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Task 1 - Julia Lockheart - Manifesto Writing: "What do I believe in?"

Word count - 475

Task 2 - Jon Pugh - Reflective Writing: Do you know what you think?

Word count - 535

Task 3 - Ryan Moule - Observational Writing: Identify an image and write a semiotic analysis

Word count - 470

Task 1 - Julia Lockheart - Manifesto Writing: "What do I believe in?"

1) I will stay true to who I am as I grow and evolve with the world.

I won't let the world continue to be in denial with the destruction that is constantly being put upon globe.

2) I will incorporate sustainability within my practice; recycling plastic to form new ideas and innovate the textiles I make.

I will always use colour as a language.

I will take in my surroundings to inform how I will inspire change in the future by learning from the mistakes that have been made in the past.

3) I will take a unisex stance that involves the entirety of people to not discriminate.

I will keep an open mind to explore optimism and continue this throughout the visuals.

I will accept things not to work as I had planned them to and I will not let this push me back to giving up but driving me to experiment further.

1)

The world we live in is constantly changing while physically the tectonic plates shift the continents by "1-4 centimeters... a year." (Dowswell, P, Malam, J, Mason, P, Parker, S 2003) and I will change with it. However, I will always be true to who I am in creative and personal circumstances as I grow and gain knowledge on the world and life experience. I want to help people through this process as I will my experience to intent and maybe even raise awareness on larger matters that inhibit the evolution of the planet - I expect to be a person that leads and follows to create change moving forward into my life as an inventor and creative practitioner.

These changes will be small. They will be medium. They will be big.

"Discover new things instead of doing what everybody else does"

(Sorrenti, G 2015) said by a young girl at the age of 14 resinated with me as this is my plan. I will discover and evolve.

2)

In order to "treat the climate crisis like the acute crisis it is and give us a future" (Thunberg, G 2018) I believe in using recycled materials especially plastics as they are easy to transform and work with while it is widely used across most markets such as the food industry as well as packaging for many companies. 'plastic wasn't invented until the late 19th century, and

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AUTHOR
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production really only took off around 1950, we have a mere 9.2 billion tons' (Parker, L 2019) of plastic that has been produced from then until now and more is still being pumped out. Of that amount, 'more than 6.9 billion tons have become waste. And of that waste, a staggering 6.3 billion tons never made it to a recycling bin' (Parker, L 2019) These figures completely disappointed me and I want to be able to use the waste as a way forward rather than producing more. While doing this I will experiment further to create new ways of using the plastic.



3)

I strongly believe in equality and though the work I create will be suited to some peoples tastes and will not offer the correct style for others, it will still be available for all races, religions and will not take a specific belief aside from incorporating sustainability. From reading great points of view about equality I found that a Dutch philosopher once said "I have taken great care not to laugh at human actions, not to weep at them, nor to hate them, but to understand them." (Spinoza, B (1632-1677)) which looks at how you should accept how people are different and in order to live alongside them, you must appreciate these differences. This is definitely something that I follow and will continue to believe in my personal life as well as my professional and my practice.

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Task 2 - Jon Pugh - Reflective Writing: Do you know what you think?

As I know “that us Brits wear just 70 per cent”(Tepliacov, J 2016) of the clothing that we buy, I wanted to create a Garment that was created from a recycled material to save from buying from the fast fashion industry. I also find it disgraceful that “A whopping 91% of plastic isn't recycled”(Parker, L 2018) leaving it clogging up the landfill sites, oceans and the whole of the planet. This overall inspired me to use my practice to invent a way of using milk bottle plastic after I had seen the amount of milk that we used as a small family and evidently in the bins of just my street. This also reminded me of the lack of sustainability in the food industry which added to my frustrations. Furthermore, I collected these bottles, cleaned them and cut them into squares. I used the idea of invention the make these pieces look more interesting, by embroidering onto them, and not like milk bottles to show people that this plastic can be used in an interesting way.

Greta Thunberg wrote “They keep saying that climate change is an existential threat and the most important issue of all. And yet they just carry on like before.”(Thunberg, G (2018)). This made me feel encouraged to push this idea even further. And therefore I created this jacket as a way to show strength as it involved a powerful pointed shape at the shoulders which made people stop and look. The embroidery that I have sewn onto each small square was in a vibrant green colour to make it stand out even more but also to represent the generic colour that is associated with sustainability and the positive movement to help the planet. This is issue is incredibly current as we are the generation that has to pick up the pieces and therefore created a positive impact amongst my peers in this day and age.

It started many conversations within my peer group throughout the entire process of creating the jacket. This made me have a great feeling of pride as I had started to achieve my goals that I

had created through the design and manufacture process; this was to start a conversation or at least shock people to show them that you can create interesting materials from waste plastics rather than constantly pumping out more and more that will inevitably be wasted in the fast fashion industry, and therefore use what we have and not create more - but not only in the fashion industry, in the food industry also as we eat so much food and “1.6bn tonnes of food worth approximately \$1.2tn, goes to waste – about one third of the food produced globally.” (Ratcliffe, R 2018)

When the piece walked out the runway in the fashion show, I felt extremely proud as it looked like it was created from a common fabric as well as looking new and intriguing to the audience. I also felt slightly empowered by the final outcome that I had created as it was easy to transform the recycled plastic material and therefore could be something that could change the way that we use the plastic waste.

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Task 3 - Ryan Moule - Observational Writing: Identify an image and write a semiotic analysis

Semiotics are a way of looking into a deeper meaning of what we see while also seeing what the deeper meaning was intended to be, by the creator. We often look at advertisements or art that surrounds us in our everyday lives which we may not take notice of but none the less they have an effect on us. We can also see that sex is a huge seller within the marketing community as they use desirable attributes to sell a product as it somehow makes us believe that our lives will improve once we purchase whatever is being sold. Within art also, small indicators (signs) can be used to signify a subliminally correlated feeling or object to send a message or tell a story.

My own image:



This piece of art by Grayson Perry called *Head of a Fallen Giant* was created as a way to explore 'exactly what Englishness is'(Perry, 2017). I think it says a lot about the english history while being very relevant to a current day Englishman. The large Great British Flag situated on the forehead of the skull could indicate how the patriotic beliefs of an Englishman are at the forefront of his mind. This could also make out that it is a strong belief due to size and the fact that it is a skull could make you think that this particular type of man would have protected his country until death. The nail might also indicate that this man could have suffered a lot of torture in an aim to save his country. In this modern age it could link to the amount of mental health issues that have become apparent and that are being talked about, particularly in men.

I found that I have associated this skull to a man and I believe that is because the detailing on the face makes a large brow which is more commonly seen on a mans head while the bolts and the deep metal colour makes me link it to more commonly masculine objects. 'Our foreheads facilitate empathy' (Resnick, 2018). Meaning that the big bolts are on a vital and emotive part of the forehead which could imply that there isn't a lot of emotions due to the hard exterior.

There is a smaller imprint of a classic red London bus on the right cheek which is a huge pointer to a generic London and English sign. This is obviously linking us to the association of red

busses and british people which further makes us think of the initial intentions of the artwork. This explores how, within society, we make connections with race and objects - in turn, this shows that this piece of art is fairly obvious yet wouldn't make sense until you are to look up close and inspect what is included in the piece.

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