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Program of Study: surface pattern and textiles

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Manifesto = 500

1. Let art come from passion and passion come from art.
2. Be free and use your freedom.
3. Open your mind.
4. Be sustainable in everything you do.
5. Be ambitious and take risks.
6. Stay grounded.
7. Don't be too serious.
8. In art and design mistakes don't happen, don't ridicule the mistakes you make.

2.Be free and use your freedom.

In comparison to the past we live in a unique time where you can be whatever and whoever you feel you are, with this we as people have creative freedom. We have the resources to be able to make and create and there is no spectator to what you do or create. Now that people have this freedom it's important that it is utilized and used especially when referencing creatives. It is your beliefs that should discern what you can create "everything must be interpreted through the lens of identity"(Unassailable Ideas: How Unwritten Rules and Social Media Shape Discourse in American Higher Education, Jhon Villasenor and Llana Redstone). This is something that people will feel differently about, there will never be a common consensus about the creations of each individual so why limit yourself to views of others? As an artist it's important that you define what you do with your freedom by finding things that you resonate with.

3.open your mind.

Something that's important in design is the way that you see the world. How you perceive the world around you massively impacts the creative process. Being that mostly inspiration comes from the world around you it is so important that the way that you perceive as a creative is not something that's set in stone. You have to be lenient as when you change your perception it gives more opportunities than what you would get with a

closed mind. when reflecting on designs if you do not alter your point of view you are going to have many similar designs through you're the creative process. I know that altering the perspective helps you in the design process and it also helps when looking at art and pieces that inspire because of the storyline that you may create when looking at a piece that inspires you. The way that you see pieces that inspire may spark some of your best pieces of work but for someone else it could displease them. "The reciprocal nature of vision is more fundamental than that of spoken dialogue " (Ways of seeing John Berger) I feel that it is important to stick to your values and the way that you see initially but when reflecting it is also handy to be able to shift this and maybe see from another point of view. For example when going through the process of design and redesigning something your initial way of thinking may have been telling you to do something specific and during the process that may not have worked the way you would have liked it to. It would be almost impossible to develop and improve a design if you stuck to the initial perception of said design.

4.Be sustainable in everything you do.

With sustainability being such a huge and important topic we need to also think of it in the context of creativity. Sustainability within design is something that needs to be a priority to all creatives. Today people put convenience above anything else. For example in regards to clothing people commonly get a lesser quality item for cheaper which will end up in landfill faster than a better quality item. This applies to most things including design when thinking of materials you aim to use and the impact that your work will have on the environment. When designing you need to think of sustainably sourcing your materials, reducing the most waste possible, reusing anything you can and recycling materials. "A handful of textile designers are forging alliances with science to create sustainable textiles" (textile visionaries) This is something that can be considered in some design, especially in the future when they are more developed. For the time being some things that I do to remain as sustainable as possible are recycling old clothing and using second hand materials.

Task two: semiotic analysis = 500 words



In semiotics there are two simple things, one is a denotation and another is a connotation. “denotation tends to be described as the definitional, 'literal' meaning of a sign” (semiotics the basics, Daniel Chandler) In this image the denotations are the perfume and Eva Green wearing a dark glittery gown, seemingly sat on the floor. There is some typeface in a variety of sizes. The most noticeable denotation of this advertisement is the dark colour pallet which makes the consumer curious as to what the product is like due to the juxtaposition in comparison to other classic advertisements, this advert is presenting the theme as something that's dangerous and daring.

Ava Green's look in this advertisement is a huge contrast to the advertisements that you commonly see with women featured. The common image in the media is blonde and bright whereas Green emits a more ghostly energy which is perfect for a more alternative audience. The ghostly energy that is suggested by the dark scheme is a connotation which “is used to refer to the socio-cultural and 'personal' associations” (semiotics the basics, Daniel Chandler). The colour of the advertisement is the most visible thing that will draw the consumer to it and “any work of visual language achieves existence essentially through the colour organizations” (semiotics of visual language, Fernande Saint-martin).

The typeface shows that the advertisement speaks for itself with the name of the brand being the biggest and the name of the product slightly smaller. Something that is really effective is that the font is the same as the signature font of the brand Dior which is easily recognizable. The small font beneath the product reads “A new Cinderella is born” which puts an aspect of magic into the image, this narrative combined with the glitter within the image makes the consumer feel as if they will possess some kind of power if they have the product.

In relation to Pierce's sign theory within semiotics the signifier would be the dark atmosphere in the image and the signified would be the power that the consumer may believe they possess due to the product. The fact that the advert is based on a fairytale

mixed with this darkness gives a sense of rebellion to the consumer. The product itself is packaged in a beautiful bottle with what seems to be a crystal lid. This gives the consumer a sense of luxury as if they will be one of the elites if they purchase the perfume. The bottle along with the majority of the advert is a deep blue which corresponds with the name of the product, with it being called midnight poison and having a blue aura the advertisement gives a deeper sense of danger. Another aspect of the advertisement that gives the consumer a sense of danger is the perception of Ava green, her look is ghostly white which is a common image of someone who has fallen ill which is suggested by the word poison in the product name. Her dark eye makeup and red lip also give the sense of danger, the red has connotations relating to things like blood and horror and the dark eyes also refer to the midnight aspect of the product name.

Task three: word and image analysis =500 words



Lucie Annabel Toile De Jouy wallpaper

This work by Lucie Annabel is a wallpaper and is called Toile De Jouy which is representative of the style of art that is displayed on the wallpaper. This style originated in France and translates to 'cloth from jouy' which was "introduced to France in the 17th century" (Homes and antiques). I love this way of creating image because it had many possibilities, to me the style can tell a story whether that's one of the past or a fabricated story that has been imagined. I think that this is a beautiful way to capture a vision. The scene in Lucie Annabel's work is of a woodland scene which perfectly encapsulates the nature of the woods and the wildlife. I love that it allows you to "Experience the wonder of the woodland in your own home" (Lucie Annabel Website). One of my favorite parts of this design type is that there are many different medias that you're able to use, personally I would use a watercolour because of the different shades that you are easily able to create therefore enabling you to add dimension to the design which is extremely effective. It is beautifully done by Lucie Annabel and an inspired and effective way to brighten up a space in a way that subtle and not overwhelming, especially considering the busy nature of the design. The wallpaper brings so much life to any room that it is in, going through the

different ways that it has been used and styled on the website you can also see the unique nature and the versatility of the design.



I created this piece using watercolor which is a painting of the garden of my childhood home. I added some of my own spirit to this, while the trees are in the classic toile de Jouy style and have detail and some different shades throughout I added the small platform at the bottom of the tree in a more simplistic style to incorporate the childhood aspect of the story. I do think that I could have done this in a different way to keep the mature and original look of the style but I like the meaning behind the simple pieces. This painting would just be one component of the toile de Jouy, as you see on the Lucie Annabel design there are a few different components that come together create the woodland scene or the story. If I were to continue my design I would include other places from my childhood that I spent a lot of time at or that were special to me.

Bibliography

Annabel, 2023, *Lucie Annabel toile de jouy*

Berger, 2008, p.5

Bradley, 2013, p.110

Chandler, 2022, p.140, p.142

Morris, 2024, *Toile de Jouy; what is it and a brief history, Homes and antiques*

Redstone and Villasenor, 2020. Abstract

Saint-Martin, 2021, p.18