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Task 1: Manifesto Writing

1. Everyone should be able to express themselves in their own ways.
2. Lasting quality creates years of enjoyment.
3. Listen, speak and create.
4. Old can be new.
5. Mistakes are part of the progress.
6. Do not contribute to the destruction of the planet.
7. Think of yourself as your own industry instead of an individual.
8. Designs should have an emotional value over function – make people smile.

3 areas of exploration:

Mistakes are part of the progress

It is a common conception that we should learn from our mistakes. We are likely to feel defeated and sad when mistakes occur but as Anjali and Kara discuss in their book “Fail better: Design Smart Mistakes and Succeed Sooner”, we should perceive failure in a positive form through development and enabling new methods. Although this is the purpose of the book, it is also suggested that “Not all failures are useful” (Sastry and Penn, 2014, P.12). We must choose which mistakes are worth reflecting and progressing.

James Hunt points out in his article, Design Mistakes, Part 2 (2013); Good design requires good dialogue. The book is based on design in healthcare and therefore disproves of any mistakes, as there can be no accidents or failure in medical care or procedures. Through communication there should be less chance of potential dangers or safety issues.

By exploring the different sides, I conclude that mistakes are normal, but failures should be taken seriously under certain circumstances.

Designs should have an emotional value over function

As humans, we have interactions with numerous things every day. Our emotions can vary but each emotion is valid. As a designer, it is important to consider user experiences', thus allowing emotions to engage feelings and create memories. According to name Arnold, Emotions are always responses to stimuli (i.e., something happens) that have some personal relevance. This personal relevance is determined in an appraisal or sense evaluation of the extent to which the stimulus has an impact on one's well-being. (Desmet, 2012, P.4). This shows us that if a stimulus is within a concern of a person, they will appraise it and therefore will enable some sort of emotional response. With this being said, designs do not always have to have positive responses as others may perceive things differently to you.

Do not contribute to the destruction of the planet

As a progressing population, we are always creating and inventing new products. Even though it is improving our lifestyles, it has a huge impact on our environment. When designing products, it is important to be conscious of how it is being made and the processes of achieving the product. Both product and process designs are closely interrelated and greatly influence each other while simultaneously impacting the environment. (Sroufe, 2000). This suggests that changing at least one process, whether it's the design or manufacturing, can help decrease the detrimental damage to the planet. This is due to the simultaneous influence being differed. This is something I would keep in mind when designing my own products.

According to Fabio et al., a lack of environmental awareness has led us to mistakenly consider ourselves to be outside the global ecosystem and, consequently, to satisfy our needs according to the sole criterion of 'the greatest efficiency at the lowest cost.' (2006, P.27). This shows that as a society we need to be more aware of our actions and change the way we make things before it is too late.

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Task 2: Observational Writing

Technology is an ever-growing concept in our society, which will inevitably lead to the growth of reliance to social media. This reliance is based on dependencies and engagement. The more strongly a medium satisfies gratifications sought, the more heavily it is relied on, and the more it is relied on the more it is used to gratify needs. (Kaye, 2016). This suggests that we depend on these gratifications to complete our needs and wants. Although the gratification is mostly positive, becoming more reliant means there is more of a weakness for false narratives. We then must question our abilities to assess a product and its image.

As humans, we are taught how to read signs or to see things in a certain way. Majority of the cultures studied shared the same concrete associations (for example Red— sacrifice, heat; Yellow – plague; Green – spring and nature). (Rohit Vishal and Radhika, 2007). Signs communicate meanings, that are not the sign itself, to whoever is reading it. Signs are made from Signifiers (what you see/hear) and the Signified (what it means). (Barthes, 1972). An example of this is interpreting smoke as a sign for fire, or the colour red for danger. As Albert Atkins states, the meaning of a sign is manifest in the interpretation that it generates in sign users (2010). This suggests that although we see the signs in word or object forms, we must take steps to develop the meanings we see them as. They are insignificant without it.

The advert I am introducing is by cosmetic company L'Oréal. L'Oréal teamed up with advertising agency, McCann Worldgroup Deutschland in 2019 for this campaign.



Fig 1. This Is An Ad For Men, L'Oréal Paris, 2019.

A usual idealisation in advertising would be using sexualised models in a bid to sell the products. While the portrayal of women as subordinate to men or as merely decorative has decreased over time, Ms. advertising has, on an increasing basis, portrayed women as alluring sex objects (Ferguson, Kreshel, and Tinkham (1990). This campaign merely tells an opposite story. While L'Oréal is a cosmetic brand, they are trying to achieve a more equal industry. L'Oreal and McCann's research found that while men may dominate the executive hierarchy in numbers, it is women who wield the most fruitful results (Kesa, 2019). Using these statistics in their advert, they created a series of dramatised prints that are aimed towards men. The Statistics Appeal is one of roughly twenty advertising strategies that

marketing professionals use to persuade people to buy a product, pay for a service, donate to a cause, or otherwise be persuaded (Newbold, 2017).

The colour red is significant in this campaign. Marketing colours like red can capture attention. The red colour meaning is associated with excitement, passion, danger, energy, and action (Ferreira 2019). Along with the white writing, it creates a bold title that is eye catching.

This campaign is almost humorous as it uses makeup, which men do not conventionally wear, with techniques and statistics to allure men. While conveying that women do not get the same opportunities as men.

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Figure 1. This Is An Ad For Men, L'Oréal Paris, 2019. Sourced from <https://www.linkedin.com/pulse/case-study-ad-men-loreal-april-2019-ingrid-kesa>

Practice-Based Writing

The Oxford English Dictionary defines 'happiness' as "the quality or condition of being happy." (2013). Happiness is a positive emotion, which is shown through mental and physical forms. How people conceive of happiness reveals much about who they are and the values they hold dear (Kavedžija, 2016). You may wake up feeling happy, or something could influence your happiness. That something could be a photo or something sentimental or a flower. For me, mugs or glassware give me a sense of happiness.

Early humans during the Neolithic era poured their beverages into wooden or metal mugs or even animal skulls. The invention of the pottery wheel allowed for ceramic or clay mugs (Mertes, 2020). These days, most mugs are made from ceramic but there is a wider variation of sizes and shapes, e.g travel mugs, espresso mugs, trendy mugs etc.

I believe most people have a cabinet full of mugs in their kitchen/pantry, but there will always be one mug everyone prefers or is their favourite. Joshua Barrie states in his article that nearly 60 per cent of people said in a survey by Heinz that they have an emotional attachment to a mug. More than 40 per cent said their special kitchenware was "irreplaceable", while about one third told researchers that they'd be "devastated" were their mug to break (2017). For me, I have this green 'soup' style mug that I always reach for when wanting a hot drink and I would definitely be upset if it broke. The statistics above make my opinion of objects bringing you happiness of a greater increase as it proves that many people feel the same way about similar objects.

According to Carvalho and Spence, it is not the type or shape of mug that determines the likeness, but the colour; the impact of mug colour on expected and actual perception of coffee beverage consumers' perception has been demonstrated and explained by crossmodal interactions between taste and colour, e.g. pink cup increased coffee sweetness and reduced acidity compared to white cup (2019). Although this could in fact effect coffee or tea manufacturing businesses, I believe it is more about the experience you have drinking it than the content itself. This supports the context of the matter said, by stating emotions can be sought by objects. In my opinion, this could be by use or by sight.

My reader is someone who loves tea, coffee or any hot drink; they could be someone who is a glassware enthusiastic like myself; or a person who has a positive outlook. The reader or client shares similar opinions and views as me, I feel the relationship between us is strong as I understand their feelings on the matter.

I feel that my design practice has a relation with happiness with mugs because when designing products or furniture, I would like people to feel happiness when seeing or using my ideas. The same feeling of happiness I have when seeing or using a lovely mug and glassware.

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