

PORTFOLIO OF WRITING

Subject one – Manifestos – 634 Words

Subject two – Observational Writing- 492 Words

Subject Three – Practise Based Writing- 505 Words

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Manifesto

1. When designing I want to portray my passion.
2. When designing I will pay close attention to the aesthetics.
3. When designing I will guarantee they function at the highest level.
4. When designing I want to inspire those who use it.
5. When designing I will encourage a sustainable product for a longer life.
6. When designing I will consider what is needed for the target market.
7. When designing I want to show a level of maturity.
8. When designing I will take into account the economical impacts.

When designing I will pay close attention to the aesthetics.

“Aesthetics is viewed as a non-instrumental quality, forming an important aspect of product appeal and experience.” (MARC HASSENZAHL, page 2) The way in which a product looks should impact how the designer designs their products. As written in the quote above although aesthetics do not play a role in the overall function of a product, they do however interfere how a product is perceived by the market. It can also be addressed that If aesthetics are not focused on then the product lifecycle will be relatively shorter as you as a designer has not considered for future generations and materials and appearances they may prefer, this then making you product status decrease and value decrease making it harder to sell your product. Therefore, it can be said the aesthetics of a product play a vital role in designing as you are in theory designing for future markets.

When designing I will encourage a sustainable product for a longer life.

“Sustainable products are generally defined as those products providing environmental, societal and economical benefits while protecting public health, welfare and environment over their full commercial cycle, from the extraction of raw materials to final disposition, providing for the needs of future generations.” (I.S. Jawahir O.W. Dillon, Jr. K.E. Rouch Kunal J. Joshi and Venkatachalam Israd H. Jaafar, page 3) When you design a product its is key to take into account the way in which your product starts off, for example the way the materials are extracted and how the product is manufactured so that you have considered the impact your product will have on the environment and whether there are enough raw materials to produce your product more so on a mass scale. As society is becoming more health aware and environmentally conscious due to h recent pandemic, it is now important that when designing I focus on the scale in which my product will impact both society and the environment. Therefore, for future design I want to minimise the impact my designs will have on society and the environment, his is so my product life cycle can expand, and my products can be continued. To then provide for future generations.

When designing I will guarantee they function at the highest level.

“Functional value in a product's design is defined as the way it helps meet the practical or utilitarian needs of the consumer.” (Minu Kumar, Charles H. Noble page 3) Considering the quote above it encourages me to focus on the functionality of my design as it is a requirement for it to meet the consumer needs, if a product doesn't function then what use is it to the consumer? Therefore, I think it is a vital role in design and it should be thought through among all parts of the designing process from initial design to the manufacturing of a product. Not only should you consider the target market at present but also the future market as cultures and traditions in society are always

shift, so research should play a vital part as to what may happen in the future, similarly to another point in my manifesto this will allow for my product lifecycle to increase making a better product.

Bibliography	
Point one	Marc Hassenzahl -page 2 – Aesthetics in interactive products, 05.11.20 11:15
Pont two	I.S. Jawahir O.W. Dillon, Jr. K.E. Rouch Kunal J. Joshi Anand Venkatachalam Israd H. Jaafar- page 3 -Total life-cycle considerations in product design for sustainability, 05.11.20 12:00
Point three	I.S. Jawahir O.W. Dillon, Jr. K.E. Rouch Kunal J. Joshi Anand Venkatachalam Israd H. Jaafar- page 3 -Total life-cycle considerations in product design for sustainability, 05.11.20 12:00

Semiotics- observing an image

Connotation “Often refers to the personal associations for individuals...” (Rolf Kloepper, page 40) This is another example of a semiotic, however it is different to a denotation. It is known the be ‘what is communicated’ within a visual representation. So, what is trying to be said to draw the consumer in or what words are used to entice those experiencing it.

“Denotation is essentially ‘dictionary meaning’ (Daniel Chandler, page 162) A type of semiotic that is repeatedly portrayed in a visual representation is Denotation. This is a way of communicating “what is obviously there” within the image. Through the use of words and images it can tell us what the corporation is trying to show and portray. It can be connected to the connotation of a visual.

"Iconic signing is based on 'similarity'," (Thomas A Seboek, page 104) This aspect of a semiotic can be explained as the 'bold' and 'noticeable' subject within the picture. Whether that is the image itself, or the brand name or slogan, it will usually occur in a bold font or appear as a large text.



After approaching each chose aspect of semiotics, I can see how each is occurrent is proposed within a visual, such as this Costa advertisement. It is use of concurrent colours and text allows the consumer to see what they are trying to portray. The connotation of this image for me especially is the festive cup that shows that their seasonal drinks have come into season and are for sale. Their use of word such as 'warm', 'Christmas' and 'love' the words in which resonate with individual especially at this time of year. Making the consumer more likely to invest in a beverage, making them feel as though they are experiencing the feeling that I advertised. The use of denotation is through the use of words such as 'warm' and 'gingerbread', these words are often linked to Christmas. Which makes individuals think this is the only time of year this is available and in season. Little do they know the added taste of gingerbread is available all year round just due to it being the time of year it is, they bump up their seasonal drink prices and make the product more prominent. Urging consumers to buy their products. The festive red, white, and blue allows the audience to become familiar with the advert and knows that those specific colours mean a festive rink has arrived. Moreover, the use of iconic signing allows the company to be known and recognise nationally. The use of the red continually whatever the season means that consumers do not have to see the logo they just recognise the colours. Similarly, their use of brand name and style allows consumers to become familiar with the brand as the use of the unique 'S' insinuates that they want to be a one-of-a-kind brand and stand out from others such as 'Starbucks' and 'Coffee #1'.

Bibliography

"Often refers to the personal associations for individuals..." (Rolf Klopfer, page 40)

[Marketing and Semiotics: New Directions in the Study of Signs for Sale - Google Books](#)

23/12/2020

“Denotation is essentially ‘dictionary meaning’ (Daniel Chandler, page 162)

https://books.google.co.uk/books?hl=en&lr=&id=KgQoDwAAQBAJ&oi=fnd&pg=PP1&dq=denotation+and+connotation+semiotics&ots=s3jHDgQmqw&sig=Zodzf7CyjeGAlKPFlu5WvXkOcvk&redir_esc=y#v=onepage&q=denotation%20and%20connotation%20semiotics&f=false

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23/12/2020

Practised Based Writing



A product can be described as “goods, services and ideas – that can be offered in a market to satisfy customer needs and wants.” (Marketing Tutor, 29/12/20) Therefore, the kettle above can be classed as a product its purpose is beneficial to the consumer as it provides many other products from its one purpose. Personally, the product provides a value to me as it provides me with a daily service, I use myself and for my family. As well as that, the progress of technology in the last few decades has enabled the kettle to develop from a stove heated kettle to a full electric kettle. Not only is a kettle a luxury item, but it is also a needed product. It provides you with nearly instant boiled water that can make hot drinks, sterilize, and clean. Nowadays, a kettle is mainly used to

provide us with the warm comforting drinks we have numerous times a day. Whereas many decades ago it was used as warm water in a bath shared with many other family members, providing warm water for all. It also allowed to boil food and give poorer families warmth and comfort.

“The reason for boiling water was to remove impurities so that it was safe to drink.” (walls with stories, 29/12/20.) The reason for boiling water many years ago was to make sure water was safe to drink which was a necessity as impurified water can cause serious harm. Therefore, understanding that the kettle we know today once provided many people with clean and safe water which now provides us with comforting and warm water that allows us to live a convenient and safe life. The new technology behind a 21st century kettle allows the user to have boiled water in a matter of minutes instead of awaiting the kettle to reach the temperature to then heat the water which could take double to time. However, now corporations have invented a tap that provides instant boiled water, some may say it is dangerous as those who may not be conscious of its purpose it could cause serious harm. However, it does produce a service within a second. I suppose it is what purpose a consumer wants the product to have.

As for the design of the kettle, personally I am drawn to the older and more mature style. Its rounded aesthetics add a majestic touch, it comes across as an old teapot that was used to serve English tea. Although the use of a solid metal as the handle could be a mistake. This is due to the metal being a good conductor of heat it can heat the handle and burn the user. Therefore, I would keep the metal component but introduce another material that wont harm the individual once heated such as clot or wood etc. I would also be inclined to keep it electric free so use solar or a heated surface to heat up the kettle making it sustainable and economically friendly due to it being mass produced.

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<https://www.marketingtutor.net/product-meaning-definition/> - “goods, services and ideas – that can be offered in a market to satisfy customer needs and wants.” (Marketing Tutor, 29/12/20)

<https://www.wallswithstories.com/ancient/the-evolution-of-the-kettle-from-mesopotamian-tool-to-an-essential-modern-kitchen-appliance.html> - “The reason for boiling water was to remove impurities so that it was safe to drink.” (walls with stories, 29/12/20.)