

Curriculum Vitæ

Raymond A. Drainville, II
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Education

PhD, Visual Studies, 2018: Manchester School of Art, Manchester Metropolitan University, Manchester (United Kingdom)

Thesis title: "Algorithmic Iconography: Intersections between Iconography and Social Media Image Research"

(<http://e-space.mmu.ac.uk/622714/>). The thesis centres upon a bespoke dataset analysing visual and textual themes in the top 1,000 most shared posts containing pictures of Alan Kurdi (the Syrian refugee child found drowned on a Turkish beach) and other refugees in the period 2–14 September 2015. My thesis underscores the ongoing relevance of thousands of years of image-making across the Middle East, Europe, and North America with the pictures and commentaries people share on social media. *Supervisors*: Dr Simon Faulkner (History of Art, Manchester School of Art/MMU), Prof Jim Aulich (Head of Postgraduate Arts and Humanities Research Centre, MMU/Manchester School of Art), Prof Farida Vis (Digital Media, Manchester School of Art/MMU).

MA, Information Studies, 1996: Department of Information Studies, University of Sheffield (United Kingdom)

Thesis title: "The use of Internet technologies as alternative resources for teaching the history of art".

MA, History of Art, 1995: Department of Art and Archaeology, Princeton University, Princeton, NJ (USA)

BA, History of Art, 1992: New College, Sarasota FL (USA)

Thesis title: "*Imago meditationis*: the role of devotional practice in fifteenth-century Flemish art".

Grants

- (2019). A six-month post-doctorate Research Associate post from the Creative Economy Engagement Fellowship/Arts & Humanities Research Council North West Consortium Doctoral Training Partnership. The project, "Viewed in context: can AI recognise the ways in which text and image reinforce each other?", aims to identify the conceptual models necessary for training Artificial Intelligence to perform contextual tasks that would otherwise require human intelligence.
- (2015–2018). A MIRIAD industry-based grant as a postgraduate student to cover the fees of my education, as well as an annual bursary of £12,000, for the entirety of my PhD programme.

Publications: scholarly

- (2018). "Iconography for the Age of Social Media". In *Humanities* 7(1). <http://www.mdpi.com/2076-0787/7/1/12/pdf>
- (2015). "On the Iconology of Aylan Kurdi, Alone". In: Vis, F. and Goriunova, O. (eds.) *The Iconic Image on Social Media: A Rapid Research Response to the Death of Aylan Kurdi*. pp. 47–49. Sheffield: Visual Social Media Lab. <http://visualsocialmedialab.org/projects/the-iconic-image-on-social-media>

Publications: outreach

- (2018). [with An Xiao Mina]. "Trump has Twitter. Alexandria Ocasio-Cortez is Winning Instagram". [Fastcompany.com](https://www.fastcompany.com/90259343/trump-has-twitter-alexandria-ocasio-cortez-is-winning-instagram). <https://www.fastcompany.com/90259343/trump-has-twitter-alexandria-ocasio-cortez-is-winning-instagram>
- (2018). "Outraged by Kavanaugh Confirmation, Social Media Users Cite the Vengeful Women of Art History". [Hyperallergic.com](https://hyperallergic.com/465337/outraged-by-kavanaugh-confirmation-social-media-users-cite-the-vengeful-women-of-art-history/). <https://hyperallergic.com/465337/outraged-by-kavanaugh-confirmation-social-media-users-cite-the-vengeful-women-of-art-history/>
- (2016). [with An Xiao Mina]. "An Art Historical Perspective on the Baton Rouge Protest Photo that Went Viral". [Hyperallergic.com](https://hyperallergic.com/311570/an-art-historical-perspective-on-the-baton-rouge-protest-photo-that-went-viral/) [Online]. <https://hyperallergic.com/311570/an-art-historical-perspective-on-the-baton-rouge-protest-photo-that-went-viral/>
- (2016). "The Visual Propaganda of the Brexit Leave Campaign". [Hyperallergic.com](http://hyperallergic.com/310631/the-visual-propaganda-of-the-brexit-leave-campaign/) [Online]. <http://hyperallergic.com/310631/the-visual-propaganda-of-the-brexit-leave-campaign/>

Publications: interviews

- (2018). [with An Xiao Mina]. "Images of Truth from Christine Blasey Ford's Testimony and What They Mean". [Hyperallergic.com](https://hyperallergic.com/463027/images-of-truth-from-christine-blasey-fords-testimony-and-what-they-mean/) [Online]. <https://hyperallergic.com/463027/images-of-truth-from-christine-blasey-fords-testimony-and-what-they-mean/>
- (2018). [with An Xiao Mina]. "Dictator Selfies and a Superhero Trailer: Glimpses of the New Propaganda from Trump's Recent Summits". [Hyperallergic.com](https://hyperallergic.com/447804/the-new-propaganda/) [Online]. <https://hyperallergic.com/447804/the-new-propaganda/>
- (2017). "Ray Drainville on the Images We Use". [The New Floridian](http://thenewfloridian.com/761-2/) [Online]. <http://thenewfloridian.com/761-2/>
- (2015). "Aylan Kurdi—Iconography in Action". [University of Sheffield Channel](https://www.youtube.com/watch?v=WTxt20OmQt4). [YouTube](https://www.youtube.com/watch?v=WTxt20OmQt4). [Online]. <https://www.youtube.com/watch?v=WTxt20OmQt4>

Work in Progress

- [with Farida Vis] "Machine Learning as a Tool for Social Media Image Research: A Guide for the AI-Curious".
- [with Farida Vis and Hannah Guy] "Using Machine Learning to Dig Deeper into Social Media Image Analysis: A Case Study"
- "Viewed in Context: An Interdisciplinary Technique to Linking Text and Imagery Shared on Social Media".

- [with Jennifer Saul] “Dogwhistles: Linguistic and Visual”. Forthcoming in the L. Anderson and E. Lepore (eds), *Oxford Handbook of Applied Philosophy of Language*.
- [with Gavin MacDonald] “Post Media and Post Truth”.
- [with Farida Vis] “Evolving Methodologies in the Social Sciences and Humanities”. Forthcoming in an edited volume about methods and research.

Talks: conferences, workshops, and invitations

- (2019). “Exploring the Lives of Images: Alan Kurdi on Social Media” at the Valencia Philosophy Lab, University of Valencia, Comunitat Valenciana, Spain, 17 April 2019.
- (2018). [with Jennifer Saul]. “Streets, Communities, Protests, and Seeing the City Anew”. In “On the Streets”. Sheffield, UK: University of Sheffield, 1 December 2018.
- (2018). “Algorithmic Iconography: Method and Practice” at the Stratford School of Interaction Design and Business of the University of Waterloo, Stratford, Ontario, Canada, 22 August 2018.
- (2018). “*Pathosformeln* and Visual Habitus in Times of Conflict”. In “Pictures of War: The Still Image in Conflict since 1945”. Manchester, UK: Manchester Metropolitan University, 24 May 2018.
- (2017). “The Iconography of Social Media Image Analysis: Exploring the Potential of Methodological Transversals in Practice”. In “New Theories and Methods for the Study of Social Media Images Within and Beyond Academia”. San Diego, USA: 67th Annual International Communication Conference, 26 May 2017.
- (2017). “Iconography of Social Media Imagery: Introduction to Method” (plus practical workshop). In “Developing New Approaches for Analysing Social Media Images”. Barcelona, Spain: Centre de Cultura Contemporània de Barcelona (CCCB), 18 February 2017.
- (2016). “Fig Leaves and Brexit Ads: The Coded Images of the UKIP and Vote Leave Campaigns”. In “Culture and the Politics of Data”. Sheffield, UK: University of Sheffield, 10 October 2016.
- (2016). “On the Iconology of Alan Kurdi: The Emergence of Sympathy”. In “The Impact of an Image”. Oslo, Norway: Forskerkollektivet, 2 September 2016.
- (2016). “Interdisciplinary Research and the History of Art: Reflections on an Origin of a Discipline”. In “Picturing the Social”, Manchester, UK: Manchester Metropolitan University, 21 June 2016.

Teaching Experience

- Assistant Professor, Stratford School of Interaction Design and Business: “Introduction to Digital Culture”, a second-year undergraduate course designed to familiarise students with the history of digital culture, analysis of how culture is performed today, and attendant academic discussions of the field. I was responsible for developing assignments and marking 2,500-word essays.
- Assistant Professor, Stratford School of Interaction Design and Business: “Digital Imaging of Online Applications”, a second-year undergraduate course teaching students HTML and CSS, introducing them to the background of the subject alongside practical tips for web development based upon a considerable amount professional experience.
- Teaching Assistant, University of Sheffield: “Researching Social Media”, an MA course at the University’s Information School. I gave guest lectures on “Image Analysis using Iconography” and “Visual Communication” covering semiotics, discourse analysis, cultural analytics, and iconography. I was responsible for marking 1,000- and 2,000-word essays.
- Teaching Assistant, Manchester Metropolitan University: “Media Cultures”, a second-year undergraduate course at the Manchester School of Art. I conducted seminars with students every two weeks and marked 1,000- and 3,000-word essays.

Teaching Competence

- Upper- and postgraduate-level courses on Visual Methods, Media Studies, Digital Methods, and Iconography.
- Lower-level courses on all of the above and on Researching Digital Society.
- Lower- and mid-level courses covering a variety of periods of the history of art, covering the Western and ancient Near Eastern traditions.

Languages

I have fluency in English, French and Italian; and varying levels of proficiency in German, Spanish, Arabic, Catalan, Dutch, Greek, Latin & Mandarin.

Work experience (academic and otherwise)

Assistant Professor, Stratford School of Interaction Design & Business (Stratford, ON, Canada) 2019–2022

A three-year position at the Stratford School starting in Autumn 2019, and I teach courses on Digital Culture, Cross-Cultural Digital Business, and Digital Imaging of Online Applications. I am also projected to teach courses on Media Theory and Researching Social Media.

Proprietor & Designer, ArDes (Sheffield, United Kingdom) 1999–2017

In 1999 I started a web and graphic design freelance company, called “ArDes” (originally “Argument from Design”). My graphic design work included the creation of logos, brochures, catalogues, adverts, illustrations, photography, virtual reality & more. I created and developed several websites using Ruby on Rails & PHP frameworks, primarily focusing upon front-end & UI development, and managed programmers for multi-year development projects on behalf of companies primarily in the higher education & manufacturing sectors.

New Media Designer, Rare Design Co. (Sheffield, United Kingdom) 1998–1999

I created web sites, presentation material and various multimedia applications for various national and international commercial organisations. I was also responsible for desktop publishing, illustration, 3D design and other graphics work for the company.

Information Officer, Department of Computing Service, University of York (York, United Kingdom) 1997–1998

I provided high-level expertise for the department and the University in general regarding graphic design, multimedia work and web site design and production. I was responsible for the department's desktop publishing, ran classes on using the Internet for staff & students, created and distributed user documentation and finally redesigned, developed and maintained the department's extensive web site.