

Nia Gray – 2004838

Surface Pattern Design

Ways of thinking (ADAD4018)

Course Tutor – Julia Lockheart

Task 1 – Manifesto Writing – 501 Words

Task 2 – Observational Writing – 517 Words

Task 3 – Design Writing – 493 Words

Manifesto Writing Task

1. I always have fun and see the fun and positive side of every situation. There is always a lesson to be learnt even on the worst of days.
2. I will wake up, make my bed, and try my hardest every day. But I will not beat myself if sometimes I have an unproductive day. Eating pot noodles & binge-watching Louis Theroux.
3. I love, cherish, and am grateful for the people I have around me every day, and they know it too. I never want to make the mistake of only realising what I had until it is gone.
4. I understand that some people in my life are here to stay, some to teach me a lesson, to be a shoulder to cry on, and some to grow and have fun with. And some people are simply just passing through.
5. Nothing in life is permanent, and it should not be either. Some things, no matter how much I love them and want them to last forever, do not. And are not meant to either.
6. Agree or disagree, love or hate them, everyone has lived a different life to mine, and had their personality and beliefs shaped by their own life and experiences. I must understand that.
7. My strengths are being creative, whether it is dance or design.
8. I will continue to push boundaries with my work using different media and explore different surfaces to break new ground, creating new designs to my utmost ability.

The three points I find most important to follow and are true to myself and this current time are: 1. I always have fun and see the fun and positive side of every situation.

I always have fun and see the fun and positive side of every situation. I believe finding the positive in every situation no matter how bad helps you mentally recognise the good and the bad in most scenarios, as well as developing the skill to not get too caught up on the negatives and the failures. If you can pick out something positive you can overcome your bad day, mood or situation a lot easier as your focus is on the right place. I am a firm believer in PMA 'Positive Mental Attitude', which first started at ballet.

Positive mental attitude is the philosophy that having an optimistic disposition in every situation in one's life attracts positive changes and increases achievement. Adherents employ a state of mind that continues to seek, find and execute ways to win, or find a desirable outcome, regardless of the circumstances. (HSI, 2020)

It was something that our ballet teacher said was most important whilst we were learning, and she was right. Many times, I have given up, or told myself I will not be able to do something before I have even tried, and I do not know what opportunities this has taken away already.

If you make your bed every morning you will have accomplished the first task of the day. It will give you a small sense of pride and it will encourage you to do another task and another and another. (Clear, 2012)

Since I started making my bed each day, I have noticed a considerable change. It gets me up and ready, stops me from getting back into bed and being late, and it is great to come home to a tidy room and a made bed. And as stated, it means I have accomplished my first task of the day. I believe this helps me mentally organise my day, my tasks, and my achievements.



Figure 1: Linda Florence, Sugar Dance at the V&A

I will continue to push boundaries with my work using different media and explore different surfaces to break new ground, creating new designs to my utmost ability. Over my creative journey and growth, I have researched into many artists who have inspired my design and way of work. One of these many artists is, Linda Florence. Florence's work inspires me to attract a wider audience, and experiment and apply my work to new and exciting surfaces. I aim to keep my design ideas open to any advice or suggestions that are given to me by my lecturers and use artist's work as a guiding path to my own design work. "Linda Florence created a patterned dance floor of sieved icing sugar" at the "Victoria & Albert Museum, which served as a stage for a performance by ballroom dancers" (Dezeen, 2008). As seen in *Figure 1*, (Florence, 2008). As the dancers moved around the hall, they left a pattern behind them where their footwork swept through the patterned icing sugar. I love this piece of work by Florence, for the idea behind it, but mainly the scale and opportunity she gave her work, being physical and interactive even though she goes by "wallpaper artist" (Dezeen, 2008). This is very inspiring to me as I want to ensure, I work hard on the progress, and possibilities of my design ideas and to not get caught up in the practicality or how achievable my idea is.

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Observational Writing



Figure 2: Burlesque Movie Poster

I have chosen the poster for the film 'Burlesque'. It is a film where Christina Aguilera plays the role of Ally, a young girl who becomes 'the next big thing' at a burlesque show.

The most noticeable and eye-catching colour in this film poster is gold. This colour strongly signifies "wealth, luxury, quality, reputation, sophistication, elegance" (Colors, n.d.). Gold is also "undeniably glamorous, associated with good times, celebrations, and glitz" (Fussell, 2019) Which correlates heavily to the theme of the movie. The movie is filled with glittery shoes, expensive bags, diamantes & rhinestones. And the gold is a hint to all the 'bling' in the film.

Another colour which appears at the lower middle meeting the Film name 'Burlesque'. The red that is shown is the vibrant colour of the extravagant velvet red stage curtains. Red is the colour that is most associated with "courage" (Urban Senses | Sense influencing, 2016). This is relevant as courage is a very strong theme in the film as the main character 'Ally' is known to be a very courageous character.

In many non-human primate species, a display of red by a female serves as a sexual signal to attract male conspecifics. Red is associated with sex and romance in humans. (Elliot and Pazda, 2012)

Therefore, the colour red is cleverly used on the film poster and heavily in the film. The film's plot is about a young burlesque dancer whose career thrives off her sex appeal, dances, and her beauty.

The mentor of the protagonist is also shown on the poster, 'Tess' played by Cher. You can immediately see that she plays an authoritative role, her hands on her hips show her confidence and dominance. She is shown wearing a black 'power suit'. This signifies a lot about her as the colour black is used to "convey certainty and authority" (Smith, n.d.). And her rebellious, elegant, and mysterious personality. The element of glitz & glamour is shown here again by her sequined top, and jewellery.

In contrast, the main character 'Ali' is shown stood right next to her wearing a dimante'd pearl corset. The pearl corset has been used as pearl jewels represent "innocence, beauty, purity, and new beginnings" (umich.edu, n.d.) & "success" (Secrets, n.d.), which is a clear strong theme in the film as Ali starts a new job and has a thriving and successful career out of it. The pearly white also symbolises youth, innocence, and purity which is how the character is portrayed in the film.

Facial expressions are a massive hint toward the character's personalities in the film. 'Tess' played by Cher has a smirk on her. During the film, she is known to 'push her luck and get away with it'. Her smirk strongly symbolises her role in the film.

A smirk is to smile in a way that expresses satisfaction or pleasure about having done something, or knowing something that is not known by someone else, (Dictionary, n.d.)

Next to her is the character 'Ali' who has a big smile on her face and her arms in the air. This shows her youth, cheerfulness, and all around happy and loved character in the film. Using an exited smile on the poster will attract the viewer/ buyer as "pictures of smiling models increase consumer joy and positive product evaluation" (www.newneuromarketing.com, n.d.).

Four men are also shown mid-air dancing in the background. This shows that the film is full of dance, energy, and fun which also attracts the eye.

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Design Writing

Word – Perseverance

Perseverance is “continued effort and determination throughout work, life or any situation where obstacles arise” (Collins, n.d), and “quality of continuing with something even though it is difficult”(Cambridge, 2020). I have chosen this word as I believe it is a key element to success in any form and a trait that I consider myself to have, or at least am starting to gain.



Figure 3: Bezioner Ballet Pointe Shoes

My chosen meaningful object is a pair of satin ballet Pointe shoes. These shoes are handmade, sewn, glued, and shaped carefully by a maker. Pointe shoes are special ballet shoes that ballet dancers wear when performing pointe work or pointe bar exercises.

They were designed to create an “illusion of lightness and give a sense that the ballerina is floating on air” (Pittsburgh Ballet Theatre, 2018).

They can be made in many different colours, depending on the occasion but are mainly crafted in shades of light “pink” (Dancefacts.net, 2019). They were first created in “1795” (Dancefacts.net, 2019) and are worn by “female ballet dancers (known as ballerinas)” (The Ballet Website, 2019). Most prima ballerinas start ballet from a very young age, dedicating hours of their life to it, and working endlessly to work up through the ballet grades. When a ballet dancer reaches a certain grade and has the correct needed strength physically, they begin training for their pointe shoes.

These shoes are created with a “rigid box” (Pittsburgh Ballet Theatre, 2018) at the tip of the shoe that protects the dancer's toes and the “shank” (Pointe, n.d.) that is at the sole of the shoe to create support the dancer's foot. Each dancer's pointe shoes are “handcrafted to fit each dancer’s unique specifications” (Pittsburgh Ballet Theatre, 2018) When you receive your pointe shoes you must hand sew on your ribbons and customise them yourself to fit your feet comfortably. Even after hours of training pointe shoes can be very painful to wear due to all your body weight being on the tip of your big toe. However, despite the pain a ballerina's skill is to persevere through the pain, and make it look effortless and painless whilst remaining focused, elegant, and beautiful.

My personal connection to perseverance and the ballet shoe is my own experience. I have been ballet dancing since I was young and have only stopped lessons due to moving away for university. Ballet played a massive role in my life as it taught me about my beauty and feeling of beauty whilst dancing. I became a strong dancer and physically healthy and discovered many things about persevering through the pain. This has taught me how to persevere through many occasions in my life. When it comes to my work, I relate the beauty and effortlessness to my ballet shoes. And even when I thought I didn’t have the strength to get up, if I persevered and had the confidence to try, I would always go up. Which is a great attribute to apply to my work.

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