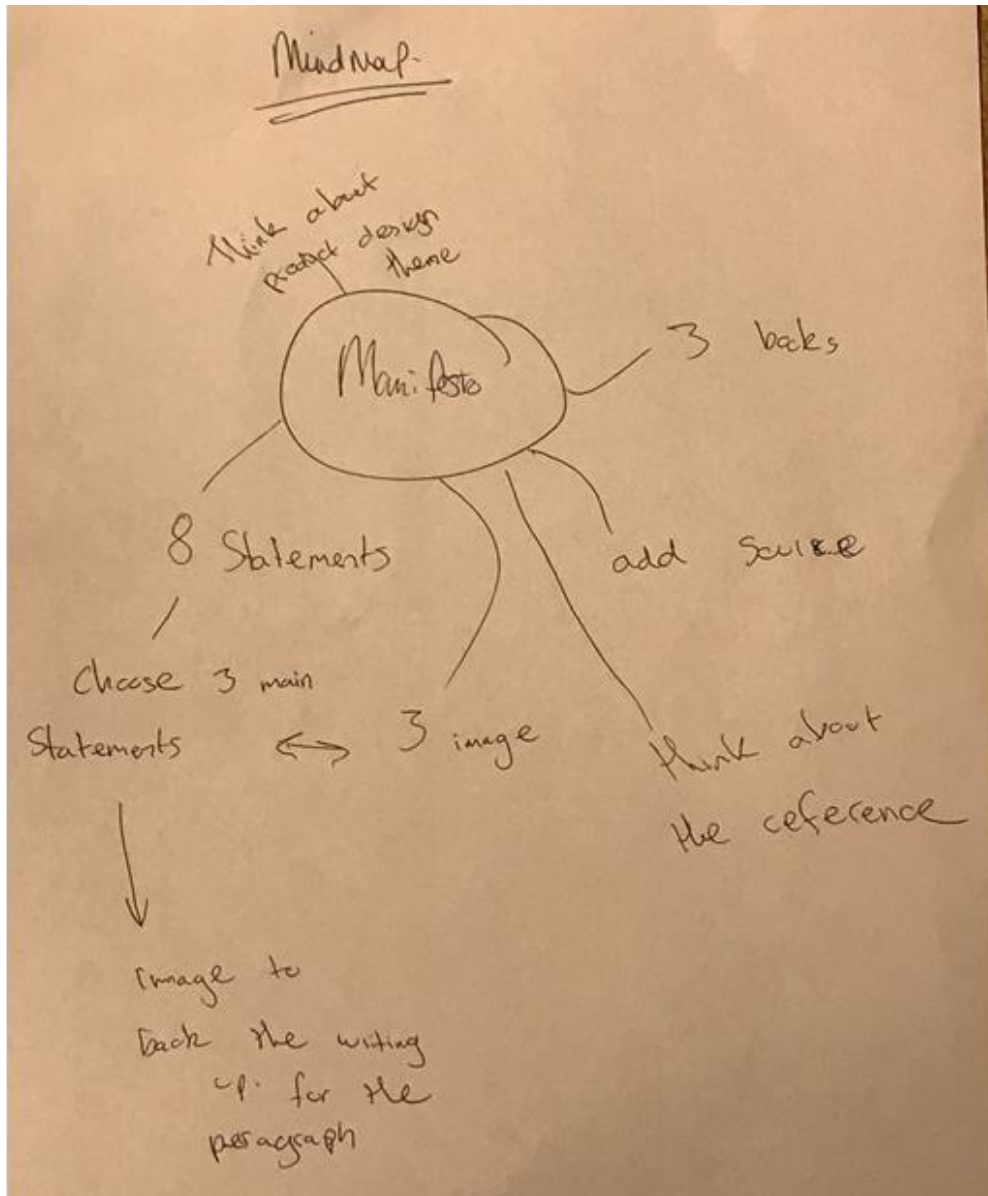


Julia Lockheart - **Manifesto Writing**

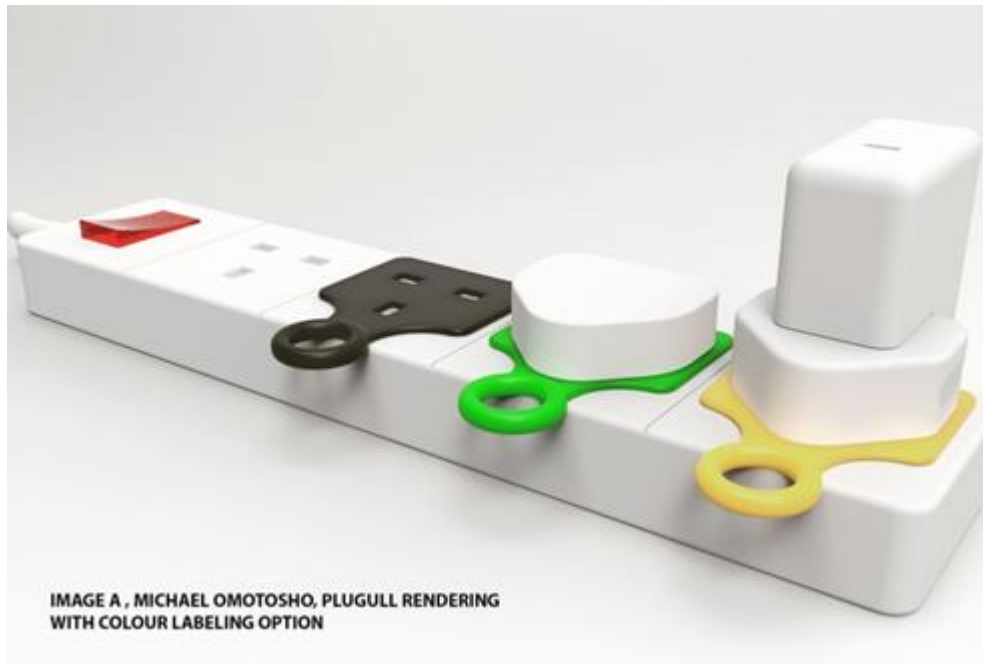


8 Statements - Product Design

- All designs should be accessible for everyone to use

- Simple Ideas that are workable in the real world
- Product should be aesthetically appealing to the widespread community
- Products should be affordable to all
- Product should not offend any cultures, disabilities, or genders
- Things should be reusable and not end up in landfill or be recycled to help the environment
- Cutting edge product that will be sturdy and at the top end of the market
- Things shouldn't date in years to come, they should remain usable or be able to be used in different ways.

Simple



Affordable



Reusable



Simple Ideas that are workable in the real world



I believe that all design ideas should start simply. They should be practical and understandable to all users. An example of simple but highly effective design is shown in this image of dustpan and brush. The designer has thought about a product that everyone can understand how to use straight away, but at the same time they have considered other factors such as space saving as two parts stay together and ergonomics.

The major technology companies such as Apple, aim to include simple design features in their products that have carried on through time in their range of products. Steve Jobs, the former owner of Apple had some famous words for the word simple “Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.” (www.goodreads.com)

As (Fiell, pp – 8, 2015), says; “there is always a better way of doing things”.

Well-designed products should be affordable to all

I believe that all design should be affordable, and that good design should not only be for products for wealthy people.

(Myerson, pp - 18, 1994) states; “Economic imbalances”. This means that if you make a product that is too expensive, you are limiting the market of people who can buy it and also you need to think of how a product works, for example if you need electricity or specific materials to make something run in certain areas this wouldn't be possible to do with infrastructure. Changes in the economic climate, for example,

Brexit can also impact on the affordability of products if they are made with imported materials or if they are being designed for export.



This wind-up radio is a good example for affordable and functional product.

Well-designed products should be reusable and not end up in landfill or be recycled to help the environment

With the current push for living a life that is more environmentally friendly, I believe products should be more sustainable and reusable. I think materials should be used with a thought to what happens to something once it's finished with. - “Designers were being encouraged, at a time when the very values of consumerist society itself were under attack in some quarters, to consider carefully their professional actions, and to contribute to the wider debate on the sort of society they were helping to create”. (Whiteley, pp – 48 & 49, 1993)

This indicates that as designers we should consider and treat the environment properly and consider how to recycle our products in the right way to protect the environment.



An example of a potential difficulty with environmental issues is shown here “The miniature glass bottles sold in aircraft are being replaced by some airlines with plastic ones”. (Whiteley, pp - 58, 1993)

This is because the glass bottles are heavier which means the aircrafts are using more fuel leading to more costs of the fuel bill.

Stefano Marzano states in the book called “Design Renaissance”: “Quality above quantity, so that we don’t waste finite resources on unnecessary duplication or superfluity”. (Myerson, pp - 17, 1994)

Reference;

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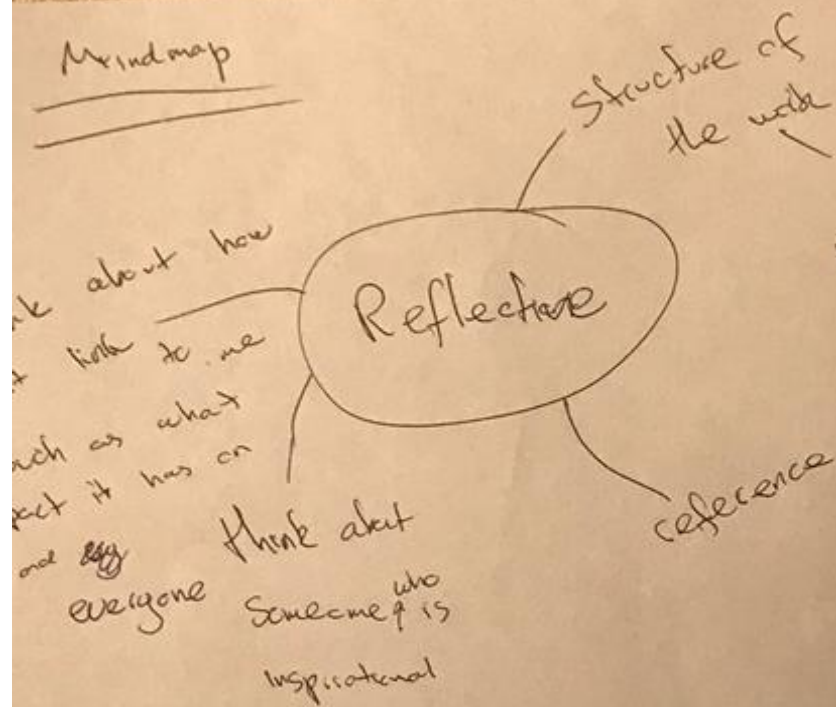
Myerson, J. (1994) design renaissance PP 17 & 18

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Overall keyword for my whole manifesto on product design would be functional as I feel that this summarises my attitudes toward design.

*Jon Pugh - **Reflective Writing***

Mindmap





“Black American civil rights leader Martin Luther King addresses crowds during the march on Washington at the Lincoln Memorial” France Agence Presse

what was happening to influence the creation of the work when it was made?

Martin Luther King was a leading figure in the Civil Rights Movement in the USA in the 1950s and 1960. Initially he was a controversial figure because he challenged the basic idea that America was a country of equality and freedom. Many white people saw him as an extremist at the time and it is only with hindsight that the positive impacts he made are fully appreciated. When this photograph was taken at the Lincoln Memorial in Washington DC the Civil Rights Movement had grown in strength and was being supported not just in the USA but globally. Black Americans

were standing up for their rights in public for the first time and the movement grew from local groups to a national movement. People felt empowered to be seen to support leaders like Martin Luther King and this can be seen in the photograph by the sea of people in the background.

what was the work and how did it fit in or stand out in its time?

This photograph highlights the importance of the Civil Rights Movement and the impact that it had on society in the USA. The location where the photograph was taken is key because the Lincoln Memorial is an iconic site in the USA and is supposed to represent freedom and equality. This is ironic because the march was being held to show the world that the USA was in fact an unequal place where some people felt that they did not have freedom. The image stood out due to the large number of people in the crowd and the way that Martin Luther King was shown standing above them which shows that they were looking up to him both literally and metaphorically.

There are lots of other images of Martin Luther King taken around this time which reinforce his status and importance to the politics at that time. His famous speech 'I have a dream' was listened to by 250,000 people in Washington on the day and by millions of others across the world.

(<https://greenlightrights.com/icon/martin-luther-king-jr/>)

what impact did the work have and does the work have today? Including the impact upon you of course?

The impact of the photograph was huge. It showed the level of support for Martin Luther King and presented him as a father figure reaching out to help people in need.

The main legacy of the Civil Rights Movement was the introduction of legislation in the USA to combat racism and discrimination however racism is still happening particularly in the south eastern states of the USA.

There is also still worldwide racism – we like to think that we have learned from the past, but this image reminds us that there is still work to be done.

Reference;

Internet

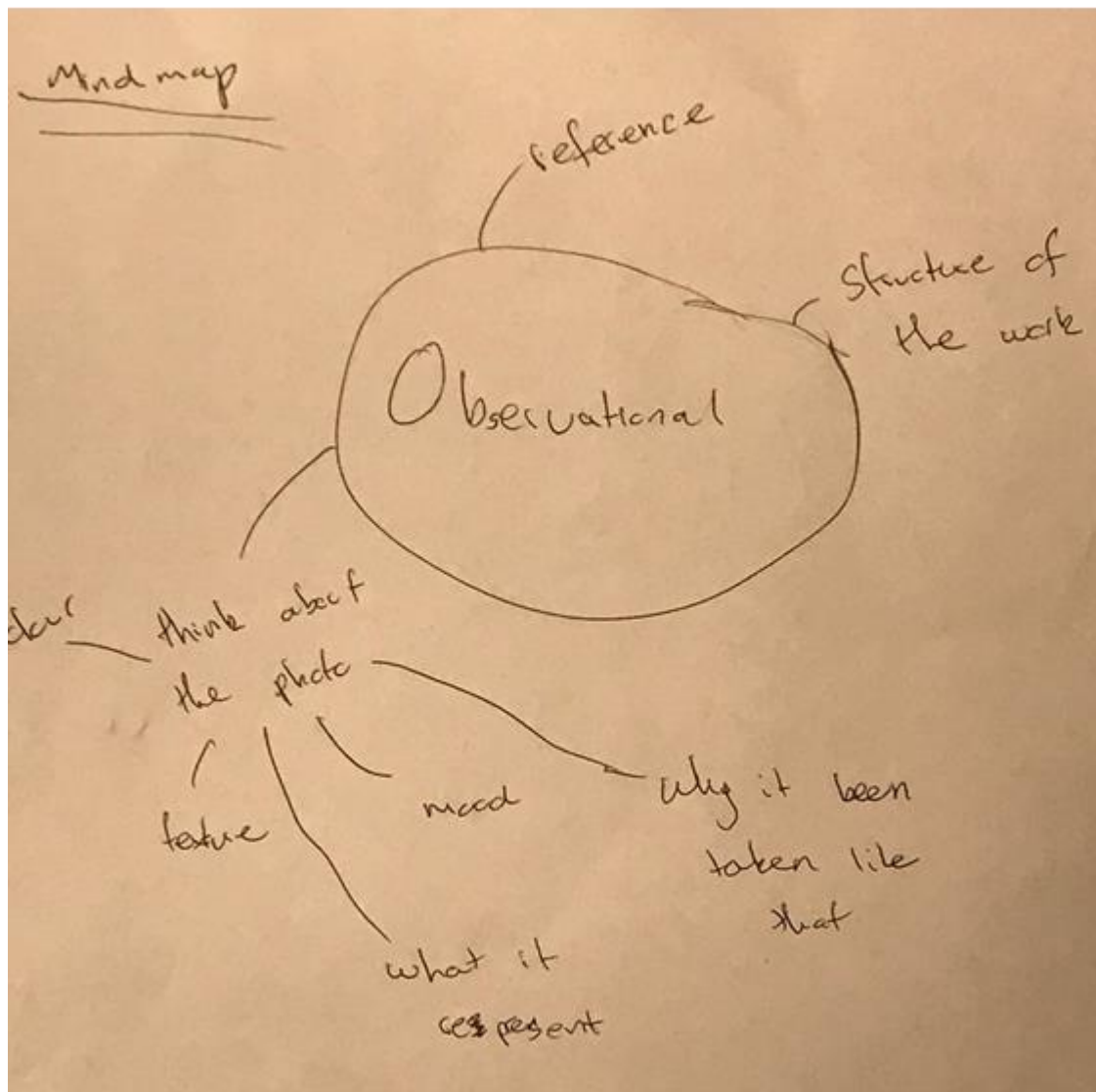
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Ryan Moule - Observational Writing



The artist who has taken this image, Walter Arnold, has experimented with photography and taken many high-quality images of abandoned buildings across America. His most famous of his initial photography portfolio was "The Historic Trans-Allegheny Lunatic Asylum in Weston, WV". He captured the building using the

HDR (High Dynamic range) and used multiple exposures from bright to dark and combined the two techniques into one final piece of work to give depth and detail to the building. Walter Arnold prints his photos onto aluminium, a technique that apparently adds further depth to the images. He said that “They’re bright, luminous, vivid images that kind of jump off the wall,”. (Arnold, 2015)



This image is of an abandoned diner in America. The image is in contrast with the usual pictures synonymous with the 50's diner aesthetic, clean lines, bright colours and thriving atmosphere. This image shows a diner empty, old broken and silent. The focal point in this image are the green chairs starting from the right of the image. This is because of the high contrast between the vivid red and green chairs compared to the building which has been left to sit under dust and dirt, dulling the

wood and walls. Walter Arnold uses the perspective to focus on the green chairs starting from the closest to lead the viewer to the last one looking small in the background, the line of the chairs as well as the beam lead the eye further into the image. This image evokes a feeling of nostalgia, like a person looking backward into the past when the diner used to be full of people eating and chatting. This image represents a past generation of when diners were somewhere people of all ages would mingle and socialise at all times of the day. This has however changed due to the increase in people's free time being relatively reduced and societies fast-paced nature not allowing for these types of establishments to thrive – with take-away options becoming now prominent. This work is similar to that of Joel Sternfeld who says that "The photographs which I made represent the efforts of someone who grew up with a vision of classical regional America..." (Bright, 2005. pp, 53)

To conclude, I feel the image is symbolic, showing the changes of time, how the world has moved on. I had initially felt that the image symbolised just an old abandoned building that had been left to nature and the environment. However, after researching the image it seems clear that although it has been left abandoned it does show more clearly modern societies way of discarding with the old when it does not fit with modern tastes. (Hye-Sung, 2013. pp, 311)

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Observational – 451 words

Reflective – 470 words

Manifesto – 524 words

Student Number – 1902491

BA course title – Product Design

Tutor name's - Julia Lockheart, Jon Pugh, Ryan Moule