

Running head: Task assignment

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Program me of study: Graphic Design

Module: ADAD2018

Ways of thinking lecturer's name: Martin Bush

Tasks in the order I received:

Task 1: manifesto writing=500 words

Task 2: observing writing=500 words

Task 3 practice- base writing =500 words

Task 1: Manifestos

1 think different

2 Work hard and be nice to people

3 The economy of ideas

4 The design manifestoes

5 Our future is in the making education manifesto for craft and making

The public role of the graphic designer

6 Advice for student manifesto

7 political change manifestos

8 The 10 commandments manifesto

Think different manifesto

Think different is a manifesto which was once used by the Apple company according to my own understanding and belief is a slogan in advertising different ways in which Apple company used to advertise the products, apples advertisement slogan was created back in 1986 by an advertising agency called Chiat. in this time the Apple company took a turn to another advertising company which was called BBDO and a managing director john Stanley. This manifesto help in improving the business structure of the apple company by bringing more clients to taste the product, with different revolution, it changed names from one another from its downfall and rises till up to date which the company is very strong with good products .in today's

world this manifesto can be used in encouraging clients on the importance of the product which is being sold and this will help in bringing the client also closer to the product.

Political change

This is based on different political backgrounds and changes which are aspired by this manifesto to change shortly, political diversity has been one of the major problems facing the development of a country, once the change has been made the county can move forward with its agendas and plan for the future, political change can be amended by the people through democratic voting whereby in the process they will choose their leaders wisely and willingly. Most of the countries facing stability problems are ones with poor rulers and this kind of domain is brought by the poor choice of leaders or corruption which undermines a country. This manifesto is aimed at bringing people together and opening their eyes in making good decisions which will lead to dissolving unstable government by electing good leaders who will put⁵ the interest of the people and that's of a country at the front line.

Advice students

This manifesto has its purpose in helping the students understand different aspects and way in which they are going to leave their lives after finishing the colleges and looking at ones who don't manage to reach that level, the manifesto will help them in figuring out what to focus on after that, it is clear that different students don't have an idea on what to pursue or how to follow their dreams. This practice will affect positively the practices which are run by the students and it will mentor them in making good decisions. Students which are confused about following the right path will be guided by the manifesto on each step they make for their life. This manifesto

will help to clarify the communities believes to the students since most of them have no ideas norms of the community.

The 10 commandments

These commandments have been used by religious leaders in enlightening people on living god's way. This commandment according to old testaments were giving to protect to be reviled to the people, and which will help them to grow spiritually, this manifesto will be focusing on the importance of the 10 commandments and reminding people more about the importance of following them and warning them on the consequences of failing to follow them. Most of the people in the world today argue on different perspectives that if the 10 commandments were well understood. I believe that the message should be well understood because in the making of the government all the commandments should be considered for the well-being of the country.

Task 2: observational writing

Semiotic analysis of Cultural diversity

Introduction

Cultural diversity is whereby people are divided into different ways such as, way of beliefs, activities, clans, gender ethnicity and the social class around the world, in this way people tend to very protective in what they believe is right or belong to them, things such as bullying of undermining one's culture is forbidden, the fact remains that in one way people in different countries are diversity in a manner where it's seen that some of the people feel superior than the other and they end discriminating and bullying the other ones (banks 2008b: lin Jackson 2019a), racism being a high rise of spark among different ethnic groups.

Different forms in understanding culture

The word culture has been discussed by schoolers and analyzed which in most the part has its own definition; culture is a way of life of a particular community and understand the basic way of their norms and believes that are being followed by the community. In the majority of the community, culture can be either substantial and superficial levels. Language can another aspect which can bring upon cultural differences whereby people can find it difficult understanding each other and thus end its reflection is more like superficial (Kymlicka W (1989), most of the people believe that if that one is not using a mother language to communicate with one another thus the language is used to communicate is same as the bridge of communication for people not important.

The different approaches in cultural diversity

The word cultural diversity has a wide range of meaning and at times it is used in describing and learning more about politics and philosophy, in most of the cases learning the social diversity has been widely described in regards of respecting all the cultural activities involved and this is to maintain all the cultural diversity among the communities and transforming of the social system (Langmann E (2016). Cultural diversity is a belief of more than genders, morals, languages, nationalities, beliefs, sexual orientations, and religions, etc. of the people. In this way, it is best of interest to summarize different approaches in which people understand cultural diversity and how people will be living in one with cultural diversity.

Acknowledging cultural diversity

Looking at the movements which started on fighting for cultural diversity such as the civil rights movement's, it is clear that it is important to recognize the cultural diversity of the community not looking back at injustices that resulted in some of the ethnic groups being denied their cultural identities (Banks 2008b) countries such as the United States of America have many immigrants and also highest cases of cultural identities denial, the United States also have divided groups and some of them resist of which they feel superior to any other community in the states. In conclusion it's clear that being recognized as a human, it should be seen as a very important aspect (Taylor and Gutman 1994) it is clear that when a society has a group of mixed individuals with different culture and all are treated the same, In that particular community there is the sense of belonging and everyone is satisfied.

Task 3: practice- based writing

Egyptian artifacts

Egypt is a country which is located in the north part of Africa, is it famous for its artifacts which were drawn more than 1000 years ago, the country is believed to have many discoveries of the ancient times. Most of this artifact according to researches were used by the pharaohs who were the leaders and kings of the land. This area of study will be looking at and analyzing different aspects in which the archeologist discovered and name the artifacts. The researches look at this item as a direct reflection of the ancient times, whereby the country was ruled by a king called Pharaoh who was very harsh in his ruling of the land, pharaoh is an example of a dictator who controlled the country on his terms, he termed himself as the god of Egypt

Analyzing this artifact, the drawing shows pharaoh with a scuff on his head and bold drawing to show that Pharaoh was a man the man was respected as a king, the drawing of his eyes is wide and tough thus shows how scary the man was tough, this ancient Egypt was not democratic and people could not vote a leader of their choice rather the leader was coming from the family of the king., this culture started with the first king to the era of the pharaoh. All the drawing in the artifacts has its meaning and symbols which indicates the incidences which resulted in the making of the particular thing. Other drawings or crafted artifacts are direct reflections of the person of the thing which looked like that for example the mummies which were a half-human and half-animal.

The people of ancient Egypt believed that the mummies were cursed by God for their wrongdoing. This creature became instinct's and thus the people made drawing and crafting of then. The country into the present world has become one of the popular tourist sites where people

all over the world come to see the famous artifact of ancient times. In conclusion, the art in the country is great to produce such ancient things, also they have retained most of their traditional, cultures and some beliefs which are still valid and all has its meaning which should be from the past stories. The artifacts show the strong beliefs among the people of Egypt and others symbolizes the heartbreaking moments in the country with harsh rulers and tough times which should not be repeated to avoid the punishment which was enforced more than 1000 years ago by God to punish the people of Egypt.

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2. Banks JA (2008a) Diversity, group identity, and citizenship education in a global age. Educ Res 37(3):129–139 Banks JA (2008b).
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4. ['Think different': The Ad Campaign that Restored Apple's Reputation.](#) Retrieved August 12, 2008

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement. **If your work is submitted via Turnitin, your will access this feedback via Turnitin.**

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	40	
2. Knowledge and Understanding Skills		
	10	
3. Cognitive and Intellectual Skills		
	10	
4. Practical Application Skills		
	30	
5. Transferable Skills for Life and Professional Practice		
	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		