Archive
Colonialism
Participatory
Print-making

Minority language
Space
Advertising
Post-colonial
Sculpture
AR

Mixed Reality
Interaction

PHD
RESEARCH METHODS
SYMPOSIUM

Accessibility
Inclusion

VR
Graffiti
Urban literature
Social Science

PHD

Painting
Hybridisation

2019

Presenters

Aya Elesawy   Alexander Horowitz
Ying Zhang   Catherine E. van Olden
Victor Portela Romero Helen de Main
Noah Rose   Yeonjoo Cho
Federica Giardino   Helen Angell-Preece
                     Fraser Dougan

10.00 –16.00 | Tuesday 10th December 2019 | Barnes Lecture Theatre | GSA
All Welcome

PGR Research Methods Symposium 2019

Tuesday 10th December 2019, 10am-4pm
Barnes Building lecture theatre, Glasgow School of Art

External Respondent: **Dr. Glyn Davies**, Edinburgh College of Art

Programme

10.00	Coffee
10.15 – 10.30	Welcome – **Dr Susannah Thompson**
10.30 – 11.15	Session 1
	• **Aya Elesawy**
	• **Ying Zhang**
	• **Victor Portela Romero**
11.15 – 11.30	Session 1 questions & discussion
11.30 – 11.45	Coffee break
11.45 – 12.15	Session 2
	• **Noah Rose**
	• **Federica Giardino**
12.15 – 12.25	Session 2 questions & discussion
12.25 – 13.45	Lunch break
13.45 – 14.00	Afternoon Introduction – **Dr Susannah Thompson**
14.00 – 14.45	Session 3
	• **Alexander Horowitz**
	• **Catherine E. van Olden**
	• **Helen de Main**
14.45 – 15.00	Session 3 questions & discussion
15.00 - 15.15	Coffee break
15.15 – 15.50	Session 4
	• **Yeonjoo Cho**
	• **Helen Angell-Preece**
	• **Fraser Dougan** (Pre-Recorded 5-Min Presentation)
15.50 – 16.00	Session 4 questions & discussion
16.00	Drinks Reception (Haldane Cinema Room)

Aya Elesawy

Considerations of approaching women with Augmented Reality advertising

Augmented Reality (AR) has the unique quality of providing a direct link between physical reality and virtual information about that reality. The world becomes the user interface, which is why we need to ensure that this interface is properly customised. This practice-led research will examine the potential for user-generated AR advertising, with a specific focus on gender. Unlike previous research that investigates the role of gender in other types of advertising, this study is the first of its kind to provide empirical evidence in an AR advertising context. This research will use ethnographic methods in order to understand the way in which women interact with AR advertising. I will use in-depth interviews, real-life AR advertising analysis, and direct observation during participants' interaction with AR Ads. I aim to develop real-life AR ads that will be guideline templates for brands in designing tailor-made AR advertising.

Ying Zhang

Exploring the role of VR technology to support the development of creative practice in the visual arts education: an in-depth case study of graffiti art

This PhD study proposes to explore the role of VR to support practice-based learning in contemporary art education with specific reference to the practice of graffiti art. Ying will develop a new VR simulator for education purposes and to establish an innovative learning system supported by VR, which aims to facilitate participants' acquisition of practice-based skills and aesthetic experience and facilitate more effective use of VR in art education. Through social sciences methods such as questionnaires, observation, practical experiment, video recording and interviews, the research will explore the potential and impact of VR technology in practice-led educational contexts. The research aims to enhance the role and application of VR technology in immersive learning experiences, game-based learning and art education and has the potential to act as an innovative new method of graffiti art production and display.

Victor Portela Romero

Investigating novel interaction and visualisation methodologies for X Reality environments with a focus on anatomical and pharmaceutical datasets

In the last five years, Mixed Reality (XR) technologies have matured, reaching a point where they are accessible to most people. In consequence, the software needs to keep up with this progress and enable the users to take full advantage of the technical advances. The main characteristic of XR is the ability to simulate the experience a person would feel in real life but in a virtual world. This PhD project aims to explore the best way to interact with pharmaceutical and anatomical datasets in XR environments. The research will analyse existing ways of interaction and develop innovative ones in order to evaluate their effectiveness and determine whether or not they are more intuitive than more established or traditional ways of training within the fields to which these datasets belong.

Noah Rose

Making Words Matter: materialising language as contemporary sculptural practice in a shifting Europe

In the 2019 UNESCO International Year of Indigenous Languages, this PhD project examines how minority languages can act as both repository of cultural identity and crucible for rethinking cultural values. Noah Rose's cross-disciplinary practice involves location-based, research-led sculptural work. Through practice-led methodologies in the field and in the studio, this research will explore minority languages as both visual resource and thematic driver for contemporary sculptural practice. Focusing on Gaelic in the Hebrides and Irish Gaeltachts, and comparing Catalan for its cultural-linguistic resonance, Rose will survey the field of practitioners working at the intersection of language and sculpture (e.g: Finlay, Tuulikki, Dunbar, Brossa). The research will ask how place-centred, expanded field sculpture and minority language within 'peripheral' locations can reinforce one another - in a Europe in which the cultural-linguistic hegemony of English is increasingly at odds with shifting political realities.

Federica Giardino

The Legacy of the Water: a comparative study of the literary identity of the cities of Glasgow and Genoa

This doctoral research project presents a comparative analysis of late Twentieth-century urban literature from Glasgow and Genoa, most particularly by Alasdair Gray, Agnes Owens and James Kelman, Eugenio Montale, Fabrizio de André and Antonio Tabucchi, arguing that such works can be seen to reflect the distinctive character of the specific cultural geographies from which they emerged. By juxtaposing the findings of the historical and literature review, and drawing from key theories of the spatial turn (e.g. Foucault, Lefebvre, de Certeau), the research interprets the social and cultural aspects of two geographically distant cities whose history is analogous, despite the absence of commercial and political relations. It aims to establish, where they exist, the common denominators in the perception of the city which the most influential figures have expressed in literary form.

Alexander Horowitz

Developing accessible tools for musical expression using videogame technologies

This project explores the potential for videogame technologies to be used to build accessible musical instruments, facilitating musical expression in performance. In this context, promoting accessibility refers to identifying and overcoming potential barriers to human-instrument interaction, whether these manifest physically, cognitively, or visually. Interactive tools built in game-engines can function not only as musical instruments, but can be highly customisable, support a wide range of hardware inputs, and can be structured to deliver a correctly-scaffolded learning experience. This research draws from the fields of classical and modern instrument design, mainstream entertainment games, music games, and accessible technology, reviewing the tools currently facilitating accessible music making and measuring the success of new accessible developments to support musical expression.

Catherine E. van Olden

Japanese Knotweed (Fallopia Japonica): non-human living agency in the Anthropocene

Japanese Knotweed was introduced to Europe in the early nineteenth century by Philipp Franz von Siebold (1796-1866), a German physician, traveller and botanist. Knotweed is now considered one of the most hostile of invaders, threatening the foundations of houses, undermining other native species and challenging statutory controls to contain and control its agency. This project considers the knotweed as agent in the era of the anthropocene, charting its course from Orient to Occident, colonised to coloniser. As a socially engaged practitioner I ask if the image of the Japanese Knotweed as a hostile invader can be transformed through collaborative printmaking. The actor-network theory of Bruno Latour provides a starting point for a clear rendition of the complexity of the associations the Japanese Knotweed forms with others, in former and current times. An essential part of my creative design and theoretical research is site-specific printmaking 'en plein-air'.

Helen de Main

The Personal Remains Political: a practice-based inquiry into the intersection of the personal and political in contemporary feminist art practice

Helen de Main is a visual artist whose practice-led research project revisits the second wave feminist concept 'the personal is political', drawn from Carol Hanisch's 1970 essay of the same name. This idea aims to draw a direct link between experiences in women's personal lives and social and political conditions within contemporary society. Along with practice-led approaches, the research will adopt methods drawn from the social sciences and will be underpinned by feminist practices and principles. The project will combine archival investigation (specifically working with Glasgow Women's Library archive), participatory techniques and print based art practice, to scrutinise the contemporary relevance of the intersection of the personal and political.

Yeonjoo Cho

Painterly hybridisation of East Asian cultural idioms in a cross-cultural environment

In this practice-led research project, idioms of traditional East Asian painting are used to review the relevance of 'tradition' and 'cultural tropes' to a painter in the contemporary yet post-colonial environment. By focusing on painting practice that combines techniques and characteristics of East Asian painting to nonconventional visual elements and material, this research will explore how painting practice can be utilised to examine both the dichotomy and interconnectivity between Eastern and Western art, generating a new modality that reflects cross-cultural overlaps and hybridisation. This visual investigation will be facilitated and complemented by an interdisciplinary approach that encompasses theoretical and historical analysis.

Helen Angell-Preece

Occupying the Space of the Stranger

Through practice-led research, Helen Angell-Preece will explore the potential of spatial and material displacement within sculptural installation, to challenge embedded Cartesian visually-dominant European imperial aesthetics and their attendant Eurocentric outlook. Using an embodied phenomenological (Merleau-Ponty, 1994), and post-colonial approach (with particular reference to Bhabha's Third Space, 1994), the practice will juxtapose methods of constructing alongside dismantling within building, textile and upholstery techniques to create an architectural threshold space for the audience to navigate. By disrupting traditional European, Cartesian, perpendicular spatial experience to occupy this in-between position, the research sets out to question the notion of a fixed British identity, asking who is the stranger?

Fraser Dougan

Virtual Reality and Immersive systems for engineering education

This practice-led PhD explores the potential of immersive systems for use in undergraduate engineering education, with a particular focus on Virtual Reality (VR). Observing the current convergence between games technology, immersive systems and engineering design/evaluation, there is a movement in industry towards using immersive technologies such as VR and Augmented Reailty (AR) and real-time visualisation to communicate to experts an understanding of project data and its implications. This research project examines how these demonstrative and interactive media could have significant benefit to students in engineering education, in particular enabling greater learner agency to explore the complex fundamentals of their course and improving retention rates. By creating and observing examples of both explanatory and assessment use cases, the research aims to uncover the effects on comprehension and/or success rates by embedding these immersive technologies into the learning process.