

Cognitive Science

lexical unit
material anchor
form/meaning pairing

bigram

Speaking New Languages:

Linguistics

lexeme
mass noun
grapheme
allograph
graph

Computational

alphanumeric string

Exploring the Landscape of Cross-Disciplinary Research

Semiotics

sign
signifier/signified
representamen/object/interpretant
type as mode

Typography

word
typeface
weight
typesize

Philosophy

propositional sign

lowercase

Speaking New Languages:

Exploring the Landscape of Cross-Disciplinary Research

There are many dynamic communities of practice within the arts but not all of them can claim to have their own research culture. Consequently, many researchers become adept at co-opting theoretical frameworks, research methods, and language from other disciplines. But what happens when we use concepts and language developed elsewhere to address our own particular disciplinary concerns? Language matters, and as the Swiss linguist Ferdinand de Saussure noted, language is not a nomenclature—it is not simply a question of linking a set of words to a pre-existing set of things; different languages divide up the continuum of the world differently.

It follows that the ways that we engage with other disciplines potentially has a bearing on how we see, think and talk about our home discipline. This conference explores the challenges and benefits of research that features significant interaction between two or more disciplines. It will explore [even contest] 'trans-', 'cross-' and 'multi-' disciplinary approaches to research.

The Stern review (2016) underlined 'the essential role of interdisciplinary research in addressing complex problems and research questions posed by global social, economic, ecological and political challenges. We are delighted therefore, that Nat Hunter from the Design Council has agreed to be our keynote speaker and will be sharing the findings of her recently published report *Beyond Net Zero – A systematic design approach*.

Key themes for the conference include:

- The challenges and benefits of undertaking cross disciplinary research.
- The possibilities including new approaches for research that could not be achieved within the framework of a single discipline.
- The new 'languages' that researchers have to learn, in order to discipline hop or work across or at the boundaries of their own discipline.



Speaking New Languages:

Exploring the Landscape of Cross-Disciplinary Research

AUB 2021 Research Conference

Friday 2 July 2021

Virtual Event via Zoom

10.00	Welcome
10.05	Keynote: Beyond Net Zero: A Systemic Design Approach Nat Hunter, Design Council
10.55	Break
11.00	Wrestling with a Landscape Dr David Ellison, Senior Lecturer, BA (Hons) Commercial Photography
11.20	The Jungle Camp: Alternate Perspectives on the Illustrative Image Gabrielle Cariolle/Paul Roberts, Senior Lecturers, BA (Hons) Illustration
11.40	Speaking in Tongues: Remediation and Interdisciplinarity in Practice-based Research Dr Kevan Manwaring, Senior Lecturer, BA (Hons) Creative Writing
12.00	Empowerment Through Making: Working with Communities Through Creative Technology Dr. Emilie Giles, Senior Lecturer, BA (Hons) Graphic Design
12.20	Closing Remarks Professor Paul Gough, Vice Chancellor and Principal

10.05 Keynote



Design
Council

Beyond Net Zero

A Systemic Design Approach

Beyond Net Zero: A Systemic Design Approach.

Nat Hunter, Design Council

For the new Design Council report, *Beyond Net Zero: A Systemic Design Approach*, we were asked to interview designers from across different disciplines about projects that they had worked on that had made significant step towards net zero, and to find out what tools and processes they used.

We identified the common barriers to successful projects, and we also started to see patterns in the most functional and visionary teams. We found that these practitioners were thinking beyond net zero, to sustainable or regenerative outcomes, and were not seeing environmental issues as separate from social ones, but entwined. Their teams were multi-disciplinary and cross-silo and they saw everything as connected, with design being used to deliberately shift systems to become more regenerative, just and healthy.

So rather than a list of technical solutions for design for net zero, we reframed the brief into creating a systemic framework for designers to use when working together with other professionals, communities and commissioners.

Nat Hunter is a designer, educator and coach exploring how regenerative culture and organisational behaviour can positively impact people, society and the planet. She is a systems thinker, and brings her experience in business, design and coaching together in order to create and support change.

As co-director of Design at the RSA she co-founded The Great Recovery, a pioneering project that created a framework for designers to understand how to design for a circular economy. She is a member of

the Fab City Collective and the Distributed Design EU platform, developing new manufacturing possibilities, alternative business models and design practices for ambitious and hopeful futures and has recently co-authored the report *Beyond Net Zero, A Systemic Design Approach* with Design Council.

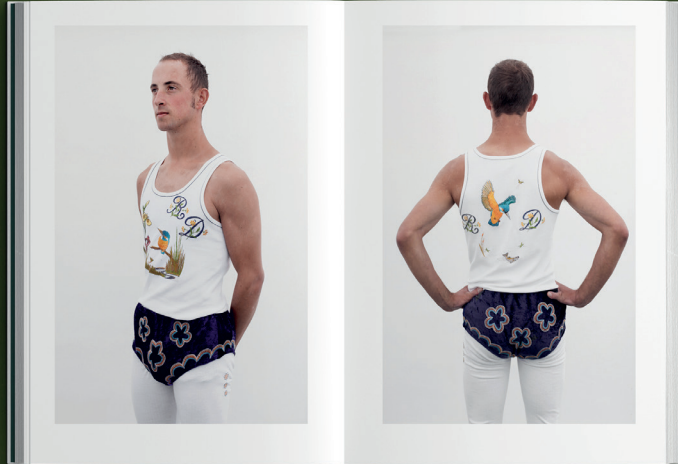
11.00



Dr David Ellison

Growing up in Cheshire and Cumbria, David began his photography career as a photographic assistant to Brian Griffin and fashion photographer Craig McDean. Now a Senior Lecturer at Arts University Bournemouth in Photography he holds a PhD from Ulster University and a BA Hons in Photography from Lancaster University.

His research into embroidered wrestling costumes of the North of England has featured as part of touring exhibitions at Open Eye Gallery, Liverpool and Somerset House, London in 2017 as well as The



Civic, Barnsley in 2019. His photographs have been published into two photo-books – Herdwick Common (2014) and Tek Hod: Embroidered Wrestlers of the North (2020).

David's work is held at the Archive of Modern Conflict (London), the Library of Birmingham and Tullie House Collections (Carlisle). His work has been exhibited across the UK and Europe and has photographed for leading, quality newspapers and magazines in England and France.

Wrestling with a Landscape.

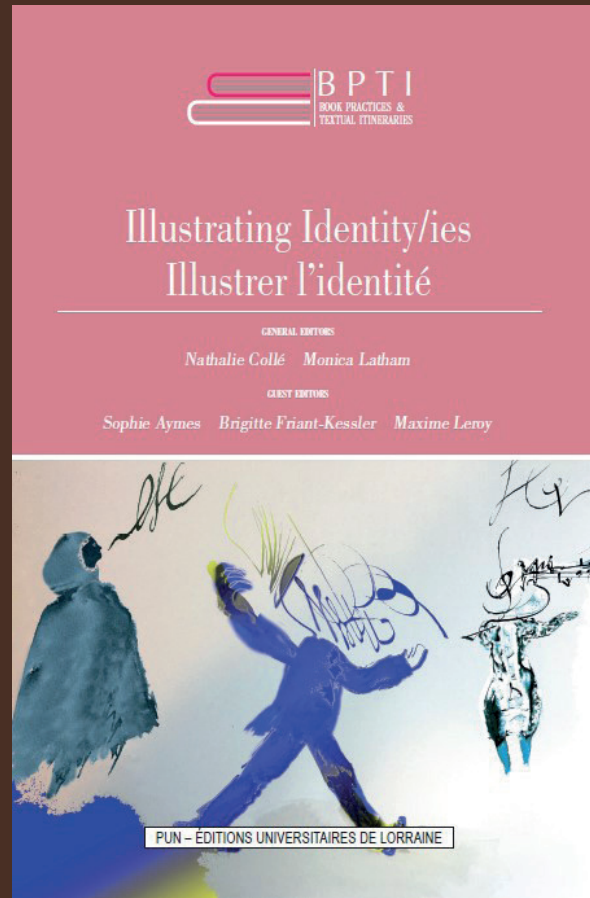
A photographic, practice led, research study incorporating and investigating archival images of the traditional costume of the English regional folk sport of Cumberland and Westmorland Wrestling.

Dr David Ellison, Senior Lecturer, BA (Hons) Commercial Photography

This practice-led research uses ethnographic research methods in photography to interrogate the embroidered motifs of homemade wrestling costume. Photographic portraits and documentary landscapes explore the inherent invention of this English costume.

The spectacle of wrestlers involved in the 'performance of tradition' in intricately embroidered costumes, depicting symbols of pre-industry in the English Lake District on post-industrial sites, is the focus for this research.

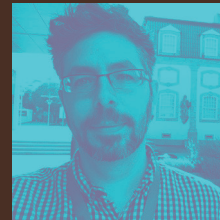
The contribution to knowledge is brought together as part of a multi-disciplined book, *TEK HOD: Embroidered Wrestlers of the North*, that is a 12-year research project which includes an essay by fashion writer, Lou Stoppard, that critically underpins a series of portraits of wrestlers and costumes alongside action photographs of the sport which depict the picturesque and post-industrial landscapes of Northern England. This research links—like no other publication—embroidery, history, and sport into a contemporary framework.



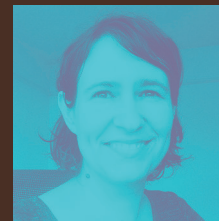
The Jungle Camp: Alternate perspectives on the Illustrative Image.

Gabrielle Cariolle/Paul Roberts, Senior Lecturers,
BA (Hons) Illustration

This presentation starts by considering issues of disciplinarity and interdisciplinarity in the development of the paper *The Jungle Camp: Reportage and Identity Formation in the UK and French Press*, before going on to discuss the wider context of illustration research. Here we explore the challenges and opportunities presented when contributing new insights to a nascent discipline; but in which the object of study presents opportunities to examine a wealth of phenomena and relationships operating within and across multiple fields of study.

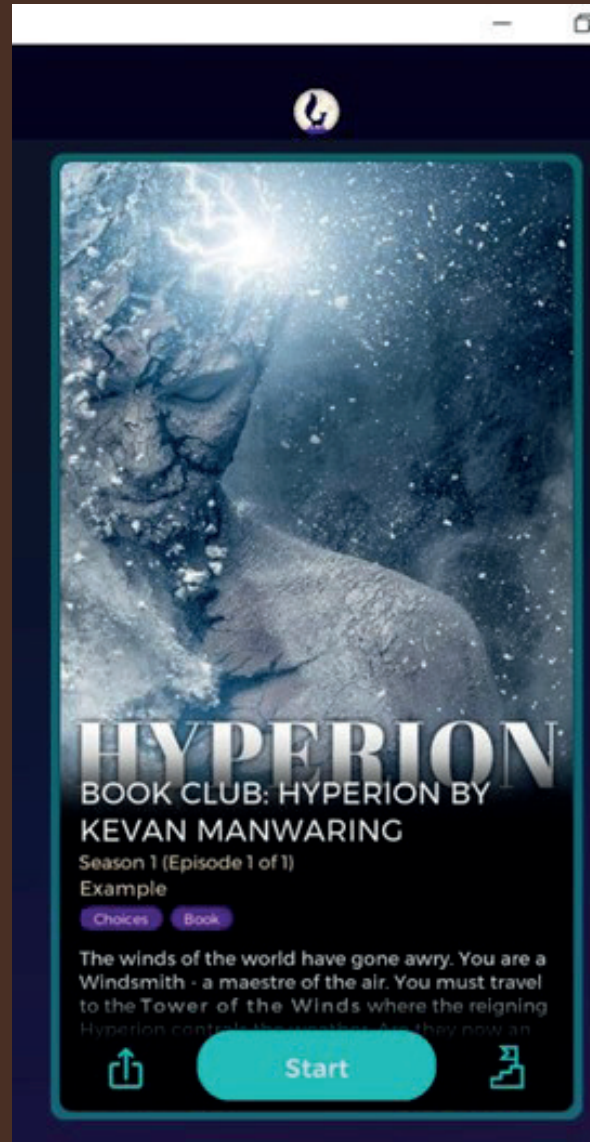


Paul Roberts is a Senior Lecturer in Illustration at AUB. His research and practice interests focus upon contemporary illustration, materiality, and digital image-making, as well as new and emerging contexts and issues for the illustrative image.



Gabrielle Cariolle's research focuses on authorial and experimental approaches within illustration and animation. She explores, through writing and practice, image-making as a communicative act and, in particular, the creation of meaning in relation to format and modality. Her interests include social and performative aspects of image-making and she seeks to examine illustrations' intentions and effects in the context of wider discourses.

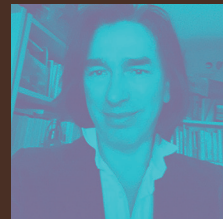
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Speaking in Tongues: remediation and interdisciplinarity in practice-based research.

Dr. Kevan Manwaring, Senior Lecturer, BA (Hons) Creative Writing

In this brief talk I will discuss the challenges of learning a new language to compose a novel in (HTML). Interested in emergent forms (an intrinsic part of my doctoral research) I set myself the task of writing an interactive novel based upon my five-volume fantasy series *The Windsmith Elegy* for the West Coast start-up, Tales Writer. I found myself having to write in two languages simultaneously – the mother tongue I am fluent in as a novelist, and the mark-up one I was learning. This code-switching is an intrinsic part of what Josie Barnard calls 'multimodality' – an essential skill for a 21st Century writer.

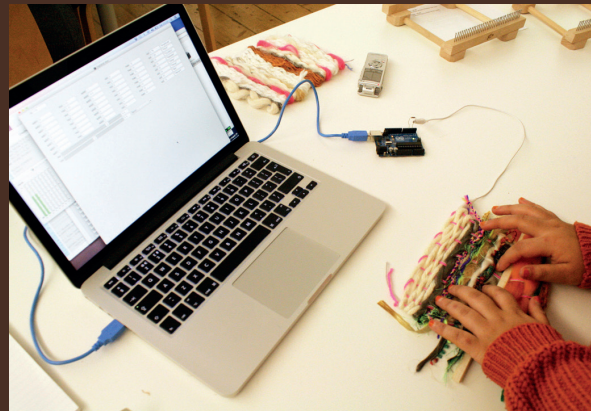


Dr. Kevan Manwaring is a writer and academic whose practice-based research focuses on creativity, ecology, and the imagination. His books include *Heavy Weather: tempestuous tales of stranger climes* from The British Library; *Lost Islands*; and *Desiring Dragons: creative, imagination and the writer's quest*; and he has contributed to *Storytelling for a Greener World*. His prizewinning eco-SF novel, *Black Box*, was adapted into an audio drama by Alternative Stories. His articles have appeared in *Writing in Practice*, *New Writing*, *Axon*, and *TEXT*. He is a Fellow of Hawthornden, The Eccles Centre (British Library) and the Higher Education Academy. He blogs and tweets as the Bardic Academic.

12.00



Terry Braun



Empowerment Through Making: Working with Communities Through Creative Technology.

Dr. Emilie Giles, Senior Lecturer, BA (Hons) Graphic Design

Within human-computer interaction it has often been more common to design for people, particularly those with an impairment or disability. However, this is increasingly changing with these intended users instead becoming the designers and makers of their own technologies. Researcher and artist Emilie Giles will discuss her work around co-designing and making with blind and visually impaired people using e-textiles and physical computing.

Dr. Emilie Giles is a researcher, artist and educator, her work focusing on creative technology linked with accessibility and empowerment.

She holds a PhD from The Open University exploring how e-textiles can be used as interactive tools for blind and visually impaired people, using participatory and co-designing approaches. Her current research is focusing on how her previous participants can progress their knowledge in interaction design to programming, working closely with the charity Fighting Blindness in Dublin to explore accessibility regarding this.

Emilie's background is rooted in teaching people how to build their own creative technology projects, having been Co-director and Head of Outreach and Participation at Codesign for over three years. Project collaborators have included museums and galleries such as the V&A and Tate Britain, and she has taught at University of Westminster, London College of Communication and The Royal College of Art.

