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Course: Product and Furniture Design

Module: ADDA4022/C Ways of Thinking

Tasks in the order I received them:

Task 1 - Manifesto writing

1. Solutions can be found from within and do not always require outward thinking
2. The marriage of capitalism and corporate interest in art has created a void of creativity in society
3. Design cannot be successful without an approach inclusive of culture and the users
4. By perceiving something with one's own eyes rather than through a screen, deeper meaning can be ascertained
5. footprints must be left for the future generations to follow that allow for the environment to recover and flourish
6. We must move forwards
7. To create is to bring forth life. A piece of your soul is within everything you make.
8. Collaboration and community are pillars of success

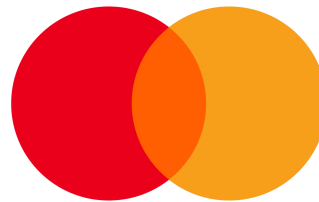
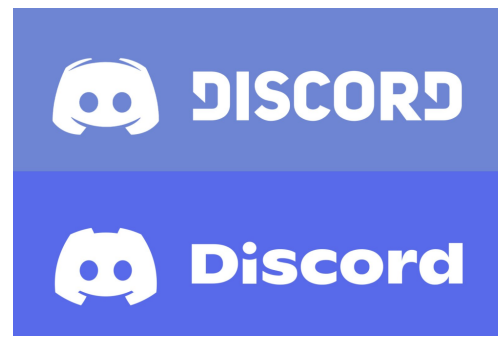


Fig 1, Pringles logo change, 2021.

Fig. 2, Discord logo change, 2021.

Fig. 3, Mastercard logo change, 2020.

On the topic of the relationship between capitalism and art, Capitalism plays the role of a soulless and bland entity that destroys individuality in the creative sector and has created a world where art is losing meaning and individuality and is being homogenised into a global monoculture where art and design is stripped of its unique qualities and identity in favour of appealing to as many people as possible. Design is becoming passive and hollow with how it lacks any meaning other than to attract customers in order to drive up private profits. [need references to books and fleshing out]

Figure 1: pringles website, *pringles logo change*, accessed:

<https://www.pringles.com/uk/home.html>

Figure 2: Discord website, *discord logo change*, accessed: <https://discord.com/>

Figure 3: Mastercard brand centre, *Mastercard logo change* Accessed:

<https://www.mastercard.com/brandcenter/en/brand-requirements>

“Seeing is framed by expectation, and expectation often gets in the way of perceiving the world accurately” The beauty of any piece of art is significantly lesser when it is viewed indirectly through print or screen. In order to appreciate it to the highest degree it is imperative to look at it in person with your own eyes. We as a society have a tendency to assume things about art like scale and texture when we see photos and videos of art pieces and the human mind seems to subconsciously limit itself in regards

to the imagination and its limits. By being in proximity with art pieces, we can intimately understand them on a closer level.

Perceiving art in person - Studio Thinking 3: The Real Benefits of Visual Arts Education - inaccessible atm

https://books.google.co.uk/books?id=j9NyEAAQBAJ&lpg=PT18&ots=8u_JG_iwn4&dq=the%20benefits%20of%20seeing%20art&lr&pg=PT19#v=onepage&q&f=false

Art created by an individual whether intentional or not contains aspects of the individual that have bled into the piece such as their culture, values and beliefs these factors all work to