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Task 1: Manifesto Writing- 522 words

Task 2: Observational Writing- 520 words

Task 3: Practice-based Writing- 501 words

Task 1: Manifesto writing

1. Inclusive design should now replace “Design for all”.
2. Emotional design may be as important as designing for functionality/usability.
3. Designing for the future; products have to be created with the aim to never become obsolete.
4. Challenging limitations.
5. Creating products which will bring joy to the users.
6. Predicting the future trends and needs; designing products which are made to last and solve future problems .
7. Now more than ever, design needs to be ecological.
8. Embracing instead of challenging mainstream technology advances.

Emotional design: Emotional design may be as important as designing for functionality/usability.

Emotional design is a term mainly established by Donald Norman, who defines it as catering to the way in which humans perceive objects. He argues that we perceive products in a behavioural and reflective way. Behavioral perceiving of products means they are subconsciously observed and interacted with, whereas a reflective perception stems from one's

thoughts. “Thus, skilled piano players can let their fingers play automatically while they reflect upon the higher-order structure of the music.” Norman (2004). Emotional design aims to elicit emotions which will lead to productive and positive interactions between the user and the product. I believe that it is important to create products which will be positively and effectively



interacted with. Making a connection between a person and a product in an emotional sense may improve their experience with the product as evident with the “hot water bottle Panda”, a product intended to create an emotional connection with the

← **Figure 1**

user. The outer casing of this hot water

bottle is a stuffed panda toy. This makes using the bottle more comfortable, as well as more enjoyable. Hot water bottles are commonly used by children as well as to ease menstrual muscle cramps, an emotional connection with the product could make the action of warming up or easing pain a little bit more enjoyable.

Inclusive: Inclusive design should now replace “Design for all”.



Inclusive design is design that considers the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference, according to the IDRC group. Products are often created with an “average” human in mind, with average height, weight and needs. This excludes an overwhelmingly large portion of humanity however, as there are many variables

← **Figure 2** which may affect one’s needs. “The premise is that, if a design works across a full range of human abilities, it will be more functional.” (Maisel, Steinfeld, Basnak, Smith, Tauke, 2017) is the approach I want to take in design. This picnic table is a great example of inclusive design, as it was made with the consideration of wheelchair users at the forefront, but it still can be used by everyone.

Predicting the future: predicting the future trends and needs; designing products which are made to last and solve future problems.

At the time of writing this (2020), the future is uncertain. This year has proved that our negligence of considering decades and situations to come can be disastrous, eg. the pandemic as well as global warming. I believe that predicting in product design is the key to overcoming challenges of the future. This has been practiced in architecture already, with buildings designed to withstand earthquakes. "In order to be successful in making predictions, understanding both the users' mindsets and their activity contexts" (Isomaki, 2008). According to this, I would have to delve deep into researching users' needs and lifestyles to ensure predicting the future. Therefore with research, it could be possible to predict future needs and problems that may arise, thus improving people's living conditions and contexts.

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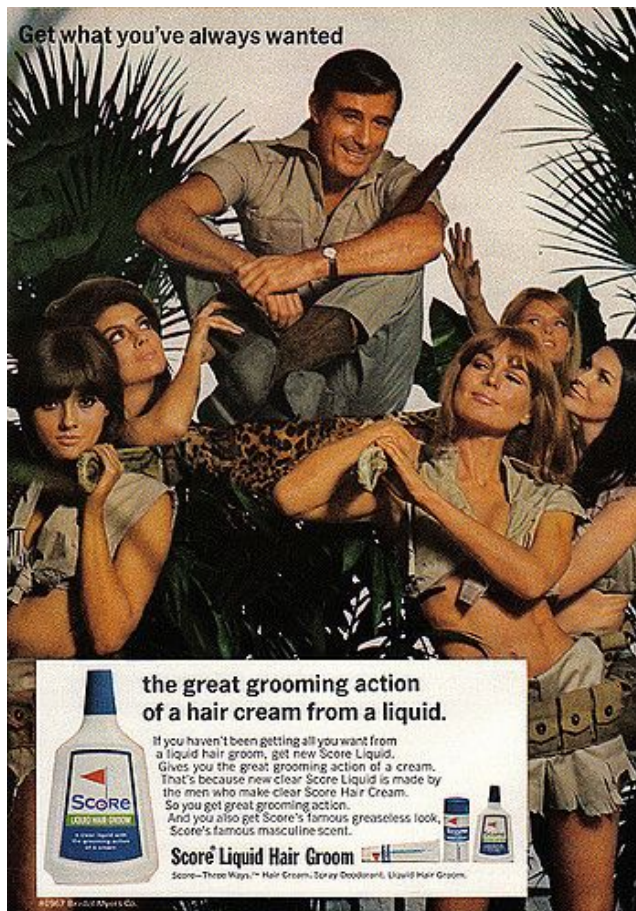
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- Figure 2:

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Task2: Observational Writing



Advert: The Score hair cream

I will be exploring The Score's hair cream advert(1967) with the application of four key semiotic theories, broken down into 3 main aspects.

Semiotic analysis of an image is often subconscious. Even without the theory of signified and signifiers (Saussure), we can understand the messages in the advert. The signifier is the physical existence, eg. the

stretcher which is lifted by the women in the advert. The signifier is the meaning that the signifier creates, for example, the stretcher represents submission as it is carried, and a hierarchy, as there are people above and below it. The Triadic Model was created as a critical approach to Saussure's theory. It suggests that the sign doesn't have to signify meaning in its entirety, but only within its main element (Pierce). In the advert, a sign of this nature could be the gun held by the man. The gun could suggest the idea of violence and hunting, but that could be its symbolic limit, whereas Saussure would encourage deeper exploration, for example of the gun as a symbol of direct control over the women.

Yet another aspect of semiotics explored by Pierce is the Three categories of signs; icon, index and symbol. The icon sign is the close, often animated resemblance of a meaning. In the advert, an icon sign is hard to find as the advert is deeply figurative, however there is a high amount of index and symbolic signs. Index signs have a close relationship to the meaning. In the advert, it could be the gun. Because the readers are aware of how guns work, they can assume hunting is alluded to. The sign of hunting can be anchored by another index sign, the leopard skin. Symbol signs don't have any literal relationship with the meaning, their relationship is sustained through contexts and culture. In the advert, a symbol that is conveyed may be colonialism. The advert symbolically shows a white conqueror with control over women, and with a gun and a trophy (leopard skin). The tropical setting, combined with the "explorer" costumes suggests exactly that, colonizing foreign land. Due to our understanding of history, we can link that to colonization of Africa and India. The symbol sign would work differently had it been seen during the 1960s. The British empire fell, yet the advert could be symbolically letting the intended

users view colonization as a form of power and strength, therefore telling the intended user that purchasing and using the product would result in a powerful image.

The final aspect of semiotics which we will analyse is the idea of denotation and connotation.

This theory mixes all of the previously mentioned theories into a simple relationship between an object and its meaning. Denotation is the actual definition of a concept/object, while connotation is the association people have with the object.. Connotations often combine many denotations, which cultivate the meaning. For example the denotation of the costumes may connote sexuality, adding in previously explored meanings of power and control, the viewer can assume the women in the advert are sexually submissive towards the man.

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Task 3: Practice-based writing

Juicy Salif

The lemon squeezer came to life from a sketch on a napkin. The designer felt inspired through the action of squeezing a lemon over a squid he was going to ingest. Sending it off to the head of an Italian design firm he worked for, Alessi, he began the process that caused the creation of one of the most iconic postmodern products.

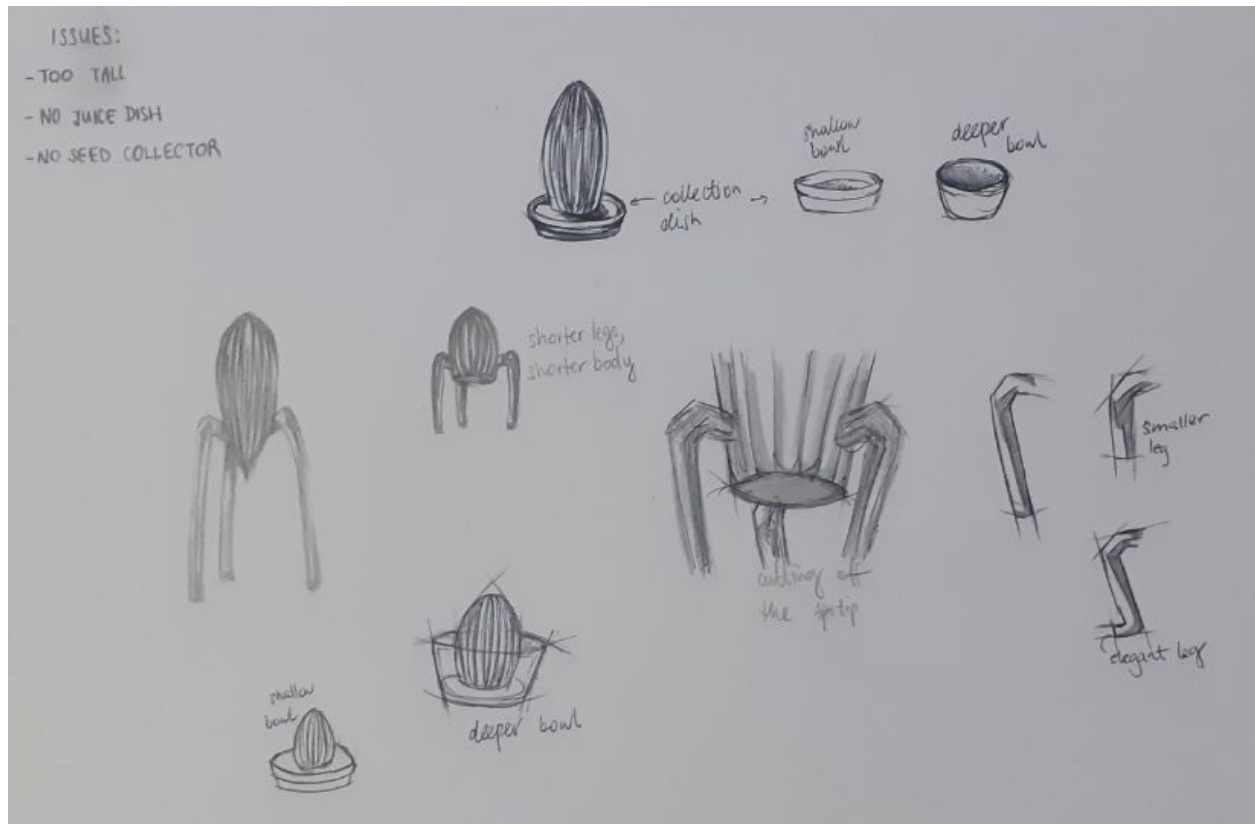


My initial reaction to this juicer was admittedly negative. It is not a functional product, and the price point is very steep (£67 as sold on the official site of Alessi) for what is, after all, a poorly functioning lemon juicer. Delving deeper in hopes of finding redeemable factors of this cultural phenomenon, I was disappointed further. Stark said himself that *“My juicer is not meant to squeeze lemons; it is meant to start conversations”*, which fueled my pessimistic approach to the juicer. I feel as it may be crucial to clarify that it is not my

cynicism towards postmodernism or interpretative art, it is the fact that this self proclaimed

“conversation starter” is unlike art, not a unique experience interpreted by the sole owner of any given piece, it is a widely manufactured product, which rather than representing a postmodern centerpiece, represents elitism. Stark’s take on his own juicer is supported by Julie Khaslavsky and Nathan Shedroff, who argue that “...the juicer doesn’t necessarily teach the user anything new about juice or juicing, it does teach a lesson that even ordinary things in life can be interesting and that design can enhance living.” Unlike my view, theirs isn’t critical of Juicy Salif’s functional shortcomings, they embrace its uniqueness when it is put in a domestic context.

The overall consensus from designers is rather mutual; They are aware of its lack of functionality, and yet they seem to love the product for its artistic appearance. "The gold plating could be damaged if it comes into contact with anything acidic." I bought an expensive juicer. but I am not permitted to use it for making juice!" remarks Donald Norman.. Here, Norman notes the true extent of the lack of functionality of the Juicy Salif, and yet he willingly purchases it. Now I am more understanding of my frustration towards this juicer. It is a product which serves as an entertaining statement or conversation starter, but is realistically unattainable for people of the working class. I decided to explore the juicer on paper, exploring possible improvements for its functionality.



However researching deeper about the responses towards it, perhaps I misunderstood the purpose of the Juicy Salif. "...its purported function a ruse, a Trojan horse employed to invade the kitchens of unsuspecting designerati with modern art" (Lidwell and Manacsa 2011) would suggest that I indeed have been looking at it through the wrong lens. I shouldn't have seen it as a functional product, but art, a sculpture, but considering how it is cited as a "Trojan horse", perhaps my journey to understanding this product was shared with many other users.

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