

Portfolio of Writing

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Word Count

Task 1: Julia's Task 456

Task 2: Ryans' Task 453

Task 3: Jon's Task 505

Task 1: Julia's Task

The future is electric cars.

I think automotive design is a way of living, not a job.

Clay design should always be used in automotive design.

Without technology automotive design wouldn't be where it is today.

Automotive design isn't the reason cars are bad for the environment.

The best investment you could have is a car.

I think that design is the best skill you can have.

Anyone with a licence should be able to be shown how to drive an F1 car.

For many years a car has been one of the main modes of transport on earth, if not the main mode of transport in more developed countries. There are many jobs linked with automotive design for example, F1 driver, being a presenter for a car show such as The Grand Tour and

Top Gear, even being a sales advisor for a car company. But none of these jobs would exist without Automotive design. Jobs rely on automotive design to get the products out so they can research the cars and carry on with what they do best. But on the other side people who love designing cars don't class it as a job, sketching day to day picking 1 out of 40 cars they have drawn in the day to go further is more of a hobby. Designers take influence from anything they like from nature to other cars. Enjoying drawing isn't a job at the end of the day. To then follow onto that designers will not be where they need to be without technology. These days if studying automotive design or you are in the industry you will need software and then a computer. This is advanced technology in itself compared to traditional drawing and clay modelling, but for it's time when clay modelling and drawing were in their time they were advanced technology too. Computer software and then also the hardware advance, they become smarter, sleeker, and easier to use or harder to use depending on what you specialise in. The technology within the cars advance too going from a radio you have to tune yourself to then now where you have car play and Bluetooth. Engines, speakers, dashboards, airbag sensors, window wipers, headlights. All these I have listed are technology and have all changed over time. For example the Mk1 Golf it has round headlights that extrude out the from the bonnet, while the Mk 7 Golf had them integrated into the car and then also sleek with the body work. Then with this example the light bulbs they have gone from a big old orange lightbulb to white LED. With advanced technology this causes a problem then for the environment, with most people owning a car and with the technology adapted and improved then the environment gets worse. More people using the cars means more fossil fuels burnt and not enough electric cars have been designed by designers. Electric cars aren't the best looking and don't last the longest without a big battery. A big battery means a hard car to design. Automotive designers have a hard job to create these cars to match the target market along with making it suitable for the designs not to be sent back.

Task 2: Ryans' Task



This is an artist called Sosabravo. He is a Cubism artist who follows that movement of art. He was born in a poor country with a poor background that led him into this style of art. Sosabravo's work always includes bright colours. These bright colours are to brighten up anything dark going in his mind. Where he was brought up there were not many colours and his life was boring and grey so colours in his work are a way of expressing himself, brighten up his life and explore a range of colours an artist does not normally work with. I think colours are such an important thing for poor countries, sometimes this is the only way to express themselves in everyday life. Also to send a message not just in the drawing but through the use of colours, for example red wouldn't mean blood but can mean something like blood or love and then can mean something totally different or mean nothing at all. Sosabravo uses the use of stitches in his work to represent patch work. When he was younger patching his clothes was a thing living in poverty, this was in his work to show people his childhood. The images in the picture are all patches and they are all layered on top of another. I think it's really interesting and different to be able to see this in the work but not realising why it is there until you're told. Patch work is also not around anymore in modern society, if you have a hole in your clothes you just get new ones and bin your old ones. Sosabravo in all of his work has something weirdly interesting in them. If you pay close attention appears birds, fish, arrows, letters and also creatures you won't have seen before. I don't think anyone really knows why there are these interesting things in his work but I assume it's because of his childhood. All the shapes and also the people he draws are very unorthodox. This means they don't stick to any rules and don't go to the normal drawing/painting people expect of you. Shapes are so important when it comes to cubism

because the movement is basically making an image out of loads of different shapes hence the cube which is a shaped then comes up with the movement cubism. I think it's so interesting to look at a movement in artwork you don't see in everyday life. Sosabravo only has this style of art while Picasso was a cubism artist as well as much more. This is an unusual movement but one that you always looked at to do with Picasso but never knew when it comes to Sosabravo.

Task 3: Jon's Task

As a little girl growing up I have always wanted to be working with cars. At first I wanted to be a dancer then I had to be realistic and think of a proper job. I visited Mercedes benz world in London and then found a dream job called Automotive design, it wasn't only a job at that time but also a hobby I wanted to persue. I went through life researching about cars, watching shows about them, watching the F1 to then eventually here I am doing a course on automotive design. I am not the best at drawing or making ideas but I have had what I wanted to do for years and I am finally here. I have and am beginning to realise that being a girl, grown up in England, living in Wales, and also not having the experience everyone on my course has. I think I have set myself up to fail. Constantly thinking is this what I want to do? Am I good enough? And just wanting to quit. It's not right that I'm thinking these things because the goal was meant to be a woman designer, if it doesn't lead me into the automotive path then any other type of design would be amazing and I have the degree. Being a girl should make me want to do this more than ever, following my dream. The dream is dulled down compared to other people on my course but for me to fail and let everyone else win isn't what I want to do. Growing up has been hard competing with 2 Brothers who love cars more than you do and learning off them on the way. Comparing to everyone else rather than looking at how far I have become. I wonder if anyone else on my course think this or think they are amazing and are going to pass. Because on a daily basis I think I'm

going to fail, my brain isn't wired like everyone else and that also puts me at a disadvantage. So many things are telling me to stop doing this for example stopped watching the F1 because it became a chore and not a hobby, this didn't just happen to the F1 but drawing, watching shows on cars, and just talking about them because when I got a thing wrong I was mocked rather than educated on. I feel like this happens on my course on a daily basis, just because I don't know as much as someone else doesn't mean I'm not interested. That has such a negative effect on me and stopped me doing what I enjoyed, talking about cars or automotive design I don't do anymore just because I am compared, society compares you and I don't think it's fair. If I stopped doing this degree I think I would be much happier because I wouldn't be so down about being rubbish at the course, but I think I will miss out on having my dream turn into a reality.

References

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