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Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 705 Words

Task Two: Manifesto (Julia Task) = 1543 Words

Task Three. (Jon Task) = 529 Words

Ryan's Task

Image I'm using:

Nobody's perfect.

1983 Le Mans results

1st Porsche
2nd Porsche
3rd Porsche
4th Porsche
5th Porsche
6th Porsche
7th Porsche
8th Porsche
9th Sauber/BMW
10th Porsche

There's no tougher endurance race than Le Mans. Over 3,000 punishing miles in 24 hours at speeds often in excess of 200 mph. Last year, Porsche took the first five place. This year, the first eight. Next year, who knows? There's always room for improvement. Even at Porsche. **PORSCHE + Audi**
©1983 Porsche Audi NOTHING EVEN COMES CLOSE

Fig.1 Porsche Le Mans poster

I have chosen a Porsche advert to analyse and dig into. I am passionate about Porsche because of their purist and simplistic attitude that translates into the cars they create and

sell. I also love their motorsport history, being the most successful manufacturer in the history in the famous Le Mans 24-hour race with 19 overall victories.

I have used this advert because it shows Porsche's dominance in the Le Mans race in 1983 whilst being fully factual. When potential Porsche customers see this, I believe it gives more reason to buy a car from a world renown winning team, and by such a huge margin.

I think the way this poster is set out is very effective too, it has the statement "Nobody's Perfect" in bold and large lettering making a 'read me' effect. The Phrase Nobody's Perfect is also short and snappy making the viewer want to read on. The typeface is simple, no flicks or curves, I'd describe it as 'no nonsense,' much like Porsche as a brand; there is nothing in their products that are more complicated than they have to be, as has always been the way.

I think this gets translated to the viewer very well as there's nothing that doesn't need to be on the poster. I admire the use of black and white only, which enforces the no nonsense attitude of Porsche well. There isn't a picture of any cars on this because simple skim reading makes the use of a photo redundant, it gets the point across easily and simply.

The phrase "Nobody's perfect" is Porsche's cheeky message, sympathising with many people and anyone who has heard the phrase. They joke that even themselves, Porsche; who have been criticised to be too perfect or too boring and not having any fun are not perfect either. It is common to hear that a potential Porsche customer has chosen to buy a car from perhaps Ferrari or Lamborghini because their car's flaws give them character, where the Porsche is perfect in every way and uncharacteristic, therefore making it boring to own and drive, Porsche often are considered to overengineer their cars, shown in the 959 which "earned its infamy with rigorous engineering" (Wasef, (2018) . This advert gives another reason to buy a Porsche over its competition, because, as the poster explains, contrary to beliefs, it is in fact, not perfect much like its rivals from Ferrari and Lamborghini.

The phrase also shows Porsche can have a joke and a bit of fun, much like its competitors from Italy, who in the car industry are renown to be somewhat not caring of the fit and finish, and the overall handling and performance of the cars they produce, Top Gear Magazine describe Lamborghini as “the supercar for those who don’t care about lap times. Or The Green Party. Or Visibility.” (November 2019) This suggests that Porsche are a good, and friendly brand to work with.

The text at the bottom is small, it does not need to grab the attention of the viewers, and not necessary to read. However, if it is read, it gives a better insight into the event explained above. It explains what goes into the race, the amazing numbers, facts and figures and shows that they are capable of creating, racing competitively and maintaining the cars and ultimately taking the top 8 places in the race, an incredible feat and only similar feats are achieved by the best teams. This shows again just how good their attention is to make a good road car. The bottom text also explains the joke made by Porsche themselves towards themselves to show that it is their intention to go back the next year and improve. This shows progression and willingness to improve everything from their racing cars and road cars to their accessories and customer service and everything in between, even if it may not require improving to start with, much like the race results shown in the poster, which obviously don’t imperatively require any improving. The phrase “Even at Porsche” is another joke in its own, taking a passive aggressive look at what people have said about Porsche being too perfect, which has also been explained above.

Bibliography

- Fig.1 Porsche Le Mans poster

<https://i.pinimg.com/originals/b0/df/8e/b0df8e815d8f8c7bfa0295fc96d7b99a.jpg>

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2019, Top Gear on Lamborghini, Top Gear Magazine, November, Page 147, Viewed 20/12/19

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Manifesto 8 Statements

- 1. Why I like older cars more than brand new ones**
- 2. Formula 1 should be a pioneer for wild new technologies**
3. Money saving has gone too far
4. Manufacturers produce too many needless models
- 5. Peoples perceptions of crossovers and electric cars are (mostly) wrong**
6. Engine sounds give a car a big proportion of its personality.

7. Cars are big users of non-reusable materials.

8. 'Germans' are overrated

Manifesto 1

Why I like older cars more than brand new ones

I have loved cars ever since I can remember and growing up in what I believe to be one of the golden ages of the automotive world has been interesting, fascinating and exciting. And now having grown up and reminiscing these cars I have grown up around and loving, and one's way before my time too, having been to many different varieties of shows & events, both classic and modern and seeing, feeling and hearing first-hand what these cars are like. Nowadays, while automotive technology is still progressing at an incredible rate, with exciting new technologies, I can't help but think that the cars still won't create the same visceral experience as cars like the Porsche Carrera GT, and as rally legend Walter Röhrl described it to be "the first car in my life that I drive and I feel scared" in the book *Speed read Supercar* (Wasef, 2018)

Coming into the modern era of cars and there are an increasing number of rules and regulations which restrict how cars are built, engineered and styled which makes these new ages of cars less lovable to enthusiasts, things like electric and hybrid cars which take away visceral features of the experience of driving a car, perfectly put by Tony Lewin: "In place of the charismatic combustion engine, for so long the defining element of each maker and each model, will come in permutations of electric power, each devoid of the individual

character that is such a key constituent in every automaker's brand ethos" (Lewin, 2017) with which I completely agree.

I also believe manufacturers are mostly building their cars with ease and efficiency in mind whilst enthusiasts would rather a purer experience with their car. I think this is sad because I believe that cars with small faults, or more affectionately known among enthusiasts as quirks, are more attaching to the owner or enthusiast as it creates an unusual but lovable bond between them, for example, one of the 'quirkiest' and imperfect cars renown in the car community is the Lamborghini Countach sporting "limited rear visibility forcing drivers to resort to the tried-and-true method of swinging up the scissor door, sitting on the doorsill, and looking over your shoulder while backing into a parking space" (Wasef, 2018). I also think that a large percentage of cars in years gone by were aimed towards the car aficionado or enthusiast who loves motoring and driving more than anything. In recent years, there has been a distinct lack of these cars, while there have been some that have been a breath of fresh air there just are not nearly enough cars that have been built recently, with this in mind.

Whilst cars like the Ford Escort from the UK, the Chevrolet Bel Air from the US and the original Volkswagen Beetle are well known enthusiast cars today, back in the 50s and 60s, they were just normal family cars, however, in 50+ years' time, I don't see the family cars of today being as valuable or seen in the same way as the aforementioned 50s/60s cars.

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- “the first car in my life that I drive and I feel scared”

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Manifesto 2

Formula 1 should be a pioneer for wild new technologies



Fig.1 Brabham BT46B

I believe Formula 1 rules should be relaxed from their current regulations and should not be restricted (until safety restrictions) in, for example, what kind of aerodynamics they can sport and materials they can use. Consequently, I think this could encourage more auto manufacturers and many companies from different backgrounds to compete and to make money by selling or using this technology and ideas developed from their racer in 'normal' consumer cars/performance cars of the next generation. I think this can help to save money on developing technology purely for road cars and make the cycle of developing new technology quicker. This will ultimately make the sport of F1 more interesting to watch and follow and to see who can create the fastest and most outrageous car of all, I believe this

could make the season more competitive within the teams and again make the sport as a whole more interesting to watch, as it was back in the 1970's when rules were much more lenient. I believe that by implementing new rules for teams to become more competitive, the whole field of competing cars would be more level and would make the whole race be more exciting to watch for the many fans and spectators around the globe. I also believe that by implementing new rules, the best engineers would stand out and get the recognition that I believe they deserve.

Taking a look at the Brabham BT46B (pictured above) it sports a fan which keeps it stuck to the ground for speed and grip around the corners whilst not producing much drag, thus making no compromise between all out cornering and straight-line speed. Included in the ground effect technology, it was later banned as the cornering speeds were way too high and if one of the side skirts keeping low air pressure under the car were to break off, the car would crash out with potentially fatal outcomings. This technology is now seen in original designer: Gordon Murray's new hyper car, revealed in early pictures on the 10th December, sporting a fan mounted high up on the rear of the car. I believe that if more F1 teams could be allowed to develop new engineering technologies, they can quickly filter down to road cars, especially in this day and age when we have so many resources, manufacturing methods, and other technologies, to help apply to said road cars.

I understand that F1 is going in a direction where the rules are to bring the racing closer together with less ability to have differences between cars and ultimately having at the end of a season, less gap between the racers point scores. This is a similar but more sure-fire way to reach a closer racing series however I think is more generic and boring. I think my way of thinking is good for a more entertaining and overall business point of view.

Bibliography

- Fig.1 Brabham BT46B

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Manifesto 3

People's perceptions of Crossovers and Electric cars are (mostly) wrong.



Fig.1 Seat Ibiza (Front) and Seat Arona (behind)

I get annoyed about the number of crossovers I see on the road; frankly, I think they're stupid. Why buy a car that looks like it has off-road capabilities when in reality, it has no more ability than the parallel hatchback of which it is based upon? I believe the reason that they're the biggest selling body style of car in the UK is down to the perception of people who see these cars as more practical and safer.

Most crossovers on the market today are offered with no option to have 4-wheel drive, thus giving it no more grip on rough/slippery surfaces than its 2-wheel drive counterpart. All that makes these crossovers up and differing them from their hatchback sibling is its increased ride height and plastic trim plastered around the lower exterior of the car, giving it the illusion that it is tough and able to take on rough terrain. I also wouldn't be bothered if owners of these cars needed such cars if they needed these kinds of capabilities for whatever reason, however I know that almost all crossovers will very rarely leave the tarmac road. Another reason for people buying crossovers is the perception that they are safer cars because they are bigger and/or higher riding than, once again, their standard hatchback counterparts. Crash tests show that small standard hatchbacks and estate cars can be just as and, in many cases, 'safer to crash' than crossovers.

In terms of dynamic performance, physics plays a part in the way standard hatchbacks and crossovers drive and handle. A crossover, being a higher riding and taller car, therefore has a higher centre of gravity, meaning it will 'roll' more whilst cornering, thus making the lower standard hatchback simply a better handling car. Crossovers will also suffer with poorer fuel economy because of their bigger and taller body and larger weight.

I researched the Seat Arona, a crossover that I know links very well with the Seat Ibiza and the Seat Leon, they all three use the same (or slightly modified between models) MBQ platform shared across many manufacturers under the Volkswagen Audi Group (VAG). The Arona is not only similar size to the Ibiza but also visually similar too. Reading articles and reviews from various magazines and websites, I have found many a phrase or quote to back up my argument, for example, Top Gear Magazine says "The Seat Arona is a decent enough crossover, but a Leon hatchback is bigger, better and no more expensive". I think this

proves my point well at being a sensible option and proving that crossovers should not be best selling cars and that consumers perceptions of crossovers are incorrect.

I can also link this point on perceptions to views upon electric vehicles; as people often think that they are good to the environment because they produce 0 carbon dioxide, however, dig deeper and the electricity has to come from somewhere, and with a little research, I found that 85.1% of all electricity that is generated in the UK is from non-renewable sources, which produce CO₂. Overall making combustion engine cars have a smaller carbon footprint than those of electric cars. Obviously, there are exceptions to that, with varying reasons, however for the most part my statement is true.



Fig.2 electric car charging at petrol generator

Bibliography

- Fig.1 Seat Ibiza (Front) and Seat Arona (behind)

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- Fig.2 electric car charging at petrol generator

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Jon’s task



Fig.1 BMC Mini

I have decided to write about the original Mini, as a model rather than a single manufacturer’s Mini. “Britain’s best-loved and best-selling small car, a trend-setting design classic, and a vehicle that more than fulfilled it’s brief, the Mini was so hard to improve upon that it managed to survive pretty much unchanged for an astonishing 42 years.” (Chapman,

2002) The Mini first came out in 1959 and is widely considered a Great British icon and of the 1960's and was so successful it was built all the way up to 2000 under the Rover group. Due to its success, the Mini was manufactured under multiple auto makers, not only in the UK but internationally.

The Mini is a perfect example of function over form, however looking at the car today, the iconic looks of this car are widely loved and respected with a huge cult following, it is so accidentally good however, that it has been described as "a landmark design for a small car." (Armstrong-Wilson, et al, 2011) The Mini was first designed to be a cheap car to sell to the masses which as aforementioned, was done successfully. This was done by making the car compact, by turning the engine sideways, also known as transversally, which meant the drive shaft was small and the overall length of the car was short.

The Mini was created in response to a fuel shortage in 1956 due to the Suez Crisis in which fuel was subsequently rationed, hence the function over form attitude to the design and build. "BMC's brilliant engineer Alec Issigonis's refusal to allow stylists near his 1959 Mini resulted in a plain but highly effective car that went on to become an icon – a great, if accidental, example of form following function." (Lewin, McGovern, 2017)

The mini stands apart from the crowd by being much smaller, but also having a funky look, it also could have been optioned with designs and decals, most notably of all; the union flag on the roof of some models. This is widely known as one of the Mini's most defining features. Because of its success in sales, heritage, racing pedigree, and down to its iconic looks and design, everyone knows a Mini if they see one, from the least knowledgeable people to young children, almost everyone knows a Mini, making it one of, if not the most recognisable cars ever.

I have always admired the Mini and a thing I dislike about 'small' cars today is that they aren't even really that small and I would like to create a cheap and very compact car for the masses whilst still being desirable and good looking. This is all inspired by the Mini, especially for its desirability, funky looks and cult following. I think out of all the cars that try to do this same job as the Mini, no other car does it near to as well as a Mini. What I admire most about the Mini is its ability to appeal to so many different people, from both males and females, classic enthusiasts and modern enthusiasts. This is something few cars achieve, and something I aspire to designing myself.

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