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P Number:

Programme of study: ways of thinking

Module:M4X01560

Task One: Manifesto (Julia Task) 500 words

Task Two: Observational writing (Ryan's task) 500 words

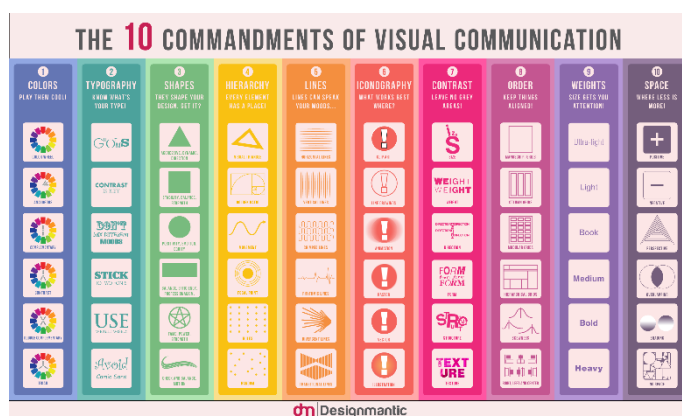
Task Three: Reflective writing (Jon's Task) 500 words

Task one: Manifesto (Julia Task 500 words)

- 1- The art of surface pattern design is being able to express your ideas through making a convocation with different surfaces.
- 2- Visually communicating research and ideas is the beginning process of translating into interesting textures.
- 3- Education and experience are key to success.
- 4- Having inspiration includes taking risks and thinking outside of the box.
- 5- To develop ideas, you must challenge yourself and strive to produce unique pieces that may be out of your comfort zone.
- 6- The opportunities that can come from a creative background are determined by having the relevant knowledge and skills.
- 7- In order to create an individual piece, you must look at what inspires you and develop these ideas further.
- 8- Art isn't just something to look at, it's the story that lies beneath the surface.

Key words and images

Visually communicating –



Visually communicating research and ideas is the beginning process of translating into interesting textures. I believe that visually communicating involves the use of line, shape, tone, space and colour. These things combined are the starting point of creating something unique. To start the process, you must begin to jot down your thoughts and ideas and possibly do this by using mind maps or diagrams as a more

creative way of getting your ideas down on paper to begin with.

Once these ideas are down you should then be able to elaborate on these and further your thoughts. This will then give you an idea of something to work with and possibly provide you with some inspiration.

Ideas- Ideas are a form of concept in which form the aspect of a piece of artwork. I believe that the ideas in Art do not necessarily have to be beautiful and intricate. They can come in many forms and can be created in any way that an individual chooses.

Textures-

Textures are perceived as the surface quality of a piece of art. The use of texture can begin to unfold a story and meaning behind a piece of art by making a piece become more lifelike. Sight and touch are both stimulated from texture which can often make a piece become more interesting and unique.

The opportunities that can come from a creative background are determined on having the relevant knowledge and skills.

Opportunities-

There are many opportunities that can be taken on by a surface pattern designer if the person is educated and experienced in this field of work. A few examples of these are becoming a pattern maker, Textile sales assistant, print designer and many more. I believe that in order to achieve a creative career path you must practice and experiment.



Knowledge- I believe that knowledge in art is an opinion and understanding of a piece of work. There is no right or wrong way of producing something if it has a story or meaning beneath it. Art allows us to communicate the unsaid.

Skills- to be a textile designer you must have an eye for pattern, colour and texture. You must also be able to predict new trends and have knowledge of the market.

Art isn't just something to look at, it's the story that lies beneath the surface.

Art- Art is typically produced in a visual form and there are many branches in which this creativity can be shown, such as music ,dance ,drawing and much more. Art is what you make it.

Story- The story within a piece of art makes your work seem much more interesting and powerful. I believe that a piece of art should show emotion and therefore make you think in a certain way. Art should express an idea and reflect on a viewpoint.

Surface- A piece of artwork should be thought of deeper than the eye can see.

Bibliography

Jones, T. and Anderson, J. (2013). *100 contemporary fashion designers*. Hong Kong ; Köln [u.a.]: Taschen.

The fashion book. (1998). London: Phaidon.

Waterman, V. (1984). *Surface pattern design*. New York: Hastings House Publishers.

Task Two Observational writing (Ryans task 500words)

*Rachael Taylor -
Contemporary /
Accessories / Pattern*
[online] Available



Rachaeltaylordesigns.co.uk. (2020).
*Blog / Rachael Taylor – Fun &
Quirky Design / Homeware / Gifts /
/ Illustration / Surface Pattern Design.*
at:

<https://www.rachaeltaylordesigns.co.uk/blog/> [Accessed 2 Jan. 2020].

This piece of work is placed compositionally in a very unique structured format. The interpretation that I get from this piece is an under the sea sort of vibe. This is suggested from the way in which the shapes and patterns are placed amongst the blue sea-like background. I believe that this piece communicates with a conceptual meaning making the viewer think about what is going on amongst the design. I think that the shapes could be a representation of sea life and could insinuate that not everything is how it seems.

The use of colour within this piece is very vibrant and quite floral like. I think that the use of colour is well contrasting and a good balance of light and dark. The use of "contrasting" colour could suggest a perception of feeling. The colours make me feel warm and happy. De Saussure said "meaning is relational". This makes me think as an artist about what is going on beneath the surface. Meaning constructs a representation of reality. This can be shown in the fact that this image could be seen in a different perspective dependant on which way you look at it.

Roland Barthes show how the connotations of images can come together to create a "myth", The stories that we believe about ourselves and our culture. The fact that I feel although this image could

represent a form of under the sea could suggest that I enjoy swimming and therefore have created this representation of a myth.

I think that the delicate, intricate patterns used within this piece could signify an abstract form of the unknown. The reason I think this is because if the patterns were to be bolder this could change my perspective on what the image is trying to portray to the viewer.

My understanding of the image has changed by the fact at when I first looked at it, I saw a variety of colourful repetitive patterns against a blue background. Now when I look at it, I can see the structure of patterns in the form of things that you would find under the sea. The emotions in which the patterns portray are joy and inspiration. The word "inspiration" suggests that I am motivated by what I can see and will perhaps take elements of this in order to change and reconstruct my own work. The pattern structure is quite messy and unorganised. This suggests to me that the artist has quite a challenging mindset and likes her work to be extraordinary and unique. I think that the way in which she has overlapped her patterns makes the image look fun and interesting as apposed to if it was structured and neat. The detail within Rachels work makes me think of the patterns and lines that would be on sea life creatures. I think that the different sizes of pattern work well as it shows quite a realistic representation of the different sizes of animal in which they could be.

Bibliography:

Cole, D. (n.d.). *The pattern sourcebook*.

Howard, D. (n.d.). *101 textures in colored pencil*.

Irons, R. and Gardner, M. (2003). *Pretty patterns*. [Auburn, Vic.]: Mimosa Publications.

Task 3: Reflective writing (Jons task 500 words)

Rachael Taylor is a print and pattern designer as well as a creative stylist. She had always had a passion for art and design and so decided that this was a path that she wanted to pursue a career in. Rachael quotes "I've always been a fan of 'spontaneous' style. I love it when art and design feel free, energised and full of personality." This would suggest to me that she enjoys creating unpredictable pieces of work that are not planned or structured but more of a spare of the moment starting point to her pieces. Rachael explains that she is a big fan of artists Jackson Pollock and Alexander McQueen. "Alexander was never afraid of taking risks and that's something that I always admired him for". This indicates to me that these artists have a big impact on the way in which Rachael creates her work.

"I'm a surface pattern designer and illustrator known for a happy and quirky signature style I'm lucky enough to run my own international design label along with working with a number of companies worldwide." This quote from Rachael Taylor shows that the designer is very successful and passionate about her work. She has designed many ambitious prints and pieces and has continued to grow both personally and professionally. Rachael's work stands out by being quirky and different from other pieces that you can find on the market. I am drawn by her work because of the way that her use of colour and patterns collaborate so well together in a unique and individual way.

The impact that Rachael's work has on people today is that she makes people believe in themselves and their goals by creating wonderful pieces and never giving up. She teaches people that practice makes perfect and that everything is possible if you put your mind to it. She also shows us that you can use a wide range and variety of materials in order to create something beautiful. Rachael's unique portfolio has allowed her to decorate several diverse products such as interior, fashion, ceramic and much more. This inspires me as an artist as it makes me believe that if I keep going, I will eventually be able to pursue a career in a creative background. Her work also gives me inspiration to focus on my course at university which will then enable me to further this and create a future from it. The patterns in which she uses also give me inspiration for my own work as I love the way that she produces and creates such an original unique selection. As a practitioner I believe that if you are doing something that you love and enjoy you should continue to develop and evolve, success will eventually come upon you. Rachael's work makes me believe this statement to be true and have faith in myself and my work. Rachael's work has a massive impact on how I will continue to develop and succeed in future.

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Rachael Taylors designs.co.uk. (2020). *Rachael Taylor - Fun & Contemporary / Quirky Design / Homeware / Gifts / Accessories / Pattern / Illustration / Surface Pattern Design*. [online] Available at: <https://www.rachaeltaylorsdesigns.co.uk/> [Accessed 1 Jan. 2020].

Rachael Taylors designs.co.uk. (2020). *Rachael Taylor / Surface Pattern Design*. [online] Available at: <https://www.rachaeltaylorsdesigns.co.uk/portfolio> [Accessed 1 Jan. 2020].

