

Draft Project Proposal

Design as a tool for identity and exploration

Question:

How do you position authenticity and exploration within a design practice to bring a sense of place into your design narrative?

Purpose:

Sense of place is a multifaceted, multidisciplinary concept relating to the emotional attachment that can develop between people and their environments. I will be exploring the relationship between these bonds and social and individual identity through design narrative, with a concentration on the landscape, mythology and folktales of an area.

The interplay of the collective narrative vs. personal narrative and how environment interacts in that space to inform personal identity is of especial interest to me. As an immigrant approaching the tipping point of living as long in my adoptive home as in my place of birth this is a vital question, having developed a sense of place and belonging somewhere I will never be fully a part of. By exploring this topic I hope to discover a third space, a gestalt of where I have come from and where I have found home, and to bring that space into my design practice using theory based craft.

Aim and Objectives:

To document sense of place using psychogeography principles, direct observation, sketching, photography and journaling.

To explore alternative methods of ideation, with the use of a sense deprivation float tank session.

To examine the role narrative has in developing identity and sense of place and determine a way of including this narrative in my design practice.

To explore the craft and physicality of making.

Audience:

My primary audience will be myself, with a secondary audience depending on what format the project evolves into. This is a fluid and responsive project, with no current firm outcome planned.

Critical Path

The focus of this project will be place specific research, exploring and documenting my local area as well as researching its narrative history, folklore and significant areas. In addition to this I will be researching the concept of “sense of place” as well as collecting interviews and feedback to questions focusing on immigration, assimilation and personal connection to geographic areas.

This research will run parallel to a sketchbook project, documenting my surroundings and responding to my findings through craft and physical media. While not discounting a digital response as my project evolves, I am seeking a more tangible connection to my work and giving myself room to experiment and explore.

In addition to usual psychogeography tactics, I will also be undertaking a more focused exploration and embark on a literal pilgrimage, walking the St. Michael’s Way. This is a historic one day pilgrimage and the only route in Britain that is part of the official European Cultural Route. By walking in the footsteps of past pilgrims, I hope to connect to the physical landscape as well as the cultural landscape in a deeper way. I have also booked a session in a sensory deprivation float tank, as a way to explore idea generation and inspiration.

As this is a fluid and responsive project, I will need to frequently reassess and adjust my process. I will further refine and narrow the scope of my project question and outcome in response to my findings.

Key Phases

Phase 1 - Discover 24/01/22 - 20/02/22

- Determine a project question, critical path and ethics review. Engage in peer led sessions as well as tutor led workshops.
- Set regular blog and sketchbook sessions and begin exploring traditional media and drawing skills.

Phase 2 - Define 21/03/22 - 25/04/22

- Research sense of place as pertaining to visual design, narrative, cultural identities, landscape and personal sense of self. Determine links to folklore and personal narrative as well as sense of place.
- Explore alternative means of ideation, float tank session booked for 14/03/22
- Determine interview questions and arrange interviews as well as researching potential expert to approach for feedback.
- Continue to explore using sketchbooks, direct observation, film and photography.
- Refine research aim and question.
- Prepare for the Case Study Panel Review (Week 8) and write an action plan.

Phase 3 - Design 21/03/22 - 25/04/22

- Craft a response to my research, explore and iterate after seeking feedback and critical response.
- Evaluate and determine final project outcome.
- Draft Critical Report (30/05/22)

Phase 4 - Deliver 15/04/22 - 19/08/22

- Report hand in (29/07/22)
- Studio practice and research journal hand in (19/8/22)

Research Ethics Review form

This project meets the requirements for a medium risk project.

Part A – Overview of the project	
1 Student	Name: Lorri Trehwella Course: MA Graphic Design Module: GDE750 Final Project
2 Title of the project	Design as a tool for identity and exploration How do you position authenticity and exploration within a design practice to bring a sense of place into your design narrative?
3 Briefly summarise the project's aims, objectives and methodology.	Sense of place is a multifaceted, multidisciplinary concept relating to the emotional attachment that can develop between people and their environments. I will be exploring the relationship between these bonds and social and individual identity through design narrative, with a concentration in the landscape, mythology and folktales of an area. My aims and objectives are: To document sense of place using psychogeography principles, direct observation, sketching, photography and journaling. To examine the role design narrative has in developing identity and sense of place. To explore the craft and physicality of making.
Part B – Does the project require research ethics approval?	
4 Does your research involve participants of any type, ie. humans or animals, directly or indirectly? Review the questions in Part C as a guide.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know If Yes or don't know, continue to Part C. If No, the project is out of scope. Go to direct to 15a.
Part C – Details of the research	
5 Give a brief reflection/overview of the ethics issues in this project.	During this project I plan to interview members of the public to supplement my research and to seek out industry experts for feedback. I will record these interviews and store the resulting data.
6 Who will the participants be? Identify specifically any vulnerable groups or individuals and address any special measures you intend to take to accommodate them.	All participants will be adults 18+ and not from any vulnerable groups.

7 How will participants be recruited and how many will be involved?	Participants will be recruited from personal acquaintances and using social media to solicit a wider pool of possible participants. The number involved depends on participant agreement and is not currently known.
8 What will participants be asked to do?	Participants will be asked to answer questions in conversation while being recorded. If participants do not wish to be recorded, they may be asked to answer questions via email. Additionally surveys may be organised online anonymously.
9 What potential risks to the interests of participants do you foresee and what steps will you take to minimise those risks? A participant's interests include their physical and psychological well-being, their commercial interests; and their rights of privacy and reputation.	No risks are foreseen. All participants will be asked to read and sign a consent form and are free to withdraw at any time.
10 Will you be obtaining personal information from any of the participants? E.g. name, personal opinions, address, recorded images or audio, date of birth, notes and observations.	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO Names, personal opinions, audio and video will be recorded, along with notes and observations. All files pertaining to participants will be held securely and in compliance with GDPR regulations. All names and contact information will be kept confidential unless the participants agree for this information to be published.
11 What potential risks to yourself do you foresee and what steps will you take to minimise those risks? 31 Eg. does your research raise issues for your personal safety, especially if taking place outside working hours or off University premises?	Possible risks to myself include walking the St Michael's Way Pilgrimage. These risks will be minimised by wearing proper footwear, walking with companions, taking appropriate provisions and first aid equipment and being able to phone for assistance if needed.
12 What potential risks to the environment do you foresee and what steps will you take to minimise those risks, eg. does your research involve plants or soil?	I do not foresee any risks to the environment being generated by my research.
13 Will payments or in-kind contributions be made to participants?	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
14 Will any restrictions be placed on the publication of results?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO Any restrictions on publication will follow the wishes of participants. All participants will have the option to remain anonymous or to withdraw their contributions.

<p>15a Declaration of student if activity is out of scope.</p>	<p>I confirm that the form is accurate and complete to the best of my knowledge and belief and it does not fall under the scope of the Research Integrity and Ethics Policy for Taught Courses.</p> <p>Signature:</p> <p>Date:</p>
<p>15b Declaration of if activity is in scope.</p>	<p>I confirm my responsibility to conduct my research project in accordance with the University's Research Integrity and Ethics Policy for Taught Courses. In signing this form, I am also confirming that:</p> <p>a) The form is accurate and complete to the best of my knowledge and belief.</p> <p>b) I undertake to conduct the project as set out in the application unless deviation is agreed by the University and to comply with any conditions.</p> <p>c) I agree to keep all ethics issues in the project under review and to re-submit a new application for ethics approval should any new issue arise or significant change occur.</p> <p>d) I understand and accept that the ethical propriety of this project may be monitored by the University.</p> <p>e) I have included the following documents:</p> <p><input type="checkbox"/> An information sheet (compulsory)</p> <p>32</p> <p><input type="checkbox"/> A consent form (compulsory)</p> <p><input type="checkbox"/> Copy of the full proposal/application (compulsory)</p> <p><input type="checkbox"/> Other relevant information</p> <p>Signature:</p> <p>Date:</p>
<p>17a Approval for medium risk project from Course/Department taught course research lead:</p>	<p>I have reviewed the medium risk project with the student and give approval for them to undertake the research.</p> <p>Name:</p> <p>Signature:</p> <p>Date:</p>
<p>18 RIEC use only</p>	

Draft information and consent form

FALMOUTH UNIVERSITY

13/2/2022 v.0.1

Title of research:

Design as a tool for identity and exploration

How do you position authenticity and exploration within a design practice to bring a sense of place into your design narrative?

Name of researcher and school:

Lorri Trehwella
Falmouth University

Research description:

This research is exploring the relationship between sense of place and social and individual identity through design narrative, with a concentration in the landscape, mythology and folktales of an area.

1. What is the purpose of this interview?

This is a student-led MA research project. You have been asked to participate to contribute your unique viewpoint or observations due to your background or interests.

2. Do I have to take part?

No, participation is voluntary. If you choose to take part you will be required to sign a consent form. You are free to withdraw at any time without giving a reason. A decision to withdraw will not affect your rights.

3. What will I be asked to do?

You will be asked to answer a selection of interview questions, and participate in a semi-structured conversation. You may choose to answer or not answer any questions on an individual basis and to receive the questions ahead of the interview if desired. The interview is expected to take 45 minutes to an hour to conduct. The interviewer may wish to follow up this interview with further contact if you agree.

The interview will be recorded, both audio and video if possible, and take place face-to-face, via an online meetings platform such as Zoom, or through email if preferred. All personal safety precautions will be taken and the researcher's vaccination credentials will be provided if requested. All resulting data will be securely stored in compliance with GDPR regulations.

4. Risks and benefits

There are no foreseeable risks or benefits to taking part. There are no financial incentives to take part. Your name and information may be published in the final research report if you have agreed to this information being included. You will also be included in the thanks and acknowledgements of the final report.

5. What if something goes wrong?

You may withdraw from the research at any time. If you wish to cancel your participation or

have any questions or concerns please contact me at ltrehwella@gmail.com or contact my course director, Susanna Edwards, at susanna.edwards@falmouth.ac.uk.

6. Participant Confidentiality

Data will be recorded using audio and visual equipment, note taking and digital communication. If you wish to stay anonymous no identifying information will be published and all data will be securely held. Your data may be used in the course of the researcher's final project, but will not be shared or disseminated for any other purpose.

7. How will this research be used?

If suitable, this research will be used to inform the researcher's MA final project and dissertation. It may be published online as part of the researcher's study blog and used in the final outcome of the overall project. You have the right to check the accuracy of any information held about you and to correct any errors.

Research Consent Form

Project Title: Design as a tool for identity and exploration

How do you position authenticity and exploration within a design practice to bring a sense of place into your design narrative?

Researcher: Lorri Trehwella

1. I confirm that I have read and understand the information provided above dated 13/2/2022 (version 0.1) for the research study. I have had the opportunity to consider the information, ask questions and I have had these answered satisfactorily.

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my legal rights being affected.

3. I understand that any personal information (aside from your name and profession) collected during the study will be anonymised and remain confidential.

Please indicate how you would like your name displayed:

- I consent to have my full name published.
- I consent to have my first initial and surname published.
- I would like to remain anonymous.

4. I agree to take part in the above study.

Name of Participant :

Participant Signature

Date

Name of Researcher

Signature

Date

Should you have any questions or concerns please contact me at ltrehwella@gmail.com or contact my course director, Susanna Edwards, at susanna.edwards@falmouth.ac.uk.