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Programme of Study:

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

[Task One: Manifesto Writing](#)

[Task Two: Practice-based Writing](#)

[Task Three: Observational Writing](#)

TASK 1: MANIFESTO WRITING

HASSAN ALTABBAA

Task 1 - Manifesto Writing

- 1- Education when cultures are different.
- 2- Illegal refugees in the UK.
- 3- Available and real ways for refugees to integrate with the societies that have received them.
- 4- Always look for the positive despite the adverse circumstances.
- 5- Transportation and high fuel prices.
- 6- The power of social media to change the world.
- 7- Modern conflicts and wars.
- 8- Climate change and concern about some cities sinking soon.

- **Education when cultures are different**



[\(Source\)](#)

Some students whose culture is different from the country in which they receive education face difficulty in learning compared to those of the same age or younger than them due to cultural deficit because some students may be from different cultural and ethnic backgrounds, which may make some teachers justify judgment on students' performance without taking into account. Consider cultural differences and language differences.

Even when students are proficient in the language, they will face the difficulty of the difference in culture, and there may be great challenges for them even in some obvious matters for those of their age or younger.

TASK 1: MANIFESTO WRITING

HASSAN ALTABBAA

- **The power of social media to change the world**



[\(Source\)](#)

Social networking sites began to occupy lists of news that are shown through them instead of the known channels and media, and this created new industries that would change the world. Many are even doubtful of the truth of what he says.

Social media helps us respond better and faster to disasters It would also help us tackle major challenges in the world, ranging from human rights violations to climate change.

- **The power of social media to change the world**



[\(Source\)](#)

The effects of global warming may affect some cities by 2030, and this is not far from us, and that will be after 8 years from now if the increase in temperature, environmental pollution, and fires continues without any real and serious treatment of the problem. Some cities may be swimming underwater, and that is what the maps of [Climate Central](#) show.

TASK 2: PRACTICE BASED WRITING

HASSAN ALTABBAA

Task 2 - Practice based writing



(Source)

I designed this road sign in 2015 for a cheese and dairy company in Jordan.

Where he asked me to design an advertisement for a long-term milk package.

I then thought about what makes our food preserved for a long time without spoiling (the refrigerator), so the idea of giving the milk package the shape of a refrigerator that preserves food as well as that package because it was made of 6 layers to protect against heat, sunlight, bacteria and without materials portfolio.

Frankly, the client was happy when I told him the idea, and that campaign was accepted and satisfied.

From my point of view, after seven years of that design, what I am thinking of changing or modifying is the size of the logo, and there is a phrase at the bottom that talks about the type of packaging and that the packaging is made of six layers. Is this phrase calculated for the product, the milk company, or for the packaging manufacturer, and was it necessary to mention that The sentence within an advertisement that talks about long-term milk or not.

TASK 3: OBSERVATIONAL WRITING

HASSAN ALTABBA

Task 3 - Observational writing

Today, I will address the campaign for Dove (Real Beauty), which was launched in 2017

I have no other justification, explanation, or name other than (racism), because of several things that I will clarify.

The presence of the two words made sure that the agency who designed that advertisement did not realize the dimensions, as according to the advertisement in which three models of different ethnicities and skin colors appear and they stand in order, the brown the mannequins, they are the ones who mean that word.

In addition to the two panels located behind the models, one of which is behind the brown model, which shows the pores of the skin dry and its

details are clear. In contrast, the panel behind the white model shows soft and thin pores. From my point of view, there is a lack of awareness if this is unintentional regarding the words used in the advertisement (before / after) and the arrangement of the models' standing, in addition to the location of the panels in the background, gives an overall feeling to the whole advertisement that those with dark skin are not wanted because they have dry skin and need moisturizing and care, and this made this campaign one of the most controversial campaigns. it successfully.

This declaration would have been far removed from the racist context had those two words not existed or if they change or get rid of the paintings in addition to arranging the whereabouts of the women, because everything that was mentioned before gives an impression of principle about what you see first.

If the goal was to take us back one hundred years, they successfully achieved it!

