

Ms Micaela Scholtz

Nelson Mandela University

Sub-theme: Innovative and Technology-Enhanced Learning and teaching: Innovation and Digital pedagogies that support access, engagement, and equity, beyond technology as an end in itself, anchored in ethics and integrity, multi, inter and transdisciplinarity.

Format: Paper presentation

Title:

Facilitating Autoethnography for Accessible Health-Communication: An Interdisciplinary Approach in Graphic Design Research and Practice.

Autoethnography is facilitated as both a reflexive and experiential research method, and a generative design tool. This paper examines the ethics-centred, interdisciplinary approach in a *Master of Visual Arts: Graphic Design* study that uses autoethnography as a research strategy to develop self-knowledge, multimodal self-documentation, and the iterative translation of personal experience into communicative artifacts. A case study of a student research project is presented, examining how the autoethnographic process, coupled with online surveys distributed to individuals utilising Warfarin, *a blood-thinning medication*, culminates in the creation of a digitally accessible, communicative approach for health-care.

Facilitation approaches situated the application and suitability of the autoethnographic method, afforded the student-researcher to shift from self-reflection in relation to a social or cultural phenomenon, to the co-design of an essential, communicative approach. Identifying the otherwise overlooked practices and concerns surrounding Warfarin medication information, its adherence, and personal comprehension, it becomes evident how autoethnography serves as both an analytical lens and a design heuristic. By analysing the personal experience and identifying needs and patterns across surveys, the individual and the participant voices are incorporated into the design process. The implementation, however, requires a rigorous ethical framework to navigate sensitively, the personal complexities.

It is argued that autoethnography, often questioned for its validity as method, can yield interdisciplinary design outputs that are contextually rich, ethically attentive and communicatively relevant and powerful. This paper offers an outline of the practical implementation of the analytical autoethnographic approach, invaluable to research stemming from personal experience.