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Task 1- Manifesto Writing (Word Count 496 words)

Task 2 – Practice based Writing (Word Count 497 words)

Task 3 – Observational Writing (Word Count 497 words)

Module: ADAD4018

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Task 1 Manifesto Writing



Design Manifesto

1. Learn from Nature

“Look deep into nature and then you will understand everything better.” (Albert Einstein).

Nature is where all of us has a mutual interest, we all live on the same planet and we can learn from nature how to look after and heal the planet. Nature evolves and adapts to changes so do humans, nature went 3d occupying water, land and air. We should observe and learn:

because all animal design is about moving more and more easily on the landscape, and this includes the phenomenon of cognition—the urge to get smarter, understand and remember faster, so that the animal can get going and place itself out of danger

(Began and Lorente, 2011, p.213).

This is what we need to do. Nature uses organic materials that can be re-used again and again.” For example, tree-shaped flows can be seen in computers, lungs, dendritic crystals, urban street patterns, and communication links” (Bejan, 2006, p.54).

2. Creating sustainable quality products inspired from Nature and made for the Future

“Biomimicry is innovation through the emulation of biological forms, processes, patterns, and systems”. (Kennedy, 2017, p.52)

Sharkskin	Looks like little flexible teeth (dermadenticles) which propels the shark forward and reduces Drag	Used in swimwear, hospitals as a film to stop cross contamination and paint on ships and aircraft less drag less fuel consumption
Woodpecker	Have four structures that can absorb mechanical shock	Currently designing shock absorbers for space craft to absorb meteor shock.
Beetles	That have nodes in their backs which collect vapour and keeps them hydrated.	Designers/Scientists are trying to harvest water from air.
Humpback whales	Uses, tubercle and bumpy fins to propel itself.	Modelled wind turbine design.
Termite Mounds	Uses intricate air pocket system to keep inside cool a natural ventilation system.	Built a whole shopping Centre in Zimbabwe on this design and it uses 10 % less energy than a normal air- conditioned counterpart.
Kingfisher birds	Uses a specialised beak when they dive into the water to get prey, the splash is very slight.	Used as a design for the front of a train and were faster and used less electricity.

Kennedy, (2017) notes in her journal article that Arnold Glas had noticed that, A staggering number of birds die flying into glass. He got his idea from orb weaving spiders (their silk has UV reflecting properties). He made a UV reflecting glass that the birds avoided as they see UV rays. He has made profits year on year from this.

This can only be achieved through collaboration with scientists, technologists, engineers, activists, politicians. To develop creative imaginations to push forward thinking into a desired future. Being accountable, ethical, reflecting similar values and attitudes for everyone involved, enriching my quality of work.

Professor Neri Oxman fuses science with art.

“The structure is composed of environmentally responsive bio composites made of the most abundant materials on our planet (cellulose, chitosan and pectin). In life, these materials modulate their properties in response to light, heat, and humidity; in death, they can be made to dissociate in water to fuel new life, eliminating the use of plastic along the way.”

(Quinn,2018)

3. Look Forward

Be socially responsible by educating when possible about sustainability in your values and products and designs.

At last Governments are listening and 'taking action'. "But action by the UK alone will not be sufficient to avoid catastrophic climate change. Our Ten Point Plan strengthens our ability to bring other countries with us and positions Britain as a leader in the green technologies we all need to employ".



(HM Government,2020)

Be optimistic that this will start sustainability going in the right direction. Humanity is constantly evolving and getting faster, faster cars, trains, aeroplanes, faster communication at the touch of a button. This should give us more time to concentrate on the future to make designs that can work or even use what we already have and use it in unity with the Earth to put us and everything that lives on it out of danger!

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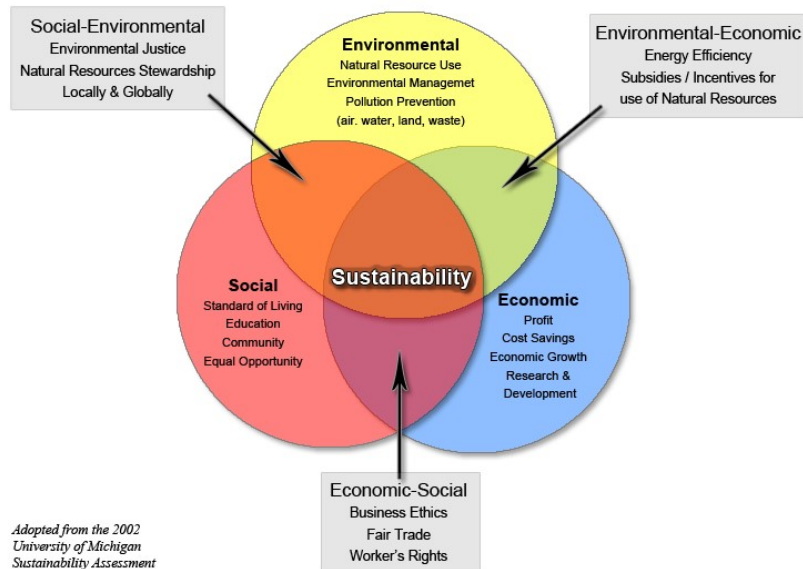
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Practice based writing Task 2

The Three Spheres of Sustainability



Sustainability

NOUN

1. ecology

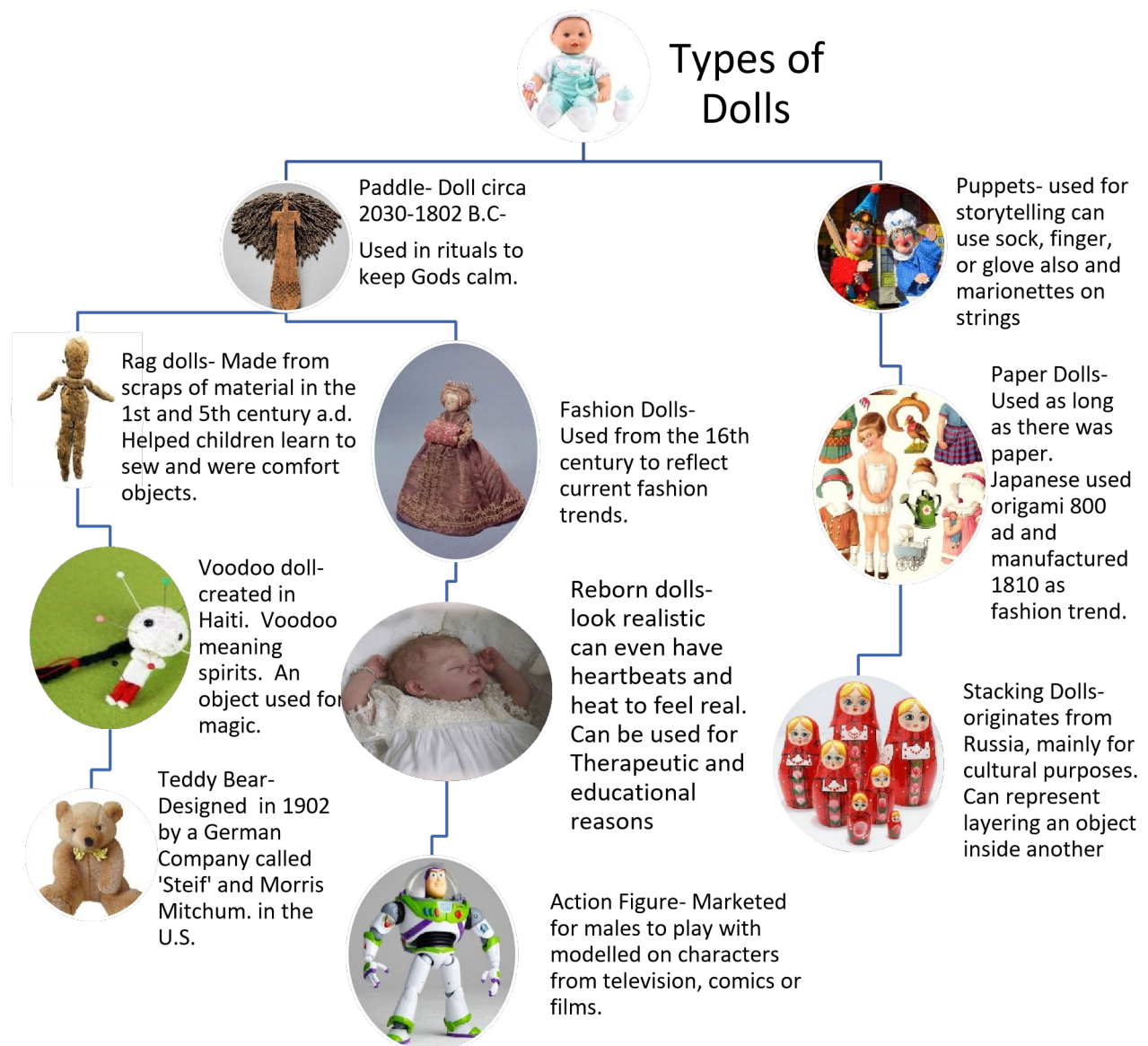
(of economic development, energy sources, etc) the ability to be maintained at a steady level without exhausting natural resources or causing severe ecological damage (Collins,2021).

the growing concern about environmental sustainability

ENVIRONMENT

the quality of causing little or no damage to the environment and therefore able to continue

for a long time: the company's commitment to environmental sustainability (Cambridge,2021).



Bears and Sustainability

The bears purpose is to educate as a teaching tool, on the principles of looking after yourself, the planet in an environmentally, social and economic way. They will be in public spaces' waiting rooms, trains, buses, libraries, schools, hospitals, dentists and doctor's surgeries.

Because teddy bears seem neither male/female they appeal to a wider audience. Teddy Bears are iconic symbols of comfort and protection being a trusted household friend. "[My Teddy] still watches over me at night! It made many travels around the globe with me" (CaldasCoulthard,2003, p.19).

The bears are all branded with signs, Guardians of the Earth. Sea, Plant, Animal, Re-use. Kind, Bears are just a few. Their motto,' Protectors of our Earth and power to the Planet!'

Fig 2: The iconic 'Care Bears' similar



“Practicing sustainability empowers children to construct knowledge, laying foundations for an environmentally responsible adulthood” (ACECQA, 2016).

“It is time for early childhood education to fully engage with sustainability “

“take bigger steps for the creation of healthy, just and sustainable futures”. (Davis, 2010, p.14). The bears will be used mainly by children.

Responds, sings, tells stories, simulates situations, demonstrates good/ bad views, holds competitions, gives prizes in collaboration with certain agencies, i.e. government, supermarkets, local government, local restaurants, businesses and build -a-bear to customise the bears, plays games, gives information and facts, recipes and what are good choices? If good choices are made, bear will change colour, grow warmer, develop a heartbeat, pulse, open eyes, smile, grow, tell jokes, laugh when right choices made. My aim is to empower the young with knowledge to discuss, feel, actively listen, ask questions about ways of sustainability.

Teddy plays games, tells jokes and stories, can sing too! Dress Teddy up, look after him/her by giving good food, listen, talk, ask questions, ‘he gets lonely’. He can turn into a Guardian/Nature bear. You will get a book to colour which has all the Guardian friends and a ‘certificate of ‘friendship’. When you come in next time Bear may even introduce you to his other Nature Friends.

In the (Environment Bill 2020) Government states, “that we have responsibility to prevent waste, introduce clear product labelling and requires provision of information to buyers of products”. By using the Bears, you will be innovators and Leaders in your field.

You will be socially responsible to your customers, building an undoubted reputation for joining the UK, in the” Governments manifesto of delivering the most ambitious environmental programme of any country on earth” (Environment Bill 2020), empowering, involving, offering proficient choices to the customer to make best judgements to Save the Planet.

They will comfort and amuse the children throughout their experience. Download an app, scan them so bear is tailored to your experience. Working with numerous agencies they can, give offers, price checks, alternatives, what products are cruelty free, safe/non- toxic. They are regularly cleaned always updated with the latest technology and security. They are an invaluable source of information and well -being for everyone.

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Task 3 Observational Writing

On the denotative level this advert shows a woman positioned at the foreground, whereas the background there is a male with a woman next to him, his arms entwined in hers, his other arm is reaching down touching a flower. The people look similar, flowers on the dresses, more flowers surrounding them all characters standing and facing outwards. All have similar hair/expressions. Two different buildings in background. A bottle shape at the front in the middle towards the bottom it is pink and symmetrical. The writing is centre. There are lots of colours.

Bing Images



The connotation of the variety of colours and flowers used suggest diversity and transformation.

The flowers are all in full bloom. 'Bloom' the name of the scent means 'flower', 'blossom' to deconstruct the myth that when you buy this you too can transform into the diverse characters in the advertisement. But "what deconstruction argues, it seems, as an overriding theme, is that texts do not have to determinate meanings," (Berger, 2009, p.24). which may be true of this advertisement.

The male is "Hari Naf a trans model, activist who has spoken out about the state of trans representation in the media" (Elle Australia,2017). He seems to blend into the social category, wanting to seem 'natural' in the visual culture and part of the social culture. This may not be the case for everyone. "work in visual culture argues that the particular 'audiences' of an image will bring their own interpretations to bear on its meaning and effect" (Rose, 2012, p.15).

The composition looks staged, but structured. Hari Nef plays the role of a woman like an actor, which suggests the concept of "dramatic role presentation" which Berger suggests that 'sociologists have discovered, that some people use fashion to imitate the behaviour of groups with which they identify, semioticians would put it "lying" with signs and symbols.', (Berger, 2009, p.62).

The buildings look cut pasted, 'brought together' artificially, this is echoed in their clothes, hair, and faces signifying equality/similarity/unity. In contrast, "conditions show that the 'genre' of images, a particular image fit (perhaps rather uneasily) into" (Rose, 2012, p.23).

The 'Bloom' text is white. "White is not defined as a colour it is the sum of all possible colours implying and signifying this perfume is for everyone" (Answers,2020). Similarly multicoloured flowers suggest diversity As Gillian Rose suggests" the text and image draws correlation, Virtually, all images are mixed in this way- they always make sense in relation to other things"(Rose, 2012,p.16).

The bottle is pink symbolising a female, comparatively the shape of the bottle has straight lines, imagining mechanical or opposite to curves, square 'put in a box', showing some societies idealistic approaches.

The 'Gucci' brand name is central in capitals showing importance in context with everything. The word 'Bloom' underneath gives anchorage to the flowers that are blooming implies the scent is floral. The more I observe the more I have understood the meanings of the signs within this picture.

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