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Draft Proposal | Critical Path | Ethics Review

Draft Treatment

*Can the identity of Great Yarmouth
be attributed to its typographical history?*

Aims

This project aims to examine the use of typography within the borough of Great Yarmouth, Norfolk, to gain a better understanding of how it has influenced the identity it portrays today.

Objectives

1. To conduct an in-depth examination to decipher the part typography plays in a location's identity and provide a visual commentary on how this has developed through the passage of time.

2. Secondary to this objective, the project will also look at 'identity' and what factors are included in its makeup and definition.

3. Synthesising this research will allow me to draw conclusions from my findings and provide a measured response based on thorough investigation.

4. In addition to the above, I will consider the most appropriate way to communicate my conclusions and follow an evaluative and developmental process suggesting further potential routes of exploration.

Purpose

Identity is an important aspect in everyone's lives, and I believe the people of Great Yarmouth are uncertain of what theirs is. Through comprehensive research, this project will reaffirm the role typography plays in creating that identity and assess its part in highlighting Great Yarmouth's individuality.

The town is a multifaceted community with a rich heritage. It has a significant cultural offering which brings with it a varied populous of inhabitants. This mixture creates an exciting atmosphere, where a community identity can be hard to pinpoint. This project will explore and discover what makes an identity and how typography fits into that concept.

Audience

There are many potential audiences to this project. Initially, it is meant for the residents of the borough - to better understand what it is to be from Great Yarmouth. However, it will also take into consideration those who visit the area, for work or leisure, and those who have preconceived ideas of what it is to be from Great Yarmouth.

I also hope this research project will interest other locales struggling with their own identity and provide a framework for them to discover their own uniqueness. The project will also be of interest to those concerned in design history, typographers, and the wider creative community.

Critical Path

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Process	Methodology

Phase 1 – Discover
24/02/2022 – 20/02/2022

- Research possible subjects
- Write draft project summary
- Devise critical path
- Evaluate research ethics

- Research difference between theory and practice based studies
- Review previous modules to discover what was inspirational
- Produce hand in document and research ethics handbook

Phase 2 – Define
21/02/2022 – 20/03/2022

- Collate and review research
- Segment findings into categories
- Thinking through making
- Confirm network of collaborators
- Define 'identity' in terms of place
- Prepare for panel evaluation

- Synthesise research into logical and thought through ideas
- Take opportunities to create typography using old and new techniques
- Ensure buy in by contributors
- Define 'identity' for the project
- Research past examples of panel evaluations

Phase 3 – Design
21/03/2022 – 25/04/2022*

- Seek feedback from network, peers and tutors
- Evaluate these responses and work to date
- Develop narrative of research into cognitive order
- Continue to 'create' based on research
- Begin to design ways to communicate findings

- Actively seek feedback from network and record responses
- Review work to date establishing direction heading
- Work with professionals in industry to understand their viewpoints and processes
- Create with this information in mind
- Seek out opportunities to communicate findings - Is one better than another?

Phase 4 – Deliver
15/04/2022 – 19/08/2022

- Iterate possible solutions, evaluating their success with peer review
- Complete draft critical report for student peer review (09/05/2022)
- Deliver communication solution including promotional plan
- Evaluate project
- Prepare for final online show
- Complete final report (27/06/2022)
- Studio practice and research journal (19/08/2022)
- Suggest possible areas for future study

- Analyse research in response to initial question.
- Spend time researching and evaluating possible outcomes for project
- Execute decision with help of extended professional network
- Measure success of project and how it answers question
- Are there further lines of enquiry which could be explored?
- Finalise submission elements
- Next steps

*Easter Break 11/04/22 - 22/04/2022

Research Ethics Review Form

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Part A – Overview of the project		
1	Student	Name: Gary Philo Course: MA Graphic Design Falmouth Flexible Module: GDE750 MA Project
2	Title of the project	Can the identity of Great Yarmouth be attributed to its typographical history?
3	Briefly summarise the project's aims, objectives and methodology.	**Aims** This project aims to examine the use of typography within the borough of Great Yarmouth, Norfolk, to gain a better understanding of how it has influenced the identity it portrays today. **Objectives** 1. To conduct an in-depth examination to decipher the part typography plays in a location's identity and provide a visual commentary on how this has developed through the passage of time. 2. Secondary to this objective, the project will also look at 'identity' and what factors are included in its makeup and definition. 3. Synthesising this research will allow me to draw conclusions from my findings and provide a measured response based on thorough investigation. 4. In addition to the above, I will consider the most appropriate way to communicate my conclusions and follow an evaluative and developmental process suggesting further potential routes of exploration. I will be using the British Design Council's Double Diamond design process which allows for four phases: Discover, Define, Develop and Deliver.
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

Part C – Details of the research

5	Give a brief reflection/overview of the ethics issues in this project.	Identity of place can be a subjective notion and therefore I will want to speak with a variety of people to understand their thoughts and feelings of Great Yarmouth. I will also look to speak with industry professionals as well as those who have a vested interest in either the location or subject matter. All information will be made visible through my on-line blog and retained for the duration of the course. If participants wish for their information to be redacted or removed this will be done as soon as practicable. This is a live document and as such, is subject to change, depending on where the research takes me and who I choose to speak with.
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.	Industry professionals including people from the Norfolk Records Office, Norfolk Museum Service, local museums, Heritage Action Zone officers, Council staff, members of the public and those with a creative insight into the subject. I would like to speak with some of the children (13-16 year olds) from the local Saturday Art Club www.saturday-club.org who are looking into ghost signs. Some of them have additional needs which will need careful liaison with both the parent/guardians of the child as well as the tutor of the group. I would also like to speak with members of the public in the form of surveys and audio recordings. There vulnerability status may not be known until spoken with and therefore the release form needs to be explicit, accessible and easy to understand.
7	How will participants be recruited and how many will be involved?	Participants will be recruited through existing and new networks created for this module. They will be contacted through email or social media and the contact recorded. The number of participants is dependent on the project development and research, however, I hope for this number to be between 5 and 15 key contacts. There are approximately 10 children in the local National Saturday Club. If consent given, this number will be in addition to the key contacts.
8	What will participants be asked to do?	Key contacts will be asked to describe their link with typography / identity of Great Yarmouth as well as their thoughts and feelings of the place. This may be documented through email, audio / visual recordings or via note taking and be presented on my public facing blog.

| 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. | All consent forms will be stored and the finalised data will be approved by the participant before use. Contributors will be asked if the publication of their name / practice is permissible in terms of the context of this project. They will have the option to contribute anonymously or with certain aspects redacted.

Children under 18 will only be referred to by their first names and age and consent will be approved by their parents / guardians.

Tasks will be descriptive and created in an accessible way. Any interactive forms will adhere to The Web Content Accessibility Guidelines (WCAG).

Current Covid-19 guidelines will be adhered to at all times. |
| 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

How will you store and use this information during the course of your research?

Information will be stored physically and digitally whenever possible. This information will be retained for 2 years after the completion of the course.

What parts of this information will need to be confidential and how?

Address, date of birth, phone numbers and emails will not be published on-line, but will be stored in their physical form.

Will you exhibit or publish the information?

It is likely that the information provided will be published in the public domain. Therefore, all participants will be warned of this before taking part. I do not foresee there information forming part of an exhibition, but this is subject to change.

Will you retain information after the research is concluded? If information is to be destroyed, explain why this is appropriate.

The information provided that forms part of the research paper will remain in that research in perpetuity. The supporting evidence will be destroyed 2 years after the completion of the course or at the request of those taking part. |
| 11 | What potential risks to yourself do you foresee and what steps will you take to minimise those risks? | Risks will be kept minimal by using digital techniques to gain information - for example, the use of Teams or Zoom for interviews and information gathering. |

| | Eg. Does your research raise issues for your personal safety, especially if taking place outside working hours or off University premises? | When required to visit contributors on site, health and safety procedures will be followed and personal safety factors taken into consideration. A personal mobile device will be kept close by to allow for any emergency situations. |
| 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 currently see any environmental risks. This will be reassessed throughout the project. |

13	Will payments or in-kind contributions be made to participants?	NO
14	Will any restrictions be placed on the publication of results?	YES Publication of the results will be under the strict permission of the author - Gary Philo
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: Date: 13/02/2022
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 EthicsPolicy for Taught Courses. In signing this form, I am also confirming that: The form is accurate and complete to the best of my knowledge and belief. 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. 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. I understand and accept that the ethical propriety of this project may be monitored by the University. 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: Date: 13/02/2022

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	

FALMOUTH UNIVERSITY

Consent Form

Can the identity of Great Yarmouth be attributed to its typographical history? **Gary Philo**

You have been selected to take part in this research study which examines the identity of Great Yarmouth. The below specifies the project's aims and objectives.

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This project will examine the use of typography within the borough of Great Yarmouth, Norfolk, to gain a better understanding of how it has influenced the identity it portrays today.

Through comprehensive research, this project will reaffirm the role typography plays in creating Great Yarmouth's identity and assess its part in highlighting the seaside town's individuality.

The town is a multifaceted community with a rich heritage. It has a significant cultural offering which brings with it a varied populous of inhabitants. This mixture, creates an exciting atmosphere, where a community identity can be hard to pinpoint. This project will explore and discover what makes an identity and how typography fits into that concept.

-

The information gained from your assistance in this project will be synthesised with other sources of research to accurately answer the question above. The final outcome is not known, however, a visual solution will be created to effectively communicate the findings to members of the public.

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Participation is voluntary and can stop or be withdrawn at any time. Information gained from this research will be publicised as part of a final report and will therefore will exist in perpetuity. Research gained, but not included in the final report, will be kept for 2 years after the date of publication and then destroyed. Anyone wishing to have their information / contribution removed should contact the author.

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The data collected from this research will be handled with the utmost of diligence and will be viewable by the participants by requesting it from the author.

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Any complaints, questions or concerns should be addressed to the author, Gary Philo, in the first instance. He is contactable on garyphilo@yahoo.com. Alternatively, contact can be made with the course leader, Susanne Edwards at susana.edwards@falmouth.ac.uk.

1. Have you read and understood the information above?

    ☐ I confirm that I have read and understood the above information and that I am happy to proceed in participating in the study.

2. Do you consent to participate in this study?

    ☐ I confirm that I have read and understand the information provided about the research study, and I would like to take part in the study.

3. Do you consent to your contributions being published as described above, either anonymously or credited to your name?

    ☐ The contributions I submit can be published anonymously

    ☐ The contributions I submit can be published with credit to myself

4. Do you understand you have the option to withdraw your personal information from the study at any time, and for your contributions to be used anonymously?

    ☐ I understand that I have the option to withdraw my personal information from the study at any time, and for my contributions   to be used anonymously.

Name: Name:

Signature of participant: Signature of researcher:

Date: _____   Date: _____

Name:

Signature of parent / guardian if
participant under 18 years old:

Date: _____