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Programme of Study: Design Crafts

Module: ADAD4018

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Tasks in the order I received them:

Task One: Manifesto (Julia task) = 511 words

Task Two: Reflection (Jon task) = 449 words

Task Three: Observation (Ryan task) = 543 words

Task One: Julia Lockheart – Manifesto Writing: “What do I believe in?”

1. Light

Be grateful for light; the perspectives it shows, the warmth it glows, the feeling it gives.

2. Intricacy

The intricacies that can be found in everything in this world shows us the depths in the differences that can be discovered if we look closer.

3. Growth

This life is all about growth.

4. Beauty

There is beauty in everything. Everything is beauty.

5. Nature

Look deep into nature and you will understand everything better.

6. Life

Life is just magic.

7. Emotion

Our emotion is what drives us.

8. Kindness

The one, simple act of kindness is one we should all be living by every day. Being kind can change someone's whole perspective.

2. Light



Britain-based artist Bruce Munro sprawling art installation in Paso Robles, California

Light can create a mass variation of feeling, perspective, ideas and inspiration amongst many other things. Britain-based artist Bruce Munro installed a sprawling piece of art titled “Field of Light” in Paso Robles, California, which I find incredible. What makes this more beautiful and quite mesmerising to me is the context and idea behind the landscape art he created. Light can bring total, utter beauty whether natural or artificial. As shown above, both the natural light from the sky and the artificial light from the art Munro created has been brought together to create a heightened sense of beauty and wonder. The artist used over 58,800 stemmed fibre-optic lights across a countryside landscape, powered only by solar-energy. It is a reflection inspired by time he spent on Australia’s Red Desert centre and

how different a desert looks after rain triggers flowers to bloom. The Field of Light only illuminates when darkness falls. He aimed to “transcend time and space by inspiring moments of awareness, inviting viewers to contemplate a world larger and more mysterious than their own existence.” (Outdoor Design Source, 2019)

4. Beauty



Beauty can be found in the smallest or largest of things, places, sights, senses. I see and feel beauty wherever I am, and I often must remind myself to look upwards every day, to look around me but mainly upwards; Into the trees and into the sky, at the world and others need this too. This beauty and feeling of existence and connection is what we need as human beings to really be alive. Simply the sky and its expanse day and night is beauty to me and I cannot take myself away from this awareness.

A quote by a man, Henry Miller, was added to a beautiful article titled 'Beauty' as follows.

"The moment one gives close attention to anything, even a blade of grass, it becomes a mysterious, awesome, indescribably magnificent world in itself." (Burton-Christie, 2007, p. VII,VIII,IX,X).

This article and the quote within it is an insightful and emotive reflection of what beauty can be seen as. Beauty is more than aesthetic, physical or just visual. Although this is likely the instant perception of it in our current world, it is not all it stands for. Beauty can be felt, and it can be within our soul. It is all around us, yet it comes from us. It can come from somewhere dark or from a place of light. There is beauty in everything. Everything is beauty.

6. Life



The wonder of life is magical and powerful. Although, all is not quite as it seems. Look deeper inside yourself and deeper outside into the world and the truth becomes known. If we cannot do this, we remain quietly blind. A definition of 'life' is "the ability to breathe, grow, reproduce, etc. which people, animals and plants have before they die, and which objects do not have." (Oxford Learners Dictionary).

Existence is a state of being alive or being real; simply 'being'. Our ability to live, thrive, experience and feel on Earth is quite remarkable.

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Task Two: Jon Pugh - Reflective Writing: “Do I know what I think?”

A practical reflection of a final watercolour painting by Osi Rhys Osmond before his passing.



Osi Rhys Osmond was an ardent Welshman and one of Wales’ “most respected, artists, authors, broadcasters and commentators on arts and culture through the medium of Welsh and English. His work always involved the close examination of nature and the human condition.” (Wordpress, 2015).

After being diagnosed with cancer, he began a piece of artwork which would remain as his final painting. Entitled ‘Self-portrait’, the painting is of his birthplace, Wattsville, and landscapes Caerphilly County and his home of thirty years at Llansteffan on the Carmarthenshire coast. It is influenced by his whole life and the many people and

experiences he had here on this planet. His work was always about him understanding his position in this world and what the world had meant to him.

'A Brief Eternity: Ar Awyr Le', by filmmaker Clare Sturges, is an emotive and beautifully created short documentary which follows Osmond as he progresses through creating the painting and comes to terms with the nearing end of his life. Maggie's Centre speaks of the insightful, touching film stating:

Osi talks about life and death; about art as a prism for capturing the experience of being alive and the creative process as a metaphor for living and dying, managing to inspire even in the face of his own imminent death. (Maggie's Centre, 2015).

Osmond's reflection of human life and the world around him shaped all the artwork he created in his life. He knew at the beginning of this process that the piece would eventually have to be abandoned. He knew it would never be finished but refrained from calling it incomplete. He instead looked at it as if it would go as far as he could take it, and as far as it would take him.

Osmond told the film:

I believe that our lives are our infinities. I don't remember what happened before, and I won't remember or have any knowledge of what happens afterwards. So, I don't fear death, in that respect, because it's not going to happen. This is what I call my brief eternity. (Maggie's Centre, 2015)

I am deeply moved by Osi and his perspectives, his feelings and his warmth. I feel a connection to how he views life and our human existence here on Earth and I find reflection in myself in how he speaks and thinks. The way he has naturally placed this at the front of his art during his life is a wonderful thing. He passed away before he could complete the painting and it now has a permanent home at a new cancer support centre in Cardiff City.



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Task Three: Ryan Moule – Observational Writing: Identify an image and write a semiotic analysis.

In this world, we are all to some degree living in the shadows. Our reality isn't based on truth, it is based on a construction of the truth. Plato's 'Allegory of the cave' (ThoughtCo, 2019) gives a specific insight into a perspective of the world and society we live in causing us to ask the question 'What is real?'. The dark cave symbolises the contemporary world and its ignorance, and the chained 'prisoners', who do not know they are prisoners, represent the people living blindly; Unable to see the truth or the light.

The physical world is not a place in which we can obtain true reality. Ferdinand de Saussure, a Swiss linguist, who laid down a basis for the many developments in linguistics and semiotics in the 20th century, introduced a theory surrounding the meaning in language. The relationship between the 'signifier' (the form of sign) and the 'signified' (what the sign is referring to) looks at the meaning of language and communication by the signs and symbols used. The word 'dog' instantly relates to an animal with fur which has connotations and meanings of its own. The theory Saussure presented brought acknowledgment to the fact we do not need to go outside and find a dog to show the other person what is meant when using the word 'dog'. We, as a society, have accumulated our own language and meaning to everything around us which is then taught to us from a very young age.

The signified and the signifier, in Saussurean terminology, are the components of the sign." (Barthes, 1964). Barthes was one of the earliest propagators of Saussure's semiological program (Noth, 1990). We can use semiotics to explore and expand on our understanding

behind what is being portrayed to us daily.

The company Innocent Drinks prides themselves on their focus of helping people find ways to make themselves feel good. In their 2011 advert they used the phrase “the fruit, the whole fruit, and nothing but the fruit” with a bright, appealing image of the fresh, natural, whole food drink they were advertising.



Innocent Drinks Smoothie advert 2011

It is important to remember we live in a world where we are consistently portrayed ‘truths’ through the media which ultimately is not usually the whole truth or even close to it.

Innocents attempt here is to immediately engage trust with the audience, amongst an industry which is often filled with dishonesty and manipulation.

The phrase they chose mirrors that of an oath you would take upon yourself in a court setting which you only voice if you are going to be honest and transparent. When an audience reads this on the TV screen it portrays the idea there is nothing bad inside this

drink; no chemicals, refined sugars or toxic ingredients, just fruit. It allows us to naturally feel this is an honest company and they have used this to obtain a connection and relation with their audience. They know that what the world wants is honesty and truth within a brand.

Using semiotic analysis, we can interpret different understanding of the true meanings behind language, signs and symbols we are faced with every day within a world that is constantly feeding the us dishonest narratives and 'fake-news' (Shariatmadari, 2019).

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