

My 8 Manifestos

Make Things Work Well: Creating stuff that does its job is more important than making it perfect.

Listen to Everyone's Ideas: When lots of people share their thoughts, it makes our designs better.

Design to Help People: Making things that can make life better for others is a great goal.

Be Honest and Real: People trust things more when they feel true and honest.

Enjoy Making Things: Having fun while creating is just as important as what we create.

Make Things Easy for Everyone: Design stuff that anyone can use easily.

Try New Things: It's okay to experiment sometimes new ideas are great discoveries.

Make Things That Make People Feel Good: Design things that make people happy or healthier.

When it comes to creativity, there are three essential principles that guide how we create things that really connect with people.

Firstly, the real magic happens when we create things that genuinely make a difference in people's lives. It's like those apps or tools that seamlessly blend into your day, making things smoother and easier. "Designing for the Digital Age" by Kim Goodwin (2009) really dives deep into this concept. It's not just tossing bits and bobs together, it's about making solutions that aren't just effective but feel like they were made for your needs. Picture it like finding that perfect jacket that not only keeps you warm but fits so snugly, you wonder if it was made just for you. It's about making something that clicks with everyone who uses it, that feels personal, and solves problems in a way that just feels right.

Then, there's the aspect of finding happiness throughout the creative process. "The Creative Habit" by Twyla Tharp (2003) explores the joy found in the creative rhythm, enjoying every step of drawing, constructing, or just the thought process. It's not merely about the final product; it's about embracing the pleasure of crafting something remarkable.

Lastly, ensuring ease of use for everyone is important. "The Design of Everyday Things" by Don Norman (1988) emphasizes crafting items or tools that are intuitive for everyone to understand. It is designing daily objects or tools that anyone can use without difficulty, with straightforward door handles that require no manual.

When merging these concepts, it's about creating things that make people's lives better, enjoying each stage of the creative journey, and ensuring universal simplicity in our creations. This approach resonates with people's needs, celebrates the joy of crafting, and ensures accessibility for everyone, regardless of their level of familiarity with technology.

Imagine diving into the process of crafting an app. You're not just creating it for the sake of having an app you're on a mission to solve real problems, like helping people manage their tasks efficiently. But it's not just about the end goal, it's about relishing every step along the way, from brainstorming ideas to designing the interface. And while you're at it, making sure that the app is a breeze to use is important. It's like building a bridge that connects tech wizards and first-timers alike, making it simple and intuitive for everyone to navigate.

In conclusion, these principles shape our creative work. They guide us to make designs that really connect with people. "The Creative Habit" book reminds us to value every step in creating something. "The Design of Everyday Things" emphasizes making things easy for everyone to use these principles from influential texts steer us to craft experiences beyond just function. Our goal is to create things that bring joy, meaning, and inclusivity to everyone involved in our creative process.

Reference

Goodwin, K (2009) *Designing for the Digital Age: How to Create Human-Centred Products and Services* (Online) Available from: <https://cdn2.hubspot.net/hub/349165/file-659507523> (Accessed on 18/12/2023).

Norman, D (1988) *The Design of Everyday Things* (Online) Available from <https://ia902800.us.archive.org> (Accessed on 19/12/2023).

Tharp, T (2003) *The Creative Habit: Learn It and Use It for Life* (Online) Available from: <https://artlab.guide/wp-content/uploads/2019/07/Tharp-2003-The-Creative-Habit-Learn-It-and-Use-It-For-Life.pdf> (Accessed on 18/12/2023).

Observational Writing



The launch of Coca-Cola's "Share a Coke" campaign in 2011 revolutionized advertising by personalizing their drink bottles with individual names (Firat & Venkatesh, 1993). The campaign prominently featured Coca-Cola's iconic red backdrop, fostering positive brand associations and creating an engaging atmosphere (Gertner, 2015).

The visuals in the ads were meticulously designed, showcasing listening Coke bottles adorned with water droplets, evoking the desire for a cool, refreshing drink (Gertner, 2015). The imagery aimed to tantalize the senses, inviting consumers to enjoy the pleasure of enjoying a chilled Coca-Cola on a scorching day and able to share the fun with family and friend on having their name on their bottles.

However, what set this campaign apart was its interactive aspect, the opportunity for consumers to personalize their bottles with names (Firat &

Venkatesh, 1993). This customization imparted a sense of exclusivity, putting a feeling that each bottle was tailored for the individual and feeling a sense of belonging within the broader Coca-Cola community (Williamson, 1978).

The campaign marked a shift from the usual marketing approaches, focusing more on making things personal and building deeper emotional ties (Holt, 2002). It wasn't just about selling a drink, it was like saying, "Have a Coke and feel like you're part of something special." It created this sense of exclusivity and belonging, making people feel like they were getting more than just a drink they were getting a piece of an extraordinary experience.

Passed the product promotion, the brilliance of this advertisement laid in emotions of connection, warmth, and familiarity (Williamson, 1978). It transformed Coca-Cola from a simple beverage into an invitation to join a welcoming community.

In a digital age marked by impersonal interactions, this initiative aimed to bring consumer to experience the fun side of the ad (Holt, 2002). It elevated the act of enjoying a Coke into a personalized encounter, resonating deeply with audiences by feeling a sense of companionship and inclusion. Having a Coke became more than consumption, it symbolized being part of a convivial circle (Firat & Venkatesh, 1993).

The success of the "Share a Coke" campaign in product marketing can be attributed to its ability to tap into and create a profound sense of belonging, comfort, and shared enjoyment among consumers (Gertner, 2015). By personalizing each bottle with individual names, the campaign transcended the realm of conventional advertising and transformed an ordinary drink into a cherished, personal experience. It effectively fostered an intimate connection between the consumers and the brand, seamlessly integrating individuals into a vibrant community characterized by shared fulfilment and joy.

References:

Firat, A. F., & Venkatesh, A. (1993) *Postmodernity: The age of marketing. International Journal of Research in Marketing*, 10 (3), p. 227-249. (Online) Available from: <https://www.researchgate.net/publication/222155016> (Accessed on 19/12/2023)

Gertner, J. (2015) *The Branding of Polar Red: The Story Behind Coca-Cola's Iconic Red. Harvard Business School* (Online) Available from: <https://www.hbs.edu/faculty/Pages/item.aspx?num=49280> (Accessed on 19/12/2023).

Holt, D. B. (2002) *Why do brands cause trouble? A dialectical theory of consumer culture and branding. Journal of Consumer Research*, 29(1), p. 70-90. Available from: <https://www.jstor.org/stable/10.1086/339922> (Accessed on 19/12/2023).

Williamson, J. (1978) *Decoding Advertisements: Ideology and Meaning in Advertising. Marion Boyars* (Online) Available from: <https://www.taylorfrancis.com/chapters/edit/10.4324> (Accessed on 19/12/2023).

Practice-based writing

The Venus de Milo, an ancient Greek statue portraying Aphrodite, the goddess of love and beauty, has been around since about 100 BCE, making people go "wow" for ages (Louvre Museum, n.d.). Despite missing her arms, this statue's beauty never fades. It's been hanging out at the Louvre Museum in Paris for ages, making it super famous for its ancient charm and making everyone stop and stare.

Imagine this scene in 1820: picture the Greek island of Milos where some locals stumble upon these broken pieces of an incredible statue. They're not totally certain, but most people give credit to Alexandros of Antioch, this big deal sculptor from way back when (Grossman, 2020). He was famous for his epic creations, and people reckon this stunning piece might just be one of his masterpieces. It's like finding a hidden treasure, uncovering a part of history lost in time, and connecting with the craftsmanship of an ancient sculptor.

Standing tall at 6 feet 8 inches, this statue, with no arms to show, still rocks the elegance game, leaving us wondering about its missing limbs (Grossman, 2020).

So why is everyone so hyped about the Venus de Milo? Well, it's all about that artistry and timeless charm. The way she's sculpted, with those soft features and that draped clothing, it's like an ancient Instagram influencer, but in marble (Grossman, 2020).

The missing arms? They're like the ultimate mystery box. Some think she might've held a mirror or an apple, symbols of Aphrodite's vibe. It's these mysteries that keep art nerds up at night, debating and speculating (Grossman, 2020).

Art lovers adore the Venus de Milo because it's not just a statue it's a ticket to ancient Greece. It's a portal that connects us to their culture and art smarts, showing off the best of Hellenistic sculpting (National Geographic, n.d.).

it's not just an old thing from history books, this statue has this vibe that's totally timeless. It's still inspiring artists and scholars today. Its mysterious vibe and sheer beauty just keep everyone intrigued, sparking fresh thoughts and different ways of looking at it (National Geographic, n.d.). This statues like a puzzle that keeps people curious, inviting new thoughts and ideas about its story and its creator, even after all these years.

In a nutshell, the Venus de Milo transcends mere antiquity; she stands as an enduring symbol of timeless beauty and unparalleled craftsmanship. Her allure lies not only in her intrinsic artistic value but also in the enigmatic aura that surrounds her. She represents skills and hard work were put into creating this statue, a testament to ancient artistry and a revered relic of classical beauty. What makes her irresistible to admirers and scholars alike is the multifaceted nature of her existence.

References:

Grossman, A. (2020). "*The Venus de Milo: How the Louvre's masterpiece got its arms.*" The Art Newspaper. (Accessed on 20/12/2023)

National Geographic. (n.d.). *Venus de Milo* (Online) Available from:
<https://www.nationalgeographic.com/travel/article/a-rare-peek-inside-the-world-of-greek-forgeries> (Accessed on 20/12/2023)

Louvre Museum. (n.d.). *Venus de Milo* (Online) Available from:
<https://www.louvre.fr/en/explore/the-palace> (Accessed on 20/12/2023)