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Tasks in the order I received them:

Task 1: Manifesto Writing = 495

Task 2: Observational Writing = 522

Task 3: Practice-Based Writing =529

Task 1: Manifesto Writing

1. Creativity is key
2. Be sustainable
3. Making mistakes is a learning technique
4. Environmental matters can influence creativity
5. Express yourself through the art you create
6. Artists can be the most creative people
7. Artists, designers can change the world
8. Creativity, imagination, ambition

3 areas of exploration

Be sustainable: Using eco-friendly fabric and resources such as grown fibre crops and recycled materials making use out of the clothing that brands and people don't use decreasing the amount of carbon footprint.

According to 'The Fashion Law' it has been estimated that by the year 2030, the amount of water the textiles industry consumes in production will "grow by 50 percent to 118 billion cubic meters or 31.17 trillion gallons"(TFL, 2019). This water being consumed for dyes, chemical dyes and washing. 'The Fashion Law' also state that the textile industries "carbon footprint will increase to 2,791 million tons" and "the amount of waste it creates will hit 148 million tons"(TFL, 2019). There are many clothing brands that are making a significant change to decrease their impact on water consumption and waste by using eco-friendly fabric and recycled materials. There are still issues that contribute to this such as the fast fashion where clothing is sold at a lower price than they originally are on the high streets. As 'The Fashion Law' state that "fast fashion is seen by many as the fundamental cause of many of the sustainability issues the industry faces"(TFL, 2019). Which is where slow fashion comes in as it is becoming the new norm within the fashion industry.

Making mistakes can be a learning technique: Taking ownership for your mistakes, turning those mistakes into a positive learning outcome.

We are all capable of making mistakes as it is being able to learn from the mistakes that we make in our day to day life whether those mistakes are being made in our professional lives or personal. In a *Ted x Talks* called 'Own your mistakes' speaker Cristel Carrisi talks about how she made mistakes in her business startup which did not plan out well but then she learned from those mistakes. To which she then came up with three basic guidelines on how to get through failure and how to own up to it. These three guidelines are "be responsible"(Carrisi, 2017) taking responsibility for the mistakes you make instead of putting the blame on someone else, "focus on you"(Carrisi, 2017) focussing on yourself rather on what other people think of you and "balance"(Carrisi, 2017) having the ability to find the balance within yourself to figure out how and where your going wrong, finding new solutions to these mistakes.

Artists and designers can change the world: It's all about design, the way artists and designers think and create can help touch another person, help them to themselves.

Just recently there was an advertisement going around all social getting the attention of everyone that works in the art industry, this advertisement was about art industries working in cyber "Fatima's next job could in cyber. (She just doesn't know it yet)"(The Guardian, 2020) suggesting that everyone working in the arts should get a job in cyber as there are "thousands of jobs being lost in the cultural sector (The Guardian, 2020). This advert had been backed by the government criticising it as being

“crass” (The Guardian, 2020). According to ‘World Economic Forum’ art can “help people not only get to know and understand something with their minds but also to feel it emotionally and physically” Eliasson (2016). Artists and designers can encourage other people to put thinking into doing, being able to help express their emotions when they look at art, can bring people together, give awareness to things like climate change. We as artists and designers want to be able to encourage other people to change the world and show their creativity to the world.

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Task 2: Observational Writing

In the John Berger book '*Ways of Seeing*' he states "the way we see things is affected by what we know or what we believe" (Berger, 1972, p.8) we pay more attention to the things that we are familiar with instead of the things we do not know much about. He used the study of how images are interpreted through the hidden ideologies that are presented within the images. For example, a piece of art such as a painting or photograph. To Roland Barthes anything can send a message or sign which he explores in his '*Mythologies*' the idea that "myth is a type of speech" (Barthes, 1957, p.109) and a "system of communication" (Barthes, 1957, p.109) that conveys a meaning to a message. Mythology can be a semiological approach as Barthes developed Saussure's ideas further of the signifier and signified. The signifier being the word or image and the signified being the concept the deeper meaning.

Semiotics can be defined as the knowledge and understanding of deconstructing a word or image. The means finding the deeper meaning behind an image, figuring out why or how something was created. There are two ways these can be described the denotative level; your first impression of an image and the connotative level; deeper meaning of why something was created. Semiotics uses signs and symbols as a way to express what is being communicated. For example, an ad would use these to gain the attention of the audience



Balenciaga Rosabotanica ad (2012)

In 2012, Balenciaga created a 'Rosabotanica' perfume for women. A first glance, I can see that there is a woman holding a bottle of perfume with flowers draped over her shoulder. The lettering is in big bold capital letters. In a more depth approach, it tells me that this product is targeting women as there is a woman on the front. This happens to be a well known actress Kristen Stewart making this more eye catching towards the intended audience, as they wrote 'the new fragrance as worn by Kristen Stewart' at the bottom. Within this ad, Kristen is looking directly at you so it appears like she saying something as she is staring at you. They have used pink lettering for 'Rosabotanica' but for the rest of the words they have used smaller sizing and a black colour. The pink lettering can symbolise the gender norm of pink being feminine which attract women. Flowers seem to be a big part as the name itself sounds, looks floral. There are flowers used on the bottle which explains why she has flowers draped over her shoulder. Those flowers look exotically drawn or painted making them eye catching. The flowers represent nature, the freeness that they have in the wildness like a field of flowers, showing the individual beauty. Linking it to feminism beauty, that attractiveness for women is the most important trait, she appears not to be wearing a top which links the idea of

women striving to be attractive. It can make you feel like if you do not get this product then you might not feel beautiful as she has got her hair and makeup done making it seem like all women should look glamour.

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Task 3: Practice Based Writing

According to the 'Cambridge Dictionary' being sustainable can be described as "causing little or no damage to the environment and therefore able to continue for a long time"(Cambridge,) it can also be defined as "able to be maintained or continued"(Cambridge,) Being able to keep something the same long term without it being destroyed. As artists, this meaning understanding what our impact on the environment is and how we can improve it. For example, fashion happens to be one of the biggest waste industries but finding solutions can help

Exploring the idea of being sustainable within the environment and my practice, I chose a tree as they are a naturally meaningful object made by mankind that can be sustainable in our everyday lives. Trees itself can be a symbol of creation of life such as "the tree of life, the scared tree, the tree of knowledge"(Sethi, 2019) dating back to the whole story of Adam and Eve in the Garden of Eden. There are various types of trees that can be of any shape or size which start from within the roots making its way into a bark that soon leads up into separate branches. These branches consist of many intricate leaves that can be of any colour. Trees are a very essential part of our environment as they are there one reason why we breathe as plants turn the sunlight into oxygen. They are important as "the trees that grow in these forests also provide us with many products we use in our everyday life"(WWF,) this is where we get our paper and wood that give us our products such as; toilet paper, books, sponges and hair dye. Not only are they important part of our environment but also provide habitats for our wildlife.

Through art, there are multiple artworks of trees that show the life that they live by indicating that their roots are in the ground and branches reaching up to the sky. Exploring the beauty in nature can be an important aspect to an artist who wants inspiration from being surrounded in nature. Being surrounded in nature can be a great experience to anyone as "findings suggested that exposure to natural sounds may be beneficial to mental health"(Arts Council, 2016) just being in nature can prove to be a good thing which is why we need to be more sustainable when it comes to trees and anything in nature.

As trees gives us the use of paper and wood, artists are able to make things out of the wood which has been produced from trees such as doors, tables, cupboards and flooring that we need for our everyday life. With those products that we do not want anymore we could reuse them to make into other products making theses more sustainable. The paper from trees are an essential part to our life but there are ways in which we as artists make this more sustainable. An example being eco-friendly paper which is a "greener version of traditional paper, with a smaller carbon footprint and overall environmental impact"(Cook, 2017) making paper sustainable. Making this paper means saving the little scraps of paper or cardboard using these to create the new recycled paper.

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