

Student Name: Yoana Ivanova

Student ID: 1900321

Programme of Study: BA/MDes Automotive Design Level 4

Tasks in the order I received them;

Task 1 - Julia Lockheart – Manifesto Writing: “What do I believe in?” (571 words)

Task 2 – Jon Pugh – Reflective Writing: Do you know what you think? (537 words)

Task 3 – Ryan Moule – Observational Writing: Identify an image and write semiotic analysis (499 words)

Julia's Task

1. I disagree that the future is electric cars.
2. I disagree with the F1 2021 design.
3. *Modern production sports cars should have more interior adjustability. (Audi pb18 e tron)*
4. *1960s muscle cars are the pinnacle of car design and should be allowed in any country.*
5. *The aircraft company Boeing is leading aerospace design.*
6. Supersonic passenger aircrafts will come back in a new form.
7. I believe that Tesla cars are overrated.
8. I believe in the future of hybrid aircraft engines.

4. Modern production sports cars should have more interior adjustability

Keyword: adjustability



Pushing the comfort and luxury of the modern sports cars to its limits improves every day. As companies have been producing seats which give the driver's ability to choose between driving in the centre or on the left of the interior. The idea has come from the Le Mans-winning R18 e-tron Quattro LMP1 race car which has allowed the drivers to choose their position and there comes the purpose of it – creating a cockpit design which gives the passenger a racing car feeling. In an interview the lead designer of the car, Gael Buzyn says “We worked that car from the inside out, our goal was to give the driver the closest experience to one of a race car driver as possible”. Gael Buzyn has successfully achieved this goal via a seat that moves from left to the middle. This innovation should not only be present in concept cars but carried into production ones too.

5. 1960s American muscle cars are the pinnacle of car design.

Keywords: muscle cars; pinnacle



The idea of designing a muscle car came from its purpose which was to race and give comfort and confidence to the driver. The rear haunches, big wheels, and the power bulge became a significant part of any drag and racing muscle car. This design language portrayed a strong and athletic stance that was most prominent in the 1960s, leaving a mark for more than 70 years. Designers today still harp back to the 1960s to try and achieve the ‘punk’ image a muscle car should behold. “It’s a fair bet that when Ford product planners came up with the genius idea for the Mustang in the early 1960s they could not have imagined it would be such a phenomenon, nor that it would still be going strong after more than 50 years” (Lewin, 2017, p.136), proving that the Mustang’s historical value and modern car design has the virtue to emotionally connect with any of the public. Unfortunately, they aren’t allowed in any country or they are really expensive to be maintained as the emissions they release can be twice the amount comparing to a normal petrol car. Therefore, this leads to less purchases – especially in countries like United Kingdom which are trying to decrease

the emissions as much as possible. The most well-known muscles cars come from American or European factories which makes it extremely hard to buy them in UK as the steering wheel is on the left side of the car and it can be dangerous to drive with the steering wheel on the wrong side.

The aircraft company Boeing is leading aerospace design



The tremendous start of Boeing began back in 1988, when the first commercial flight of a 2-deck plane took place. From that moment companies like KLM, Lufthansa, British Airways and Cathay Pacific became the main costumers investing millions into new, innovative and more efficient aircrafts. Building the trust through the year has given the confidence of all designers and engineers to create, faster, more efficient and environmentally friendly aircrafts- for example the 787-9 Dreamliner which wings are manufactured of more sections, made of titanium and aluminium, more flexible materials which resist to higher turbulence levels. The use of light materials decreases the overall weight which on another hand reduces the amount of fuel is being used per seat on the plane. Another feature, helping with the jet lag is the automatic light dimming windows –a system which changes depending on the local time of the destination. It is specifically designed to help the passengers to adjust easier with

the time difference. “These new dimming windows are just the beginning for Boeing and its research partners PPG Aerospace and Gentex Corporation.” proving the certainty in successful aerospace design for the future.

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Jon's Task

1. La Marquise Car, 1884



As the world started speeding up in the 1880s, inclusive people had to arrive at events faster.

In that moment, the idea of the first and oldest vehicle still working appeared - powered by

wood, coal or even paper it was able to build enough steam in 40 minutes to drive for up to

60km/h. The La marquise was a unique creation, named after the De Dion Bouton mother,

the reason why we are surrounded by thousands of cars today. Jules-Albert de Dion was an

aspiring pioneer and steam locomotive engineer whose purpose was to produce a racing car.

The idea came long ago, in December 1881, as he was fascinated by his toy- small functional

steam locomotive made by Charles Armand Trépardoux and a Georges Bouton. Almost 3

years after the very first vehicle was manufactured in honour of his mother- the marquise.

La Marquise is an example that every vehicle is a piece of art and starting with an idea to

actually manufacturing it can take the same time as any other art being created. “C’est bien

La Marquise De Dion et Bouton qui a véritablement révolutionné le monde de l'automobile et

contribué à l’essor de son industrie dès le début des années 1890” translated as “it is the

Marquise De Dion and Bouton who truly revolutionized the world of the automobile and

contributed to the growth of its industry in the early 1890s” proved how important his

product was in the industry acting as a catalyst for the development of the automobile. With a

length of 3 meters and weight of 950 kilograms, no suspensions and metal wheels surrounded

by rubber bands demonstrated the tricycle evolution, the vehicle is the first with two drive

wheels in the front, with diameter greater than that of the rear wheels. “Pour mouvoir ce petit

véhicule, un moteur bicylindre à vapeur crée le mouvement, et le transmet aux roues au travers d'une transmission par courroie qui a tendance à patiner, mais qui fait tout de même avancer la voiture.” translated as ‘To move this small vehicle, a two-cylinder steam engine creates the movement, and transmits it to the wheels through a belt transmission that tends to skate, but still makes the car advance” proves the complexity of the car even at the early stages of building one. De Dion used it in a race and won with average speed of 42km/h and maximum of 60km/h. It has an incredible historical value as it has had only 4 owners and from the most recent selling it went up to \$4.62 million.

The brass details, the old rusting plates and leather seats are a representation of the quality as well as the time it has taken to manufacture and design the vehicle. Furthermore, there are parts of the steam engine which can be seen even on the pictures, reminding me of the new sports cars which have their engines on display proving no matter of the innovative designs that have been created, customers will always need a taste of history, from the golden age of vehicles. La Marquise has been empowering designers through the years as it is a unique example of a deep affection, passion and admiration for the art of movement.

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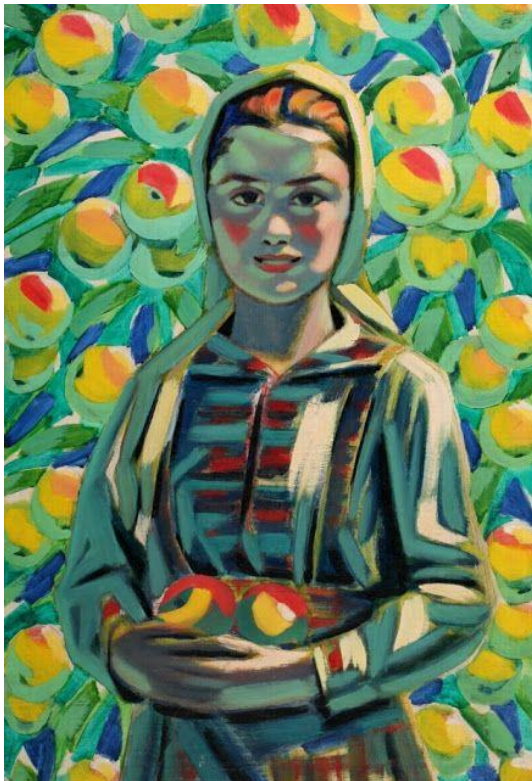
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Ryan's Task



Art is one of the most thrilling ways of sharing emotions without using words. Artists have been using colours and thousands of shades as a way to express themselves, for example “The Girl with the Apples” by Vladimir Dimitrov (left hand side). Where can we find semiotics here? As we stay in front of a painting like that one, with such a historical value, the more we learn about the painter’s life the more we understand what he has been trying to capture, therefore it influences how we see their pictures. (Hall,2012, p.66) Another example can be the Self- Portrait with Bandaged Ear painting by Van Gogh (right hand side) which represents the moment after he mutilated his ear. Similar to the Girl with the Apples, there’s a

deeper meaning behind the painting – the Japanese print with the women dressed in traditional clothing and the Mount Fuji behind them representing his love towards the east Asian couture and “an exotic place of escape in Van Gogh’s imagination” as the Courtauld Institute of Art states.

The Girl with the Apples - redness on the girl’s cheeks symbolising the real and unadulterated beauty of the Bulgarian women at that time. The apples are presenting fertility and the connection between every person with the nature, its traditions and ethnicity - another reason why the artist has emphasised on the green. Coming from a smaller village and being able to appreciate the beauty of the Bulgarian culture and its traditions, his art pieces are closely related with it as he has always wanted us, as followers of his art, to get intrigued or even fall in love with the grace of the world before it was modernised. Every person from his portraits has brown eyes symbolising warmth, safety and kindness –what he has been sharing through his masterpieces. “And it was him who taught us to be more generous, to love each other and to respect each other.” said by a journalist Gergana Mancheva proving his pure approach towards his followers and his passion for art, with one purpose - to share back what the World War I and II have taken from the Bulgarian nation.

Semiotic analysis can include research for the artists’ life as we need to understand more about what was in their minds when they were creating the piece- how and where did the idea come from as well as the process of creating masterpieces like ‘The Girl with the Apples’ and “Self- Portrait with Bandaged Ear”. The answers for that begins to come clearer as we learn more about the deeper meaning behind the paintings, the soul of the artist, as that is what leads to the final piece. After doing the research for both art pieces and painters I have started to understand not only their work but other artists’ such as Claude Monet, Camille Pissarro and Frida Kahlo as well as seeing the paintings with a completely different perspective compering to the beginning of my task.

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