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Programme of Study: Product and furniture design

Module: ADDA4022 Ways of Thinking

Tasks in the order I received them:

Task One Manifesto = 510 words

Task Two: Semiotic Analysis = 504

Task Three: Practice-based writing = 409

Manifesto

1. Multidisciplinary due to my foundation course /exploring materials
2. I work from pencil and paper first, so I am not preciouses with things
3. Colour is an important thing to me as it can change moods and even if you feel hot or cold
4. Traveling and exploring idea and inspiration from other cultures and countries help with my research/ it can influence my work a lot
5. Nature is a big thing/ being outside helps physically and mentally/ natural materials/texture
6. The narrative/ story is important it's something that motivities me/ personal connection
7. Scale is fun to place with
8. Passing on skills/ learning old techniques to understand more

Statement 3: The importance of colour.



Fig1

I use colour to create an emotional connection with my designs. Even though this feeling may only be temporary, it becomes more personal to the individual. I have a deep connection with colour and understand how it can change your view on something or someone, it can tell a story you did not even know was there and guide your eyes across an object to show you something without knowing. Certain colours can make you feel happy and warm, and others can make you feel relaxed or cold. Post-Impressionist painter Paul Gauguin wrote, "Color! What a deep and mysterious language, the language of dreams". (Interaction Design Foundation, 2008). Gauguin implies that colour has its own language and meanings and effects our daily lives and our psychological thinking, even when we are asleep. Wassily Kandinsky had Synaesthesia which meant that when he saw colour, he heard sounds and when he heard sounds he saw colours. Colour can influence feelings, create an emotional response and affect general health, so why not think about it just a little.

Statement 7: Scale is a useful creative tool.



Fig2



Fig3

Scale can change people's perspectives drastically. Anish Kapoor stated, "Scale is a tool, a tool of sculpture" (Davis, 2017). Kapoor is known for creating large scale sculptures that challenge the viewers perceptions. I like to work at both ends of the spectrum both large and small. It can provide new ideas and thoughts whilst modelling. You should not be afraid to play with both and even mix them together. On a larger scale things can seem to be more robust but on the other hand small things seem to be more delicate, the delicacy means there is a fear they may break. Ai Weiwei's installation in the Tate Turbine Hall titled, Sunflower seeds (2010) used both ends of the scale allowing the public to walk along them showing people not to be so precious about such small things. They did not feel small as it was on such a large scale. I use scale in a similar way, either blowing something up or making repeats of small objects to give it its own scale.

Statement5: Nature is vital.



Fig4

When taking inspiration for ideas and design, nature and your surroundings have a big effect. I enjoy surrounding myself in nature as it clears my mind. Using nature can be quite literal as well by using materials like oak and ash wood but also by using what lives in nature. I enjoy

using paper to model make with and test new ideas which can lead to some surprising findings. Sori Yanagi had the same idea with 'Butterfly chair'(1954) "folding and shaping pieces of paper. Its fluid and gently curving form, reminiscent of a butterfly's wings" (Japan House London, 1915). The paper we use comes from somewhere else. It used to be a living thing that has been turned into a tool we can utilise, but what we perhaps should consider is what have we taken away from nature?

Semiotics



Fig5

A Swiss theorist, Ferdinand Saussure came up with the idea of semiotics. Semiotics involves the structure of language and how language works as a system he stated. "Everything is a sign. Language is a system of signs"(Osborne & Turner, 2010 p.121).

Saussure believed that a sign consisted of two parts, the signifier (the image) and the signified (the concept the image refers to).

If we apply Saussure's theory to the Dior Sauvage advert, the wolf and the male figure are the signifier and the signified is the play of words, that if you were to wear the elixir you would be seen as savage like the wolf and Johnny Depp.

On a denotative level we see on the advert a large wolf, snarling standing on rock, with a tattooed male figure with a serious look on his face, with the words Sauvage and Dior across the two images. The male figure is well known actor Johnny Depp whose bad boy image is much reported on. Whilst on a connotative level, what is being communicated by the image is that this cologne is meant to be worn by people who want to feel masculine and strong. In the image Johnny Depp is portrayed alongside the wolf, both posed in strong positions and looking in the same direction, implying Johnny Depp is as strong as wolf. John Berger British critic and writer states “a man’s presence is dependent upon the promise of power which he embodies. If the promise is large and credible his presence is striking” (Berger, 1972 p.45). Depp is certainly seen as a striking figure in this advert. He is seen topless showing multiple tattoos and jewellery and therefore shows self-confidence. Depp wears around his neck a dagger and fist in the shape of a cross, showing that he is strong and in control of his actions. The whole image has a blue hue, blue is a cool and collective, traditionally masculine colour. The background of both images appears to be the same, suggesting that Johnny Depp is in the wilderness with the wolf. The wolf is a wild animal and roams freely and can be seen as threatening to humans. Whilst it is not stated on the image the cologne is called an ‘Elixir’ which suggest it is a magical or medicinal potion, far more special than a perfume. The image is taken from a larger advert set in the deserts in Southwest America. The advert was proven to be controversial and seen as deeply offensive because of the inclusion of native American Indians in the advert. Berger believed that the viewer was always male and therefore any image of women in a painting was there for the male gaze and was a stereotypical idea of a woman. So, is Johnny Depp the stereotypical ideal image of a man for the female gaze? Berger stated, “Men act, and women appear. Men look at women. Women watch themselves being looked at” (Berger, 1972 p.47) Depp is acting in a strong, masculine role.

Practise Based Writing.

The two words that I have chosen to define are ABS plastic (Acrylonitrile Butadiene Styrene) and Creativity. These words are relevant and used in my daily life as a student of design.

ABS is a common thermoplastic (sciencedirect.com 2023) used to make light, ridged, moulded products such as pipe, automotive body parts, wheel covers, enclosures, and protective head gear. A thermoplastic is a class of polymer that can be softened through heating. They harden when cooled and do not show changes in chemical property.

Creativity is defined as “the ability to produce or use original and unusual ideas” (Cambridge Dictionary, 2019).

ABS was first patented in 1948 and introduced to the commercial market by Borg- Warner Corporation in 1954. It is commonly used in automotive parts, toys such as Lego and household parts such as the vacuum cleaner. It is produced in many colours which make it more appealing to the user and designer. It can be injection moulded, CNC or 3D printed, it has good impact resistant and can be used in high stress situations such as in automotive

parts. It is resistant to chemicals, has a high quality surface finish, and can withstand temperatures.

Creativity come from the Latin word to create and to make.

We need creativity for alternative ways of thinking such as non-linear thinking. Creativity is an essential tool in the design process and feeds into the 'Double diamond model'. Creativity demands curiosity and questioning that leads to resilience. It involves transforming ideas into reality. It is claimed that "human beings are born creative" (Lobell,2018). Creative people display certain skills including questioning, problem solving, seeing connections and a sense of fun. Creative people are imaginative and inventive. According to Einstein (D'Silva, 2021) creativity is intelligence having fun.

ABS is used widely used in 3D printing. 3D printing a process that has grown enormously and hold endless possibilities for design. The 3D printer can be used from the prototypes stage all the way to the product that is seen in the shops. I have recently used 3D printing for testing and has become a useful tool in my tool kit as a designer. Fig 6 shows my 3D printed prototype made from ABS. It is a method of rapid prototyping and manufacturing. Creativity and ABS work hand in hand, creativity is an artistic tool and ABS is a material that can be used in the design process. However, without creativity there is no design development.

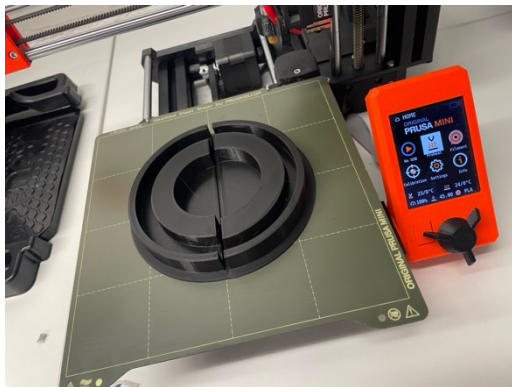


Fig 6

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List of illustrations

Fig1 Kandinsky,W. (1911) Composition IV [oil on canvas]. Available at:
<https://www.wassilykandinsky.net/work-114.php> (Accessed 23 November 2023).

Fig2 Weiwei,A. (2010) Sunflower seeds [Installation]. Available at:
<https://www.tate.org.uk/whats-on/tate-modern/unilever-series/unilever-series-ai-weiwei-sunflower-seeds> (Accessed 23 November 2023)

Fig3 Kapoor, A.(2004) Cloud Gate [Sculpture]. Available at:
<https://anishkapoor.com/110/cloud-gate-2> (Accessed 23 November 2023)

Fig4 Yanagi, S. (1954) Butterfly Chair [Chair]. Available at:
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Fig5 Dior (2015) Sauvage Available at:
<https://paulmaguiresdotblog.wordpress.com/2020/02/07/specialist-studio-practice-3-semiotic-analysis-of-magazine-adverts-for-mens-fragrances/>

Fig 6 Watkins, I (2023) 3D printed prototype