

Molly Ashton- 2008556

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Design Crafts

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Task 1: Manifesto Writing 529 words

Task 2: Observational Writing 546 words

Task 3: Practice Based Writing 546 words

Task 1- Manifesto Writing

1. To be aware of ethics in my work and others.
2. To always be aware of how sustainable the materials are that I am using and the processes I am taking.
3. To know when to cut losses if it means saving time in the long run.
4. To be able to detect fake news- social media doesn't have the answers.
5. To always be innovative- finding new ways to create through experiments and exploration.
6. To document accidents and wrong answers- wrong answers are the right answers to different questions.
7. To use experience to interpret work and create work.
8. To learn something new when in a creative rut.

2. To always be aware of how sustainable the materials are that I am using and the processes I am taking.

Today there is emphasis on the state of the climate and how everyday actions can impact this. It is important to educate ourselves and become more aware about what materials we use, source, and process, to create a final product. When creating a piece of work, repeated experimental stages can result in scrap and discarded materials. It is important to understand the impact of materials on the planet. For example, paint contains volatile organic compounds (VOCs) which are released when the paint dries. VOCs can be dangerous to the environment and to health as they help the formation of the ozone. The VOCs in the presence of nitrogen oxides and sunlight, reacts with oxygen producing ozone, which is a very toxic form of pollution otherwise known as smog. This pollution attacks the lungs and is very dangerous even in small quantities. It is found that water-based paint contains less VOCs than conventional solvent-based paint, therefore reducing VOC emissions (Healthcare Environmental Resource Centre, 2015). Thus, ways to manage the use of materials is to think about if the work needs it or try to find better alternatives such as recycled paint.

4. To be able to detect fake news- social media doesn't have the answers.

Social media is an easy way of finding information quickly and is efficient for businesses to use as it is cheap and information can spread quickly. But it also means that fake news can be distributed easily. Fake news is the idea where people intentionally write and spread false information on any topic, but is usually found on topics that may be controversial or relevant to the time; for example, Brexit. Fake news is usually reported on these topics to deceive people into believing one idea, and will use language that can be persuasive and subjective rather than objective. Researchers have been able to find that fake news can be spotted through the language used in articles. They have found that those who are telling the truth tend to have a lower word count than those who are not. They also find that liars tend to use fewer self-orientated pronouns than other orientated pronouns (Stahl, 2018). These linguistic cues can help detect fake news through the writing style of the news content.

6. To document accidents and wrong answers- wrong answers are the right answers to different questions.

It is crucial to recognise and learn from mistakes as this enables artists to discover solutions and outcomes that may not have been thought of otherwise.

A piece of work is not created perfectly first time, it will be designed and redesigned numerous of times as the product is tested. With each mistake the design will become more advanced, “the person who produces the innovation...has ‘invested’ in that idea or product” (Weisberg, 2006, p. 535). When mistakes are made, it is easier to remember these than when something works the first time because critiquing during reflection is a productive way of working. This means that when it comes to recreating the work, as a result of the reflection, it can be remembered and avoided the next time. Another positive aspect in documenting the mistakes is that it can spark ideas for future work. For example, if a glaze is mixed incorrectly the result will be unexpected but by documenting this, it can be recreated in the future.

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Task 2- Observational Writing



Fig 1. Updated version of Godiva's 2004

Semiotic imagery in advertising is a way of conveying hidden messages through signs and symbolism. Beasley and Danesi suggests that advertisers sell signs more than they sell products, (2015). Advertisers will often use symbols to portray their brand to be what they want rather than what it is. In this example we can see that Godiva is selling their product, chocolate, the image (fig 1) denotes a woman eating a piece with some text about the brand. However, when we take a closer look, we can see that they have used a number of different elements to show their products to be luxury.

Firstly, the iconic sign (Williamson. 1978) in the picture connotes the idealised beauty of women in today's society. Her features are what are desired by women to look like and capture the attention of a heterosexual male. This image is an example of how the 'male gaze' (Mulvey. 1999) is used in advertising. Loreck, (2016) says that the male gaze is when a woman is positioned as an object that is usually sexualised for the male viewer. The model is posed as she is effortlessly taking a bite of the chocolate with the position of her hand drawing attention to her mouth and the chocolate. The beauty of the model and sexuality of the advert is what Godiva want their brand to be connected to.

The shape and tone of the model's eyebrows are strong unlike most advertising where the model tends to wear light makeup, making her face more structured and bolder. Her lipstick is also darker to what would typically be used in advertising which also draws attention to her mouth and the chocolate.

The colours palette of the image keeps to warm tones of brown, gold and neutral. Kate Smith, a colour theory expert, suggests that brown is a warm and comforting colour and therefore inviting to the audience (Smith, 2017). The browns in the image also show the rich tones of the chocolate which add to the sensual feel of the advert. The intense stare of the model captures your attention as the piercing blue eyes are another feature of the ideal beauty that the brand is promoting.

Addressing women in the anchorage text of the image implies that the advert is targeted towards women and the use of the word "every" also shows that they are speaking to all women not just one

stereotype of woman. The 'diva' in 'Godiva' is bolder, this makes the statement look as though it should say 'every woman is one part diva'. The term 'diva' is used to describe a woman who is successful, or behaves in the way that they are special and important (Cambridge Dictionary, 2020). By stating the 'every woman is one part diva' implies they want their customers to feel as though Godiva chocolate has a higher end experience than any other chocolate, as though they are successful enough to consume it.

The model is seen wearing expensive clothes and jewellery. This is usually seen in designer brands adverts where they are selling luxury products like clothing and perfume. By using these elements in their advert, it shows that they are trying to compare Godiva to expensive brands so it gives a more luxury feel to the consumer.

Figure list

Updated version of Godiva's 2004 diva ad. Original image: <http://www.exoticexcess.com/wp-content/uploads/2008/08/estee-lauder-chocolate-decadence-autumn-2008-look.jpg>

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Task 3- Practice based writing

Time can be used to describe a period or a system. The Cambridge dictionary defines it as, “the part of existence that is measured in minutes, days, years... or this process considered as a whole,” (Cambridge Dictionary, 2020).

The escapement of a clock, (Britten, 2013) is the mechanism that regulates the movement of the clock hands, often referred to as the heart of the clock, without it the clock will not keep time. It is designed so that with every swing of the pendulum or rotation of the balance wheel the pallet fork catches a tooth of the wheel, controlling how fast the wheel turns. The wheel has a number of teeth and the space between the pallets from centre to centre is equal to sixty degrees of the circumference of the wheel. With each swing one pallet will fall between the teeth on the wheel while the other gives the wheel a gentle push to keep the momentum of the cycle. The mechanism is connected to the main spring which keeps the movement turning, however, if the main spring is not kept wound up, the movement will lose its energy and the clock will stop in time.

Lamp (2011) suggests that, “art exists in time as well as space. Time implies change and movement; movement implies the passage of time.” Time plays a crucial role in art and the making of art in a number of ways. The article (Lamp, 2011) shows time in two concepts both linear (beginning, end and present – digital clock) and circular time (infinite - analogue clock). Maria Abramovic (in Abramovic et al., 2010), as an artist, refers to time as an illusion and believes that time does not exist in the present here and now. However, I think differently as when engaged in the technical aspects of art, time is critical.

Time has a huge impact on artwork. Creating a stained-glass panel will take long periods of time as there are many stages: designing the panel with the client, cutting and firing the glass, leading and cementing, cleaning and fitting can take weeks to complete. At each stage there will be moments that take longer. For the client these variables will affect the price of the piece.

Just like the escapement of a clock making art has a rhythm that cannot be rushed. It is key that quality over cost is not compromised. The client's expectation is at the forefront of all decisions being made. The escapement is a repetition of a repeated movement, as an artist, in order to achieve quality, it is good practice to repeat the same process to achieve that desired quality favoured by Ruudt Peters (in Vones, 2019), to repeat the actions in order to improve the craft.

The physical panel, after 75 to 150 years (Laws Stained Glass Studios, 2011) will start to deteriorate and be restored. The image is likely to be interpreted differently over time, attracting a different audience throughout the work's lifetime. An example of this would be that an image of 'hope' would be seen differently during the pandemic. Imagery created at this time in history may see face masks being used or show images of isolation, therefore, art can be used as a visual representation of history and time.

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