

Student Number- 2014719

Course- BA Design Crafts

Lecturer- Julia Lockheart

Task 1- Manifesto Writing – Design for a Positive Impact - 549 Words + Manifesto and Bibliography

Task 2- Practice Based Writing – Semiotic Review - 501 Words + Bibliography

Task 3- Observational Writing – Design Text, Copper and Sustainability - 457 Words + Bibliography

Task 1 - Manifesto Writing.

Design For a Positive Impact.

- To Prioritize Sustainability
- To Prioritize Quality
- To Prioritize Functionality
- To Prioritize Longevity
- To Prioritize Accessibility
- To Prioritize Simplicity
- To Prioritize Ergonomics
- To Prioritize Soul

As the title states, the purpose of this manifesto is to label what I view as the key factors within design that should be considered in whatever is done. Too much design in today's world doesn't factor in the real needs of the people and the planet. The profit margin can no longer be seen as the be all and end all within the industry.

To Prioritize Sustainability. The manifesto begins with this factor as it may be the most important feature withing design today. From where the world currently is, and the direction it is heading, the focus should be on the impact of materials used and not on making the business just look greener. Starting with the subject of sustainability is also a reference to Enzo Mari's "What is good design" where he begins with "good is Sustainable" Enzo Mari (undated). The structure that has been used in this manifesto has also taken inspiration from the same manifesto by Mari in its simple command like layout. The prioritization of sustainability is a factor that is aimed at all business. From a small independent maker to a major corporation, if goods are being produced and sold, then the materials should have as little impact on the planet as possible.

To Prioritize Longevity. It's disgusting where society has gotten too today. Where businesses build products with the intention for them to hit a point in their lifespan, and then rapidly decline in quality. Just for the consumer to then go and buy the new and improved product. What's even more baffling is that we accept this as just the reality that we have. "This is only a small part of a large problem, but it is the system" (Paetkau and Eric J, 1994, p.263). The crucial error that's been made is that we have sacrificed quality for cost and our souls

for the sale rail. It is imperative to see longevity as a key feature in design. It makes you consider the materials and practice of what you're using. A belt from a chain clothing store could be made with a synthetic leather material and last maybe two years. Then contrasting that a belt made from quality leather and manufactured well could last a lifetime. It all comes back to the idea of buying less and looking into the quality of a product.

To Prioritize soul. It seems ridiculous to claim object having a soul, but I believe if a maker has really their heart into their craft, a little bit of their soul lives within it. To me this is the greatest difference between something being crafted over something that is manufactured. You can tell a true crafts person from how they encounter their trade. The concepts of "do one thing well" Hiut Denim co (2021) pushed by the small denim brand Hiut really makes me think on how people approach craft. To use this company as an example for putting soul into a product, every pair of jeans are hand made in Cardigan, Wales. Although there are different people within the assembly line, the seamstress who brings the trousers together will sign the inside. Yes, this is a sign of a quality check, but it also gives the customer a human link to the people making the product.

Bibliography.

Enzo Mari, (undated), *Enzo Mari: What is good Design*, Available at; <https://designmanifestos.org/enzo-mari-what-is-good-design/>, (Accessed: 10 December 2021)

Hiut Denim Co, (2021), *Do One Thing Well*, available at; <https://hiutdenim.co.uk/collections/do-one-thing-well>, (Accessed: 14 December 2021)

Paetkau and Eric J, (1994) *Our throw-away society*, Canadian Journal of Surgery

Task 2 - Practice Based Writing.

Semiotic review.

Semiotics in its rawest form is the study of signs, and the way of interpreting them. This idea is put forward by Ferdinand de Saussure. "Language is a system of signs that express the idea" (Saussure, 1916, p.16). This is then developed by Roland Barthes (1957) in his book *Mythologies*. "The sign. The signifier and the signified, and the 'associative total of the two' which is the sign." (Barthes, 1957, p.112). He then pushed the idea that the signified could be split into denotations and connotations. The denotation is the literal description where the connotation the deeper meaning. It is no surprise then that this is a key tool within marketing today. "Semioticians have been actively working in the field of marketing since the 1960's" (Pinson, 1998, p.1)



Denotation.

In the background of the image is a painting of a well-dressed renaissance man, with the remains of sauce on his face and food on his jacket. Then in the foreground there's the title, written in a soft creamy gold Serif font, an image of the burger it is advertising with the text displaying "now also as royal chili, and a green McDonalds logo in the bottom corner.

Connotation.

The message McDonalds is trying to create in image, is that this burger is suitable for the higher classes. The use of a painting created by Joseph Boze who was a French portrait artist during the Ancien regime, who did paintings for the likes of King Louie XVI. The painting has been appropriated and altered with the additions of the sauce remains smeared across his face and coat with a gherkin just down from his shoulder. This is pushing the idea that even their aristocrats would dive into this burger without shame of making a mess.

The title uses a formal serif font to push its upper-class image. The colour of the text is a soft creamy gold. This stands out against the dark background of the painting with a subtly yet classy feeling. The gold representing wealth, luxury, and class.

The little green McDonalds logo in the corner is also a play on trying to make this product appeal to people in the middle class. By changing the background of their logo from red to green, they are trying to insinuate that the company is green and eco-conscious. In reality, McDonalds is known for its cheap, budget focused food franchise that has always been seen to aim for the lower end of the income ladder. It is much easier for people with a bit of money to live in a more sustainable way as unfortunately it tends to cost more. With McDonalds' past image, it'd potentially lose a fair amount of trade due to more people becoming aware to the factors of our climate crisis, and how certain

Industries such as both deforestations to grow feed and the meat industry majorly affect it. The company is trying to bury the past of their bad business and look more sustainable to the modern generation.

Bibliography.

Christian Pinson, (1998), *Marketing Semiotics*, INSEAD

Ferdinand de Saussure, (1916), *Course in General Linguistics*, Ferdinand de Saussure.

Roland Barthes, (1957), *Mythologies*, Les Lettres Nouvelles.

Task 3 - Observational Writing.

Design Text, Copper and Sustainability.



Copper as a material has been instrumental to human development and life. “Copper implements represented humanity’s first forage out of the stone age (giving rise to the chalcolithic or Copper age) Followed by tools and weapons of a copper-tin alloy, Bronze (hence the bronze age)” (Peothero, 2018, p.12). Fast forward a couple of millennia and copper is still being mined and utilized. Although not to the scale of coal and steel smelting, copper still had its place within the industrialization of Wales. Being mined around Snowdonia and Anglesey, Welsh copper made its way around the world. “Welsh copper between the 1770s and the 1850s was a genuine global hegemon” (Louise Miskell, 2020, p.25). Nowadays copper is used for all sorts. From common trade jobs including pipes in plumbing and is also used in roofing. Above all, the most common place to find copper in in electrical appliances. This is because its “conducts both heat and electricity very well and can be drawn into wires” Royal Society of Chemistry, (2021).

Because copper is so good for electrical equipment, it’s time to introduce the word sustainability towards it. With the way the world is heading, there has been a need for change from the fossil fuelled normality to a more sustainable way of living. This has brought a new wave of electrical innovation withing areas like the motor industry and energy storage. “Reducing carbon emissions by using energy storage to bank renewable energy, thus reducing reliance on power from oil and coal” Newstex, (2017). Another factor linking copper and sustainability are its recyclable properties. Both copper and copper alloys have been recycled for thousands of years as it doesn’t degrade during the re melting process. Rick Leblanc, (2019).

I see copper as a great material. With its general ease of recycling and its wide range of uses. The practical nature of the material is why it has continuously been used over the last 4 thousand years. I also feel a connection to the material in its deep-rooted history to Wales and especially Swansea which was previously described as “the best part of the world’s

copper was produced within a ten-mile radius of 'Copperopolis', the town of Swansea" (Miskell, 2020, p.25).

As far as my practice goes, I seem to use a lot of copper. This is partly due to its similar properties as a material to silver with a dramatic cost difference. For learning and making plenty of mistakes, this is a very beneficial factor. Not only that, but I also feel as if you can really experiment more with the material, creating and adding patinas to oxidize areas. Generally, the burned orange colour works in a lot of my work especially in the project trying to replicate rust.

Bibliography.

DONALD R. PROTHERO,(2018), The Story of the Earth in 25 Rocks, [Columbia](#)

Louise Miskell, (2020), New Perspectives on Welsh Industrial History, University of Wales Press

Newstex, (2017), *Newstex Global Business Blogs*,
<https://www.proquest.com/docview/1870017626/abstract/262244D98D614889PQ/1?accountid=130472>, (Accessed: 30 December 2021)

Rick Leblanc, (2019), *The Importance of Copper Recycling*, <https://www.thebalancesmb.com/the-importance-of-copper-recycling-2877931>

Royal Society of Chemistry, (2021), *Royal Society of Chemistry*, <https://www.rsc.org/periodic-table/element/29>, (accessed: 29 December 2021)