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Tasks in the order I receive them.

Task 1: Manifesto = 361 words

Task 2: Observational Writing = 594 words

Task 3: Practise Based Writing = 640 words

Task 1: Manifesto

- Sustainable design must progress.
- Sustainable design need to co-exist with nature.
- Us as a society need to protect our planet and our future with sustainable design.
- Design needs to be pure and clean.
- Sustainable ideas could benefit our physical and mental health.
- We need to produce good sustainable design that could benefit our civilisation.
- We need to produce a better alternative compared to the unhealthy ways our civilisation as progressed in the past.
- General Manufacturing sustainable and environmentally friendly



Fig 1, Swapping cars for trees, E. Delvin,

We need to produce good sustainable design that could benefit our civilisation. “We realised that what we design decide s our destiny”. (Delvin, 2021) This suggests our choices for designing more sustainability greatly benefits our future. This quote proves that there is a necessity for sustainable design because if otherwise that could impact our civilization negatively. This quote feels like a warning which pushes designers to focus on a more sustainable products or sustainable ideas that could shape our future into clean and healthy environment to live in. Personally, sustainability is the hope for our

future and our designs. Our planet has suffered significantly due to our civilisation abusing destructive ways of mass production, to produce our everyday products.

Sustainable ideas could benefit our physical and mental health. By promoting sustainable solutions, we can encourage society to move away from unethical methods of production for a greener and cleaner process. "Sustainable solutions could affect wider society, organisations, and material-human relationships, leading to increased environmentally damaging consumption for reasons beyond economic utility" (Van Der Loo, Pigosso, 2024, pg.6). this highlights the potential risks eco-friendly method which may unintentionally lead to overconsumption and greed in a society therefore the societal change between traditional and sustainable methods can be challenging. However, embracing this change would be significantly practical and a better solution for a healthier future.

"Since I and many around me started driving electric cars, more charging stations and parking spaces became available. This enables me to run my errands by car rather than with public transportation". (Van Der Loo, 2024, pg.6.). This quote shows the behaviour of someone having the realisation of the sustainable results, and the convenience that modern day sustainable products grant. Therefore, the speaker shows satisfaction on how the sustainable products effect the modern infrastructure of his area, this also introduces a different lifestyle for this person. This is a perfect example of how sustainability can drastically change someone's lifestyle from a small detail in their life, this does show an improvement that sustainability does have an effect mentally on people lives, making them satisfied and comfortable due to sustainability being convenient, and solving everyday struggle for their lifestyles.

Sustainable design needs to co-exist with nature. This can benefit many factors for our environment and health for our foreseeable future. I picture a future where nature is integrated into all aspects of

sustainable design, it is required in order for us to manifest an inspirational outlook of how sustainable design should look. “The built environment plays a key role in the pursuit of sustainability, notably in enhancing resource and energy efficiency, in conjunction with minimising negative impacts on the environment and on human health”. (W. Zhong, T. Schroeder, J. Bekkering, 2023, pg.2).

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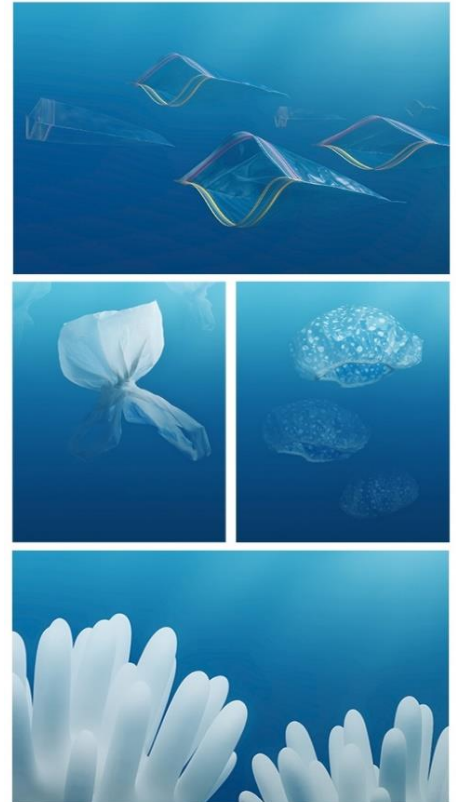
Task 2- Observational writing

Each of these images portrays sea creature's but as plastic products created by humans. There are resealable bags portraying as fish, shower caps portraying as jellyfish, a plastic bag also portraying as a type of jelly fish but also could be a squid and finally in the image we see plastic gloves portraying as ocean fauna like coral.

This image communicates the damage that our civilisation has on our ocean, replicating our sea animals as the wasteful products created by humans that migrate into the oceans.

The image gives the products the same characteristics as fish swimming in the oceans, which gives a viewer an understanding of the theme which is hiding with in the image but also widely displayed. When looking at this image at first glance it gives the viewer an uncomfortable feeling seeing plastic with the same characteristics as fish. According to Jean Baudrillard and his book 'Simulacra and simulation' he states "The hyperreality of communication and of meaning. More real than the real, that is how the real is abolished". (Baudrillard, 1981, pg 81). This suggests that objects may look what they seem to be. The difference lies within the illusion, which is a simulated reality, therefore when people look at this image, they feel discomfort due to plastic taking the shape of a fish.

The image suggest that ocean life has been overtaken by human made products, with these products now mimicking the characteristics and shapes of the sea creatures. It reflects humanity's dominance over nature and highlights the negative impact of human evolution on other species. In Rachael Carson's book the 'Silent Spring' she states, "The control of nature is a phrase conceived in arrogance, born of the Neanderthal age of biology and the stone age of technology". (Carson, 1962, pg 154). The underlying myth that is communicated within this image is that humans act as a destructive force, a "virus" that has polluted the planet and transformed natural creatures of the sea into an artificial reflection of our own creation. This image also acts like a statement that we are polluting our neighbouring species, and in this image, there are no words, but it screams meaning.



Plastic is a material widely used by humans in everyday life, the material is cheap and convenient to make, but disposing of it is harder than we think, it becomes waste then it is lost to the great oceans. The lives of these sea creatures are always endangered by our creation ending up in they are homes. Living side by side with something you slowly start to become it, and that is what is communicated through this image.

The pallet of the image is made of different shades of blue and white signifying the oceans natural beauty but could also emotionally communicate something that is sad, lost, wet and peaceful. For example, the plastic waste which is white seems lost and stands out in the natural blue of the ocean.

I initially viewed the image thinking it was just plastic waste lost to the sea, but as I looked closer, I saw it was certain plastic product mimicking sea creatures, but then I saw the deeper mean and all the hidden layer behind this image. Using the semiotic theory, I gained more knowledge and understanding behind the image rather than just seeing it as a visual representation. I was surprised to find how much encoded meaning, which if we use Barthes' ideology, "The producer of myths, of the journalist who starts with a concept and seeks a form for it" (Barthes, 1957, pg 127) we see the fish as the encoded concept behind the form/sign of the plastic. I uncovered, using semiotics the true meaning behind the image which was the destruction and the human consumption that human evolution has brought to the natural world. I found this meaning with the underlying myth as the concept, and the form is the sign that leads you to the uncoded underlying myth.

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Task 3- Practise based writing



Fig. 2. Meta quest. 2023

The original Oculus headset was designed by 'Palmer Luckey' in 2011. The company Oculus was founded in 2012 by Palmer Luckey partnered with Brenden Iribe, Michel Antonov and Nate Mitchell- along with the newly introduced Oculus Rift which kickstarted their company.

Two years after the launch of this company Mark Zuckerberg saw a potential of a revolutionary world call the metaverse and bought Oculus for two billion US dollars in 2014. The first post Zuckerberg Oculus Quest

headset was launched in May 2019. They also introduced Oculus Link to help connect headsets to Computers, this really helped solidify the demand for free movement and to aid their in-game immersion. Initially, the technology was seen as flawed, “It was an odd hobby for a person Luckey’s age because the received wisdom at the time was that VR was a failed technology.” (Grossman. L.,2014) but due to investments and popular figures in the media, really helped popularise VR headsets in the cultural canon of gaming.

A year after its successful release Oculus released the Oculus Quest 2 in 2020, which was beneficial for their company as the world experienced a global pandemic during this period and it was a revolutionary form to communicate with long distant family friends and loved ones, this gave the audience a different reality where there wasn’t any rules or restrictions such as social distancing or wearing masks. These virtual reality products allowed people to socialise. “Now a global pandemic appears to have changed the technology’s fortunes—at least in the short-term—as homebound people have been searching for ways to entertain themselves and connect with others”. (Global Data technology, 2020).

The word I picked was experience, which plays a great factor in VR gaming as the user embodies the actions themselves. When we look at the etymology of the word, using the online etymology dictionary, the latest iteration derives from old French as “*esperience*” which also has its roots in *experientia*, which is Latin. With both definitive meaning to experiment or proof, with knowledge and experience becoming connotative with the word during the 1580’s. “from Old French *esperience* "experiment, proof, *experience*" (13c.), from Latin *experientia* "a trial, proof, experiment; knowledge gained by repeated trials,"(Etymology dictionary)

theorists who use experience, quote and explain how it is relevant.

In a design context, experience is what you learn at first and then that translates into what you know, you can also keep on practising and using these skills to a masterful level of experience and pass on that knowledge. When we design things for other people, they experience the design very differently, it is not video and you are watching a character, but instead you are being the character, and the possibilities are endless and provides an immersive experience.

Since you are physically embodying what your characters do, your experience now becomes personal and heightened, and it remains in your memory for much longer.

The economics of VR is designed for the user's compatibility and can adapt to any shape and form, after all it is only a headset and a pair of controllers, but if you look closely and pay attention to the small economic details you can see how they've developed.

The controller is designed to work for the user's hand and designed in a way to minimise strain on hands and wrists and allow the buttons and the controller itself to sit comfortably in the user's hand. With these small details it helps the user feel fully immersed in any different reality.

VR headsets are also designed to minimise discomfort when worn for long periods of time. They also apply appropriate weight distribution throughout the headset, which allows the users body to adapt to the weight and normalise it. The headset also provide comfortability through appropriate padding on specific areas. And adjustable straps which are essential to reduce strain on the face and neck. Designers focus on what is important for their users when it comes to comfort and functionality, they also design their products to look a certain way or have a certain function comprehensive enough to the human interaction where it can be easily understood on first use. "The designer must provide signals that naturally indicate where to push. These need not destroy the aesthetics. Put a vertical plate on the side to be pushed." (Norman, Don. 2013). This quote strongly emphasises the language within the products design should show simple narratives and communication towards their audience and that aesthetic can work with practicality without the aesthetic appeal.

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