

Ways of Thinking

Tasks:

Task 1 – Manifesto Writing

Task 2 – Observational Writing

Task 3 – Practice-based Writing

Student Number: 1707535

BA Course Title: 3D Design Crafts

Word Count:

Task 1: 583 Words

Task 2: 465 Words

Task 3: 573 Words

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Task 1: Manifesto Writing

8 Manifesto Statements:

1. Demystify art [Accessibility in art]

I have found myself quite upset at how cryptic people can get about things. I don't like riddles due to how they heavily rely on context you might be unfamiliar with. I don't like it when people withhold information that is easy to explain.

2. Always give my work meaning

3. I want to be able to explain why I did what I did with my work. It gives the work purpose and direction.

4. Making more than two concepts for work

Making more than two concepts will allow me to grow the ideas and then make a more informed decision on what I'm doing.

5. Practicality or a use for my work is always attempted to be worked in to the final piece

I like things that look great and also have a practical use. Clothes help to cover us up enough to face the elements, but some clothes can lack usefulness while being pretty. Having a cool looking chair sounds better than a bland looking useful chair.

6. I will aim to engage the viewers and users of my art

7. Preservation of art. Flash games and animation being defunct soon? Preserving video games seems to be a current issue.

8. I don't want the viewers of my art to ever see me

500 Words on Manifestos

Accessibility in art (or general life)

I believe artists should start educating themselves on how to make their work more accessible to disabled individuals and art enthusiasts. Making sure such people can reach the places where art is presented should be part of what is talked about between artists and building managers. The two parties would have to make a start to ensure the engagement and safety of disabled visitors. A good start to include the blind would be to make safe paths and place spaces next to the art for interaction (de Blik, 2019). There are other disabilities I have yet to learn about and I will even need to improve my understanding of blindness as well. Making the effort and going one step at a time is what's most important here. I hope others consider this and even start thinking to make work just for disabled individuals as well, like video games have done before. That's for another time though.

Practicality for my art

One work practice I wish to elaborate on is including an element of practicality in art pieces. Clothes as they are serving the purpose of shielding us from the elements and keeping our skin protected (Mahmud, 2020). As time has continued, we now use clothes to express what we like the aesthetics of, and it can even be impractical if it only has the goal of looking good. This usually happens with just the rich though. I say having a cool looking chair that can still be sat on sounds better than having a cool chair that can't be sat on or having a bland functional chair.

Part of this practice would lead me to designing and realising home essentials, like chair bowls plates, etc. Making household items would mean I wouldn't have work in museums or art galleries, and I would have to work with a company and their production line to mass produce such work. Preserving the utility of my work shouldn't be an issue as company collaborations with products like chairs and bowls would have the company keeping an eye on rationality and utility while artists focus on the emotion and creativity of the piece. Both sides eventually finish the work and the artist hired has helped expand on the company's identity through aesthetics while being able to release a nice-looking useful item to the public (Carluccia and Schiumab, 2018).

The focus on making an aesthetic for the work would make it art just like found in galleries, but it just wanted to make it to people's houses and give their house more character. People will get to look at and use a creatively made item daily.

Art preservation

A topic I wish to expand on is art preservation. I have heard of how well-known pieces of art are stolen from museums or found later in someone's home. It's mostly classical pieces that get reported on, but there are many other types of art that are lost and later found (Scotti, 2009). Many of these other kinds of art are remembered due to collective nostalgia about an era where PC gaming was very popular and YouTube animations had started to become a thing. Many of these games and animations were made in the now defunct software called Adobe Flash Player (Fiadotau, 2020). A site full of Flash games that I spent quite some time on is Miniclip. The more popular site for animation and games has always been Newgrounds though.

Bibliography:

Carlucci, D. and Schiuma, G., 2018. The power of the arts in business. *Journal of Business Research*, 85, pp.342-347.

de Bliek, H., 2019. Making art accessible to visually impaired museum visitors.

Fiadotau, M., 2020. Growing old on Newgrounds: The hopes and quandaries of Flash game preservation. *First Monday*.

Mahmud, A., 2020. Functional Art as a Representative Medium.

Scotti, R.A., 2009. *The Lost Mona Lisa*. Random House.

Task 2: Observational Writing

Semiotic Analysis



The image I have chosen to deconstruct using semiotics is a Yeo Valley advert in HELLO magazine from 23rd of September in 2019. The advertisement denotation signifies the Yeo Valley organic skimmed milk package, next to a sign saying "Lovely and organic for 25 years". Some hand drawn daises are behind the lower half of the

bottle. Green text next to bees say "A real taste of the countryside (And the view's nice too)". The logo is above text saying "View from yeo valley". The background shows yeo valley itself with fields, trees and a body of water. The signifier of the brand is "Yeo Valley Organic". The signified concept is nature, organic food, unprocessed food, fresh produce and healthy eating (Chandler, 2007). This concept leads to the connotation that a person who buys this product is, healthy, eats nutritious food, has low body weight, stays fit and leads a healthy lifestyle (Solík, 2014). I can imagine that if I had this product, I would have more control over my daily calories and not worry over how much milk I'm consuming. With this in mind, I believe this advert is doing a good job of reaching a target audience of individuals who want to be healthy.

A symbol in this image is a farm where cows are milked. The fields and the container of milk shown here suggest Yeo Valley has cows on it and those cows are milked in Yeo Valley in order to get the milk itself. The bottle of milk is the result of such farming. The daises are accurate icons. The middle of the flower is still yellow and the petals are white. It doesn't matter that the stem is not added as that isn't the main focus when it comes to flowers. The sign with the writing "Lovely & organic. For 25 years" on it is an icon of regular wooden signs. These sort of signs are found in the countryside, which links then whole concept of the countryside and the background image of Yeo Valley (Berger, 2004). The bottle of milk in this advertisement is an index as the milk could not be presented well without having a container to hold it, which is the bottle the milk is in. One thing the advert doesn't include is a picture of a cow, which is the source of the milk. The representation of the cow would be better for the index. The sign is also an index because signs need writing or symbols on it, or it's useless and doesn't need to be propped up or presented. I initially thought that the advert was quite creative and after deconstruction, I realised that there is a lot more planning that has been put into this advert. I would buy this product.

Bibliography:

Berger, A.A., 2004. Semiotic analysis. *Media analysis techniques*, 3.

Chandler, D., 2007. *Semiotics: the basics*. Routledge.

Solík, M., 2014. Semiotic approach to analysis of advertising. *European Journal of Science and Theology*, 10(1), pp.207-217.

Task 3: Practise-based Writing

Practice Based

The Clothes Iron

Clothes irons are used to smooth out and shape the fabrics that make our clothing. A piece of clothing is usually placed on an ironing board and the iron is moved over the clothing after turning on. The heat produced by the iron and the steam that can also be produced, is what allows irons to even out our clothing. The modern electrical iron is made of a few different parts. The sole plate is the part that is made of metal and makes direct contact with the clothing. It's covered in a non-stick coating that prevents the iron from sticking to clothing. The Thermostat allows the iron to generate heat and control the irons temperature. The water tank is the piece that holds the water the iron will use to produce steam or spray water. The handle allows the user to control the irons movements and have a safe grip with it. The housing is what holds all the pieces together. The iron originates from Greece and China where objects made of metal, ranging from cylinders to pan-like device were heated and applied to clothing (Guerrero et al., 2020).

Back in the 1950's, it was trendy to straighten hair and what we know as clothing irons helped with that. Then the flat iron was invented in the 80's, when it became popular to straighten hair again (Lionesse Beauty Bar, 2017). In my opinion, the iron is an important invention. It helps the fashion industry and keeps us looking neat. The iron is so widely used though, that companies are recognising how much energy the task takes and are developing ways to reduce the need to iron by making more sustainable material (Goworek et al., 2017).

Throughout history, there have been accounts of soldiers who weren't able to clean themselves well, who would use irons to get rid of diseases spread from bacteria and parasites. Places like jails or homeless shelters have been a common place for the spread of louse, as many people being so close to each other, that lack cleanliness is an ideal location for the spread of infection. The iron went on to be used more later on, mainly for sanitisation purposes during periods where louse spread far and were sticking to clothing to live on and feed off of us (Guerrero et al., 2020).

I started this research having the creative uses in my mind for structuring clothing and attaching appliques. I wasn't aware of how old the process of smoothing out clothes was, and I didn't realise how the heat of an iron could be so useful for stopping disease. It shows how far humans have come to be at a point where we have other methods for preventing illnesses that don't regularly involve ironing. Even the invention of the flat iron being influenced by electric irons is obvious when more thought is given to it. I was quite surprised to find that irons themselves were seen as the go to option for hair straightening when within the past few years, I called someone silly for filming themselves using an iron to straighten their hair. That was pretty scary to watch for the short time I did watch it. Ironing has come a long way and has had a lot of uses in the time it has been around. I can't wait to see how it will be improved on in future.

Bibliography:

Goworek, H., Hiller, A., Fisher, T., Cooper, T. and Woodward, S., 2017. Consumers' attitudes towards sustainable fashion: clothing usage and disposal. In *Sustainability in fashion and textiles* (pp. 376-392). Routledge.

Guerrero, H.M.D.A., Costas, E. and García, P.M.A., Why do we iron clothes? Tracking its origins based on a sanitary hypothesis.

Lionesse Beauty Bar, 2017 (Published), *A Brief history of Modern Hair Straightening*, viewed 24 May 2021, <<https://lionessebeautybar.org/a-brief-history-of-modern-hair-straightening/>>