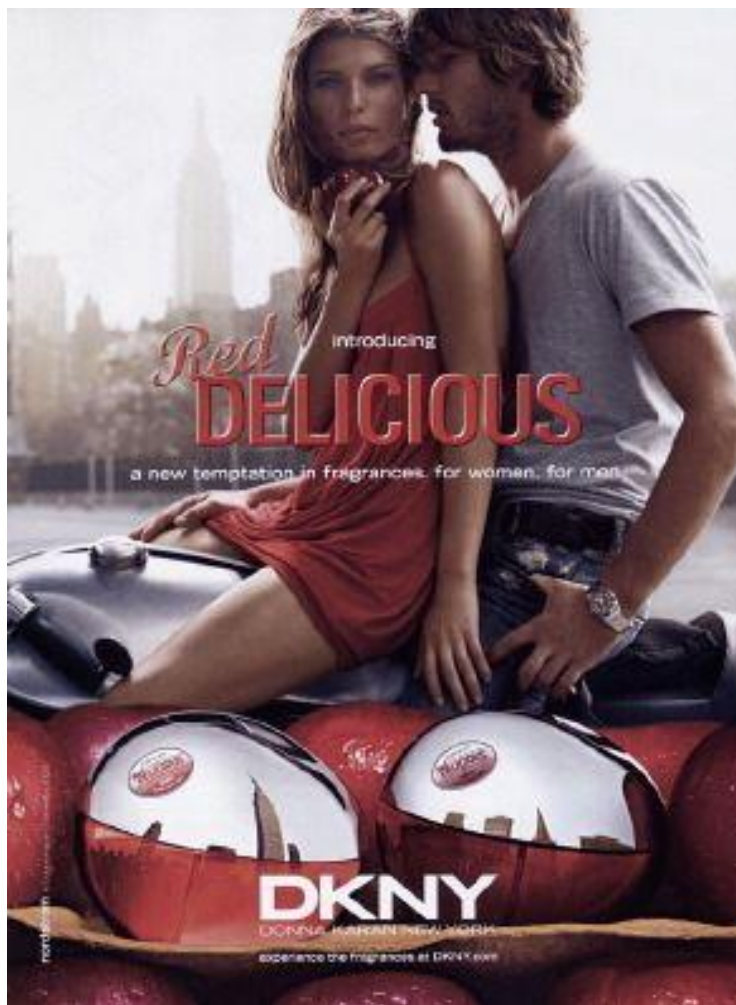


Fig 1: Be Delicious Perfume, DKNY Advertising Campaign

The denotation of this advert shows two attractive people perched on a shiny motorbike in the middle of New York City. Motorbikes are associated with danger and so is the colour red, this indicates that the perfume smells exciting and thrilling and may make the viewer feel like they can do dangerous and thrill-seeking things. An article called 'Aesthetic Experience in the Semiotics of Charles S. Pierce' by Hainic Codruța mentions, "the sign never holds the place for the whole object." (Codruta, 2019, p.19-32). This suggests that the sign (the object) always has more logic to it, such as the symbol, index and icon. These three categories are the makings of the sign.

The iconic sign of this advert is the female holding a shiny red apple and looks as if she is tempted to take a bite. The fact that New York City is in the background is also iconic as it is such a recognisable and well-known city. The anchorage text "a new temptation in fragrances" occurs in the advert which links to her looking tempted by the apple she is holding. It is also reminiscent of snow white being tempted and taking a bit out of the poisonous red apple. The apple that is being held also looks as if it represents the perfume which is called 'delicious,' red apples themselves are also delicious. Here is an interesting statement from an article by Jonathan Conlin called 'Lost in Transmission? John Berger and the Origins of Ways of Seeing (1972)', "But go on looking. Gradually the painting becomes more mysterious, less easily explainable in my terms." (Conlin, 2020). This shows that when you delve deeper into an image you notice things that may not make sense or make you question things.

The connotation of this advert is that this perfume will make you smell delicious and be irresistible to people just like a juicy, shiny red apple. The key elements that capture your attention the most in this advert is the use of the seductive ruby red colour which features on the perfume, the red apples behind the perfume, the apple in the female's hand, the females dress and the text saying, "red delicious." I also noticed how the red dress and the silver colour of the motorbike resembles the appearance of the perfume bottle. The words "delicious" and the brand name "DKNY" which stands for Donna Karen New York stand out the most out of all the text due to the type of font used, the font is simple and large. They have used all capitals for "delicious" to match the brand name which are always in all capitals.

from an article called 'Mythologies Revisited: Roland Barthers and the Left' by Charles J Stivale it says that, "sociosemiotics, is quite simply a basic building block." (Stivale, 2002, p.459). This statement enables you to understand the simplicity of semiotics and that you do not have to view them as anything other than simple "building blocks."

Bibliography:

Codruta, H. (2019) 'Aesthetic Experience in the Semiotics of Charles S. Pierce', Vol.10(2). P.19-32. Available at: <https://search-proquest-com.ezproxy.uwtsd.ac.uk/docview/2329197900?pq-origsite=primo&accountid=130472>

Conlin, J. (2020) 'Lost in Transmission? John Berger and the Origins of Ways of Seeing (1972)', Vol.1. DOI: 10.1093/hwj/dbaa020

Stivale, C. J. (2002) 'Mythologies Revisited: Roland Barthes and the Left', Taylor and Francis Group. Vol.16(3). P.459. DOI: 10.1080/09502380210128333

List of Figures:

Fig 1: Be Delicious Perfume, DKNY Advertising Campaign. Accessed at: <https://www.pinterest.co.uk/pin/71987294014064986/>

Task 3: Design Based Writing

Wool and sustainability are my chosen object and word. Working with sustainable objects is crucial for the fashion industry to help protect our environment.



Fig 1: Assorted-colour Yarns on Brown Wicker Basket, by Surene Palvie

Dictionary

Search for a word



sustainability

/səsteɪnəˈbɪlɪti/

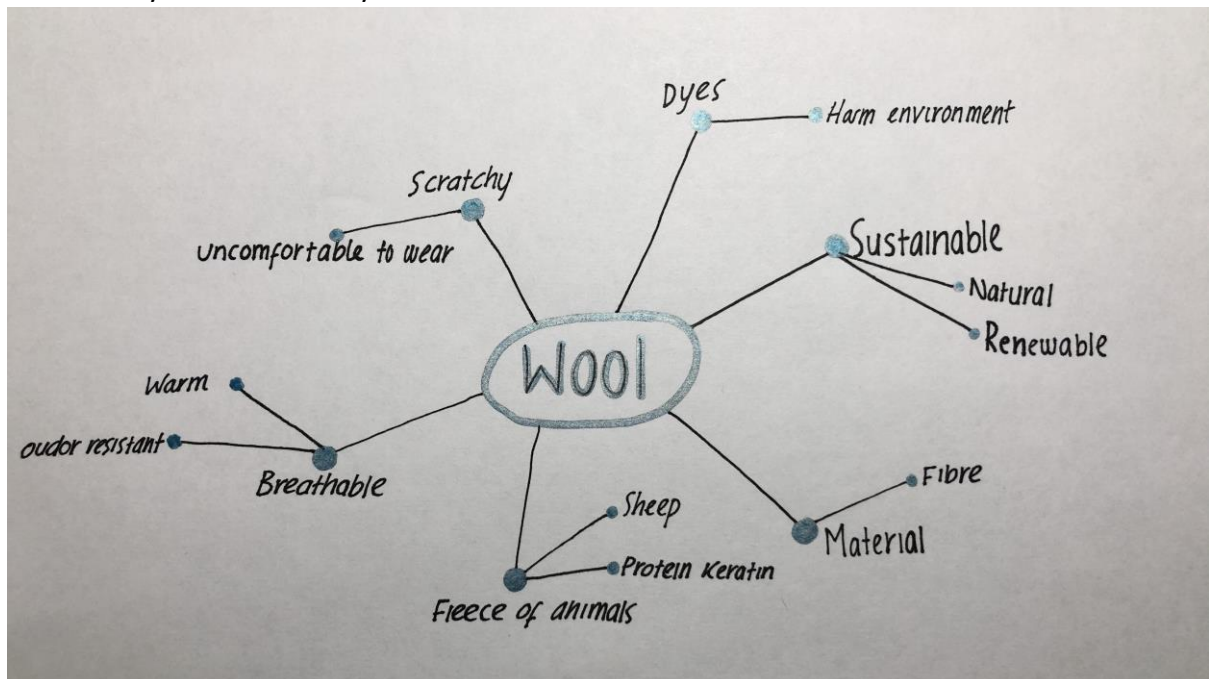
noun

the ability to be maintained at a certain rate or level.

"the sustainability of economic growth"

- avoidance of the depletion of natural resources in order to maintain an ecological balance.
- "the pursuit of global environmental sustainability"

Below is my visual hierarchy.



Designers who love the environment and prefer working with sustainable materials will agree that wool is a great material to work with "wool is a natural, renewable fibre source, making it one of the most sustainable sources of clothing" stated by Katherine Martinko (Martinko, 2020). Working with sustainable materials like wool is very important to me as it does not harm the environment, there is no need to use non sustainable materials when you have got such warm and soft sustainable materials you can work with, Lexi Sachs says in her 'Good Housing Institute' article "it has a silk-like texture, so it's very soft and shiny, but

still has a lot of insulation to keep you warm.” (Sachs, 2014). This statement shows that this material has everything you need for a cosy and warm garment.

Although wool itself is a sustainable material, Imogen Williams says that “intensive sheep farming uses methods that harm the environment.” (Williams, 2018) This makes me wonder if wool really is any better than man made materials. This is something that the wool industry could work on to make it even more environmentally friendly. When I purchase wool, I will ensure that it is sustainably sourced wool.

Many wools and wool clothing that can be purchased have been dyed in some way. Unfortunately, as well as sheep farming this can also be extremely harmful to our environment depending on what dyes are used. Found in a book called ‘Textile Dyes: Dyeing Process and Environmental Impact’ it says that “environmental legislation obliges industries to eliminate colour from their dye-containing effluents, before disposal into water bodies.” (Chequer et al, 2013). Making a dye that contains no harmful chemicals should be produced if not done already. This will ensure that when they are disposed of, they will not harm our environment and ensure that wool is completely eco-friendly. In the book it also states that, “no efficient method capable of removing both the colour and the toxic properties of the dyes released into the environment has been found.” (Chequer et al, 2013). This is from a fairly dated source, so the way that dyes are disposed of may be different now and may not be all that bad. Here is an eye-opening statistic, “It is estimated that over 10,000 different dyes and pigments are used industrially, and over 7×10^5 tons of synthetic dyes are annually produced worldwide.” (Chequer et al, 2013). This really gives you a good idea of how much dye is being produced and as you can imagine how much is being disposed of. Seeing statistics makes an even larger impact on the seriousness of this environmental topic. Sometimes it is hard to realise that even the most sustainable materials have a background of not so sustainable processes being applied to them.

Bibliography

Chequer, F.M.D. et al. (2013) ‘Textile Dyes: Dyeing Process and Environmental Impact’, DOI: 10.5772/53659. Available at: <https://www.intechopen.com/books/eco-friendly-textile-dyeing-and-finishing/textile-dyes-dyeing-process-and-environmental-impact>

Martinko, K. (2020) ‘Everything you need to know about wool’, Treehugger. Available at: <https://www.treehugger.com/wool-fabric-sustainability-5071176>

Sachs, L. (2014) 'What you Need to Know Before Buying a Wool Sweater', Good House Keeping.
Available at: <https://www.goodhousekeeping.com/beauty/fashion/tips/a26326/wool-buying-guide/>

List of Figures:

Fig 1: Assorted-colour Yarns on Brown Wicker Basket, by Surene Palvie. Accessed from:
<https://www.pexels.com/photo/assorted-color-yarns-on-brown-wicker-basket-2070676/>