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Tasks in order I received them:

Task One: Manifesto (Julia's Task) = 495 words

Task Two: Reflective Writing (Jon's Task) = 514 words

Task Three: Observational Writing (Ryan's Task) = 499 words

Total number of words = 1508

Task One - Manifesto Writing (Julia's Task)

1. Ruining the planet and funding child labour isn't a fashion trend.
2. Fast fashion will most likely cost you more in the long run, do not be fooled by how 'cheap' it is.
3. Textiles is the biggest factor of climate change so how can you be a textile designer and still care about the environment
4. Wake up and see how the world is rapidly changing around you, it is never too late to make positive changes.
5. A Charity shop is the new Topshop
6. If we all dressed the same, there would be no originality. Be your own trend, not a clone.
7. It is ironic that nature is often celebrated in textiles; floral dresses, botanical wallpaper. It is not exactly fair to be celebrating nature's beauty by also physically damaging it through supporting the textiles industry.
8. One person may not make a difference but imagine if everyone thought like that.

Keywords: Child Labour



Slave Labour, Banksy, May 2016

1. Ruining the planet and funding child labour isn't a fashion trend.

Child Labour is cruel and damaging, ruining the lives of many young children who live in developing countries. Due to a family having low income, a child is forced into world of work from any age, leaving them no choice but to obey and get the job done.

This is still happening in today's society, in countries such as India, Bangladesh and Pakistan. Children do not have the chance to be academically educated and are only educated in the tough working world.

Studies show that more females face child labour, in comparison to males. The 'majority of the households put a ceiling into female children's aspirations' (Nengroo, Aasif Hussain, 2017, p.50-56) and are considered as a 'burden' (Nengroo, Aasif Hussain, 2017, p.50-56) to developing countries. Many of the jobs that these children do are textiles related. As a female who strives for a career in the textiles industry, I genuinely feel extremely fortunate and I feel as though I am living in a completely different world to these children.

This particular artwork is by Banksy, capturing the sadness and harsh reality of what truly goes on in developing countries. The image features a young child sewing a British flag bunting, most likely not knowing what the flag even symbolises. "when everything is concentrated on making profits, human rights, the environment, workers' rights get lost." (Morgan, Andrew, 2015, director of 'The True Cost')

Keywords: Shop Charity



Trash Queen, H&M fast fashion campaign, Greenpeace, 2018

5. A Charity shop is the new Topshop.

Fast fashion is slowly killing the planet, but it also provides developing countries with jobs. Although giving these less fortunate people jobs is a positive outcome, they are not paid fairly and with that comes guilt.

In this image, a woman stands in front of one of the most popular fast fashion stores in the United Kingdom, wearing a trail of rubbish. On her bag says 'Trendy Today – Trash Tomorrow' outlining that all of the fast fashion brands rapidly produce trendy clothing at low costs, resulting in poorer quality, therefore it will not last in the long run. Although these brands are trying through lean retailing; 'Lean retailing, prompted by the losses suffered from overstocking and mark-downs, means ordering by the

retailer in smaller batches as and when the goods are required on the sales floor'. (Lane, Christel, 2009, section 4, part 4.8) Is this enough to save our dying planet?

One of the biggest greenhouse gas emitters on earth is the textiles industry that are 'account for approximately 10% of the total carbon impact' (Zaffalon, Valerio, 2010, p.34-35) and the 'estimated consumption for an annual global production of 60 billion kilograms of fabrics boggles the mind: 1 trillion kilowatt hours of electricity and up to 9 trillion litres of water'. (Zaffalon, Valerio, 2010, p.34-35).

An environmentally friendly way of clothes shopping would be to buy second hand.

Keywords: Make a difference



Extinction Rebellion, Fast fashion protest at Victoria Beckham show, September 2019

9. One person may not make a difference but imagine if everyone thought like that.

This photograph documents an anti-fast fashion protest, regarding the impact it is having on our environment. Due to self-doubt, a lot of us think that one person is not enough to make a difference. Imagine if everyone in that picture thought like that, there would most definitely be no such thing as protests.

In order to make a difference, we need to become aware on what is happening, followed by physically acting on it. Changes are being made all over the world, for example it has been 'calculated that the carbon footprint of a basic men's large 155-gram white T-shirt produced in a traditional way without using renewable energy would be 6.574 kilograms (kg) of CO₂; for the same T-shirt made in India in a factory that uses 100-percent renewable energy and organic cotton from India as well, it now stands at 671 grams, which represents a 90-percent reduction in CO₂ emissions' (Zaffalon, Valerio, 2010, p.34-35).

If all countries used 100% renewable energy, a difference will be made. More funding and acknowledgement in the media on climate change would have such a positive impact. Either people are completely uneducated, therefore unaware about the situation, or just feel as though there is no point as I previously mentioned. It is far too late to stop the damage that has already happened, but it is never too late to slow down the deterioration of our planet.

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Task Two - Reflective Writing (Jon's Task)



Season's Greetings, Banksy, December 2018

In my hometown, December 2018, the famous Banksy created a massive statement which opened up the eyes of the entirety of Port Talbot. He chose the land of the steel works to accommodate his artwork on climate change, due to it being the 'most polluted place in the country'. (itv news, 2018)

During this period of time, my seaside town exceeded the limits of air pollution, with PM 2.5 particle emissions travelling 'deeply into people's respiratory systems' and could 'lead to health problems'. (itv news, 2018) This has been a continuous occurrence for many years in Port Talbot, effecting the entire community. As well as effecting my community, it is also having a negative impact on the planet.

As far back as the Industrial Revolution, our climate had been put at risk. Industries like TATA Steel in Port Talbot contribute to global warming due to the increase in Carbon Dioxide and other harmful emissions. In 'May 2013 the concentration reached nearly 400 ppm, the highest level in at least 3 million years, and continues to increase at a rate of about 2 ppm per year'. (Jamieson, Dale, 2014, p.11) This seaside town of mine that I call home, holds a very dark truth in which Banksy eerily captures.

Season's Greetings, the artwork of Banksy was heavily influenced by our current dying planet. There is a young boy desperately holding his arms up in the air with his mouth open, innocently looking at the falling snow. Next to a fierce burning fire. Covered in black soot. Immediately entering the small, almost non-existent lungs in his tiny body. The same lungs that have breathed in far too much pollution ever since the day he was brought into the world. This naive child is used as a symbol of weakness towards the wiser public. Air pollution related deaths are happening to young children all around the world; 'study estimates that up to 22% of infant deaths in sub-Saharan Africa could be prevented by improving air quality'. (A Waller, L, 2018, p.1-2). How are we allowing this to happen?

I clearly remember Banksy causing quite a reaction in my community last year. Climate change was the popular topic of discussion, many of us started questioning why this amount of pollution should be allowed to take place.

However, where is the masterpiece now? It has been put into a small gallery, Ty'r Orsaf in Port Talbot town Centre. Although I am glad it is safe, I do truly feel that it belongs where it originally was, painted onto a random garage in Taibach. In its original place, you could see the steelworks behind the garage, giving the artwork a realistic feel. It was even considered to be moved to Cardiff, but it would simply lose its meaning if that was to happen; 'process must be considered, but also the locality and media of the final result are significant'. (Blanche, Ulrich, 2016, p.15) Now that it is in a small gallery, it seems to have been forgotten about. This piece of art could have had much more of an impact if it was not for greed getting in the way. Consumerism is a common topic in Banksy's work, how ironic.

I am extremely honoured that Banksy chose my town to paint, even if the impact did not last long on most people, it still touched the very few of us. It was so lovely to have my whole community all come together and share the same experience. Everyone seemed so excited and grateful that a very talented artist chose our tiny town. Hopefully in the near future, Season's Greetings will be proudly presented outside for it to constantly be seen.

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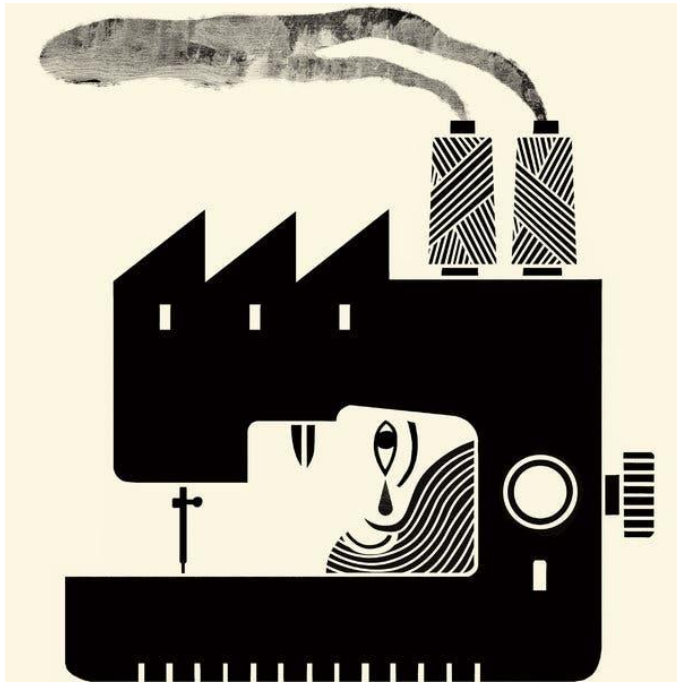
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Task 3 – Observational Writing (Ryan’s Task)



Fair Trade for the Global Garment Industry, Mitch Blunt, 2015

Semiotics are used everywhere. They create meaning and associations to help us in our daily life. Many are used wisely in artwork, posters and the media in order to play with someone's emotions, allowing them to think a certain way. 'we find meaning in all the objects and other kinds of messages to which we are exposed'. (Berger, Arthur Asa, 2014, p.22)

The artwork that I have chosen to look at captures everything I have already talked about in this essay. This image conveys the impact fast fashion is having on the developing countries as well as our planet. When I first looked at the image, instantly I saw the sewing machine due to its scale and the colour being black against clean white. The next thing I noticed was the face, due to it being positioned in the centre. The face symbolises the soul of an employee of the Rana Plaza factory in Bangladesh. This collapse 'may have horrified consumers in the West, but the working conditions it exposed hardly are an anomaly in the global garment industry'. (Welsh, David, 2015) The tear drop on this face is used to create emotion, making fast fashion consumers feel guilt. This tear looks as though its going to fall into her hair which to me, resembles ocean waves.

One of the major impacts from climate change is that there is a 'sea level rise and increase in storm surges and waves' (Hajime, Mase, 2013) This is having a devastating effect on our planet by covering land and destroying homes.

Another contribution to climate change, as stated previously in my Reflective Writing essay, is air pollution. This is shown in Blunt's artwork. The threads on top of the sewing machine act as chimneys, releasing harmful emissions that are to be inhaled by communities around the world.

It is very interesting to me that when you observe this piece of art carefully, there is no foreground or background. There is also no depth, so your mind chooses what to see first. This playfulness makes the artwork far more intriguing. It is not just one thing, this piece of art is a variety of different symbols that have different meanings, but all connecting to one topic. Unlike a landscape painting for example, you cannot just briefly look at the image and walk away knowing exactly what is going on. Blunt wants the audience to carefully analyse the image with the use of semiotics and react.

There are only two colours in this artwork by Mitch Blunt; black being symbolic of death and white being the sign of innocence. 'Black suggests mystery and evil' (Al-Shraideh, Mona, 2019) or as a reflection of grief, resulting in black being the ultimate choice of colour to wear to a funeral. Whereas, white 'indicates purity, innocence, holiness, and cleanliness' (Al-Shraideh, Mona, 2019) This use of juxtaposition in the artwork is used to create a dramatic effect. The Black is the most dominating colour, in comparison to the delicate white. These contrasting colours are usually there to draw attention to what is going on in the image, rather than a colour that is not monochrome that would cause the audience to be distracted.

All I saw when I first glanced at the image was a sewing machine with a face inside, later discovering the tear, ocean and factories. By analysing the image in depth, discovering key semiotics, I was able to understand this piece of art.

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