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Tasks in the order I received them:

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Task 1: Manifesto Writing

1. **DO NOT** try to be someone else or do something you are not comfortable doing it,
BE AND LOOK OUT FOR YOURSELF!
2. **DO NOT** be afraid of changes or challenges, because failing will make you learn.
Desire to explore.
3. **DO NOT** care about other people's opinions, what is right to others might be wrong
for you.
4. **DO NOT** just focus on the end result. The way there is as significant.
5. **DO** change your perspective. You can be creative in everything not just in your work
or paper.
6. **DO** something to change the world. Be crazy enough to believe it and you will
achieve it.
7. **DO** trust your gut. Trust the unexpected. Anything could happen, it takes time.

DO
NOT

try to be someone else or do something you
are not comfortable doing it, BE AND LOOK
OUT FOR YOURSELF!

be afraid of changes or challenges because
failing will make you learn. Desire to explore.

care about other people's opinions, what is
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just focus on the end result. The way there is
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DO

change your perspective. You can be creative
in everything not just in your work or paper.

something to change the world. Be crazy
enough to believe it and you will achieve it.

trust your gut. Trust the unexpected.
Anything could happen, it takes time.

DO more, be more.

3 areas of exploration:

Challenges: DO NOT be afraid of changes or challenges, because failing will make you learn. Desire to explore.

In order to stand out as a designer or artist, you should not only be creative, but also innovative and up for challenges. We seek innovation as a hopeless goal, but it is 2020 and the possibilities are not by any means exhausted. As Rams suggested in his *Ten principles for good design* (1976) manifesto, design is like a tandem, if technology develops so does design and can never be an end in itself.

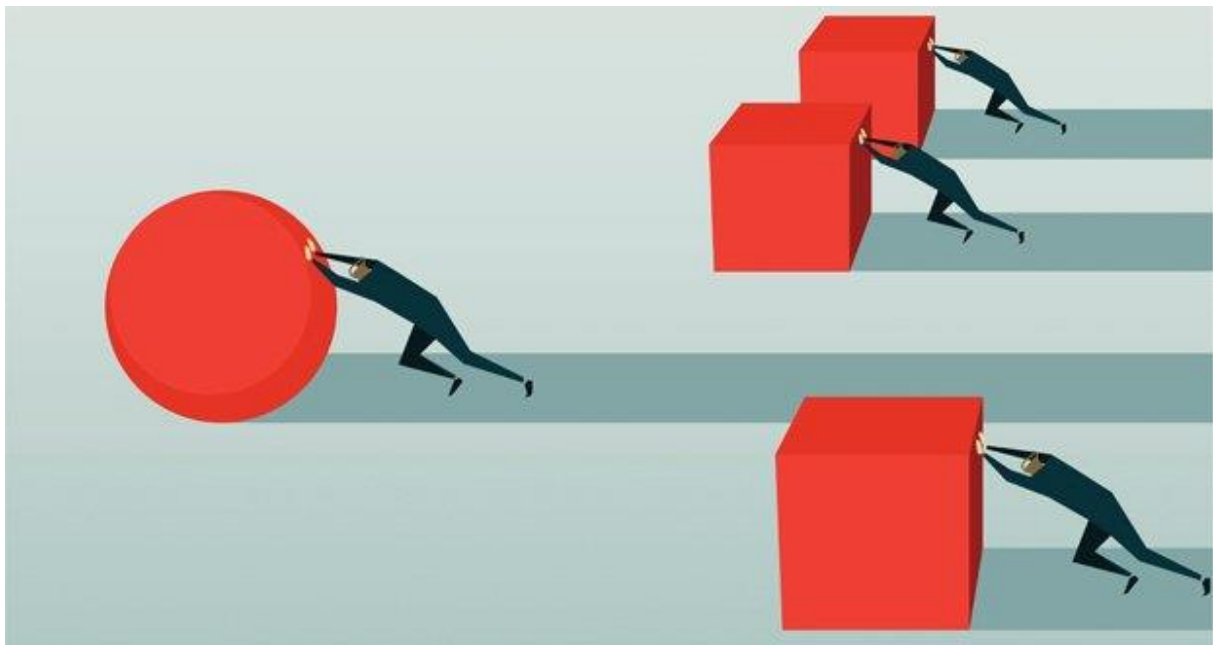


Figure: The challenges of growth in the home care market: opinion, Peter Longman (2019)

Living up to such exacting demands or standards is what will make you learn, improving, with time, your verbal and visual skills. Surprisingly, many people actually rummage jobs that require plenty of mental work. In her book, Otis (2015) mentions how in each interview she did, where she asked, “what was the hardest thing you ever had to learn?” the majority

answered it was the work they did. Why be interested in things that you understand easily if you can opt for things you find difficult or challenging, giving you the opportunity to gain knowledge and develop new skills, affirmed by Sawyer and other authors (2003)

We as creative individuals must challenge ourselves, if everything has already been done, do it better.

Expect different: DO something to change the world. Be crazy enough to believe it and you will achieve it.

Design thinking is a mindset that involves empathic, creative, and innovative processes and methods used to improve the quality of life of citizens. It allows us, designers, to question about “future scenarios freely rather than accepting the way things are done now, emphasizing the creative and intuitive ways of solving problems” (Nielsen et al. 2019, p 2).



Fig.2: Group of People Taking Photo, Rebecca Zaal (2017)

Pilloton (2008) notes that the design world should start using this mindset to start doing good and working on some of the biggest global issues. The idea of designing a product to just deliver form and function should be left a side, so designers can focus on providing results and impact. Unfortunately, designers do not consider that the target users are not necessarily the purchaser. Our art should be cheap and accessible to everyone, but there are end users who cannot afford most of design solutions.

I felt identified when I read *Think different* (Apple, 1997) manifesto, because I have always thought that a good designer is someone who is crazy enough to believe they have the ability to change things and push the human race forward. It is the crazy ones who do.

Agree to disagree: DO NOT care about other people's opinions, what is right to others might be wrong for you.



Fig. 3: Gordon Johnson (2017)

Thinking wrong is right because what is right for others might be wrong for you, what is dirty for others might be clean for you, what is tasty for others might be unpleasant for you.

What goes on in other minds is a mystery that can evoke frustrated responses.

Thinking, I joke, is like going to the toilet: we do not know what the experience is like for other people, and we rarely talk about it. We presume that their experience is a lot like ours, but we do not know for sure.

(Otis, 2015, p.3)

Substantially, we are all different and each of us possess different qualities and abilities.

Having said that, we do actually find some similarities among each other, constituting what is called cultural identity. Reading *Everyday Aesthetics* (Saito, 2007) made me realize that our culture has a massive unconscious influence on the formation of our identities.

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Figure 1: *The challenges of growth in the home care market: opinion*, Peter Longman (2019). Accessed from: <https://www.agedcareinsite.com.au/2019/06/the-challenges-of-growth-in-the-home-care-market-opinion/>

Figure 2: *Group of People Taking Photo*, Rebecca Zaal (2017). Accessed from: <https://www.pexels.com/photo/group-of-people-taking-photo-764681/>

Figure 3: Gordon Johnson (2017) Accessed from: <https://pixabay.com/images/id-2747284/>

Task 2: Observational Writing

Thompson (2015) suggests that despite the importance of visual symbols and signs, these have to be described, analysed, and enveloped in the cultural narratives attached to them. This is where semiotics takes part.

Semiotics is the study of the use and interpretation of signs and symbols, which provides us with the knowledge and ability to understand culture and communicate effectively.

‘Semiotic analysis is not complete until signs and symbols are meaningfully connected to society, culture and ideology’ (Lawes, 2019, p.1) It may also help us appreciate the meaning and context of any image or artwork. That is why, on occasions, design can be considered a semiotic system that affects how we sense, interpret, and understand (Oswald, 2020) the world and the meanings in a variety of ways. Saussure, once, identified a structure (signified and signifier) (Lawes, 2019, p.3). The first one being our physical response to the things we see and hear, while the second one is our response to what we think it refers to. Thus, there are multiple connections between both. Its relationship is arbitrary.

Therefore, semiotics is frequently used in marketing, making it possible to go beyond the functional purposes and have a symbolic value or an emotional meaning for the consumer. ‘It examines the psychic, cognitive, and structural operations motivating the consumer to develop such attachments to certain brands’ (Oswald, 2012, p. 1) Like the image down below.

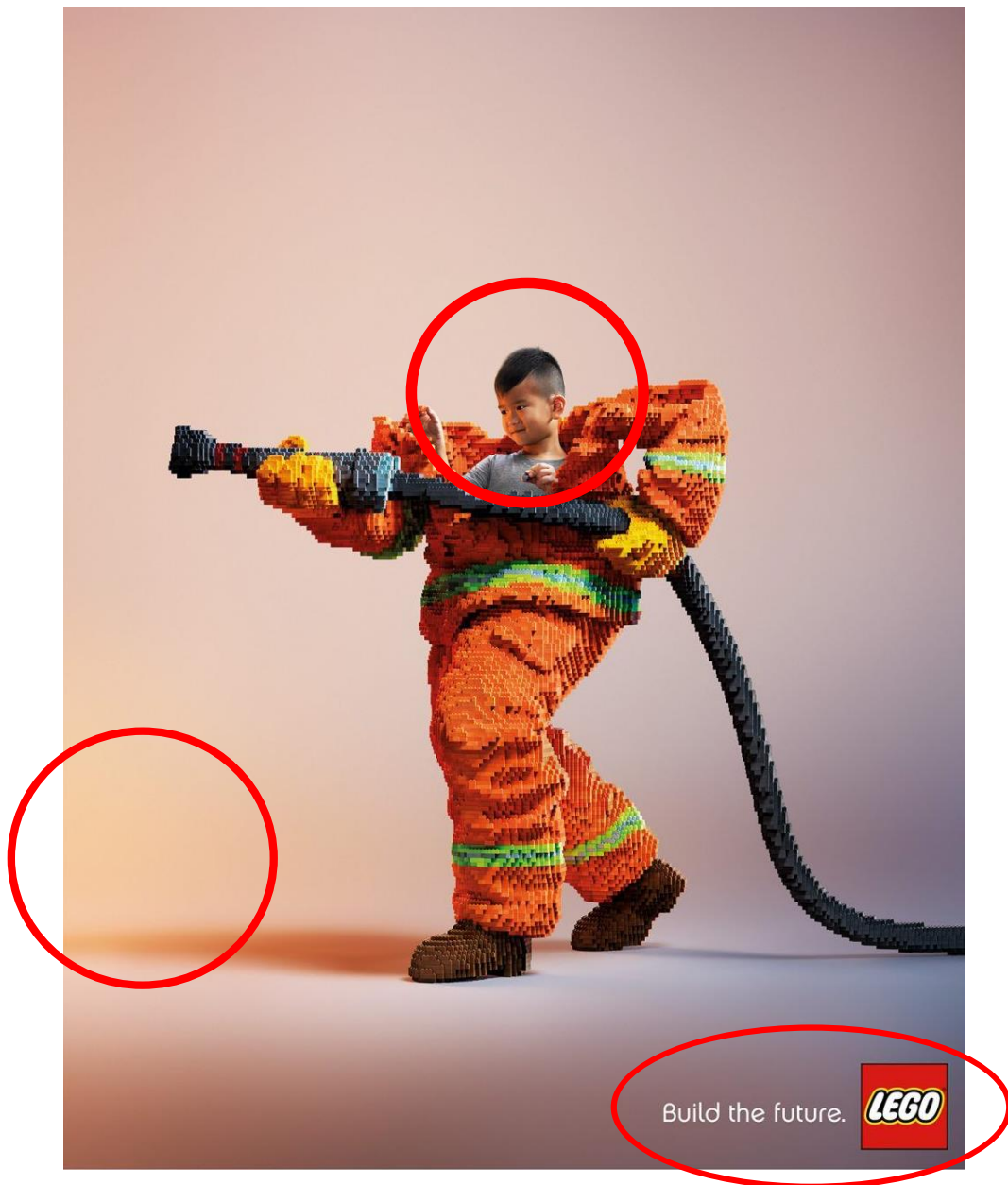


Fig.4: Build the future, Léa (2017)

This is a simple but expressive advert by the well-known toy company, LEGO. We can see a young age boy standing right in the centre of the image, against a plain, dark background, which was probably chosen so it was easier to understand that the yellow and orange tones recreate a fire. That way, the fire and firefighter suit really stand out, focusing our view on what is most important. He is covered from neck to toes with Lego pieces creating a man's figure dressed as a firefighter with a hose on his hands, trying to recreate a scene where the firefighter is about to turn off the fire.

It stands out how the LEGO logo and short text are way smaller and situated in the bottom right corner, so it does not distract us from what is important- the boy.

I really like this advert because I think it is trying to prove that, if kids play with Lego pieces, not only they will have fun, but they will also 'build their future'. That is why I would say it is specially addressed to parents. Everything parents do, they do it for their child's future. So, with this image, it is suggesting that if they buy this product, they might be able to 'build' a successful life, like a firefighter. And they will also enjoy playing with it. Is it not the best of both worlds?

Additionally, by analysing the image, I can see that the boy does not seem scared or concerned, which suggests that, with what he builds, he will feel strong, brave, or successful. It might as well make him feel like he has done something good.

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Fig.4: *Build the future*, Léa (2017). Accessed from: <http://www.fubiz.net/en/2017/06/30/creative-new-lego-print-campaign-2/>

Task 3: Practice-based Writing

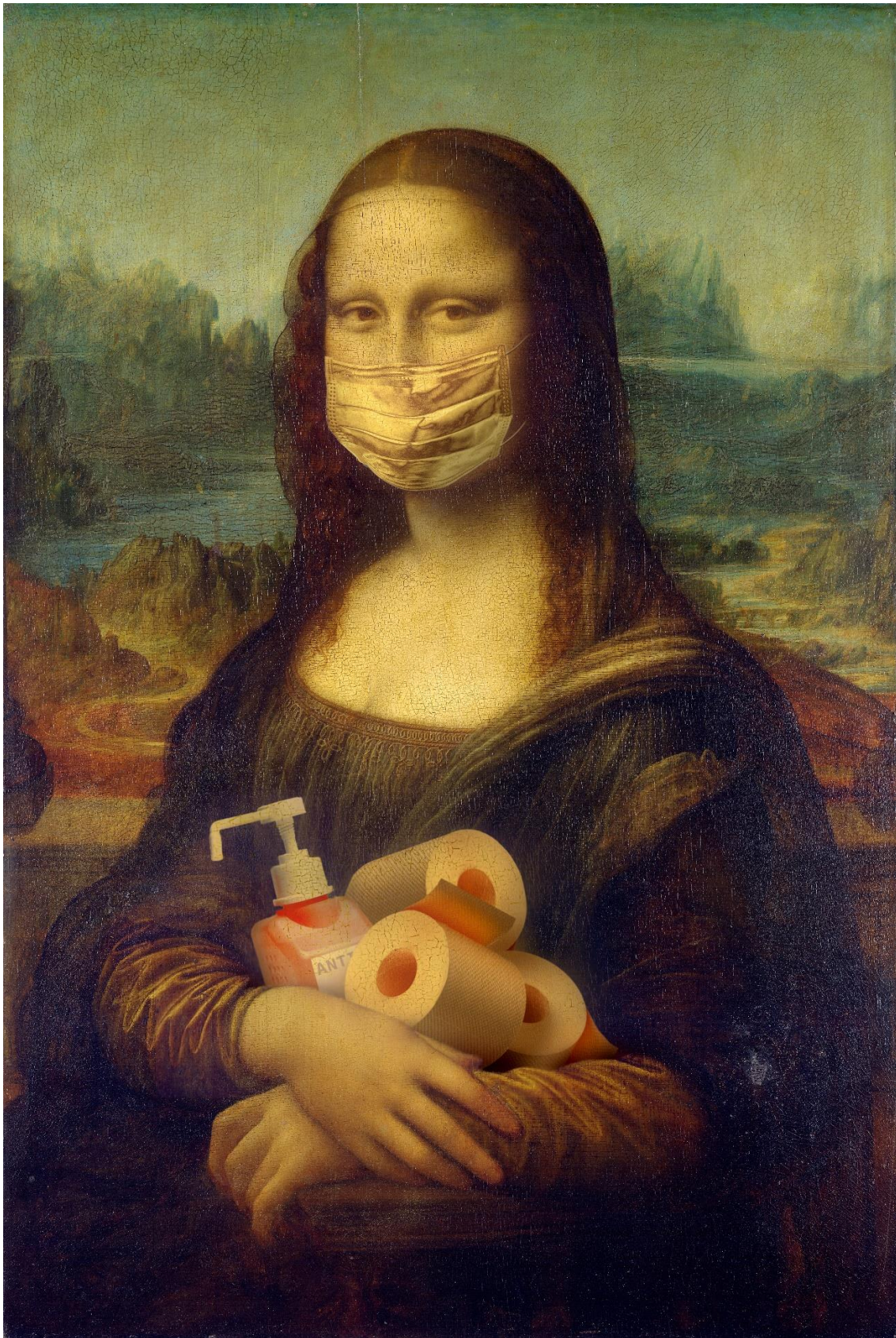


Fig. 5: Yaroslav Danylchenko, (2020)

COVID-19, what is it? I have never heard of it. Is it a new thing?

Words like COVID-19, Coronavirus, face masks, antibacterial gel, and vaccine are stuck in my head, wondering around every single day, every single second. But even though it is a topic discussed everywhere, it seems like some people do not know about its repercussions and consequences as they are avoiding important responsibilities. One of which is wearing a face mask.

During this pandemic, we have had to face a lot of restrictions, from not being able to have a normal work life and visit friends and family, to having to change our personal habits for 4 months (Travaglino, 2020). People are tired of not having freedom.

I can agree that having our mouth covered for a long time is uncomfortable, overwhelming, disturbing and gives us headache and difficulty to speak, but as our responsibility, it is a duty we have to deal with. (Wieland, 2017) It is worth it, not just for your personal safety, but for your community.

‘Smoking rates did not drop until smoking bans were enacted. Seatbelt usage did not exceed 50 per cent until it was made mandatory in the 1970s. Enormous fines are still needed to prevent some drivers from making highways dangerous for everyone else. We have a poor track record of “doing the right thing.”’

(Deonandan, 2020)

Feng (2020) notes that there is a significant difference in effectiveness between the masks that contain more fabric and are softer, and the ones that are harder and smaller. As we know, depending on the type, they can either protect ourselves from people who carry the

virus, avoid onward transmissions, or both. That is why I agree with Eikenberry (2020) who suggests that mask coverage should be as near universal as possible. Although medical masks were frequently used to avoid contagious illnesses in sanitary practices, they were not designed to be worn for a long period of time.



Fig.6: People Wearing DIY Masks, Cottonbro (2020)

Design knowledge is used on many occasions for problem solving (Kovačević, 2020). As a product designer I often think about how to fix people's problems with products, trying to understand what they do not like and come up with a way to make it better. In this occasion, perhaps if we change and adapt the masks to the consumers liking, they will stick to them.

As we all have experienced the same situations, it has been easy to identify and fix people's complaints. One of which has been the irritation masks make on the back of our ears. This has been fixed thanks to several quirky products that make it more comfortable, such as "ear protectors".



Fig.7: Face Mask Strap Clip, Braelyn Wood (2020)

Additionally, designers also consider the possible risks creating stockpiles of disposable masks may have, as some are mostly made of plastic (Quesnel, 1975). Thus, measures to prolong their usage and reusable masks should be encouraged.

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- Fig. 5: Yaroslav Danylchenko, (2020). Accessed from: <https://www.pexels.com/photo/mona-lisa-protection-protect-virus-4113084/>
- Fig. 6: People Wearing DIY Masks, Cottonbro (2020). Accessed from: <https://www.pexels.com/photo/people-wearing-diy-masks-3951628/>
- Fig.7: Face Mask Strap Clip, Braelyn Wood (2020). Accessed from: <https://www.health.com/condition/infectious-diseases/coronavirus/how-to-stop-face-mask-irritating-ears#:~:text=1.,Face%20Mask%20Strap%20Clip&text=Plastic%20%E2%80%99Cear%20savers%E2%80%9D%20are%20one,ears%2C%20to%20immediately%20relieve%20pressure.>

