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Tasks in the order I received them:

Task 1: manifesto = 427

Task 2: Observational writing =517

TASK 3: Practical-Based Writing =467

Task 1- Manifesto Writing:

1. It's key to experiment and explore different media's when looking at textiles and pattern design
2. Research is key when starting any project
3. Personal surroundings and upbringings highly influence creation
4. Textiles/pattern design is a process and takes time to develop and perfect
5. The best of work is created when it's something artists are passionate about
6. The best of work is created when it's developed with the influence of multiple people
7. The best work can be created from mistakes or imperfections
8. It's important to self-reflect on all work and take all criticism onboard

2. Research is key to any project:

Research is the necessary foundation to starting any project. You can't have a successful project without research. It not only guarantees that your project will have direction, but it consistently provides you with inspiration which will help you through your creative journey. Tom O'Donoghue wrote in his book Planning your Qualitative Thesis and Project that research is the 'curiosity about others and the worlds in which they live'(2018 pg1)

(pg1) and then quotes Candy (1989;1) that 'it is upon such slender foundation that the 'whole massive superstructure of research' is based'(2018 pg1). Research helps provide you with accurate information about areas you are exploring in your studies which therefore makes your project authentic and therefore successful. It can also inspire creation and help in any areas where u may get stuck or have trouble navigating.

6.The best work is created when it'd developed with the influence of multiple people

No business can run successfully without the input of multiple people. This idea can especially be applied when looking at design and creation. In the book: Fashion: System, meaning and time by Myles Ethan Lascity it talks about the systems in fashion and how it's generally referred to a 'wide range of jobs, people and products that come together to create'. (Lascity.M, 2021) There are multiple examples of designers and brands working together to produce work that have become widely successful such as Fendi and mark Jacobs in May 2023 with their new designer bags and jimmy choo and Jean Paul Gaultier in October 2023. This shows that when multiple people play to their own strengths and collaborate you can create work more successful and creative that what u would produce by yourself.

7.the best work can be created from mistakes and imperfections:

We all make mistakes when exploring new ideas or in our creative process, but mistakes/imperfection should not be seen as a negative. While mistakes mostly lead to learning opportunities or dead ends they can also spark new ideas or create new creative routes to work. Keith sawyer in his book The role of failure in learning how to create art and design states the facts that all students benefit from failure but how its done for the best outcome varies with different subjects. For art and design it's better to have 'small ideas occur frequently as single moments in a longer process, and although these small ideas sometimes fail, those failures nonetheless drive the process forward toward eventual success'(2019,2.3). As an artist or designer, it is known that not all ideas are going to work but it how you overcome those challenges and imperfections that matters. Encourage the mistakes as those and the imperfections will create the best work.

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Tom O'Donoghue,(2018), *Planning Your Qualitative Research Thesis and Project*, London

Task 2: Observational Writing:



Semiology or social semiotics is a concept that helps deconstruct images and show us how they can relate to concepts on a broader system of meaning. Semiotics on a simpler level means the 'Study of signs' and can be seen as 'A scientific approach to the analysis of meaning' according to Gillian Rose in her book on Visual methodologies (Rose, 2023 pg. 171). It helps us with our perception of the world and aims to strengthen our intellectual encounters with art. The sign can be broken down into 2 parts: the signifier (the object) and the signified (what it's referred to). In this advert advertising Libre eau de parfum (Libre: the fragrance of freedom) by Yves Saint Laurent, the signifier is the woman/model and the signified is the fact that the person has feminine features, she is wearing makeup and has on clothing to compliment her figure. In the description of the perfume, it describes the fragrance as something for a 'contemporary woman: strong, bold and authentic.' This can

be implied in the advert by the dark clothing and makeup the model is wearing. The colour black is 'the most fearsome kind of darkness' according to Kassia St Clair in *The Secret Lives of Colour* (2016 pg. 280) which gives the connotations that the model is fierce and confident and if someone was to buy or wear this perfume they would look/feel as good as the model is portrayed to be. This perfume is also described to be the embodiment of Dua Lipa who is not only the fragrance ambassador of the libra fragrances and model in this advert but also a well-known singer and songwriter. Having her as the signifier on this advert not only shows her involvement behind the fragrance but also attracts her young female fans and consumers who recognize her face to the brand/perfume. The clothing the model is wearing in this advert is also very fitted and has a low v neckline showing the collarbones and the breastbone. 'Feminine beauty becomes something all powerful... all the great ideas in French are in the feminine gender' (quoted by une Femme Mariée in *visual and other pleasures*, 2009, pg 51). Her beauty and figure are another way to attract people to the advert. Although the advert is mostly aimed at women it also attracts heterosexual men because of the sex appeal of the model.

Another signifier in this advert is the perfume bottle in front of the model. Having the bottle in the advert helps consumers know what they're looking for when wanting to buy the product. Just like the model the bottle contains the colour black but also white and gold. Gold is described as always being 'both the colour of reverence and revered itself' (2016 pg.86) and white as 'intricately connected with money and power' (2016 pg.40) in the book *The Secret Lives of Colour* by Kassia St Clair. This colour palette not only makes the fragrance look as bold as the model but gives the connotations that the perfume is expensive and high-quality meaning people will buy it for a higher price.

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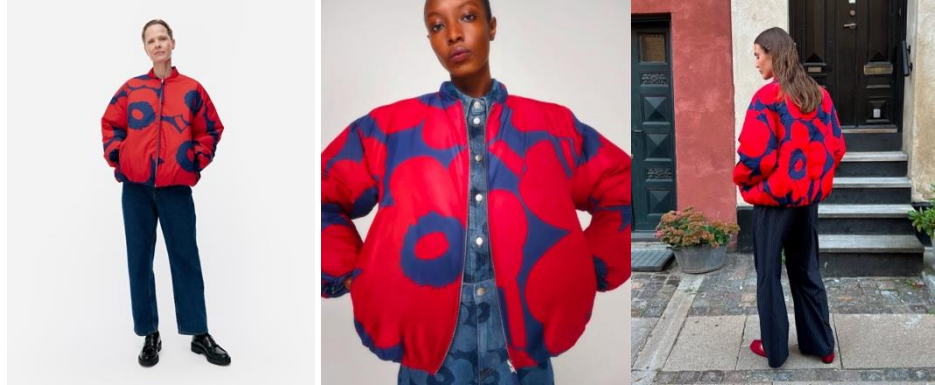
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Task 3: practical-based writing:



Marimekko is a Finnish design company that produces clothing, bags, accessories and home decor ranging from tableware to textiles. These products display the company's most iconic, bold and unique designs that have made the company's network sales a total of EUR 174 million in 2023 (company.marimekko.com). The company was founded in 1951 by Viljo and Armi Ratia. After the war, Moran Laing writes that in the 'social world the position of women was changing' and that 'the war had freed many women' in her book *Picturing the woman child, Feminism and the Female Gaze* (Laing, M, 2021). This meant change in fashion too which helped Viljo and Armi's new company to thrive.

Colour is defined in the Oxford dictionary as "the property possessed by an object of producing different sensations on the eye". Colour is a key component when looking at fashion and pattern design. Marimekko are a brand known for their bright bold colours which are perfectly shown in this Holkki unikko lightweight padded jacket that has the iconic unikko pattern on the outside of the jacket in bright red and blue. This design was created by Maija Isola in the 1960s and is an iconic pattern still used today in many products sold by the company. When the design was first created the company had barely used florals in their designs. Maija was however 'fascinated by the theme of flowers and decided to create an entire range of novel floral prints' (company.marimekko.com) according to the official Marimekko website. This staple floral design consists of bright red poppies on a deep blue colored background making the red stand out more, attracting the eye of viewers. 'Appearance is important to all social engagements' according to Gregory P. Stone in his symbolic interactionism theory explained in the book *Fashion: Systems, Meaning and time* (Lascity, M, 2021) where it's stated that people like to communicate with each other through appearance and it helps individuals to be unique. Colour has a key part in that identity which is why it is crucial that it is considered thoroughly in pattern design. In

most cases it is best to start with a strong idea of colour and you want to be betrayed in your design before starting. This coat portrays a bold statement because of its bright, minimal colour palette. However, because the colour palette is so limited it makes the colours present more noticeably bolder as there is less detailing and combinations of colour. It is key in some practices to have a less is more mentality as sometimes designs just as simplistic can be as bold and creative as Marimekko's unikko designs which became the one of the brands most iconic looks. This can also be determined by a well thought out colour palette depending on the style and audience of the brand.

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