

**Art, Design & Media**  
**Ethical Approval Form**

**Student & Project Information**

<b>1. Student Details</b>	
<b>Last Name:</b> Kowalski	<b>First Name:</b> Arkadiusz
<b>DMU Email Address:</b> P2511368@my365.dmu.ac.uk	
<b>Subject Area</b> (please indicate): Graphic Design  Art & Design Media	

<b>2. Project Activity for which ethical approval is being sought.</b> <i>please complete the following details:</i>
<b>Continuation Route:</b> Graphic Design
<b>Project Title:</b>
<b>Project Aims and Objectives:</b>  Advertising campaign for new brand of Bottled Water Design own logo/Tag-line/Name Labels/Banners (roll-ups)/Outdoor campaign - bus stops/posters/business cards  To photograph those spaces bus stops/billboards/buses  To research campaigns in Poland/UK - Volvic/Evian/Smart etc  Think about who it is aimed at? Target market? Affluent demographic? Will your mineral water have medicinal benefits?  To create a series of hand drawn initial sketches of your ideas  To research using copyright free images or own images from taps/pouring water

***Additional documents you may require will be model release forms and risk assessments. Your tutor will assist you in completing these if the project is agreed.***

3. Activities Checklist	Please Tick		If Yes
	Yes	No	Additional Documents completed: please list
<b>Conducting Interviews or any of the following:</b>  <b>Making audio or video recordings of identifiable people</b>  <b>Collection storage and use of personal data about identifiable living people</b>  <b>Observation of adult human behaviour involving identifiable individuals</b>  <b>Using archived personal data in which living individuals are identifiable.</b>		No	
<b>Observing, interacting or otherwise working with children (under the age of 18) and/or vulnerable adults</b>		No	
<b>Researching into activities that have a risk of personal injury to the participants</b>		No	
<b>Supporting innovation that might impact on human behaviour. e.g. Behavioural studies and/or activities which may pose a physical risk to other people not directly participating in the research</b>		No	
<b>Activities which may cause a risk to the environment</b>			
<b>Researching activities that are concerned with the following 'sensitive research' areas: illegal activities, including the collection of source data e.g. crime statistics, or access to websites normally prohibited by university servers., or extremism and radicalisation</b>		No	

<b>Research/project activity that may be culturally sensitive. i.e. use of images, language, materials or resources that could impact negatively on other students in the group.</b>		<b>No</b>	
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Your tutor will help you fill in this part of the form

<b>4. Ethical Issues: Please state briefly any ethical issues that have been identified.</b>
None
<b>5. Please state how these ethical issues will be addressed</b>

<b>6. Signature of Student:</b>
I declare that I have considered the ethical implications of my research/project activity. I understand that I must not undertake any research/project activity until this form has been fully approved by my tutor. A signature and date must be given here.
Signed: Arek Kowalski
Date: 23/01/19

<b>7. Signature of Tutor</b>
I declare that the person named above will be working under my supervision and I have approved the above research/project and the student has completed any additional forms that are required.
Print Name: Sam Dargan
Signed:
Date: 23/01/19