Draft Treatment

How can language be used to connect people with places?

Aims and objectives
With my project I hope to demonstrate how language can be used to connect people with places. Using language in places can help us communicate the culture of that place, and by doing so we can hopefully begin to empower or disqualify certain societal values. Connecting people to places therefore becomes a matter of connecting them to the place's values, as the people themselves become part of the culture the specific place represents.

Objectives:

- Explore the connection between place, language and people, using graphic design
- Develop a set of principles which outlines the methods used by graphic designers to develop visual languages representative of specific places
- Develop a **theorised making report**, responding to the chosen project question using theory and studio practice.

Purpose
The purpose of my project is to give people a better understanding of specific place(s), using graphic design. My hypothesis is that visual language can help people understand a place without explaining what it's about directly. Rather, a language can be used to give people an intuitive feeling of what a place represents culturally, and thus hopefully letting them connect with it on an intuitive level.

Taking my home town, Oslo, as an example, I find it strange that the city has so little visual evidence of it's past. The city planners have often been criticised for constantly tearing down historic buildings in favour of new ones, leaving evidences of previous cultures behind. If Oslo was to be one of my chosen places, the purpose could be to help it's citizens connect with it's historic past, helping them build a shared connection to their home town.

Audience
It's difficult to say too much about my audience at this stage, as I still need to reflect on what types of places I'd like to look at. The audience for a museum for example, could be it's current visitors, or perhaps a group of people who could benefit from visiting more often. However, if using Oslo as a place, like in the previous example, the audience could either be its entire population, or a very specific group like newly moved in people, looking to connect with their new home town.

If the chosen place belongs to an organisation or business, the audience would also entail the people working there. They're needs could be to feel ownership to their work, be able to concentrate on their tasks, stay motivated and to feel at ease. On the other hand, the owners and stakeholders of the organisation might want to connect with their visitors and/or employees, and to build awareness of their brand.

Critical Path

For my project I'm planning on following a process structure where I will be moving in a continuous cycle of *choosing-of-space, analysis, synthesis, reflection.* This working process is inspired by James' discussions on PhD processes (based on the cycle of make, write, draw conclusions, and then make again (Ben Evans James, 2022)), but also literature by Noble and Bestley, which suggests that research outcomes can be used to define problems to be solved (Ian Noble and Russell Bestley, 2016).

In addition to the process cycle, I will base my project on a working hypothesis, consisting of a set of principles that outline methods used by graphic designers to develop visual languages for places. Using studio practice and history and theories, my aim is to iterate on these principles throughout the project, and to use them as a concluding element in my report. The current principles can be read on my blog.

As a way of beginning to plan my project, I have established a range of initial design strategies, based on my objectives. These will most likely be altered as I move forward, but show current action points:

Explore the connection between place, language and people, using graphic design:

- Explore historic and contemporary resources on the connection between place and language.
- Develop a strong historical knowledge on the link between architecture and graphic design.
- Look into artists (and designers) working with language, such as John Baldessari, Jeremy Deller, Lawrence Weiner and Jenny Holzer.
- Reflect upon the different types of places that exist. As the project moves forward, remove those I'm not interested in, for then to focus on relevant ones.
- Explore a range of applications used to visualise language.
- Test and develop research methods related to questions, such as:
    - Weekly visual experiments, responding to research
    - Collection of relevant visual material, put in labeled folders
- Explore a range of existing places in Oslo, considering how their history, materials and other attributes can be used to inform design outcomes.
- Conduct workshops with the audience of chosen place when/if relevant for project development.
- Develop several design concepts for chosen place(s), for then to complete one of those concepts.
- Critically reflect on outcomes throughout the project, for then to refine and/or develop new outcomes.

Develop a set of principles, which outlines methods used by graphic designers to develop visual languages representative of specific places:

- Conduct interviews (and workshops if relevant) with industry professionals and audiences, in order to obtain a deeper understanding of methods and process used to develop language for places.
- Explore existing theory on the development of language, and it's connection to place.
- Discover and distill design principles (methods), in order to test them through studio practice.
- Critically reflect on design outcomes in order to refine these principles.

Develop a report, responding to the chosen project question using theory and studio practice:

- Define research question keywords weekly, as a way of improving my theoretical and practical knowledge on the subject. The current keywords are **Place**, **Language**, **Connect**.
- Critically reflect on visual research and design outcomes throughout the project, as well as at the point of delivery.
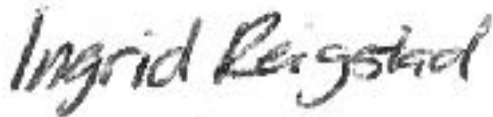
Research Ethics Review form

Part A – Overview of the project		
1	Student	Name: Ingrid Reigstad Course: MA Graphic Design (Part-Time Falmouth Flexible) Module: GDE750
2	Title of the project	How can language be used to connect people with places?
3	Briefly summarise the project's aims, objectives and methodology.	With my project I hope to demonstrate how language can be used to connect people with places. Using language in places can help us communicate the culture of that place, and by doing so we can hopefully begin to empower or disqualify certain societal values. Connecting people to places therefore becomes a matter of connecting them to the place's values, as the people themselves become part of the culture the specific place represents. My objectives are as follows: • Explore the connection between place, language and people, using graphic design • Develop a set of principles which outlines the methods used by graphic designers to develop visual languages representative of specific places • Develop a theorised making report, responding to the chosen project question using theory and studio practice. For my project I'm planning on following a process structure where I will be moving in a continuous cycle between *choosing-of-space, analysis, synthesis, reflection.* In addition to the process cycle, I will base my project on a working hypothesis, consisting of a set of principles that outline methods used by graphic designers to develop visual languages for places.
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.	❏ **Yes** ❏ No ❏ 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.	I will most likely be interviewing industry professionals (such as graphic designers and architects). Given their consent I might document interviews using sound, video and image recording. Their names will be used (unless they want to stay anonymous). All of this information will be made visible online through my digital diary, and perhaps also in project outcomes such as report(s) and website(s). Storing and publishing this data will need to follow ethical guidelines by collecting consents. I might also interview and/or run workshops with people connected to chosen places. For this I will have to consider the participants privacy, either by collecting consents or by keeping their data anonymous. I will also have to make sure that they are physically and psychologically comfortable.
	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.	Graphic designers, architects and other industry specialists. If suitable for the project I might also interview and/or run workshops with people related to any chosen place I choose to look at. I will not be using participants from vulnerable groups.

	7	How will participants be recruited and how many will be involved?	Through email and/or phone, based on digital research and personal knowledge of industry professionals. The number of people will depend on the project development, but hopefully around 10 people. If I end up doing workshops with non-professionals, participants will either be recruited from the chosen place, people I know, and/or social media. Workshops can involve about 5-10 participants per session.
	8	What will participants be asked to do?	Industry professionals will be asked to discuss their practice, and to provide insight into my chosen topic (language in places). Their insight might be documented through sound, video and image recordings, which could be edited and presented in the public domain. Potential workshop participants might be asked to provide insight on my chosen topic, but perhaps also to provide insight in the form of making. This depends on future project development, and what's suitable for the project.

| 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. | *Privacy and reputation*
I will collect and store consent forms, which takes data recording and publishing methods into account.
If choosing to publish the data, all participants will be asked to provide an approval of the chosen data (e.g. finished texts) before publishing. This is both to ensure their psychological well being and that their businesses are not harmed in any way.

If industry professionals want to stay antonymous I'll cater to this by not storing their personal data.

Workshop participants will stay anonymous. If private data collection becomes relevant, the above consent actions will be taken.

Well-being
In terms of physical well-being, I will make sure to give participants breaks, and to make sure that they have food and drinks available.
I will also pay attention to participants' psychological well-being by making sure they are comfortable, and by informing them properly through my information sheet. |

	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.	❏ **YES** ❏ NO **If you answer 'Yes', please give details. In your response, please consider:** *How will you store and use this information during the course of your research?* The information will be stored in my personal Notion folders and Dropbox folders. *What parts of this information will need to be confidential and how?* Address, date of birth, phone numbers and emails will not be published online, but will be stored in Notion folders. *Will you exhibit or publish the information?* I might choose to publish and/or exhibit name, personal opinions, and recorded data (image, video, sound, notes, quotes). All participants will be asked to approve the data in question before exhibiting or publishing. *Will you retain information after the research is concluded?* Yes. *If information is to be destroyed, explain why this is appropriate.* The information will not be destroyed, unless participants asks for it to be. If so I will destroy it to secure their privacy and reputation.
	11	What potential risks to yourself do you foresee and what steps will you take to minimise those risks? Eg. does your research raise issues for your personal safety, especially if taking place outside working hours or off University premises?	I don't see any risks other than everyday life risks such as traffic injuries, etc. If going to building sites however, there will be multiple risks related to the site. Here I would have to follow any site regulations such as wearing hard hats and considering unsecured equipment.
	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 don't currently see any environmental risks.
	13	Will payments or in-kind contributions be made to participants?	❏ YES ❏ **NO** *If YES, please state amount and whether payment is for out-of-pocket expenses, or a fee*

	14	Will any restrictions be placed on the publication of results?	❏ **YES** ❏ NO *If YES, please state the nature of the restrictions, (eg. details of any confidentiality agreement)* Participants will be given the chance to stay anonymous. If industry professionals have certain information that they will not want published, I will make sure to fill out a confidentiality agreement. This is not very likely, considering the current project status, as I'm not planning on gathering sensitive data.
15a		Declaration of student if activity is out of scope.	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. Signature: *Ingrid Rergstad* Date: 9.2.22
15b		Declaration of if activity is in scope.	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: a) The form is accurate and complete to the best of my knowledge and belief. 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. 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. d) I understand and accept that the ethical propriety of this project may be monitored by the University. e) I have included the following documents:

			❏An information sheet (compulsory) ❏A consent form (compulsory) ❏Copy of the full proposal/application (compulsory) ❏Other relevant information Signature: *Ingrid Reigstad* Date: 9.2.22
	16	Approval for low risk project from Module Tutor:	I have reviewed the project with the student and confirm it does not fall under the scope of the Research Integrity and Ethics Policy for Taught Courses. Name: Signature: Date:
17a		Approval for medium risk project from Course/ Department taught course research lead:	I have reviewed the medium risk project with the student and give approval for them to undertake the research. Name: Signature: Date:
17b		Review for high risk project from Course/Department taught course research lead:	I have reviewed the high risk project with the student and give support for them to submit the proposal to the Research Integrity and Ethics Committee. Name: Signature: Date:
	18	RIEC use only	

Draft consent form (expert interview)

FALMOUTH
UNIVERSITY

How can language be used to connect people with places?

I would like to invite you to take part in my research. Before you decide I would like you to understand why the research is being carried out and what it would involve for you.

Purpose
With my project I hope to demonstrate how language can be used to connect people with places. Using language in places can help us communicate the culture of that place, and by helping people connect to those places, we can hopefully begin to empower or disqualify various societal values.

Reason for invite
I very much admire your work in typography, which is why I believe you could provide valuable insight to my project. Through our interview, I hope to obtain a deeper understanding of how visual languages for places can be developed.

Do I have to take part?
Taking part in the research is entirely voluntary. If you agree to take part, I will then ask you to sign a consent form. You are free to withdraw within 14 days after our conducted interview, without giving a reason.

What will I be asked to do?
You will be asked to answer a set of unstructured interview questions, based on your personal expertise. You may of course choose to not answer questions, without giving a reason.

The interview will last for about 45 minutes and the meeting will take place in your studio (unless another location is more suitable to you).

Expectations
The study will involve audio taping and note taking. Your insight might be published and/or exhibited in project outcomes such as live websites, reports, publications and exhibitions. Your name and the name of your business/organisation may be used when referring to and/or quoting material from the conducted interview in such outcomes.

If you wish to stay anonymous, your provided material will not be presented in a way that identifies you.

Risks and benefits
There are no foreseeable risks or benefits in taking part.

What happens if you Withdrawing from the study?
If you choose to withdraw from the study within 14 days after the date of the conducted interview, you may ask for data to be extracted and destroyed.

In case of any problems
If you have any questions or concerns about the study, you may email me at ingridreigstad@gmail.com, or my course leader, Susanna Edwards, at susanna.edwards@falmouth.ac.uk.

Participant confidentiality
Data will be collected using sound recording and digital note taking. Your data will be kept in Dropbox and Notion folders. If you wish to stay anonymous, your data will be kept separately from any personal data, to ensure anonymity.

What will happen to the results of the research study?
Your insight will first and foremost be used to provide insight and knowledge, for me to move forward with the development of my project. It might also be used in a written study report, to defend the final study.

The results might also be published and/or exhibited in project outcomes such as live websites, reports, publications and exhibitions. In the case of making material available to the public (e.g. through exhibitions or websites), a copy of the material will be sent to you for a citation check. Non-given feedback within the duration of 10 days after being provided with the material, will be interpreted as a confirmation for going ahead with the publishing of the material.

Consent form:

❏ I confirm that I have read the above information and that I'm happy to proceed by participating in the study.
❏ I confirm that you may publish/exhibit material from our interview in project outcomes such as live websites, reports, publications and exhibitions.
❏ I confirm that you may use my name and the name of my business/organisation when referring to and/or quoting material from our conducted interview (leave unticked if you wish to stay anonymous).

Signature of participant: Signature of the researcher:

Date: Date: