

Ways of Thinking

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Programme of Study: Surface Pattern Design

Module: ADAD4018

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Manifesto



- Perfect my ideas and expand my knowledge in the world of art.
- Keep trying to perfect my skills and creativity using a sewing machine and hand stitches.
- Increase the use of reusable, secondhand materials.
- Use other resources and ideas to create more intricate and unique pieces of work.
- Improve on my lack of knowledge throughout the Surface Pattern Design course.
- Always praise my work, ideas and myself so that I have the confidence when presenting my work.
- Become a more independent learner but also seek inspiration from my peers and online.
- Carry on learning throughout the course and do not be afraid to come out of my comfort zone when it comes to design ideas.

A **MAKING MANIFESTO** for the Art Room

When you are in the art room, remember:

- ☐ It is OK to explore your own ideas.
- ☐ It is OK to try new methods and techniques.
- ☐ It is OK if your ideas do not work.
- ☐ It is OK to be inspired by other artists.
- ☐ It is OK to feel unsure while you're creating.
- ☐ It is OK to feel stuck.
- ☐ It is OK to ask for help!
- ☐ It is OK to make something that looks different than anyone else.

I am proud of my ability to make art, and I will try my best every time I come to the art room!

Signed _____ Date _____

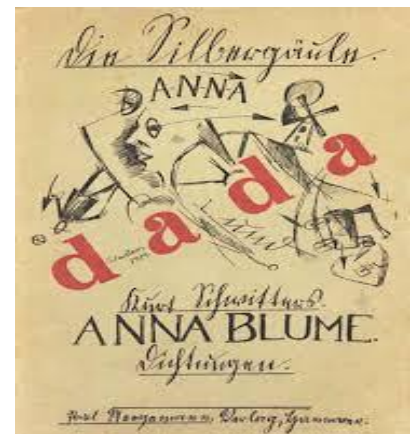
Looking at the manifestos that I have come up with, I would say that it would be difficult to choose only three statements as I would like to expand on them all.

Improving my lack of knowledge throughout the Surface Pattern Design course if one of my main priorities now as I believe that it is holding my ideas overall ideas back as I do not have much knowledge about the course overall. I believe that my work can be perfected



if I did a lot more research into the design world and I have extremely strong beliefs that I will improve in all aspects of this course. I would like to start improving by giving myself extra reading tasks, also I would like to find more inspiration from design artists and fashion artists so that I can expand my ideas as well as my knowledge in the world of pattern design. Being able to praise my work, ideas and myself throughout the start of the course has proven to be slightly

difficult as I have not got much confidence in myself as a designer. Being a confident designer and having confidence in myself would improve my work drastically as I believe that being confident in yourself and in your work brings great new ideas and excitement when producing your work. I always feel excited and proud when producing an amazing piece of work that I think is good as it is rare that I like any design work that I produce, I believe that I can overcome my fear of failing and think positively when being creative and producing work. Being able to be confident in myself and in my work will help me improve my overall skills, resulting in better results and better pieces of design work. Lastly, I would like to share my own beliefs on being able to carry on learning throughout the course and not to be afraid to come out of my comfort zone when it comes to design ideas and being an independent learner. Being out of education for two years, getting back into education was slightly difficult as I had to find passion for art again and remember why I enjoyed it in the first place. I would love to be more knowledgeable within the Surface Pattern Design course as I believe that it will broaden my ideas and expand my thinking. Overall, I believe that the manifestos that I have come up with will eventually help me to become and overall independent learner, also, believing in yourself plays a significant part in becoming a great learner.



Bibliography - Manifesto

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Redding, D. (2010) 'Art Manifestos and Their Applications in Cotemporary Design', *Futurism*.

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Observational Writing



This is the image that I have chosen to do my observational writing about. I have decided to choose this Vogue cover of Billie Eilish mainly because I believe that it is an interesting image to write about. My first impression on this ad/magazine cover would be that the colours overall go perfectly together, the colours are also subtle which makes it calming and nice to look at. The singer in the ad has also added a pink tint to her skin which also blends in with the theme. In this image I can see a famous singer on the front of a Vogue magazine cover, I can see the word VOGUE in pink letters and a lilac background with white printed letters. I decided to choose this Vogue cover as it really caught my eye, I love the colour theme going on and I admire

the fact that it is quite simplistic. Also, I am a big fan of Billie Eilish and I think that this ad has used an amazing yet simple picture of her, I am glad that there is not a lot going on as I believe that would have ruined the cover. The colours used are different shades of purple, they blend in extremely well together and are flattering to the picture too. In this image the typeface that is used is regular capital letters. The text used for this ad has a message about fashion and how you can make fashion fun and to switch up your wardrobe. Billie Eilish's style is extremely outgoing, so I think that the text and the message fits her image very well. Having a long look at some of the other Vogue covers, I decided to choose this one because my first impression of it was that the ad is extremely eye-catching and pleasing to look at. Also, my first impression of this Vogue cover was that it is simple, but I believe that sometimes less is more, especially when it comes to magazine covers as if there is too much going on people might not want to read it. I believe that there is a lot of things being communicated through this image, for example, I think that image and text is trying to promote fashion and you can dress however you want. Also, I believe that this ad suggests people to explore fashion more and open their minds and to come out of their comfort zone when it comes to fashion. The 'myth' for this ad is that fashion plays a huge part in many people's lives and the meaning behind this sign is that fashion makes you unique in many ways and a lot of people express themselves through the world of fashion. The iconic sign in this image is Billie Eilish, although the image does not present what outfit she is wearing, I know that it is something outrageous and outgoing. I believe that this suggests that she has an outgoing personality, and she is not afraid of what people think about her and her style. My understanding of this image has changed as I have looked deeper into the image and have been able to look beyond the image and thought about why they created it and how it will affect me and other people.

Bibliography – Observational Writing

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Practice-based Writing



I have decided to use a lightbulb as my object to write about as I believe that it is more than just an object and more like a symbol, for example, a lightbulb symbolises innovation, coming up with a smart idea, the sudden flash of understanding or realisation on how to achieve something in a new, different way. Only 10% of energy in an incandescent light bulb is used to create light, the other 90% of a light bulb's energy creates heat. Looking into the facts of a lightbulb I have learnt that the brain operates on the same amount of power as a 10-watt to 15-watt light bulb, it varies depending on the size of your brain. I also chose this object because it can bring light mentally if you are feeling like you are in darkness,

meaning that the light is always up and can bring you out of a dark place, physically and mentally. A lightbulb can be related to many different words, but I have decided to use the word colour as I believe that they have their similarities and come under a category together. While researching the common relationship between light and colour, I have found out that "Light is made up of wavelengths of light, and each wavelength is a particular colour. The colour we see is a result of which wavelengths are reflected back to our eyes. The visible spectrum showing the wavelengths of each of the component colours. The spectrum ranges from dark red at 700 nm to violet at 400 nm" (<https://www.sciencelearn.org.nz/resources/47-colours-of-light#:~:text=Light%20is%20made%20up%20of,reflected%20back%20to%20our%20eyes.&text=The%20visible%20spectrum%20showing%20the,to%20violet%20at%20400%20nm>). I also chose these two things to write about as they both come into the theme of art which I can also relate to in my pattern design work, light and colour play a big part in my university studies and they are extremely relevant and interesting to write about. Through further reading I have come to find that the first light bulbs to shine on Niagara Falls were installed in 1879, using lights with illumination equivalent to 32,000 candles, also, visible light is just the part of the electromagnetic spectrum that our eyes can see. That is what makes LED light so efficient, unlike incandescent bulbs, LEDs are designed to only emit visible light. I wanted to explore and discover my thinking through writing about this object as I believe that it is fascinating how a lightbulb work and how you can change the colour in some lightbulbs, it is always fun to have coloured light! Light is used a lot when I am creating my pattern design work and it is very useful in everyday life, but you can also create light in your drawings/designs by adding the correct highlights and colours. Throughout the year I want to try and perfect these skills as I believe that the outcome is visually pleasing. To summarise this piece of practice-based writing, I would say that I have explored and discovered my thinking through writing and that the relationship between an object (lightbulb) and word (colour) have a deeper relationship and come under the same theme.

Bibliography – Practice-based Writing

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