



Dear design delegate,

EAD has given us permission to run a short design research project with consenting delegates.

This semiotic probe you hold in your hands is our qualitative tool to begin to explore designers' own language when trying to make sense of semiotics.

Our own interest lies within the pragmatic form of semiotic theory – C.S. Peirce's Semiosis – but in this semiotic probe we are really wanting to focus not on theoretical semiotic language, but the tacit language that designer's use.

Taking part in this research project is optional, and if you wish to consent to take part then please turn over and sign your name to begin...

Dave & Shaleph

Semiotic Probe

Dave Wood & Shaleph O'Neill

A Semiotic Rosetta Stone Research Project

Defining designer-centric semiotic practice

Introduction

Like the historical Rosetta Stone, this research project will inform our objective to improve the communicational situation in designers' understanding of pragmatic semiotic theory, to develop a designer-centric semiotic practice.

This research project will provide us with richer understanding of how a designer-centric reframing of Peirce's semiotic theory could manifest itself. The project will run throughout the duration of the conference with design delegates opting to take part through informed consent.

You hold in your hands this semiotic probe which is a variation of a cultural probe. Once completed by delegates, it will help us to construct a body of sensory data to address the following research questions.

Research Question

How much of designers' tacit knowledge can be related to Peircean semiotic theory across a range of design disciplines?

- What terminology do designers use to describe how they are communicating visually within their work?
- How many of these designer-centric terms map to Peircean terminology?

From the sensory data we collect from this probe, we aim to discover a range of designers' own tacit language which is equivalent to aspects of Peircean semiotic theory. This data will then inform future collaborative research to define how Peirce's complex terminology can be explained using a designer-centric meta-language.

Participation

The probe features several practical visual tasks. If you decide to participate in our project then we ask you to:

- sign the consent section on page 3
- then complete this semiotic probe
- this should take about 10 mins per section and can be done at any time during the conference

Once signed and completed please hand it back via the EAD information desk.



How to use this Semiotic Probe

As a designer, please look at the images in this semiotic probe over the duration of the conference. Then tell us in your own words what you see being visually communicated, and describe to us how you think this is being achieved.

Please use the white space around the images to write as much or as little as you want, and don't be afraid to write or draw on the images themselves if you so wish... after all you are creatives!

Yes, I want to take part...

I consent to volunteer to participate in this research project. I have understood what my expected commitment will be and I have the right to withdraw from the research project at any time by not returning this semiotic probe.

Signed

Date

Design discipline

Email

Optional, if you wish to be kept informed of the research

Pseudonym

Optional, if you wish to be anonymised

Please hand your completed and signed semiotic probe back to the EAD registration desk