

Portfolio of writing

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BA Automotive Design

Task 1 – Julia Lockheart-Manifesto Writing: “What do I believe in?”

- Word count- 473

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

- Word count-456

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

- Word count-524

Tutor's names – Julija and Gwen

Task 1 – Julia Lockheart-Manifesto Writing: “What do I believe in?”

Word count- 473

1. Make the manufacturing process more sustainable by cutting down on the amount of materials used for the car
2. Make the manufacturing process more sustainable by cutting down on the number of robots used, thus cutting down on electricity usage by the plant.
3. Direct more funding into finding more sustainable fuel sources like hydrogen
4. Look at more sustainable ways of designing through aerodynamics, meaning that the cars become more efficient
5. Cut 70% of funding towards autonomous vehicles by 2020 and enforce a driver reward scheme in place of this
6. Enforce a test annually for all citizens past the age of 55 that examines their driving ability and puts restrictions in place for the driver depending on their driving ability.
7. Enforce inbuilt speed limits that are specific to the make and model depending on the car's performance.
8. Make insurance policies dependant on the car rather than the drivers experience.

Point 3 explained



Toyota hydrogen car presentation (2015)

Accessed on: 05/01/2020

Available at:

https://en.wikipedia.org/wiki/Hydrogen_vehicle

Despite the rise of electric cars in the modern age, they still haven't quite perfected the sustainable side of things. It emits the same amount of pollution to build an electric car compared to running a modern petrol car for a lifetime. For this reason, I believe that it is more cost effective to fund research into other methods of fuels, this would ensure that when the cars become open for the public they can be guaranteed to be more efficient compared to a petrol car. As well as this, hydrogen cars can produce their own fuel. The only bi product that is emitted from hydrogen cars is water which can then be recycled into new hydrogen. This means that there is potentially an unlimited source of fuel for the cars, meaning no stress is put onto the environment through using hydrogen as a fuel alternative

Point 8 explained



New driver (2018)

Accessed on:

05/01/2020

Available at: <https://news.motability.co.uk/everyday-tips/tips-for-new-drivers/>

When looking for cars as a new driver there is the huge factor of insurance when calculating the overall cost. It is for this reason that most new drivers either cannot afford a car altogether or can only afford a car that is sure to breakdown costing them more money. This can be a real disappointment to new drivers as driving is advertised as something that can be life changing and will unlock endless possibilities for the driver as they take advantage of their newfound freedom. This is why I believe that car insurance should be based on the performance specifications of the car rather than the experience of the driver. Then they should be sorted into horsepower brackets where the higher the power the more expensive the car becomes. Each bracket will have a universal price that will cover all cars under that bracket. This would mean that it is easier for new drivers to buy and maintain a car for themselves.

Point 6 explained



Elderly driver

Accessed on:
05/01/2020

Available at

<https://www.herrmanandherrman.com/blog/elderly-drivers-diminished-driving-skills/>

Over recent years studies like the one carried out by the RAND corporation, have shown that, whilst younger drivers are more likely to drive in a riskier manner, it is in fact elderly drivers who cause more fatalities and injuries on the roads. This is alarming as society had its eyes fixed on younger drivers for being the main cause of serious road accidents. I propose we enforce a test for drivers 55+ which grades their ability to drive. Once they have completed the test a grade is given to either, allow them to continue driving, restrict the type of vehicle they are allowed to drive or ban them from driving all together. I believe that this would significantly reduce the number of fatalities and injuries caused by elderly drivers as it would restrict their driving based on their ability. I believe that this would dramatically improve the safety of the roads and would definitely reduce the number of casualties formed from road accidents.

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

Word count-456



For this task I have chosen an image that has impacted my understanding of my course dramatically since I discovered it. The image above is of a flying fish. It is often credited for the way it jumps out of the water and glides to escape threats. However it is also known for its highly streamlined design. This is a feature that most underwater creatures have adopted due to their environment. Before I researched into this I was drawing shapes that weren't suitable for my course. They were aerodynamically flawed in many ways and weren't very pleasant to look at. Then I discovered speed

forms which led me to the marine world. At first I was rather confused as to why this was so prominent in the design industry, but also how so many different shapes and forms were achieved by studying the different organic forms found in nature.

After I'd uncovered this information I went searching for things like sword fish and sharks to copy their streamlined features and aerodynamic nature. However I also came across this species of fish. I was instantly captivated by how it was able to combine the two main factors that influence my work. To help me further I analysed the way that the fish would react to the air and how it was able to glide so efficiently. This gave me a deeper understanding of aerodynamics and how they can dramatically affect how a car, plane or other mode of transport performs and behaves. I also performed extensive research into how the fish was able to achieve such high speeds whilst travelling in water. This was highly valuable as it was able to give me a visual insight into aerodynamics. I found it more helpful in comparison because, with the aid of dyes, I was able to see the full effect of the shape of the fish as it went through the water.

As a result of carrying out all this previous research I was able to notice a dramatic difference in the work that I produced. I noticed that I was more inclined to draw speed forms rather than fully detailed cars. The drawings I produced also contained a strong organic element that would often show clear links between the natural world and the automotive industry. Studying the forms in the natural world has also prompted me to study further into the anatomy of not just animals, but also humans. This has made things a lot easier especially when drawing and designing cars to fit a certain subject. For example I would have a better understanding of how to design a horse box now compared to before hand where I had not done the research I now understand.

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English tests in 30 years,
“QUESTION 5: What is the
meaning of this meme?”



For my semiotics section I chose to write about this internet image, otherwise known as a meme. Here we can see a character from a Japanese cartoon is gesturing at a picture of a boot. There is an image of a snake overlaying his face to suggest he is taking on the role of a snake. At the bottom of the image is an image of a man which is from another meme where he is saying “It’s free real estate.” This image replaces the existing subtitles of the original picture. The background meaning to this meme is related to the popular franchise of Toy Story where the main protagonist uses the catchphrase, “There’s a snake in my boot!” Above the image there is text predicting that this sort of format will be implemented into future English exams. From this basic analysis we can deduct that the image is based on the 1995 film ‘Toy Story’ and is simply illustrating the main character’s catchphrase in a way that is metaphorical.

Now that we have explored the core elements of this meme we can get into the background metaphors that lie within this otherwise innocent comedic image. The popularity of internet memes is becoming greater very rapidly. This meme addresses this occurrence and emphasises it through the caption found at the top of the image. Currently in the UK English exams comprise of analysing and understanding novels and/or plays, often by famous authors such as William Shakespeare (*King Lear*), Truman Capote (*In Cold Blood*) and Thomas Hardy (*Tess of the D’Urbervilles*). Through the years there hasn’t been a lot of material to challenge this format of using dated texts. However this meme is suggesting that the rise of the internet meme will replace the present format. This could certainly become a real probability in the near future. The novels and plays now are used because they were famous forms of entertainment that were widely available to the general public. As well as this the younger generation at the time of the novels and plays would have grown up to see them as fitting entertainment much like how the younger generation of today is entertained by memes.

Since the invention of the internet and social media these forms of entertainment have become highly accessible, so much so that it is making things like libraries obsolete. However in early 2011 a new format of entertainment was created and is what is now called memes. These memes are growing in popularity just as fast as the books and plays used in current exams when they first appeared. This is due to their simplicity and entertainment factor which can grab the intended audience's attention in an instant. To add to this, memes have become a global occurrence and a specific format can go 'viral' in a matter of hours meaning that a larger percentage of the global population is exposed to it, thus increasing its popularity.

To conclude, this meme highlights how modern exams are becoming obsolete and emphasises the fact that a format change may be necessary. There is yet to be a meme that challenges the more famous texts however, I believe that it is entirely possible.

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