

CONVENTIONS

NOISE

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1. notice your idea: realise you are curious / interested in X
2. own the insight: connect it with your previous insights
3. confirm context: check X's connection to actual issues
4. let go: allow the writing to (risk) go beyond your intentions
5. invest yourself: is your writing making you feel good?
6. reveal the whole: make the parts work with the whole
7. identify a reader: who has the question to your answer?
8. empathise: get to understand your reader's standpoint
9. re-orient: revise your idea from your reader's situation
10. clarify for reader: elucidate your text to/for your reader
11. invite transformation: offer her relevant practical advice
12. check transformation: return later to see what happened

Conventions for Writing Practice

- Classifications
- What is an Independent Inquiry?
- Conventional Structure
- Paragraphing
 - Creating a structure

Final week - Referencing in-text

- Compiling a bibliography

What makes an Independent Inquiry?

- Autonomous student research
- Direct involvement with source materials
- Views and arguments put forward in your essays must be supported by reference to source material
- You must show you have read a range of opinion on the topic
- The ii is a dialogue between the student and the various thinkers, theorists, practitioners and critics

What makes an Independent Inquiry?

- Expanded writing projects at Level 6 have a particular form of discourse and conventions
- Knowing what these consist of makes writing much easier
- It allows you to give the lecturers what they want

The Writing Process:

-Define the task

-Generate content

-Organise

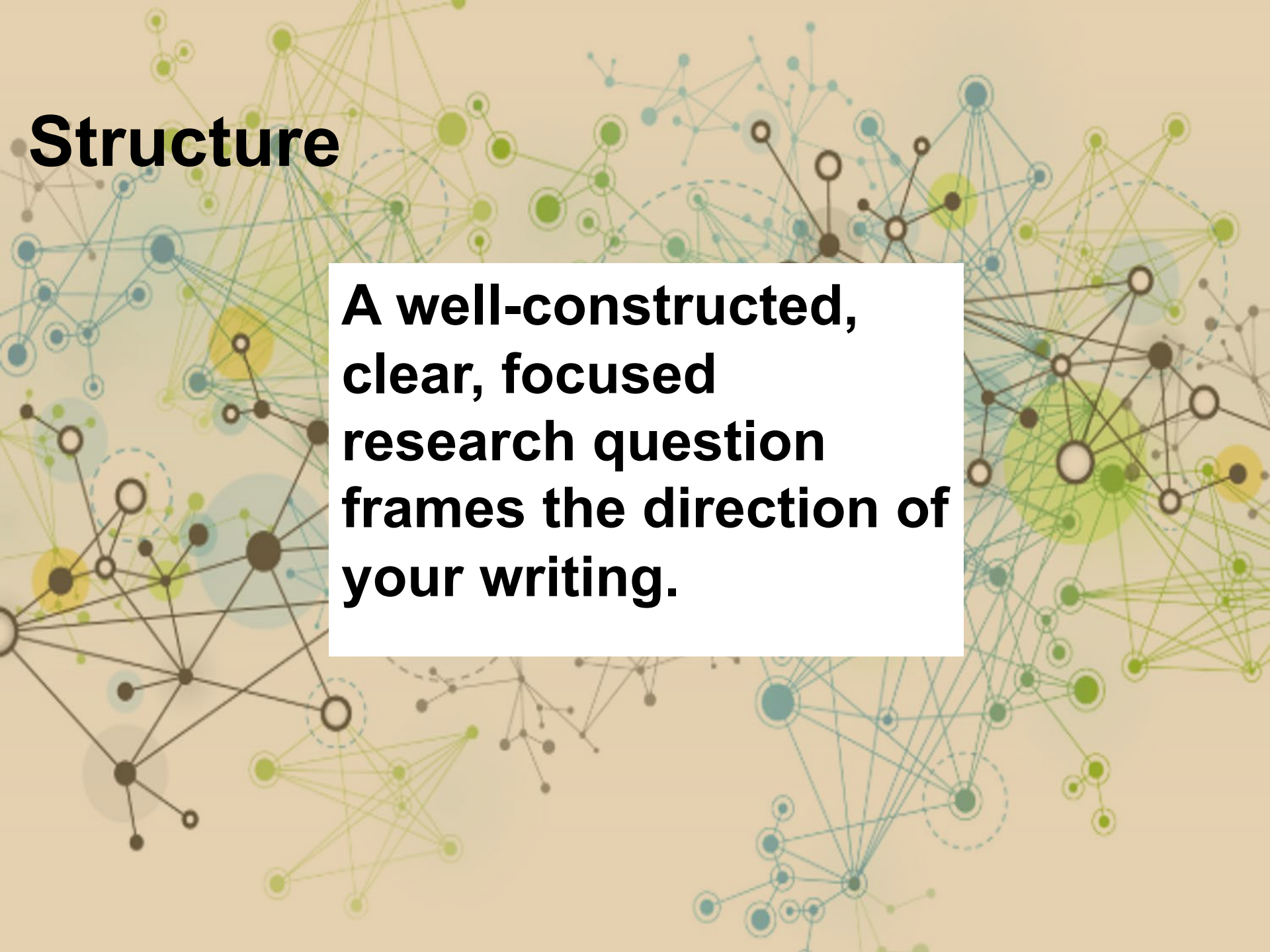
-Draft

-Review

-Redraft



Structure

The background of the slide is a complex network diagram. It features numerous nodes of varying sizes and colors (blue, green, yellow, brown) connected by thin lines. Some nodes are highlighted with larger, semi-transparent circles of the same color. The overall pattern is dense and interconnected, suggesting a complex system or a web of relationships.

**A well-constructed,
clear, focused
research question
frames the direction of
your writing.**

Structure

Title page

Abstract (optional)

Contents page

Acknowledgements (optional)

Introduction, including statement of scope, aims / questions, context, methods, and chapter outline

Structure

Chapters - analysis of primary texts; for creative practitioners, exploration of writing / making styles that have inspired you & reflection on process

Conclusion - for creative practitioners, self-evaluation; summary of findings and implications for our understanding of the topic

Bibliography (including list of images & filmography, if appropriate)

Traditional Dissertation Structure

(with disclaimers)

Title	Title -	(Approximate word counts)	
Abstract	Abstract	(100 but not in word count)	
Introduction	Introduction	(700)	
Chapter 1	Chapter 1	(1500)	
Chapter 2	Sub heading 1	(400)	
Chapter 3	1	(100)	
Conclusion	2	(200)	
Bibliography	3	(100)	
List of Illustrations	Sub heading 2		
Appendix	Sub heading 3		
	Chapter 2	(1500)	
	Chapter 3	(1500)	
	Conclusion	(1000)	
	Bibliography		
	List of Illustrations		
	Appendix		

Literatures

Conventional Structure

Introduction



Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion

- **Introduce** what are you going to say.
- Outline a **general idea** and show how it develops to a **specific focus**.
- Frame a '**Thesis Statement**'
- Say **how** you will answer the question and **who/which theorists** you will look at to help you do so.

Conventional Structure

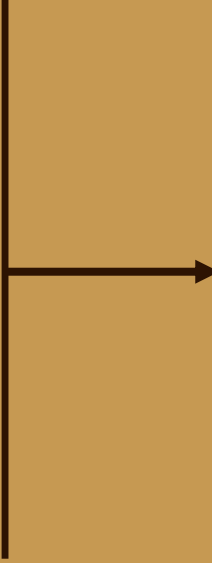
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion

- 
- *Develop each topic area in a single paragraph*
 - *Use paragraph structure to develop ideas*

Conventional Structure

Introduction

Main body
Topic 1

Main body
Topic 2

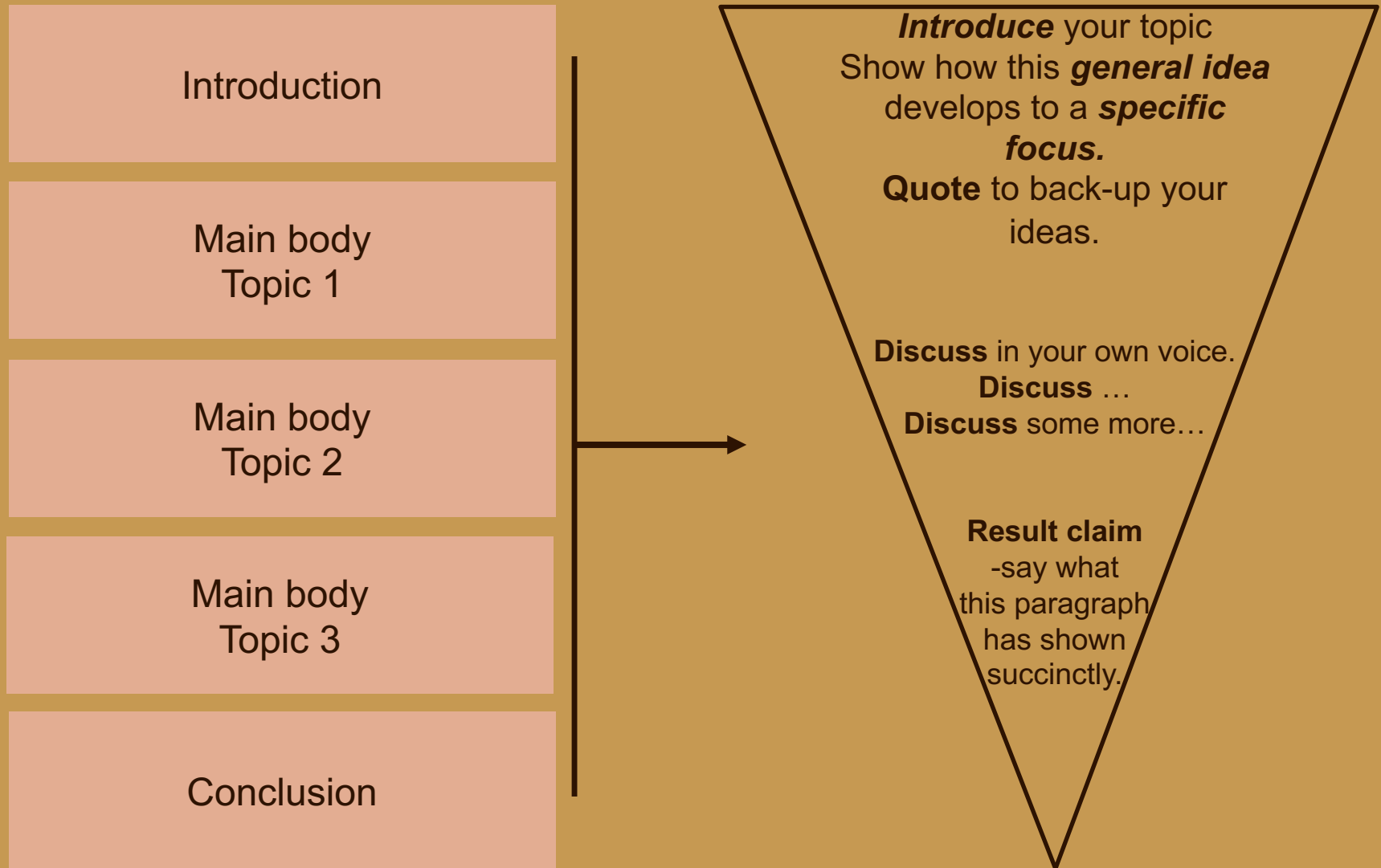
Main body
Topic 3

Conclusion

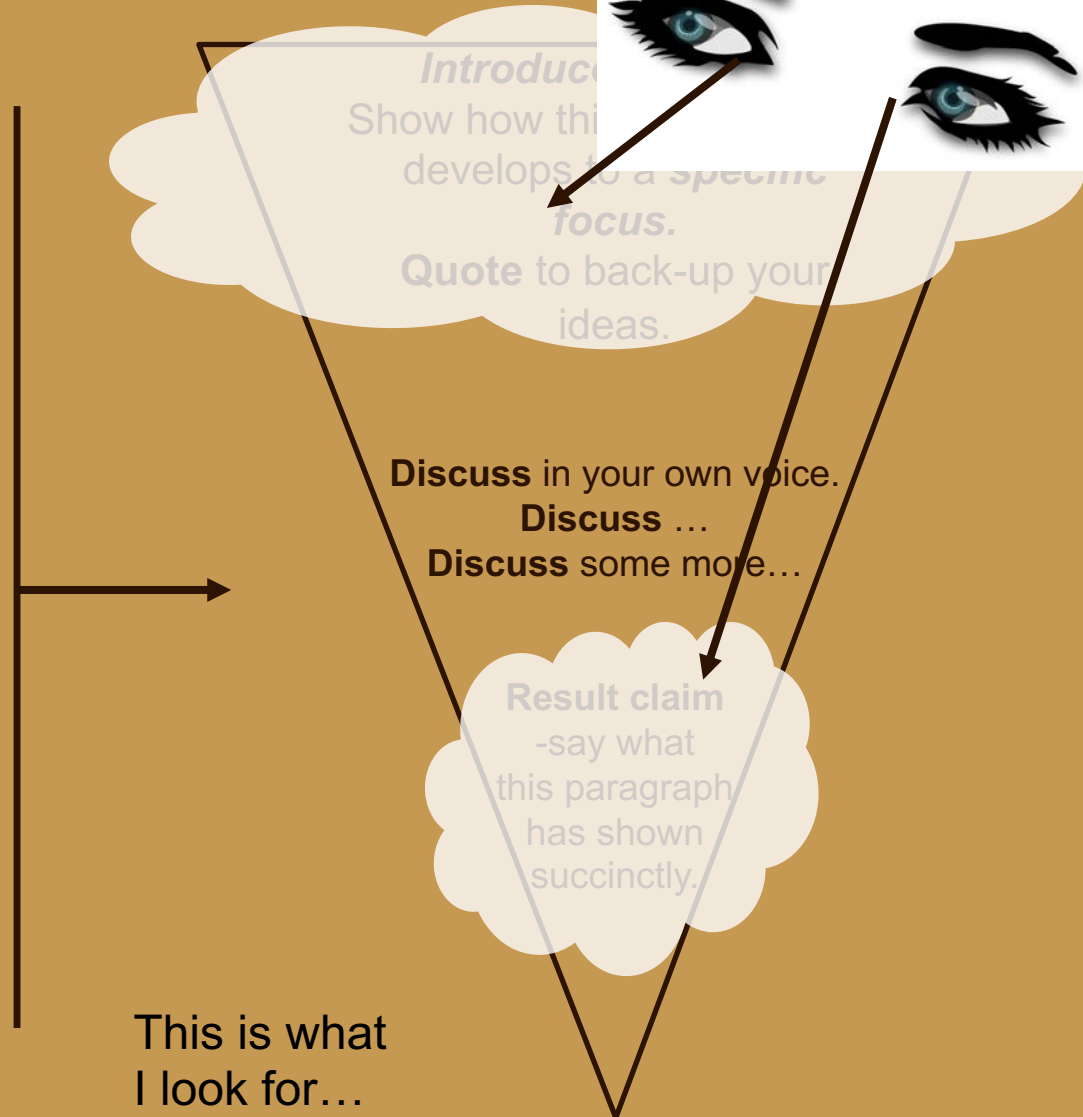
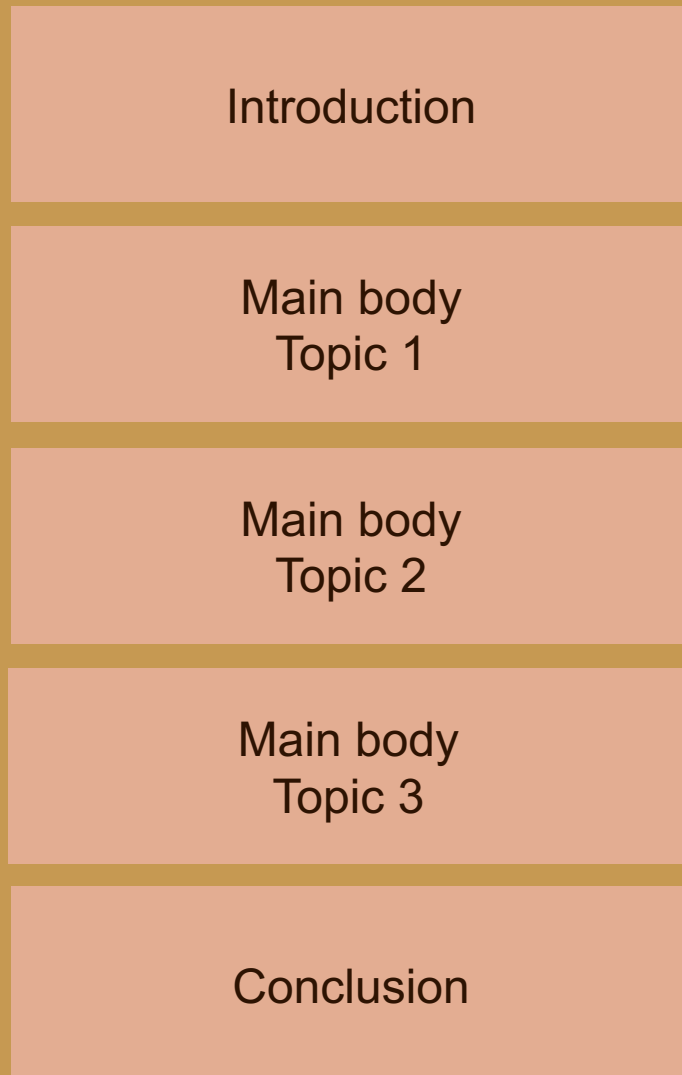


- ***Say what you have just said succinctly and clearly .***
- ***Say where your research might lead you in the future.***

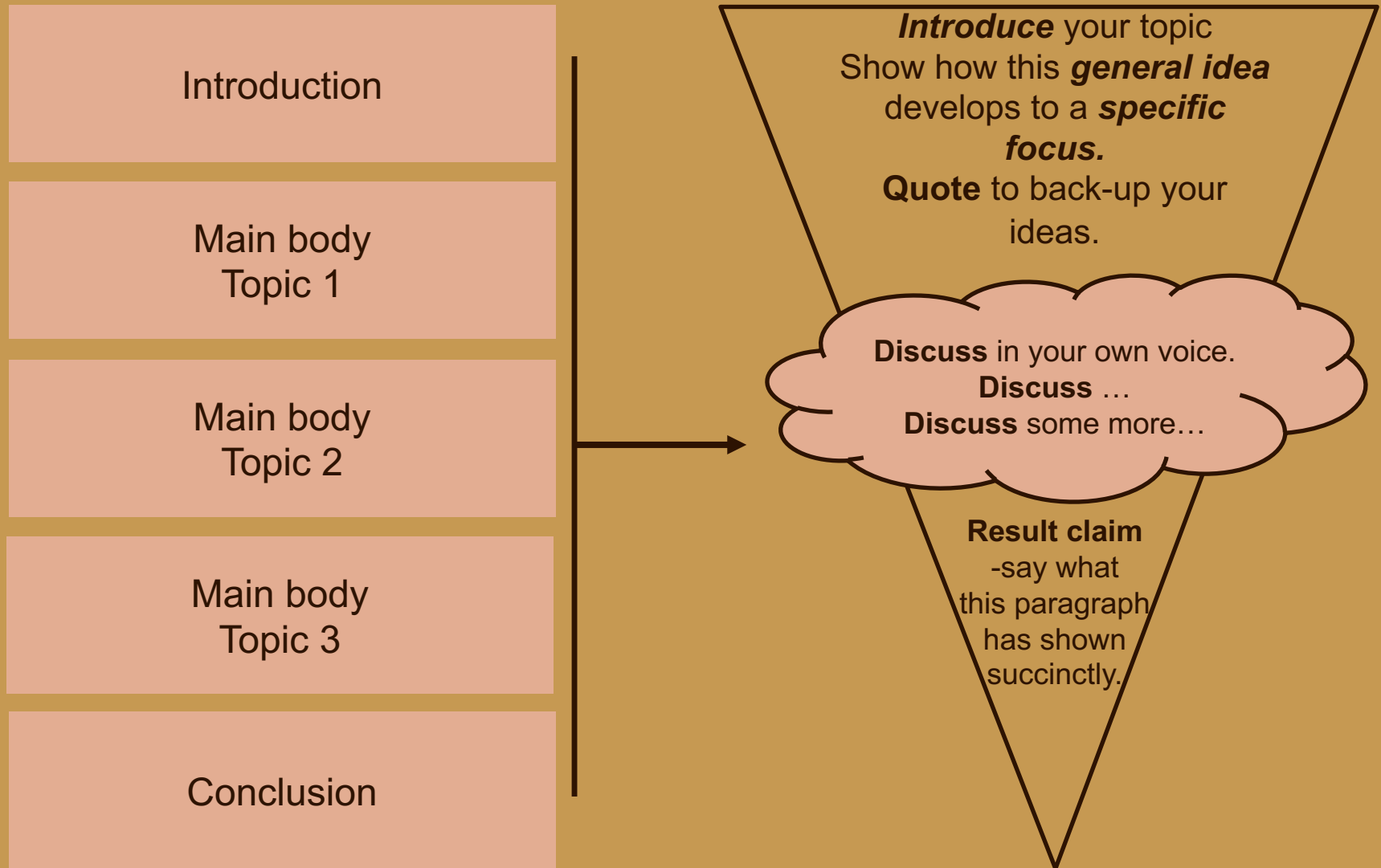
Paragraph Structure



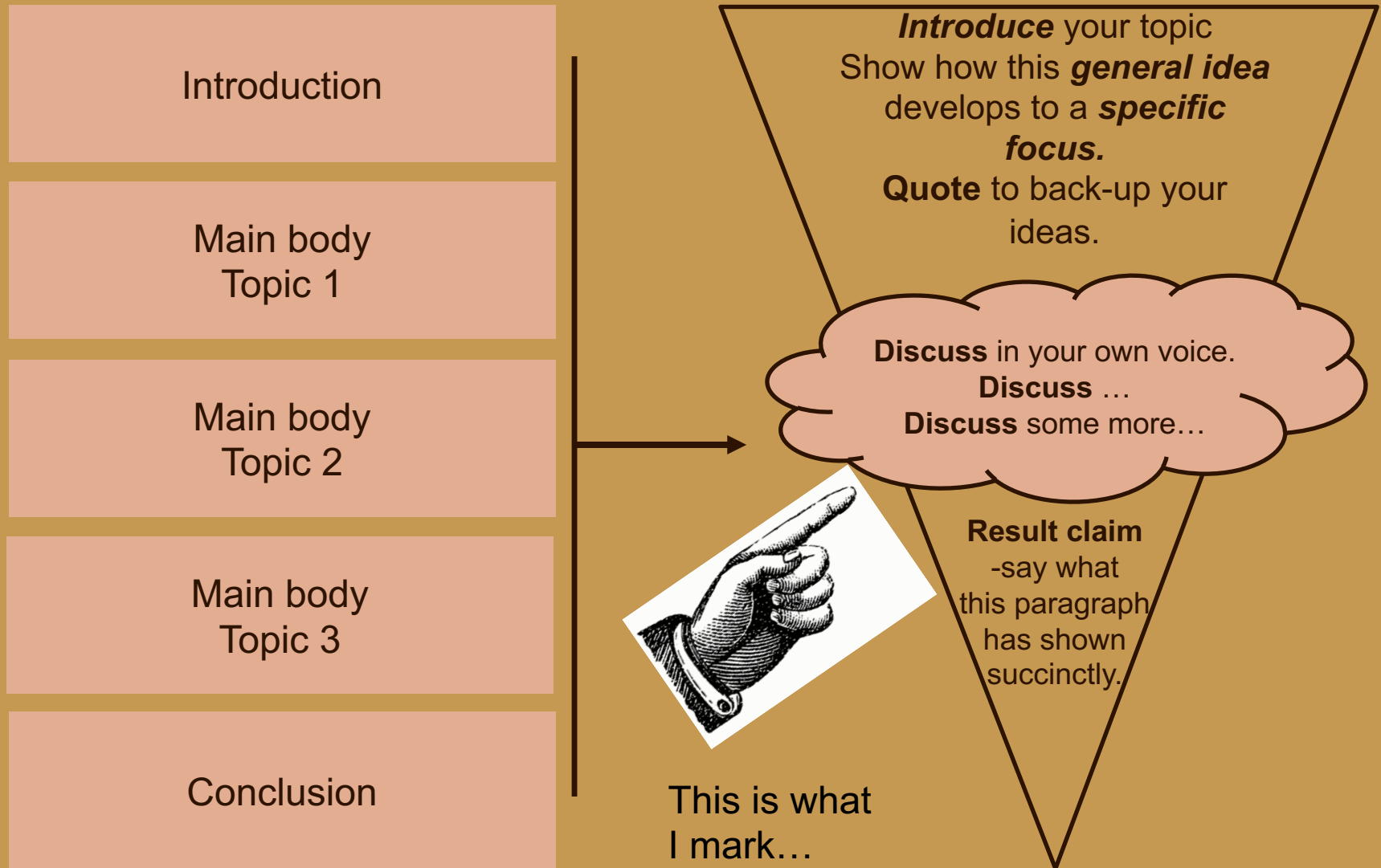
Paragraph Structure



Paragraph Structure



Paragraph Structure



Paragraph Structure

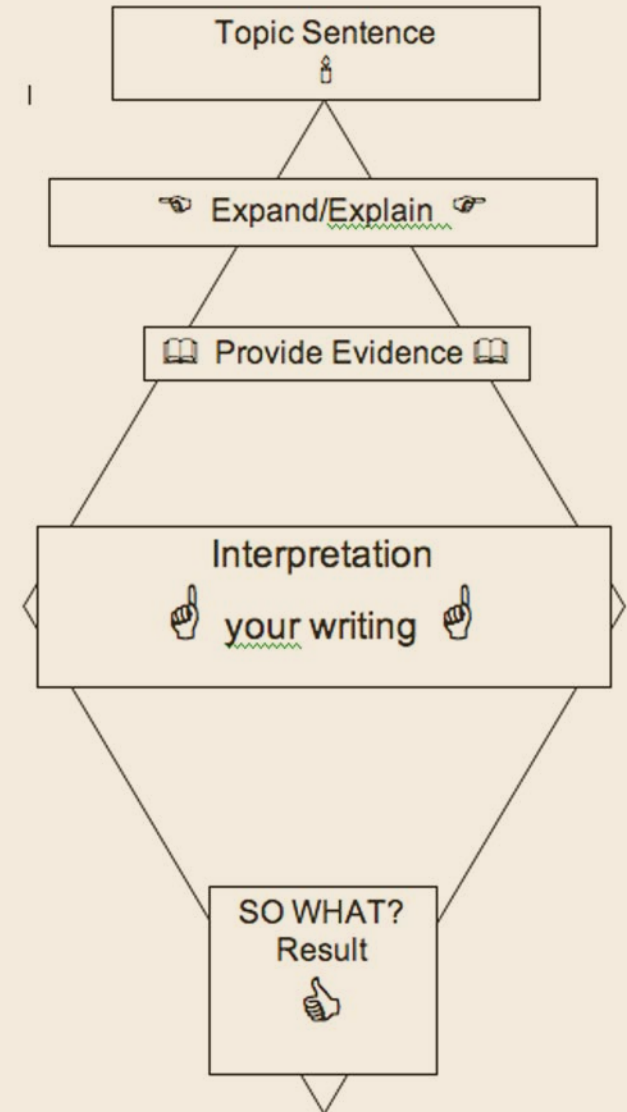
Introduction

Main body
Topic 1

Main body
Topic 2

Main body
Topic 3

Conclusion



Conventional Structure

Introduction

Chapter 1

Chapter 2

Chapter 3

Conclusion

If you play with the structure be aware that you will need to play with the structure of paragraphs throughout your writing. You will always need a discussion in your writing...

Discuss in your own voice.
Discuss ...
Discuss some more...



Result claim
-say what
this paragraph
has shown
succinctly.

And to conclude and lead the reader through your points and conclusions...



UN-Conventional Structure

Introduction

Chapter 1

Chapter 2

Chapter 3

Con

-clu

-sion

*Whatever you choose
to do with your
writing,*

***BE IN
CONTROL!***

*Inform your reader
about your intentions*

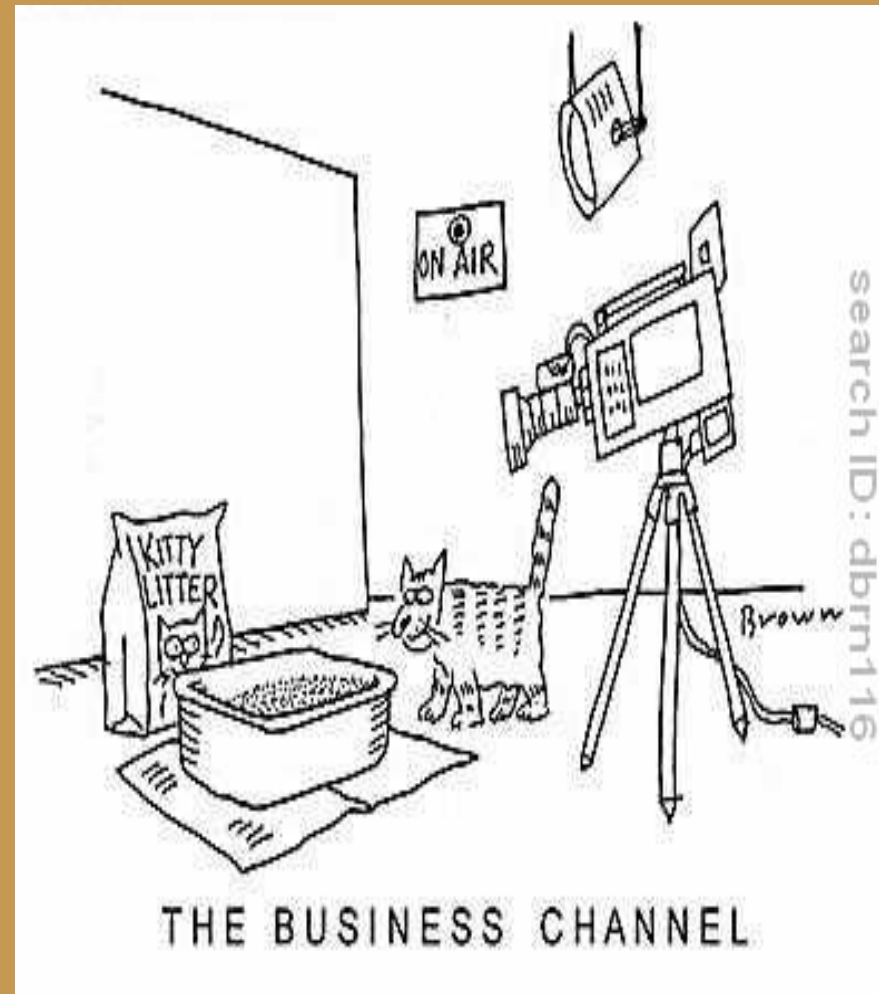
- What you are
going to do***
- What you are
doing***
- What you
have done.***

So WHY do we have to have a methodology?





Text based Research



**Practice based
Research**

Traditional Dissertation Structure

(with disclaimers)

Title	Title -	(Approximate word counts)	
Abstract	Abstract	(100 but not in word count)	
Introduction	Introduction	(700)	
Methodology	Methodology	(300)	
Chapter 1	Chapter 1	(1500)	
Chapter 2	Sub heading 1	(400)	Literatures
Chapter 3	1	(100)	
Conclusion	2	(200)	
Bibliography	3	(100)	
List of Illustrations	Sub heading 2		
Appendix	Sub heading 3		
	Chapter 2	(1500)	
	Chapter 3	(1500)	
	Conclusion	(1000)	
	Bibliography		
	List of Illustrations		
	Appendix		

Why use source material?



What type of literature is there that you should look at when thinking of your research?



Journal articles
Books
Conferences
Govt. and corp.
reports.

Newspapers
Theses and
Dissertations
Internet
CD-Rom
Magazines

Not
Wikipedia
!



Literature Review

Key concepts / main arguments

What views need to be tested?

Are there inconsistencies in the literature?

Is there a gap in the knowledge or understanding of the subject?

What contribution can my research make to the field?

What type of literature is relevant to your research?

Books, magazines, journal articles, websites, documentaries, documented interviews, presentations, tutorials, conference proceedings, newspapers, other dissertations

Resources to avoid/be wary of: conversation, opinion, Wikipedia, non-peer reviewed sources, blogs, forums, non-contemporary sources (books). Opinions may not be represented as fact. However, individual perspective may be relevant to your research.

What do we already know in the immediate area?

What are the characteristics of *key concepts* or the main arguments and findings?

What are the relationships between these key concepts, arguments and findings?

What are the existing theories?

Where are the inconsistencies?

Any other shortcomings in our knowledge and understandings?

What views need to be (further) tested?

What evidence is lacking, inconclusive, contradictory or too limited?

What contribution can my work be expected to make?

Literature Review

8 – 12 sources

Step 1: find relevant sources

Step 2: read and review and summarise

Step 3: synthesize research and present subject knowledge on the area of research

Why use source material?

To show what you've been reading:

- Have you read a range of opinion and views on the topic?
- How well have you understood the contrasting views being put forward?

To show your ability to evaluate and think critically:

- Are you able to weigh up the relative strengths of the competing opinions?

To support your own views + conclusions:

- Your opinion on its own is easy to disagree with.
- Your *informed* opinion, having taken into account a wide range of views and with support from respected theorists, is much harder to destroy.

Why use source material?

- Incorporating source material into your work is therefore crucial.
- However it's equally vital that sources are properly referenced, both in the essay (referencing) and at the end of the essay (bibliography)
- This is non-negotiable!
- Failure to reference properly can lead to accusations of plagiarism, and even disciplinary measures.

Structure

Write what's
ready to be
written!

Title
Abstract
Introduction

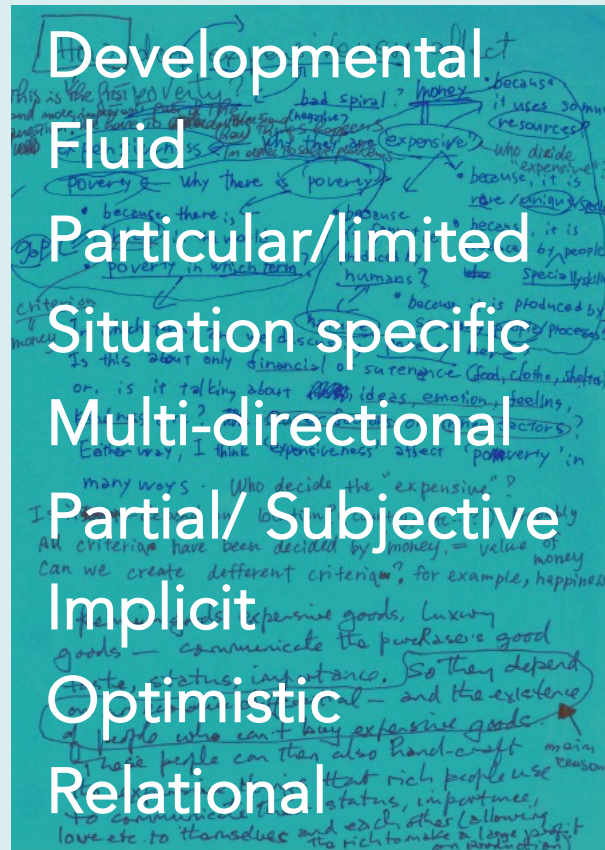
Chapter 1

Chapter 2

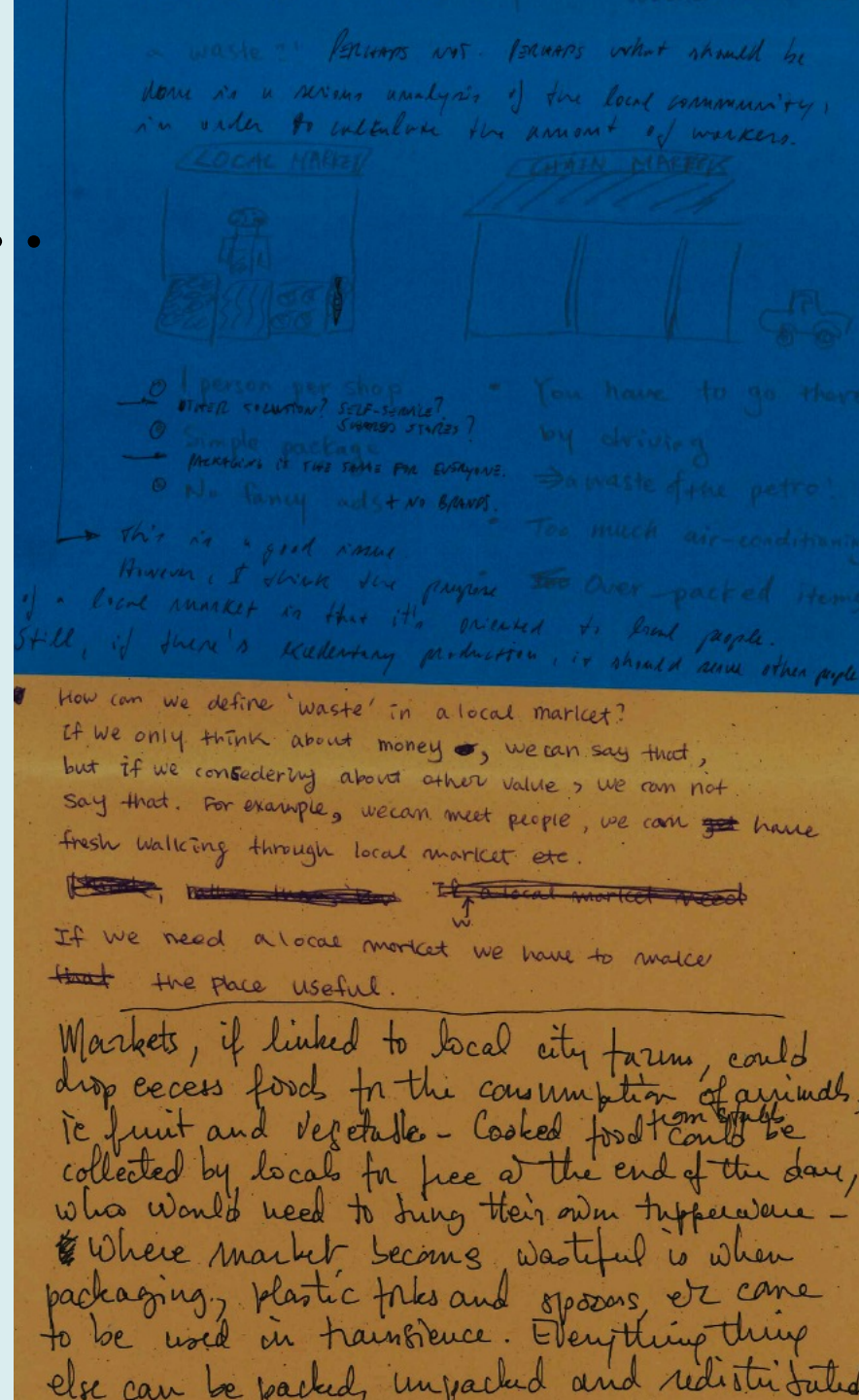
Chapter 3

Conclusion

Writing Practice is...



Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice*.



What should be in an Introduction?

INTRODUCTION

Fashion advertisement techniques in the 1920's included using "social psychology for understanding and directing consumer behaviour" in order to encourage a wider group into buying products. By studying individual's thoughts, feelings and behaviours companies were able to successfully convince society that by acquiring an item of clothing, one would experience happiness, pleasure and fulfilment in contrast to "personal failure and despair" (English, 2007, 27) This positive connotation linked to purchasing items led to an increase in consumerism where individuals are addicted to material consumption as a misleading way to reconstruct identity, build status and create new experiences. (Fletcher, 2008, 1) Undoubtedly, "over-consumption creates an ongoing cycle of appetite" as stated by Joy et al in 2012.

The term "conspicuous consumption" introduced to us by Veblen in 1899, successfully underlines the motivational role being able to display material wealth has played within society throughout the years. He argues such need to expose abundance through one's wardrobe is a response to "status anxiety" (English, 2007) The inability to fluidly move up the social ladder frustrates individuals who are then mistakenly persuaded that such goal can be achieved through material purchases. The notion that by following the latest trend and owning the newest fashion item will reward them with a higher position within the hierarchal system is a superficial one which has been imprinted into today's consumers, resulting in fashion victims acquiring new items although these aren't a necessity. (Fletcher, 2010) Consumption is no longer conscious and about fulfilling one's emotional and psychological needs and is instead an addictive meaningless behaviour dictated by the mass-production driven fashion and textile industry. The same could be argued about design. Many designers have failed to stand strong against mass-production and are now passively designing without purpose. The importance behind the creative process of textile

Introduction

= establishes
two key areas: -

1. situates
the inquiry
in a context

INTRODUCTION

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Introduction

2. establishes
scope of essay
states your
argument / aims

and fashion has been devalued and the complications generated by over consumption are simply disregarded by today's designers.

This essay aims to identify some of the many negative impacts over consumption has had upon the fashion system including: increased levels of identity confusion amongst individuals; the loss of design craftsmanship and authenticity; the rise of disposable fashion and the environmental and social issues which have been so intensively ignored due to high demands within the fashion industry, they have almost been accepted as a normality. Chapter 2 and 3 will celebrate contemporary designer who take notice of the problematic issues raised by the industry and choose to actively engage and produce conscious designs through their practice striving to reduce consumption and/or bring back purpose to the industry. Whether it be by distancing themselves from the modern fashion demands or by incorporating sustainable methods to their creative process. (Fletcher, 2008)

As a young textile designer, I see myself as the future of the industry and I am therefore aware mass production and over consumerism have an unsatisfactory impact upon the textile and fashion industry. I hope this essay will further educate me on the issues therefore allowing me to more adequately address them and promote a more sustainable future for the industry through my practice.

Chapter 1

- What is this chapter about?
- Is it intended to provide a historical or theoretical overview?
- Are you introducing key terms and words? If so, for what purpose?
- Is it a summary of literatures?
- Does your dissertation require a methodology? If so, should it occupy this position in your text?

Body of essay

provides evidence / analyzes primary sources

- each paragraph focuses on and develops one idea / topic
- paragraphs should be linked in logical sequence
- secondary sources should be used to argue with or against (don't rely on secondary sources to make your main points or use them as the basis for your structure; create your own structure)

Structure

**What should
be in the
chapters?**

Title
Abstract
Introduction

Chapter 1

Chapter 2

Chapter 3

Conclusion

Chapter-by-Chapter Structure

- Number your chapters (e.g. Chapter 1, Chapter 2 ...), or you may give them individual titles
- Each chapter should be devoted to a specific aspect of the overarching argument of your dissertation
- Each chapter should have its own very short overview/context Introduction, Body of Evidence, and Conclusion (i.e. each chapter is a kind of essay in its own right)
- Interweave the threads between chapters, e.g. signpost how the next chapter develops the concerns of the present chapter

Use maps,
diagrams and
images to build
your ideas ...

a waste = perhaps not. perhaps what should be done is a serious analysis of the local community, in order to calculate the amount of workers.

LOCAL MARKET



LOCAL MARKET



- 1 person per shop
- Other creation? SELF-SERVICE? SHOPS STALLS?
- Simple package
- Members of the same for everyone.
- No fancy ads + no brands.

→ This is a good name

However, I think the engine of a local market is that it's needed to find people. Still, if there's redundancy production, it should allow other people.

You have to go there by driving
⇒ a waste of the petrol
Too much air-conditioning

Over-packed items

How can we define 'waste' in a local market?

If we only think about money, we can say that, but if we considering about other value, we can not say that. For example, we can meet people, we can have fresh walking through local market etc.

~~It's a local market~~ ~~It's a local market~~ ~~It's a local market~~

If we need a local market we have to make that the place useful.

Markets, if linked to local city farms, could drop excess food for the consumption of animals. i.e. fruit and vegetable - Cooked food could be collected by locals for free at the end of the day, who would need to bring their own tupperware - Where market becomes wasteful is when packaging, plastic forks and spoons, etc came to be used in transience. Everything thing else can be packed, unpacked and redistributed.

Structure

**What should
be in the
conclusion?**

Title
Abstract
Introduction

Chapter 1

Chapter 2

Chapter 3

Conclusion

Conclusion

- summarizes findings & underlines your 'verdict'
- elaborates wider implications

Example Conclusion

CONCLUSION:

It is clear in comparison to other creative industries, such as product design and architecture, the fashion and textile industry has been considerably slow at tackling mass production and blind consumption issues. (Black, 2012) In fact, the industry has taken a real beating and has been left almost shattered in relation to its true value within society. As mentioned, mass production has confused consumers as well as designers and the beauty behind original, innovative, eco-friendly designs has been buried under the fast-fashion demands and overconsumption. The current fashion system is bad all round. According to Black (2012), it is bad for the designer; bad for the environment; bad for the workers and without a doubt, bad for the wearer.

Societies taste for authenticity has been polluted by the pressure to be in trend which has resulted in fashion homogeneity. Yamamoto was brave enough to go as far as to say cheap fashion has made the majority look ugly. (Allwood, 2017) A designer's creativity has been restricted to trend forecasting where rebelling against the season's tendencies could result in a career defeat.

Although designers and labels such as Viktor and Rolf, Margot Selby and UNMADE should be celebrated for having made their intentions clear and chosen to deviate from the mainstream by designing purposively. Positive change will only be truly noticed if a wave of others rises to follow their footsteps towards a more sustainable industry and also decide to design with a conscious. Considering not only the concept behind a piece but its material qualities, durability and connection to the wear. (Fletcher, 2008) Essentially, society needs more designers willing to be adventurous, innovative and aiming to produce zero waste.

There needs to be a new definition of fashion where priority lays on developing real solutions to lifestyle and resource challenges other than insisting on promoting a romanticised image of fashion where the supply chain is treated as non-existent. Ideally,

Example Conclusion

damage to the environment due to textile and fashion production should be kept to a minimal or awareness to the problems caused by industry should be made available to consumers therefore resulting in conscious consumption.

Ultimately the implications deriving from textile production will only be resolved by a society which is actively involved with fashion and textiles, and by establishing a strong connection between designer, clothing and wearer. (Black, 2012) As Vivienne Westwood suggest, the future of fashion is meaningful, and individuals should "buy less, choose well and make it last" other than uncontrollably attempting to quench one's insatiable thirst for commodities.

Re-visiting and reevaluating 1

Brainstorming

- Start thinking about the writing process
- Is the topic strong enough?
- Refine your topic

Research

- Why is Research so important?
- How can it be used?

Analysis

- What particular subject is the best to analyse?
- Choices... choices... choices...

Synthesis

- The combining of elements to express ideas
- Analyse research to improve ideas
- Up-date research material

Re-visiting and Revaluating 2

Topic Sentence and Thesis Statement

- Write a topic statement – what is this writing about
- Narrow the topic?
- Write a short paragraph outlining further ideas about the contents

Outline the Dissertation

- Sizeable ‘chunks’ or ‘portions’ within each chapter
- Does it all ‘fit’ and ‘work’ together?

Citations

- These are quotes, reading lists, etc. – to be discussed next week