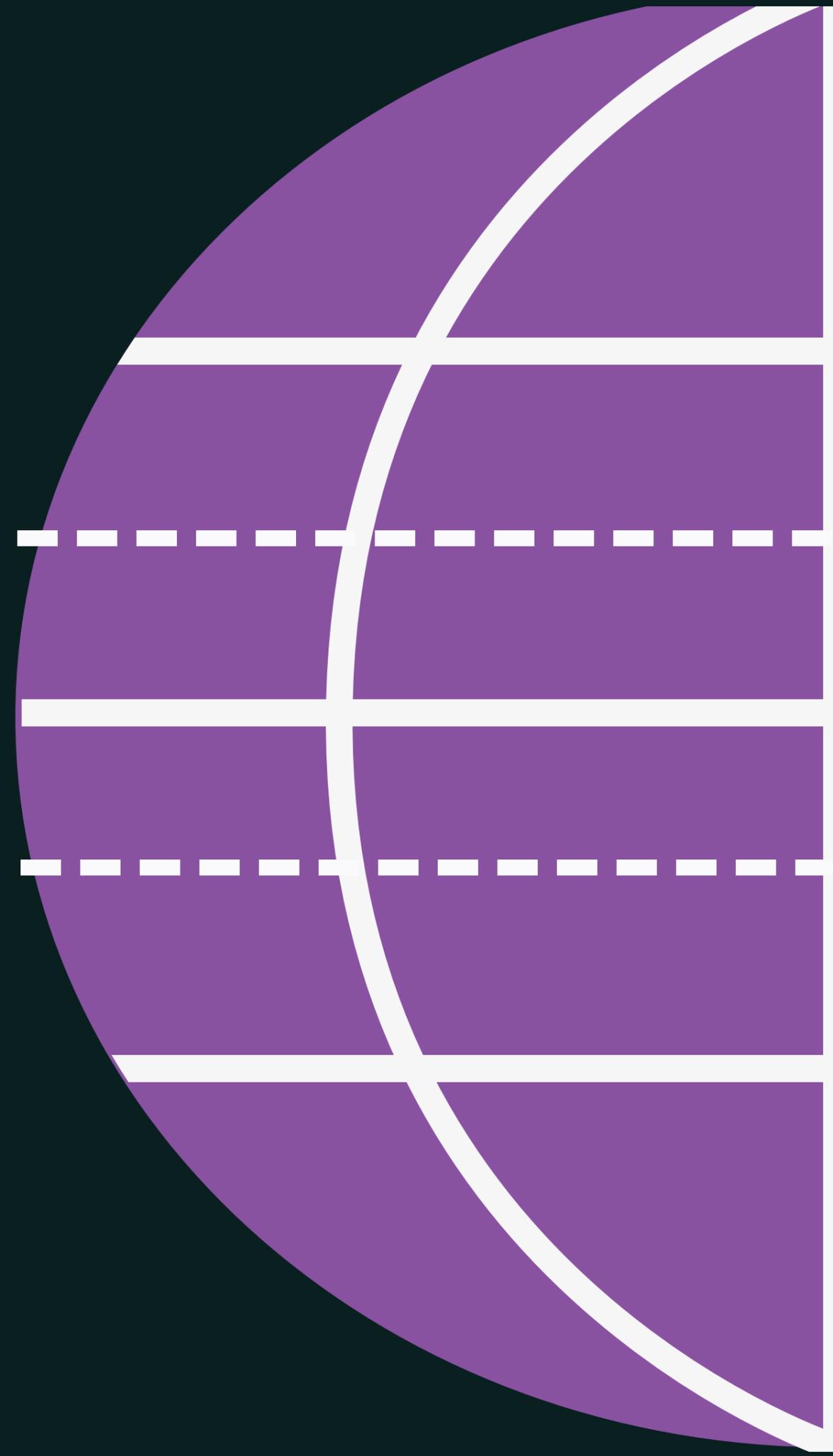




53.6450° N, 1.7798° W

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## Exploring Data Shadows in the generation of written and visual narrative

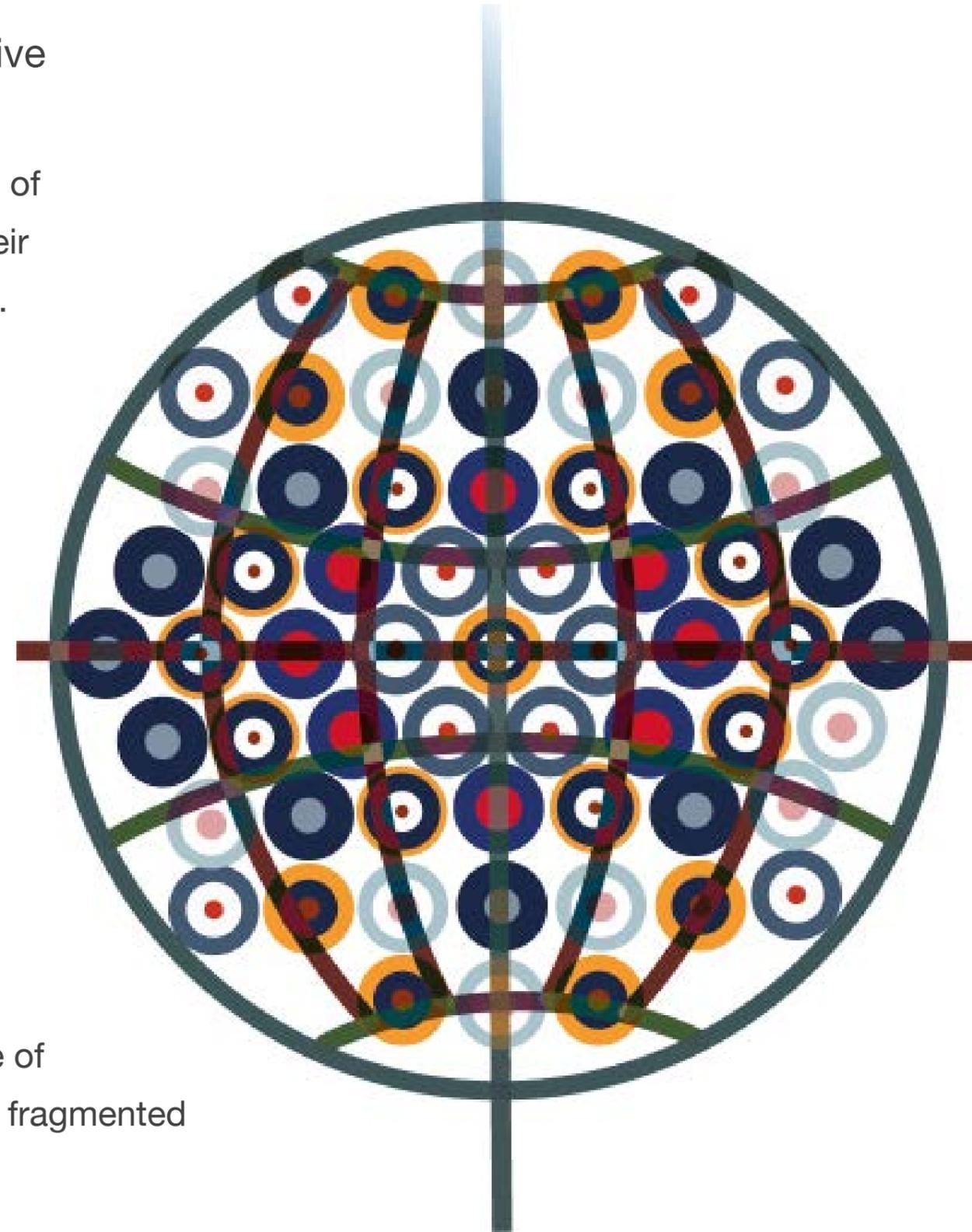
The objectives of this project seek to understand and evaluate the manifestations of data shadows and visual residues contained within artefacts and archives and their potential role in the generation of written and visual narratives in creative practice.

The visual residues contained within the selected archives consists of fragments of information, of both assorted written and visual data.

These visual residues are interpreted through my own investigation into the clues that form assumptions about everyday narratives that surround the selected archives.

I am also collaborating with groups of students, using the graphic design platform, where these archival materials are visually translated, to generate new narratives and ways of interpreting archival content.

There is a strong emotional connection surrounding the tactile and visceral nature of these archives which provide opportunities to generate different responses to the fragmented personal stories encased within them.



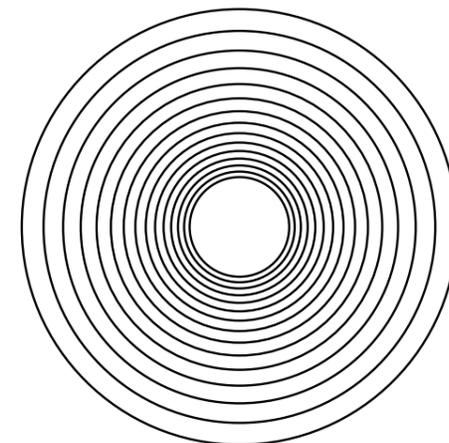
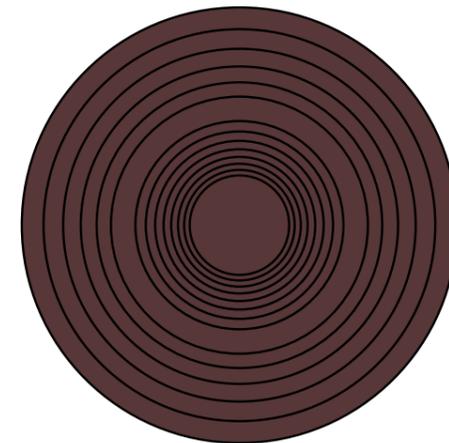
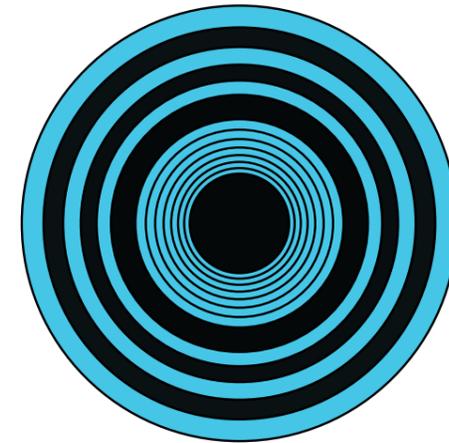
## Research question & aims

### Exploration and Analysis

Explore the role of Data Shadows to construct narrative, visual and written narrative evidenced through story groups, individual and collaborative projects, study packages and written reflection.

Explore what constitutes archival material and examine and evaluate the difference in classification and the visual response to selective archives.

Investigate the contribution of personal background and experiences in the response to objects and archival material.



## Research question & aims

## Design and Development

Examine and evaluate the retrieval process, through design, undertaken when transcribing objects and archival materials.

Develop an online platform to exhibit and document the research and design processes undertaken. ([www.lastargosy.com](http://www.lastargosy.com)).

Investigate narrative, in engaging consumers with products and brands. Evidenced through individual, collaborative and undergraduate students.

Explore the evolving nature of the graphic designer as publisher and author, established through projects, artworks, website and write up.



## Research question & aims

### Collaboration and Research led teaching

Investigate the potential of research led undergraduate design projects and their impact on the student and curriculum.

Explore and evaluate collaborative practice in the creative industries and successful on-line collaborative networks.

Investigate and analyse, emotional atmosphere's created by physical objects and archives.



Case studies:  
Web design and development

Graphicartifact.com

Minimalist word press template

Not responsive

Difficult to populate

Underwhelming

**Graphic  
Artifact**

Home

**Blogs**

- John's blog
- Margot's blog

**About**

**Projects**

- Neglected memories

**Archive**

- 28silverknowes.com
- Streetgraphic

**Artwork**

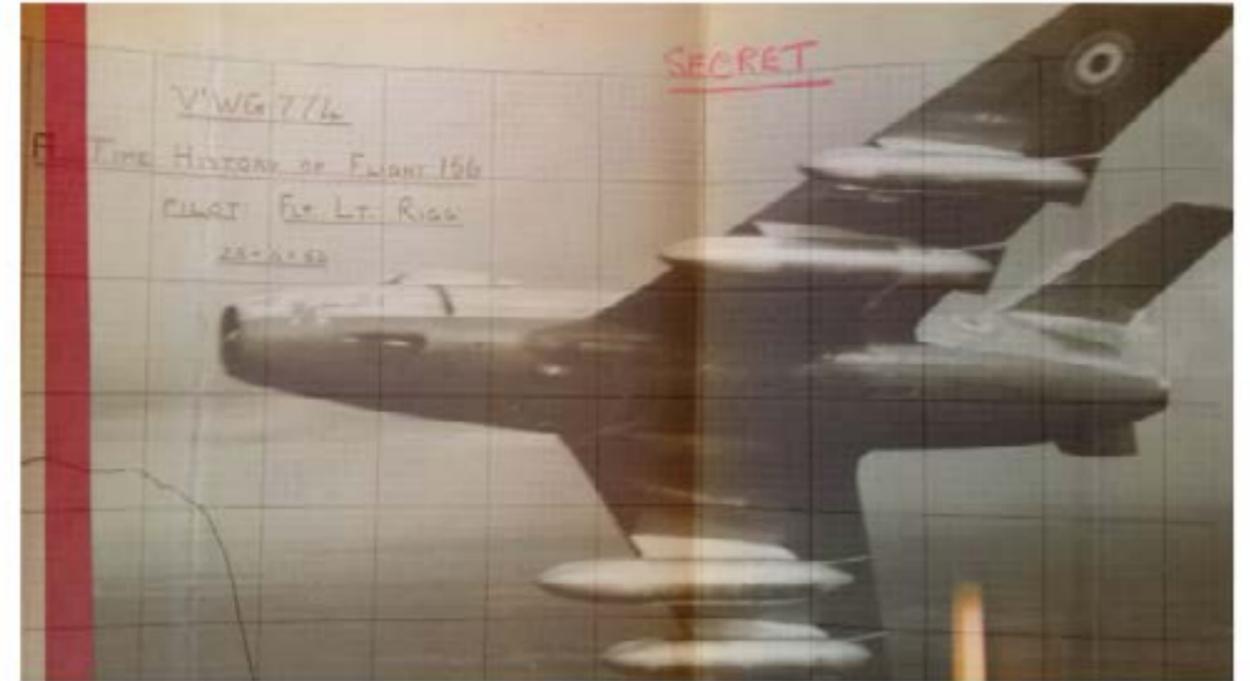
**Collaboration**

**Resources**

**Contact**

testing slider

Search



**Slides and a paper maquette**

I took the slide archive of Edward Rigg as I wanted to capture it from various angles, there was something so beautiful about the rows of slides so carefully filed in date order: It was a reminder of the precious value that photographic records had... [READ MORE](#)

Apr 19, 15

## Lastargosy.com

Responsive

Tactile & versatile

Reflects the project values

Expandable

Encourages participation

Social media optimised

Whilst interviewing Edward C. Rigg, I came across a folder entitled, 'the last argosy'.

The site should have a life beyond my PhD research.

It was important that the site would be responsive to reflect how a broad range of audiences view their media.

The site is also fully social media and SEO compatible and can be further developed.



### The Last Argosy



Welcome and contribute to the Argosy

[View the Argosy](#)

### In the News



Re purposing the Archive

[View the Latest News](#)

### Gallery



Edward C Rigg: The Archives 1947 - 64

[View the Latest Gallery](#)

## Case studies: The Archives

Three archives have been selected to investigate and generate work; all are rich in narrative and will form the foundations of this research.

The first archive is the slide archive of Edward C. Rigg a former RAF test and transport pilot. The Edward C. Rigg archive is different from the other archives in that Edward is still alive, whereas the final two archives are fragments of visual and written information, where the originators are now deceased.

The slide archive is an insight into Edward's life in the RAF as pilot in Germany just after WW2.

Test pilot and commanding officer in Africa and the Middle East.

Personal traits evident in the slides. The viewer gets the sense of the behind-the-scenes life of Edward in the RAF.

View points from the Empire.



## Case studies: Physical Archive.

The physical archive documents Edward leaving Rochdale Municipal High School 1944 to join the RAF, through to working in civilian life for Elite engineering in 1978.

Cross referenced with Edwards Flying logs

Constructed in the Archons workshop

Strong emotional bond

Edwards personal narrative

Written and visual narrative

Comprehensive life story

Everyday historical archive



## Case studies: The Records

The contrast between the archives of Edward C. Rigg and the fragmented archives have produced very different forms of investigation.

With the fragmented archives, 'Brick Lane' and 'The Records' I have conducted experiments using participants from the Argosy collective to interpret their personal experiences from the selected archives.

This has encouraged a constructed narrative based upon the participant's own social, educational and political viewpoint and stance.

The records are two shoe-boxes full of accounts and advertising strategies from a northern corner shop in the 50's and 60's.

Edward's archive and the Records archive are from the same time period, but unlike Edward's archive, the 'Records', are unorganised, chaotic and fragmented.



## Case studies: Brick Lane

Collection of data found on a skip in Brick Lane, London.

The archive documents a the Habib bothers, building a textile import & export business in the 50's and 60's and its final demise in the 80's.

The archive has a tactile and personal feel, giving insights into the early immigration of South Asians into Brick Lane.

Originally, this archive would have constituted the accounts and banking details kept for the business, but also contains evidence of English classes undertaken and cars bought and sold.

Initial research has been undertaken into the occupancy of 47 Brick Lane, during the 50's and 60's. The business was handed down to family members, however, the siblings could not agree to its future and the future of the building, hence the business closed and the building fell into disrepair.



## Research Methodologies

This project is a quasi-empirical study consisting of the gathering raw data from found items and archives, using both emic and etic research methods.

The etic approach investigates peoples perceptions and personal meanings derived from objects and archives.

When interviewing subjects for the first time, i use a vintage leather writing folder to encourage narrative generation.

It contains a French train ticket, writing pad, envelopes, address book and a calendar. I encourage the participant to develop a personal perspectives and characters from the object.

Etic:

Studying or describing a particular language or culture in a way that is general, non-structural, and objective in its perspective:

[Oxford Dictionaries](#)

[Video: Gridnic](#)



## Research Methodologies

Etic methodology has been key to unravelling cultural and economic factors contained within the archives.

This has been developed using video interviews discussing the contents of the archives and the time period which they inhabit.

Analysis of the data contained in the case studies is undertaken from external participants from different ages and social groupings within the Last Argosy research group and my own personal perspectives.

The Last Argosy research group consists of under graduate students, designers, artists, actors and writers.

### Etic

Studying or describing a particular language or culture in terms of its internal elements and their functioning rather than in terms of any existing external scheme: [Oxford Dictionaries](#)

Video: [E.C.Rigg](#)



## Graphic design methodologies.

Design process has been key in transforming and transcribing archival material.

I have produced a development document, which demonstrates the constant design process of enquiry and refinement.

This can be viewed at: [www.lastargosy.com/resources](http://www.lastargosy.com/resources).

The selection of image, composition and type harmonics have been key to the transcription of the archival material into graphic compositions.

Formats have been explored and evaluated for effective narrative development. The website provides an essential container for the physical archives, the development work and the visual outputs generated.



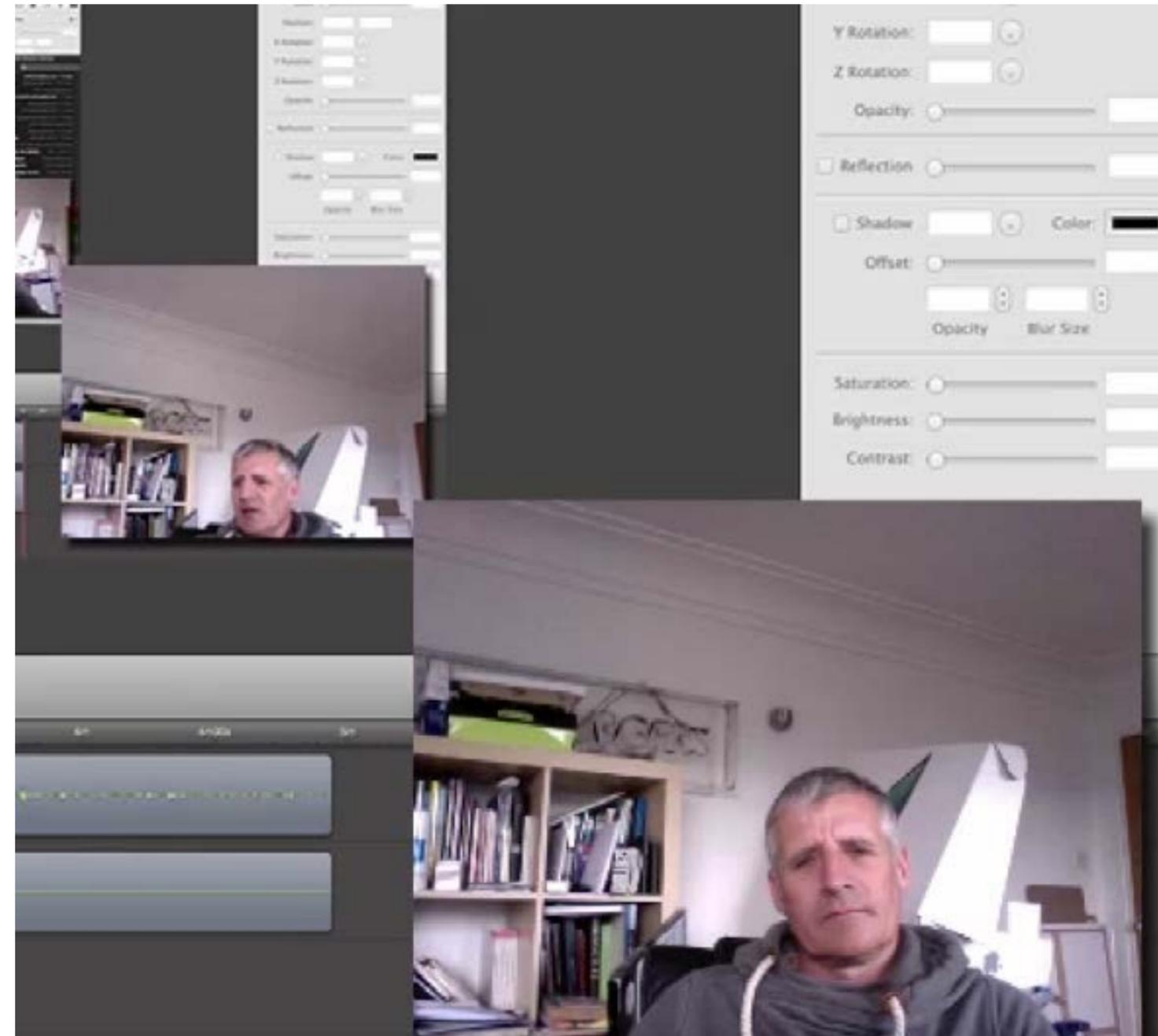
## Auto Ethnography

Auto ethnography is based upon my interaction with the archives and Edward's personal narrative based upon my own personal social and political experiences.

This form of research enquiry has facilitated the generation of narrative and metaphor in the transcript of the archive.

This is initially generated through short video clips of my thoughts and recollections of the archives.

This technique has proved beneficial with the Edward C. Rigg archive; exploring his personal view of his time in the air force and Empire test pilots school. It also combines my personal story, journey and relationship with Edward.





## Contribution to knowledge

The analysis of Data Shadows to construct narrative, visual and written narrative evidenced through story groups, collaborative projects, study packages and written reflection, provides a new avenue of enquiry into archival research within creative practice.

Narrative Data Shadows can serve as an important tool to develop ideas generation in design projects. Current analysis via projects with undergraduate students has shown that outcomes exhibited on the website have the potential to:

- Expand upon the role of narrative in engaging consumers with products and brands.
- Generate narrative atmospheres of emotional response to physical objects.
- Evolve the identity of the Graphic designer as publisher, author and curator, through the evolution of the projects, website platform and write up of the thesis.
- Create opportunities for further collaborative practice through the development of successful on-line networks and events.

# Questions

