

Kiera Steel

Student ID:2203780

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Julia Lockheart

Level 4 Ways of Thinking ADAD4018

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Manifesto

Compose 8 short statements corresponding to Design Craft.

Statement 1: Design Craft is the designing, making and the encouragement of individual creativity and expression.

Statement 2: Design craft is a skill that is honed, and this skill can often be seen in the end product and final designs.

Statement 3: Design is in everything we see and do, but it's also between those things.

Statement 4: It's about your effort, and your imagination.

Statement 5: Design craft is not just what it looks like and feels like, it's the process that counts.

Statement 6: Design Craft is very personal, rewarding and can be very therapeutic.

Statement 7: The subject is full of exciting possibilities for creative satisfaction.

Statement 8: Design Craft is in everything we make, and it is also found between the lines of creativity.

Choose 3 statements and write in depth on each statement chosen.

Statement 6: Design Craft is very personal, rewarding and can be very therapeutic.

The Craftsman by Richard Sennett is a statement for the value of design skill in modern society. Sennett argues in his book that artisanship is about more than simply producing things; it is also about how we conduct our lives. The book delves into the significance of artistry in our lives and how it may assist us in creating a better society.

Sennett created this book to emphasise the value of workmanship in today's culture. He believes that artistry is a way of life and that we should all strive for it. Sennett contends that artisanship is about more than simply producing things; it is also about how we conduct our lives. He believes that artisanship may help us make a better society by teaching us the value of quality, attention to detail, and community.

One of Sennett's central themes is the value of quality. He contends that artisanship is all about quality, and that we should aim to make something of the finest possible quality. He feels that this is necessary if we are to build a better world, and that we should all be proud of what we make.

Another key issue in Sennett's work is the significance of paying attention to detail. He contends that excellent workmanship is all about paying attention to the smallest details, and that this is what distinguishes great artisans from the others. He believes that we should all endeavour to pay attention to the minor aspects in our lives to make the world a better place.

Finally, Sennett's work emphasizes the value of community. He contends that artistry is about more than just the person; it is also about the community. He thinks that we should all work together to make the world a better place, and that artisanship may assist us in doing so.

Finally, Richard Sennett's book The Craftsman is a manifesto for the value of design craft in today's culture. Sennett created this book to emphasise the value of artisanship in our lives and how it may help us make the world a better place. His book is full of instances of artistry in action, and it discusses the value of quality, attention to detail, and community. We can build a better society for ourselves and future generations if we all endeavour to live our lives as artisans.

Statement 7: The subject is full of exciting possibilities for creative satisfaction.

As designers and craftspeople, we are continually looking for fresh ideas and inspiration to fuel our creative processes. However, in our quest for perfection, we frequently overlook the beauty of imperfection. This is when Christopher's stuttering in his Craftsman introduction comes into play.

They remind us that stumbling and making errors are normal parts of the learning process.

Christopher delves into the topic of artisanship and how it is a vital component of the human experience in his book The Craftsman. He contends that artisanship is more than simply making something physical; it is also about the process of making and the skills and information gained along the way.

Christopher's stutters in the book's preface mirror his own progress as a craftsman. They demonstrate that even the most expert and seasoned craftspeople sometimes struggle to express themselves. However, it is via these difficulties that we as artists learn and evolve.

As designers and artisans, we should accept our flaws and use them as sources of inspiration. We should not be hesitant to attempt new things and take risks, even if it means making errors along the way. "The craftsman is proud of what he has made, and cherishes it, but he does not let it define him," Christopher writes in his book. He understands that, as a human person, his work will always be unfinished, and that what matters most is the process of striving for perfection."

Finally, Christopher's stutters in his introduction for the Craftsman serve as a reminder that flaws are part of the creative process. We should accept our errors and utilise them to inspire us. We should aim for perfection as designers and craftspeople, but we should also be proud of our flaws and utilise them to drive our creativity.

Statement 2: Design craft is a skill that is honed, and this skill can often be seen in the end product and final designs.

Robert Welch was a British designer who had a considerable effect on the field of design in the twentieth century. His legacy is defined by his dedication to creating high-quality, practical, aesthetic, and inexpensive things. Welch was an expert in his art, and his work embodies design ideas that are still applicable today.

Welch's design philosophy was founded on the premise that excellent design is about more than simply aesthetics. He thought that a well-designed product should be functional, long-lasting, and simple to use. This concept is represented in some of his most well-known designs, such as the Alveston cutlery line and the Old Hall stainless steel teapot.

Books by Robert Welch, such as "The Robert Welch Handbook of Practical Design" and "Designing for Industry," are required reading for anybody interested in design. He provides his insights into the design process and practical tips on how to develop objects that are both attractive and functional in these publications.

Welch's work and publications are linked to the concept of design as a trade that must be cultivated since they emphasise the necessity of talent in producing high-quality goods. "Craftsmanship is the skill and expertise that underpins all good design," write Richard Sennett and Jonathan Cobb in their book "The Craft of Design." Welch's work embodies this concept, demonstrating that design is more than simply having a brilliant idea; it is also about being able to implement that notion with expertise and accuracy.

To summarise, Robert Welch's legacy is one of dedication to his art and a commitment to developing high-quality, both attractive and practical items.

Observation Writing - Dior Perfume

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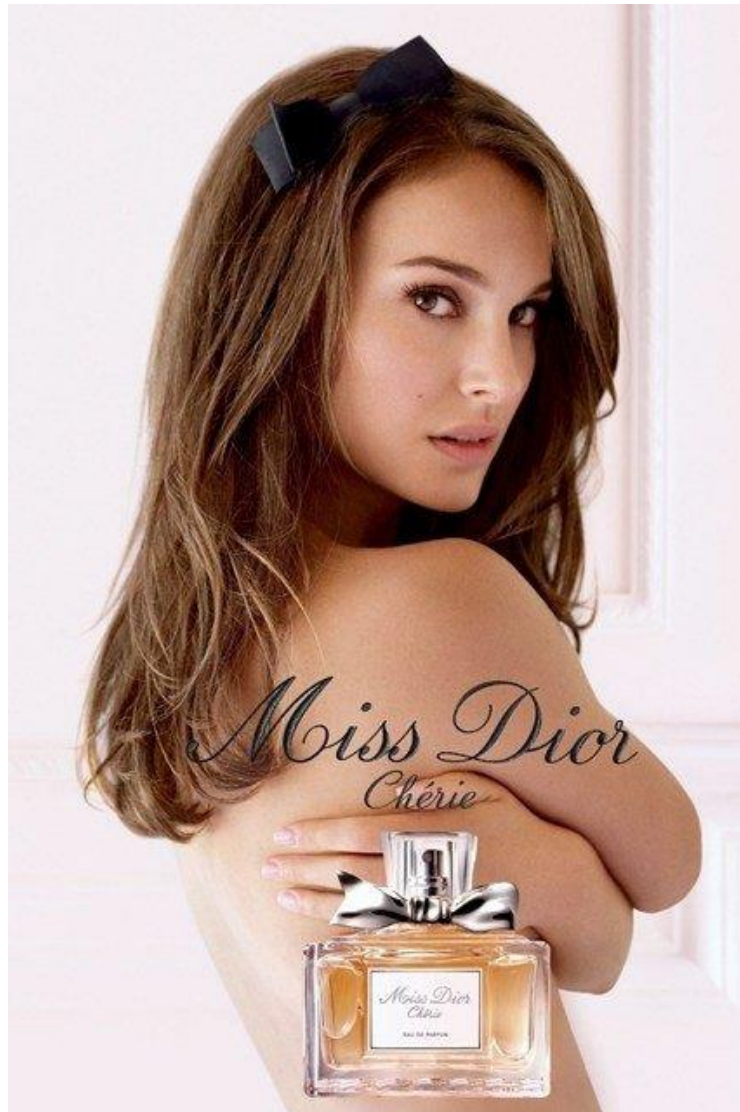


Figure 1-Dior Advertisement-Kira Knightly

Kira Knightly's Miss Dior Chérie advertising is a magnificent showcase of grace, beauty, and femininity. Kira Knightly stands on a balcony staring at the camera in the advertising, which is set in a luxury Parisian flat. The advertisement's tones are soft and subtle, with pink, white, and gold dominating the picture. The soft pink perfume bottle and the sheer flow of the drapes behind her create a romantic and dreamy environment, while the gold embellishments provide a hint of luxury and class.

Kira Knightly's look in the advertising is one of seduction and ecstasy, as if she is during a blissful moment. Her softly parted lips are dazzling, and her eyes glitter with care, expressing the idea that Miss Dior Cherie is a fragrance that may bring beauty and happiness into the lives of every woman.

The advertisement's aesthetic is traditional and timeless, with Kira Knightly shirtless and arms crossed, and her haircut echoing the splendour and grace of old Hollywood.

Overall, Kira Knightly's Miss Dior Cherie advertising is a wonderful showcase of beauty, grace, and femininity. Kira Knightly's soft hues, classic design, and cheerful attitude create a romantic and glamorous atmosphere that wonderfully reflects the spirit of the Miss Dior Cherie scent.

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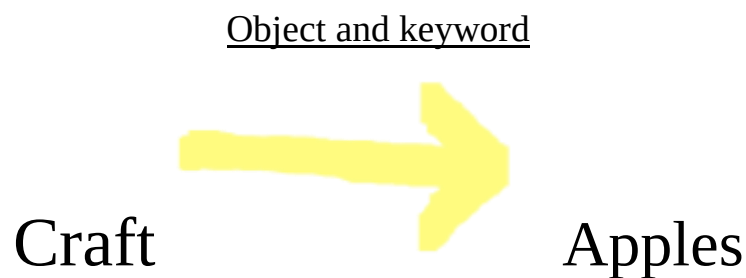


Figure 2- gold arrow-word exclusive

What is Craft?

Craft is the skilful manufacture of items or works of art using manual dexterity and experience. The term "craft" comes from the Old English word "craeft," which means "skill or art." Craft is now commonly linked with handcrafted or artisanal items that are admired for their distinctiveness, quality, and attention to detail. It is a significant component of cultural heritage because it may be utilised to express creativity, preserve traditions, and encourage sustainability.

What is an apple?

An apple is a spherical fruit that is usually red or green in colour. It is frequently connected with health and nourishment, and it is a symbol of knowledge and temptation in many cultures and faiths, including the biblical account of Adam and Eve.

Can an apple and a word craft coexist?

The words "apple" and "craft" may appear unconnected, yet they can coexist in the context of literature. Michael Pollan's book "The Botany of Desire" delves at the link between people and plants, particularly the apple. Pollan contends that via selective breeding, humans have shaped the apple into a desirable fruit with a variety of colours, flavours, and textures. The process of building an apple is comparable to the process of creating literature, in which authors deliberately pick words and phrases to have the intended effect on the reader. Furthermore, Richard Sennett's book "The Craftsman" explores the value of workmanship in several domains, including writing.

Sennett contends that artisanship entails a thorough grasp and respect of one's materials, whether physical or verbal. producing an apple, like producing literature, requires a certain amount of ability and attention to detail. Finally, despite their seeming dissimilarity, the apple and the term "craft" may coexist in the realm of writing. Authors such as Michael Pollan and Richard Sennett have addressed the notion of artisanship regarding both physical and linguistic elements in publications such as "The Botany of Desire" and "The Craftsman." These works demonstrate how, through the prism of literature, diverse things may be linked.

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