

## From Ideas to Research

### Research Sheet

**Name: Natali**

**My Initial Idea/s come from**

My initial ideas come from the American bird Blue Jay and the state animals of Connecticut are American Robin, Mountain Lauren and Connecticut state flag. The Blue Jay inspired my colour palette, which I incorporate into my logo design. The Connecticut state flag and Mountain Laurel inspire me in their shape and bright colours. The shape of the flag and the coat of arms reminded me of the shape of bags and I started to use these shapes in my initial sketches. It can help me to develop my ideas. Additionally, the colours which include the flag are very bright and bold, which makes my collection more interactive.

**Here are some examples of my visual research...**

Please insert the images below with a link to the source



[Blue Jay](#)

**Outline what you found out through research on your initial ideas**

***Please ensure that you write in your own words and use citation and Harvard referencing conventions***

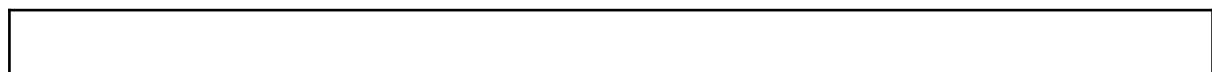
The Blue Jay are beautiful birds, located near North America. This large songbird is known for its blue, white and black feathers. According to (Wendt, 2022) Blue Jay mate for life and are wonderful symbols of loyalty and faithfulness. The feathers of the blue Jay include brown melanin pigment, the blue colour happened because of how light scatters through the feathers (All About Birds. (n.d.). They represent strength, confidence and communication. According to (Goulet, 2023) these birds known for their mimicry skills, intelligence and their blue feathers have deeper significance. Who meets them it can be means the message waiting for you.

**Moving on from initial ideas research, what style, look etc are you intending to use in your project and what example will you be researching here?**

My initial idea is to make my collection from recycling materials using yarn, fabrics, leather and different techniques. Inspired by the shape of the flag of Connecticut, the collection will feature a simple and clean style. My aim is to make each piece of my work durable and unique. Moreover, the main ideas are comfort and practicality, to everyday uses. To develop my collection I will research collections and designers who use recycled materials.

**Please insert the image that you will be discussing**

***Please include the title, year, name of artist/designer and a link to the source***





### [I'm Not A Plastic Bag](#)

#### **Initial Research**

Please write at least 300 words as initial research on the style of your project and please use only your own words and citation and Harvard referencing conventions

Anya Hindmarch is a British accessories designer, who founded her own company. In 2007, Anya Hindmarch created her first successful and sustainable slogan tote bag with the message 'I Am Not A Plastic Bag'. This white canvas bag, made for charity, helped people change to use sustainable materials instead of plastic (Wightman-Stone, 2021). A very simple slogan that attracts a lot of attention. It quickly became popular and was seen on the shoulders of stars including Keira Knightley, Lily Allen and Reese Witherspoon, it was a global sensation (Fox, 2020).

Each of the tote bags is made from 32 plastic bottles. The process begins with the bottles being turned into pellets, melted down to create yarn, and then carefully woven to create a cotton canvas (Hodgkin, 2020). Hindmarch and her team were very careful to make sure that both the materials quality and the processes used are as eco- friendly as possible (Net-A-Porter, 2020). According to (Hodgkin, 2020) highlights the "*When you see them process the bottles – cleaning, emptying, shredding and making them into yarn – it's fascinating. Like watching amazing embroidery*" - says Hindmarch. Each Universal bag is crafted to be practical and durable.

Today, Hindmarch is known for her creativity and modern craftsmanship. Her Universal bag is reusable, innovative, the idea and aim are that these bags are always available (JACKSON, 2023) Everyone needs a bag for carrying things, it's a special design, consisting only recycling materials and remembering logo.

## References

**Please ensure all references are Harvard References**

Wendt, Wendee. "The Unexpected Significance of Seeing a Blue Jay." Parade, 25 Oct. 2023, [parade.com/living/blue-jay-spiritual-meaning-symbolism](https://parade.com/living/blue-jay-spiritual-meaning-symbolism). [Accessed 22 July 2024].

All About Birds. (n.d.). "Blue Jay Overview, All about Birds, Cornell Lab of Ornithology." Allaboutbirds.org, 2016. [online] Available at: [www.allaboutbirds.org/guide/Blue\\_Jay/overview](https://www.allaboutbirds.org/guide/Blue_Jay/overview). [Accessed 23.07.2024].

Goulet, Brianna. "Blue Jay Meaning & Symbolism [All We Know]." Birdzilla - Enjoyin' Birds, 18 May 2023, [www.birdzilla.com/learn/blue-jay-symbolism-meaning/](https://www.birdzilla.com/learn/blue-jay-symbolism-meaning/).

Wightman-Stone, Danielle. "Anya Hindmarch Partners with Supermarkets on Recycled Shopping Bag." FashionUnited, 16 Nov. 2021, [fashionunited.com/news/retail/anya-hindmarch-partners-with-supermarkets-on-recycled-shopping-bag/2021111643737](https://fashionunited.com/news/retail/anya-hindmarch-partners-with-supermarkets-on-recycled-shopping-bag/2021111643737). Accessed 24 July 2024.

Fox, Genevieve. "Totes Amaze: Anya Hindmarch on Her "Plastic Bag" and Eco-Fashion." The Observer, 16 Feb. 2020, [www.theguardian.com/global/2020/feb/16/anya-hindmarch-fashion-plastic-bag-bottle-top-to-te](https://www.theguardian.com/global/2020/feb/16/anya-hindmarch-fashion-plastic-bag-bottle-top-to-te).

Hodgkin, Beatrice. "Exclusive: Anya Hindmarch Launches I Am a Plastic Bag." Financial Times, 14 Feb. 2020, [www.ft.com/content/a3f2dc20-b6b0-431e-81a8-e8de01ed81bf](https://www.ft.com/content/a3f2dc20-b6b0-431e-81a8-e8de01ed81bf).