

# Welcome to ADAD7016 **Qualitative Research Methods within the Creative Industries**

Module Introduction

Kylie Boon: [kylie.boon@uwtsd.ac.uk](mailto:kylie.boon@uwtsd.ac.uk)



# Timetable. Teams/Moodle. Email.

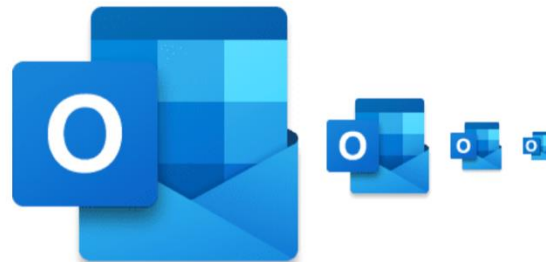
## ADAD7016 Class Days with Kylie:

- Monday 10:00-1:00
  - Tuesday 10:00-1:00
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**Location:** Fforwm building (SA1 campus)  
FF003/FF006 **OR** Alex Building  
AAG06/AA203

**IMPORTANT!** *check your  
timetable/teams/email regularly so you  
know which weeks are in the Alex building  
and which weeks are in SA1.*

- Immersive Classes are in SA1 and there are a few of them this semester!



# Study Time Allocation

The study time for the module is divided as follows:

| Activity type        | Hours      | Percentage  |
|----------------------|------------|-------------|
| Scheduled learning   | 70         | 23%         |
| Independent learning | 230        | 77%         |
| Placement learning   | 0          | 0%          |
| <b>TOTAL</b>         | <b>300</b> | <b>100%</b> |



# Residuum International Conference 2026

Conference week 5-8<sup>th</sup> May

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- **All your work this semester will be public facing.**
- **Professional skills development** is the focus of the semester.

Comment from previous student :

*“Based on my experience, the Residuum Conference has proven to be of immense assistance to me. It presents an exceptional opportunity for both in - depth self and dynamic interaction with the academic community. ”*

**Taking part in this conference assisted the individual gaining a promotion.**



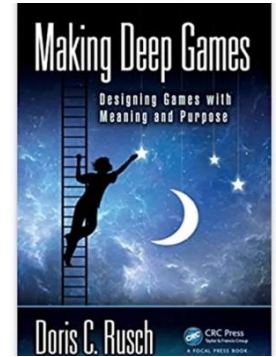


# 2025 Keynote Speakers



Doris C. Rusch, game designer and founder of The Magic Circle Hut, opened the event with “The Witch’s Way,” exploring the role of somatic storytelling, neuroscience, and digital narrative in designing transformative experiences.

<https://themagiccirclehut.com/>



Dr. Penny Hay, Professor of Imagination at Bath Spa University and Founding Director of House of Imagination, spoke about encounter and creativity in immersive education.

<http://houseofimagination.org/>

<http://www.forestofimagination.org.uk/>

<http://www.school-without-walls.org/>

<https://www.compound13.org/>

<https://www.interstice.eu/>



Ioana Mischie, transmedia artist, delivered a keynote on visionary storytelling and immersive technology, drawing from her internationally acclaimed work displayed at the prestigious Cannes film festival, and her rich background in professional projects involving VR, and speculative futures.

<https://competitionimmersive.festival-cannes.com/en/selection/human-violins-prelude/>

<https://www.imdb.com/name/nm5571987/>



# Immersive Design and Professional Skills

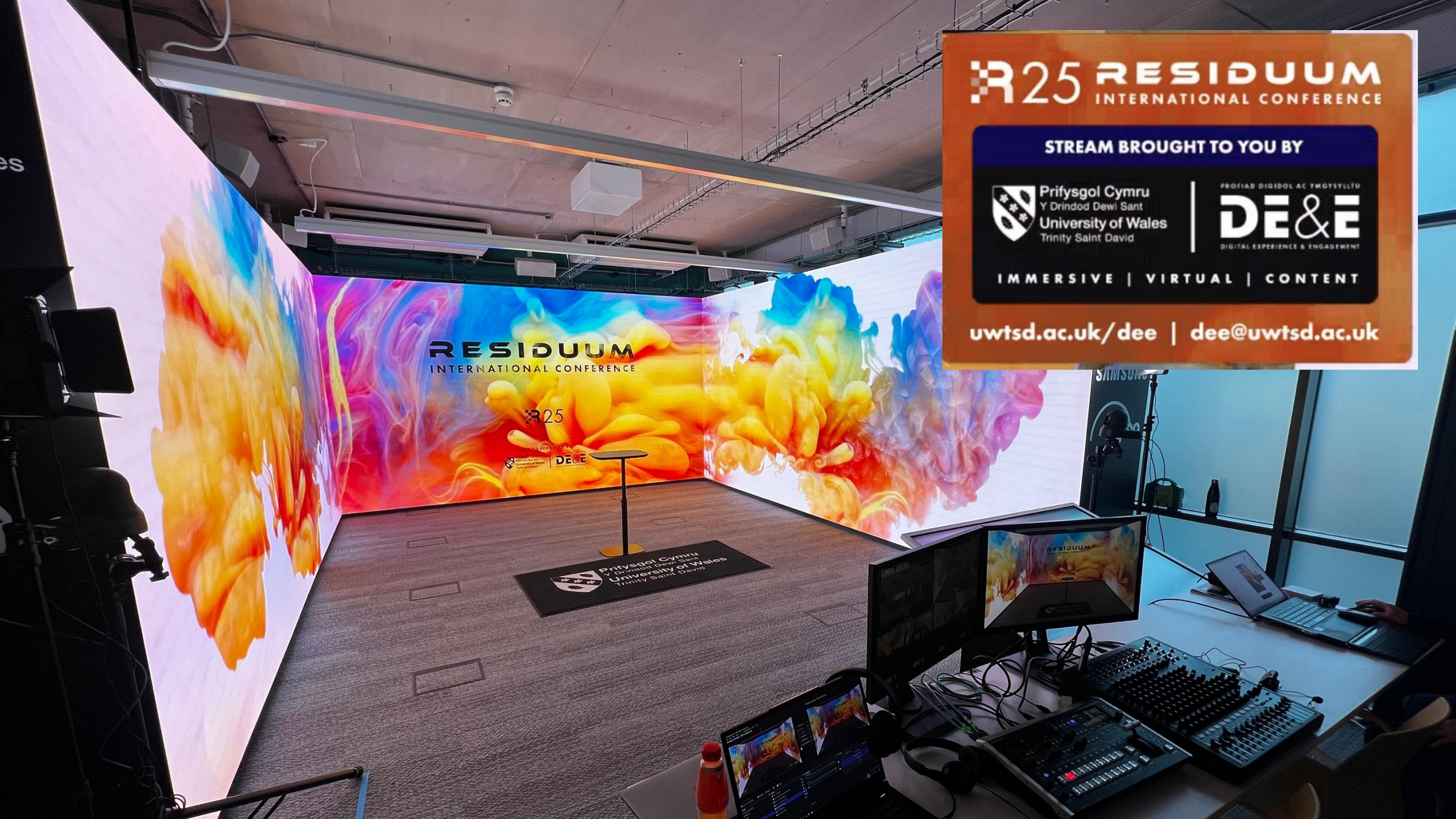
**29 Professional Doctorate in Art & Design and MA Art & Design student presentations** were live-streamed from the universities state of the art immersive room, forming a central part of the event, and echoing the courses' identity. This format, of the students talks transformed the academic delivery into something more **dynamic, focused, and engaging**. These sessions allowed students to present their research in a setting that **felt more like a creative curated talk**, designed for impact and connection, rather than a traditional presentation or talk.

Residuum 2025 press release links:

<https://www.uwtsd.ac.uk/news/residuum-international-conference-2025-breaks-boundaries-immersive-format-and-global-dialogue>

<https://www.uwtsd.ac.uk/news/residuum-international-conference-2025>





# R25 RESIDUUM INTERNATIONAL CONFERENCE

STREAM BROUGHT TO YOU BY



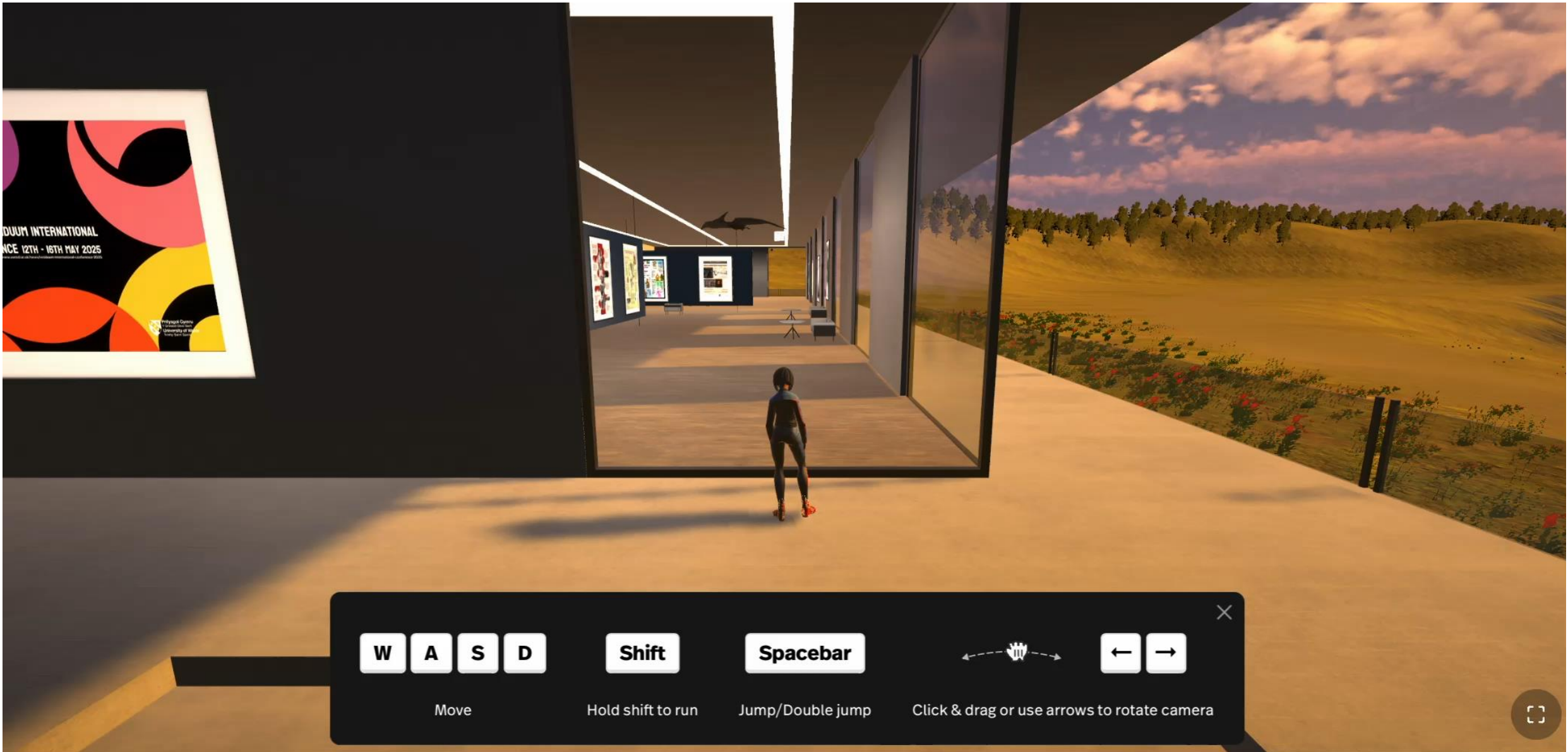
Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

PROFIAD DIGIDOL AC YMGYSYLLTU

**DE&E**  
DIGITAL EXPERIENCE & ENGAGEMENT

IMMERSIVE | VIRTUAL | CONTENT

[uwtsd.ac.uk/dee](http://uwtsd.ac.uk/dee) | [dee@uwtsd.ac.uk](mailto:dee@uwtsd.ac.uk)



WASD

Shift

Spacebar



←

→

×

Move

Hold shift to run

Jump/Double jump

Click & drag or use arrows to rotate camera



Volume 2, Issue 1:

August  
2025



# Meta JOURNAL

UWTSD

**Wales Institute of  
Science & Art**

Presented by:

**Residuum  
Conference**

Volume 2, Issue 1: August 2025



## About Us

### Welcome to Meta Journal:

A collection of articles written and curated by the doctoral and master's students on the Professional Doctorate in Art and Design and MA Art & Design courses at the University of Wales Trinity Saint David (UWTSD). Meta Journal is an integral part of our larger Residuum Conference, providing a scholarly platform where emerging voices in the field of art and design showcase their innovative research and creative explorations. Through thought-provoking articles, and visual essays, both our Journal and Conference seeks to foster critical dialogue and advance the discourse surrounding contemporary art and design topics.

The name Meta reflects our commitment to exploring beyond the conventional boundaries of art and design. It symbolises the meta-level reflections and meta-analyses that underpin our scholarly endeavours, aiming to transcend traditional perspectives and push the frontiers of creative inquiry. Residuum, on the other hand, signifies the residual elements or remnants that persist after an artistic or intellectual process—a nod to the lasting impact and ongoing evolution of ideas explored within our contributors works. Together, Meta and Residuum embody our dedication to continuous exploration, transformation, and the enduring significance of artistic discourse in shaping our cultural landscape, and future world.

**Professional Doctorate in Art and Design  
MA Art & Design  
[www.uwtسد.ac.uk](http://www.uwtسد.ac.uk)**

# Residuum 2026 - Vision

## Conference Dates: 5th – 8th May

### Conference Schedule (To be confirmed)

- Day 1: Launch Day.  
English language external guest speakers, pre-recorded and live presentations.
- Day 2: Mandarin language day, external guest speakers, pre-recorded and live presentations.  
Launch VR poster presentations in anticipation of day 4 and 5.
- Day 3 & Day 4: Live-streamed student talks from the immersive room.  
VR poster presentations showcase.  
Advertise Meta Journal.

### Vision & Purpose

- **Foster interdisciplinary discussions across art, design, and culture.**
- **Enable participants to share research, insights, and practices with a wider audience.**
- **Encourage creative dialogues, challenge paradigms, and explore new horizons in art and design.**
- **Generate ground-breaking ideas that shape the future of these fields.**

### Target Audience

- 🎓 Research students & those considering further study
- 🧠 Art & design enthusiasts
- 📖 Individuals interested in humanities
- 🏛️ Academics

## Conference Categories

- **Nostalgia: Lost Past or Lost Future**
- **Immersive Imaginations**
- **AI: Revolution and future perspectives**
- **Understanding Heritage as a Symbol of the Future**
- **Communications in a Contemporary World**
- **Innovative Methodologies**
- **Defining Your Practice as Leading Change**
- **The Future of Chinese Creative Industries**



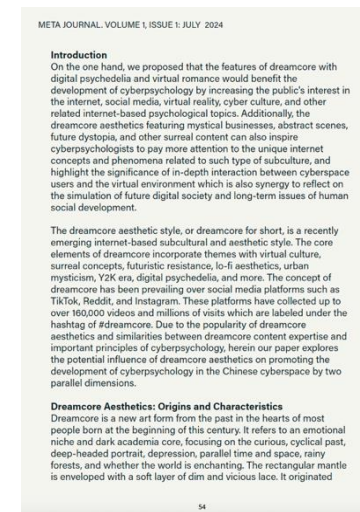
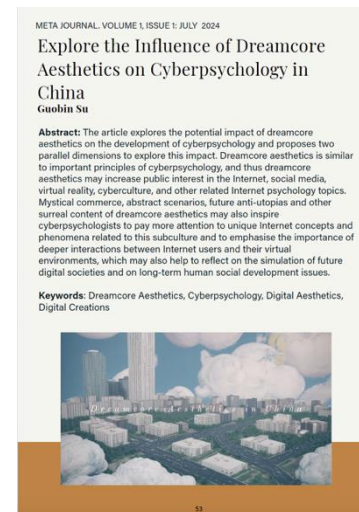
## *Why has it been called* **Residuum**?

Residuum refers to **what remains** after a process: **remnants of ideas**, the **evolution** and **development of creative thought**. In the conference context, it symbolises the intersection of past influences, present innovations, and future possibilities in art and design.

- *Residuum* refers to the remaining material or substance that remains after a process or transformation has taken place. It can be the *residue*, *remnants*, (materials) or *residue of something* (ideas).
- In the context of creative practice, residuum can represent the remnants of your or your professional practices previous creative explorations, discarded ideas, or fragments of inspiration that can be repurposed or incorporated into new works.
- It can also encompass the residual emotions, memories, or experiences that linger and influence your creative process. Residuum is often seen as a valuable resource or a source of potential for creatives, as it holds traces of past endeavours and can contribute to the depth and authenticity of their artistic expressions.

# ADAD7016 Module Focus

- This module, you'll be building upon your project and asking how can you collect information that can help you become a better practitioner, producing higher level professional work.
- You'll learn how to systematically research and collect information in the form of data, and how research can support, inspire, and inform your creative practice, thinking and projects.
- Your assignment work could be selected and published in the Meta Journal.
- Professional practice, and professional skills development will be our focus.



# Brief and Handbook

**Assignment deadline (ADAD7016 and ADAD7017): 5<sup>th</sup> May (23:59)**

This is to provide maximum amount of time for both modules this semester.

Please read the following sections:

- Overview
- What do I submit
- Semester timetable

Questions



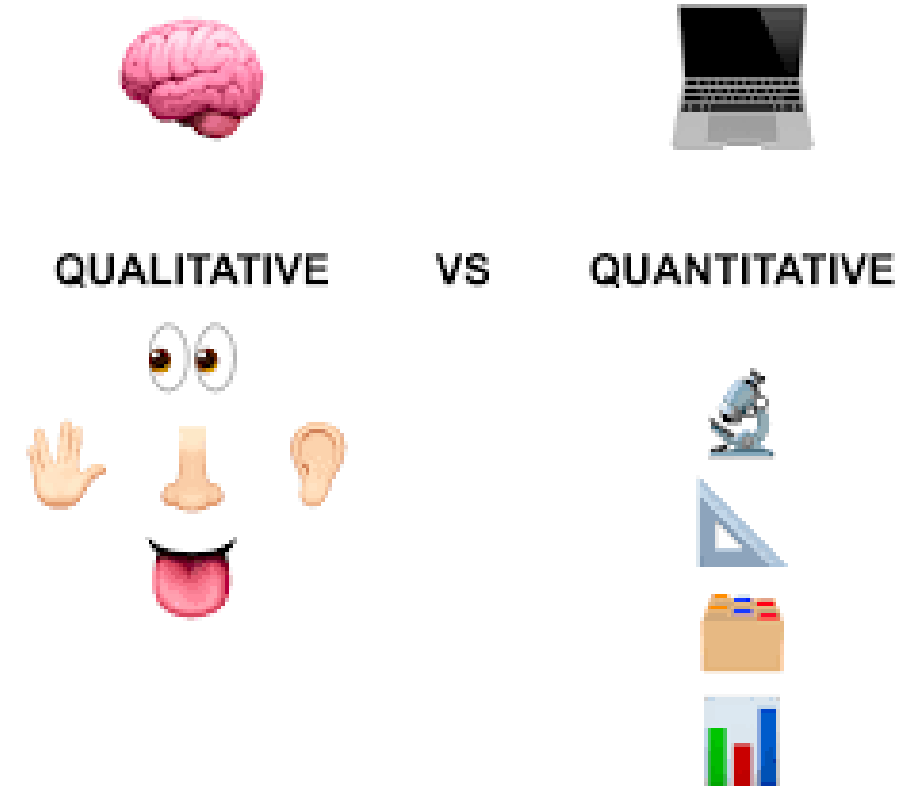
# ADAD7016 Key Terms

- **Qualitative**
- **Methodologies**
- **Methods**

In this module you will be exploring QUALITATIVE research as a way of understanding complex ideas through observation, reflection, and lived experience.

You'll focusing on how you could approach data collection to better understanding ideas, experiences, and creative processes.

Qualitative research uses information in the form of subjective data which means learning through people's ideas, stories, and experiences rather than relying on numbers and statistics for information.



**“Methodology is the study of a problem. It differs from the study of ‘research methods’, which deals with techniques for collecting data”** (Bellamy, 2012, p. 02).

This distinction between **methodologies** and **methods** is crucial, as methodologies provide the framework guiding research, while methods encompass the procedure for data collection.

Bellamy, C. (2012) *Principles of Methodology Research Design in social science*. Los Angeles Calif., USA: SAGE.

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## What's the difference between methodology and method?

- **Methodology**

Overall strategy and framework guiding the research process. Phenomenology, ethnography, etc.

- **Method**

The doing of the research/how you collect the data (observations, experiments, field notes, interviews, focus groups etc.)

- **Methodology**: The **overall approach** or strategy used to conduct research. It outlines the **principles** and guidelines **that guide** the entire research process. The **theoretical framework** guiding the research, and the overall design of the study. It answers the question: "How will I approach my research?"

- **Method**: Research method, on the other hand, refers to the **specific techniques used to gather the data within the chosen methodology**. Methods are the **practical steps** or procedures undertaken to answer research questions. They include activities such as surveys, experiments, interviews, and observations. Methods are the actionable steps taken to execute the research. They answer the question: "What specific steps will I take to collect data?"

# It's like designing an experiments to gain insight into or solve a problem.



## **Example**

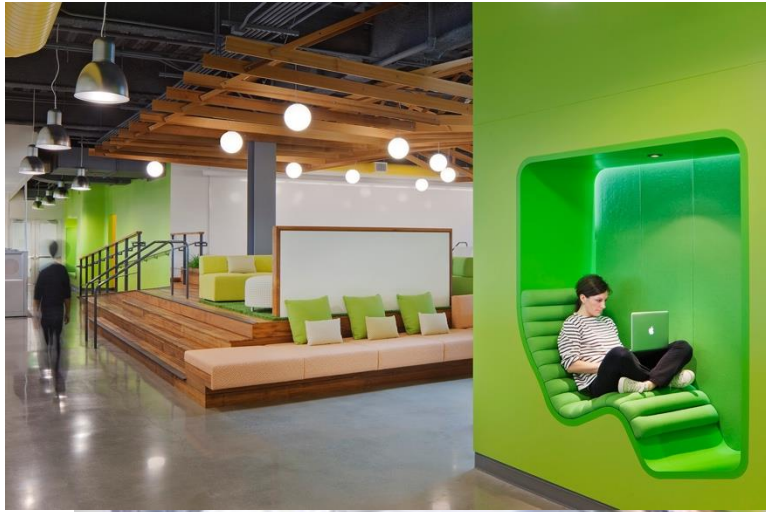
*The problem: How can virtual reality painting or immersive film be used to explore collective memory and shared dreaming in communities experiencing displacement?*

*Experiment: Using qualitative methods like interviews or dream journals, you would collect data from the individuals in the 'displaced community'. This data would then be used to inform your visual and narrative choices. Resulting in a VR memory-spaces or immersive film inspired by community stories.*

There are many ways to research a problem. There are many different methodologies (approaches), and methods for collecting data.

See the classes as a way of 'try on' different methodologies and methods





**Hypothetical Problem:** Many people find modern office and work spaces uncomfortable, distracting, or uninspiring. Some people feel stressed, others feel isolated, and some struggle to focus or feel creative.

Researching the problem...

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Who uses the space?

What would you need to understand? (the people, the space, what exactly)

How could you research the subjective experience of this space?

How might what you learn influence the design?

# Brief Breakdown

Part 1 of the essay asks you to focus on...

## 1. Analysis of Case Studies/Inspirations

Examine and reflect upon relevant artists, designers, creative practices, movements or visual/material inspirations that connect to your own developing practice/project. Critically explore their methods, processes, and underlying philosophies.

**What does this mean?!....**

**You need to look at examples and inspirations.**

Identify other artists, designers, or creative people whose work is a bit like what you want to make. You think about:

- What they make
- How they make it
- Why they make it that way

Then you explain how their ideas and ways of working help you with **your own project**.

# Brief Breakdown

Part 2 of the essay asks you to focus on...

## 2. Methodological Reflections on Creative Practice

You must design a **practice-based response** to a complex or ‘wicked’ problem. A wicked problem is one that is difficult to define, resists straightforward solutions, and often involves ethical, cultural, or systemic entanglements. Your focus should be on how **qualitative research methods and methodologies** can be meaningfully embedded within your creative process to inform and elevate your practice.

**What does this mean?!....**

**You need to think about *how* you make your work**

This part is about **how you solve a problem using creativity.**

A “wicked problem” doesn’t have one clear, easy, obvious answer

You need to:

- Plan a creative response to the problem (art, design, film, etc.)
- Design a research approach to help you understand the problem better: This might include collecting stories, opinions, interviews, or observations.
- Discuss what you could learn from the research and how it could guide your creative choices, and practice.

# Brief and Handbook

Please read the following sections:

- Tips and Advice for the Assignment
- General Assignment Guidance
- Frequently Asked Questions (FAQ)  
Related to the Assessment Brief

Questions

