

RESEARCH & DESIGN PROJECT:
CONNECTING VISUAL ARTISTS & LOCAL COMMUNITIES

DEIMANTE JANKAUSKAITE

INTERACTION DESIGN

STUDENT CON

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CHAPTER **ONE**

01

INTRODUCTION

The common understanding “of an artist as a genius, often creating in isolation” (Kidd, 2012) is being replaced by “one focused on artists’ roles in public and civic life” (Novak-Leonard and Skaggs, 2017, p. 5). The role of an artist is gradually changing, and it is adapting to the contemporary world and its requirements. The artists become “entrepreneurs, civically minded problem-solvers, and agents for social change” (Novak-Leonard and Skaggs, 2017, p. 5).

“The role of an artist is gradually changing, and it is adapting to the contemporary world and its requirements”

Working in collaboration with artists or actively participating in arts brings a broad range of benefits for the people. While passive participation (watching or listening) still has an impact, it is not as influential as collaborating or actively participating in a project/ event. However, the majority of people view an artist more as an entertainer or a person who produces art. We glorify a piece of art but forget about the artist.

The aim of this project is to improve the connection between Local artists and the local communities.

The focus of the research and design solution was situated within the context of Kildare Town but adaptable to other towns worldwide, where the engagement between local artists and local communities is lacking.

CHAPTER

TWO

02

RESEARCH

The aim is to produce a design solution, which will incorporate the principles of Interaction Design and enhance the connection between visual artists and the local community in Kildare Town.

AIMS & OBJECTIVES

Analyze the impact of art and artists on the community and individual groups such as children, young people and the elderly.

Identify case studies where positive interactions have been created and developed.

Determine the communication levels between local artists and the community and its strengths and weaknesses.

Examine the impact of collaborative and participative art on artists and the local community.

Research the existing Government art strategies and policies that strengthen local creative economies.

Identify relevant Interaction Design Principles.

METHODOLOGY

MATT COOKE'S DESIGN METHODOLOGY

A design methodology developed by graphic designer Matt Cooke is a user-centred methodology [fig1] that enables a designer to produce a wide range of materials precisely for the intended target audience. The methodology consists of four stages: Definition, Divergence, Transformation and Convergence.

Definition. Firstly, identify and define the design problem and the target audience.

Divergence. Then, begin the quantitative, qualitative and visual research, which will allow us to widen the initial problem statement, and gather crucial information about the target audience and the topic.

Transformation. At this stage, a process of producing ideas and creativity begins. The goal is to produce a design that is user-centred and is focused on user needs rather than what is trending in the design world. Then, design the prototype and user test it in a small-scale environment.

Convergence. At this final stage, the design is finalised, and the designer can "roll out the product in the full-scale environment (Cooke, 2006)".

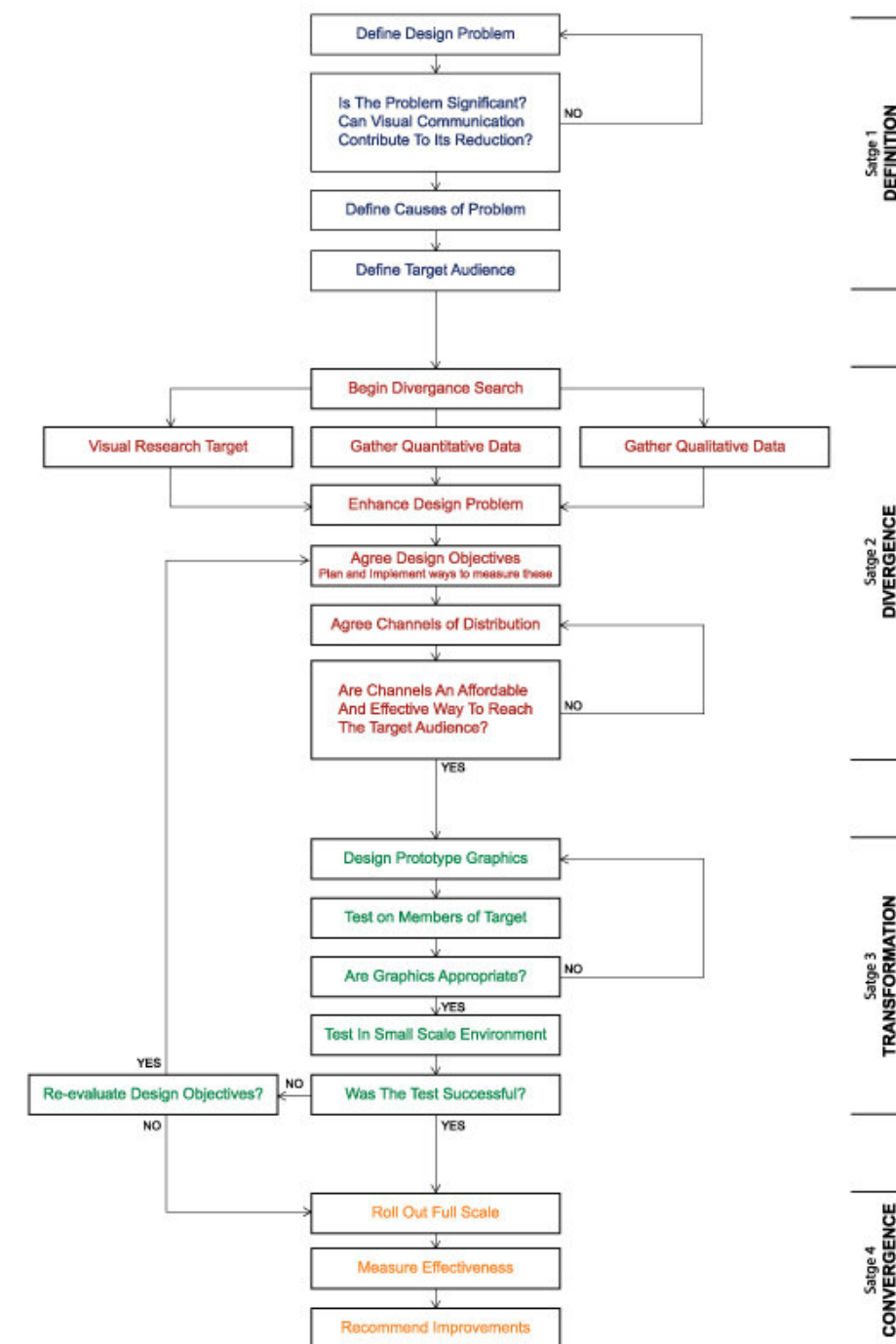


Fig 1. Design Methodology (Matt Cooke, 2006)

IDEO HUMAN-CENTRED METHODOLOGY

As the entire project is based on working with people and solving an issue for the people empathy is key.

User-centred design process developed by IDEO [fig 2] is entirely focused on people and their needs. The human-centred design is created to learn from people, innovate and create unique solutions to solve problems.

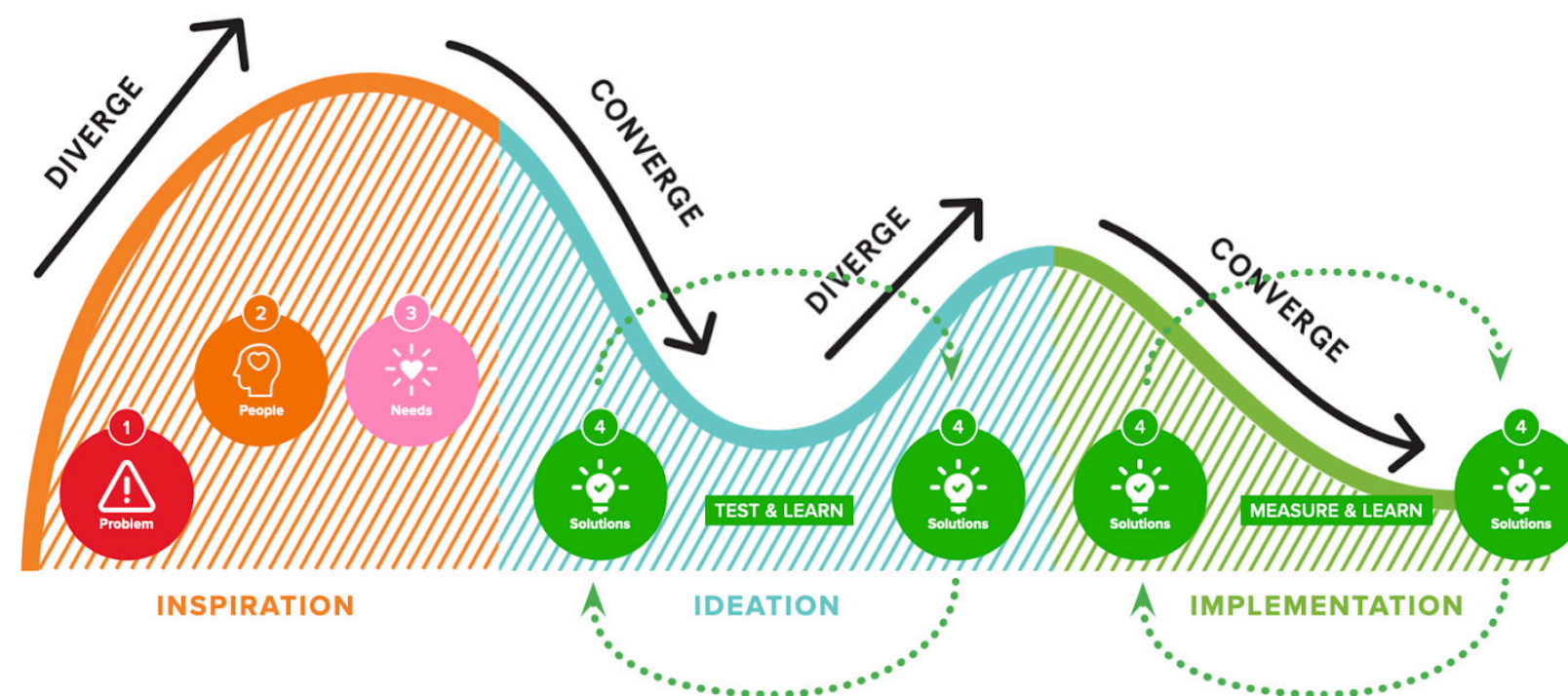
While using the principle of diverging and converging, the Human-Centred design consists of three stages: Inspiration, Ideation, and Implementation.

Inspiration. At this stage, a designer will shape a creative challenge, and gather secondary research to understand the context and facts regarding chosen topic. While the secondary research is important, the Human-Centred design mainly focuses on primary research and the goal is to interact with numerous people and collect interviews and insights from them to understand their behaviour and lifestyle.

Ideation. The aim is to generate as many ideas as possible by using different techniques. The data collected in the previous stage will be converted into design opportunities. The ideas will be built into prototypes and the prototypes will be tested by people.

Implementation. At this phase, the solution will be brought to life (Ideo, 2015).

Fig 2. Human-Centred Design Process (Ideo, 2015)



The combination of Matt Cooke's Design Methodology and Ideo's Human-Centred Design Process will be used to guide the process of the project. The decision to combine both methodologies that are entirely human-centred was made because of a necessity to achieve the highest standards of human interaction. A new graph was created to illustrate how the combination of these methodologies could work together [Fig 3].

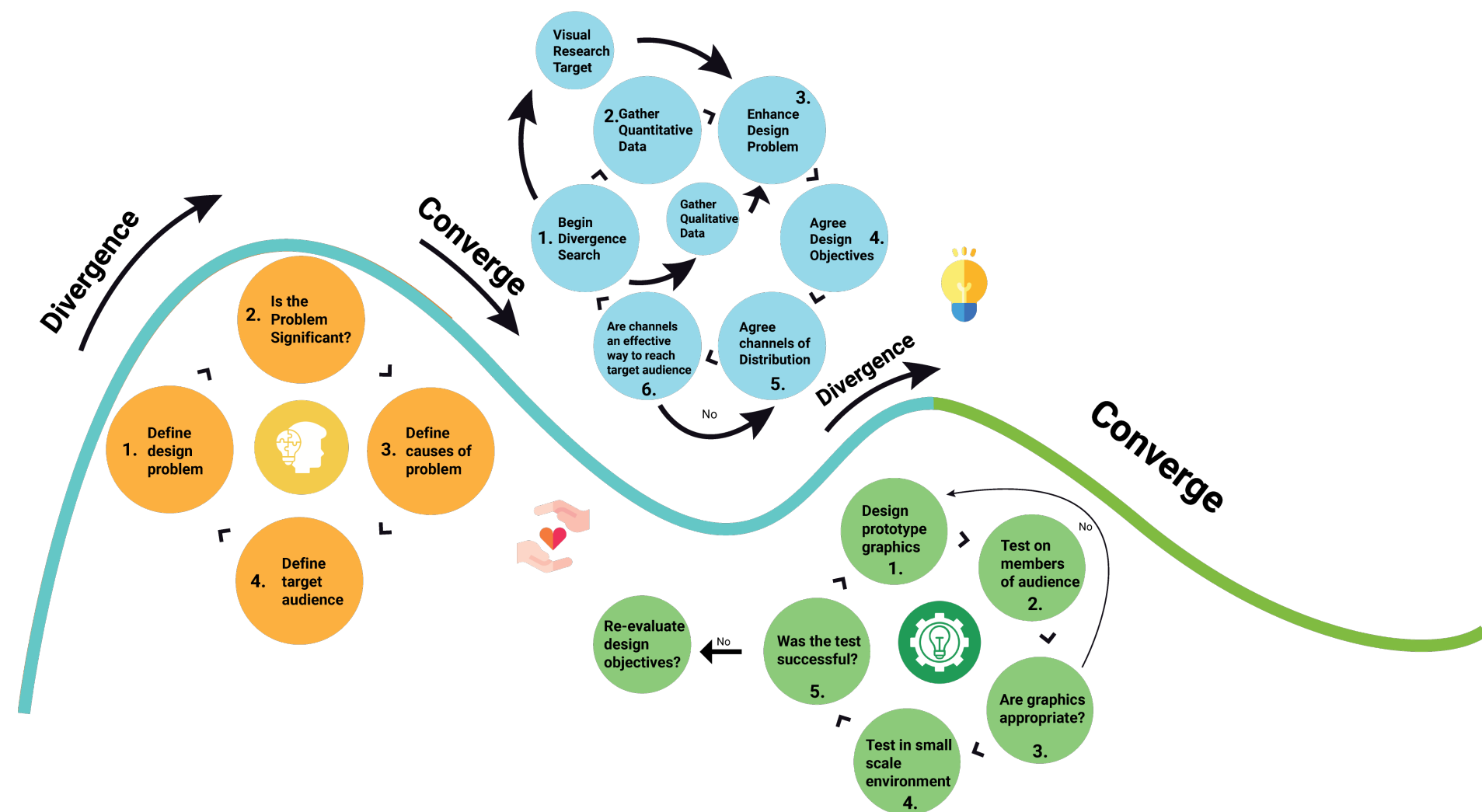


Fig 3. Combined Methodology, Deimante Jankauskaite (2023), inspired by Ideo Human-Centred Design Process (2015) and Matt Cooke's Design Methodology.

LITERATURE REVIEW & ANALYSIS

Literature Review

The literature review examined the impacts of collaborative and participative art on respective groups of people: children, young adults and the elderly. Then, it investigated the impact of collaborative and participative art on the local community. Finally, it overviewed and examined the existing art policies, reports and strategies created to further develop art in Ireland and County Kildare and make it more accessible for the local communities. Furthermore, this literature review investigated the principles of interaction design.

“Tumbledowntown”, a project organised by Owen Boss and Louse Lowe, shows how the collaboration between artists and young people from a local area can conduct numerous of benefits. With the help of artists, young people learnt numerous of new skills, including writing a script, creating props and recording a soundtrack. Besides being participators, they became collaborators and creators. Throughout a series of workshops, young people worked in teams to build up the performance, additionally, they got to know their local community and share their findings with them through art form. The artists Boss and Lowe in their Case Study identify that “the young people involved learned how to take responsibility, see consequences and develop abilities in teamwork, self-expression and problem solving (Devlin and Healy, 2007 p. 160).”

CHILDREN & YOUNG ADULTS

During the early stages of childhood, the child’s thinking and development are greatly impacted by relatives or particularly parents. If parents are not interested or have no access to cultural life, it reduces the possibility for a child to explore their creativity (Heyes, 2007). Larkin (2002) declares that collaboration with peers, as opposed to individual work, is valuable because it results in practice and in explaining one’s thought processes and seeing things from another’s viewpoint (Larkin, 2002, cited in Heyes, 2007).

Hassett, in her case study, states that “artists and their creative processes can make a difference with young people who are looking for ways to express themselves (Devlin and Healy, 2007, p. 18.)” Her project based on artistic collaboration between a group of young people and herself (the artist), resulted in positive outcomes such as improving the young person’s decision-making and collaboration skills. Completing the project from start to finish provided a remarkable boost to the participant’s confidence and self-esteem.

ARTS IMPACT ON THE INDIVIDUALS

	Material/ Health	Cognitive/ Psychological	Interpersonal
Direct Involvement	Builds interpersonal ties, promotes volunteering	Increases sense of individual efficacy & self-esteem	Builds individual social networks
	Increases opportunities for self-expression & enjoyment	Improves individuals’ sense of belonging or attachment to a community	Enhances ability to work with others & communicate ideas
	Reduces delinquency in high-risk youth	Improves human capital: skills and creative abilities	
Audience Participation	Increases opportunities for enjoyment	Increases cultural capital	Increases tolerance of others
	Relieves Stress, improves health	Enhances visuo-spatial reasoning (Mozart effect) Improves school performance	
Presence of Artists & Arts Organisations & Institutions	Increases individual opportunity and propensity to be involved in the arts		Increases tolerance of others Increases individual opportunity to be involved with other citizens

Source of image:
Based on typology proposed by McCarthy (2002) and further developed by Guetzkow (2002) and Anttonen, et al. (2016). Inecon (2019).

ELDERLY

There is an increasing importance and a need for art in elderly people's lives. The most recent report conducted by Hennelly et al. (2023) highlights the most significant key findings regarding the participation of elderly people in arts. Participating in any kind or form of art increases the quality of life, and reduces levels of depression, stress or loneliness, while on the other hand, not participating in art activities reports a lower quality of life and increased levels of depression.

It is essential to provide access to art-related activities to the elderly who live alone or in nursing homes, as they suffer from loneliness and depression the most.

"Need to create a network that consists of individual artists, arts organisations and care homes to enable the residents to participate in collaborative art events."

The Activities Co-ordinator acts as a person who arranges any kinds of activities (outings, discussions, events) for the elderly. However, the ratio of residents to Activities Co-ordinators prevents the quality and quantity of activities provided against activities that are needed. (Bungay et al., 2020, p. 1808). "There is a growing trend to invite arts organisations into residential care homes to provide a range of arts and cultural activities for older people (Baring Foundation, 2019, cited in Bungay et al., 2020, p. 1808)." This identifies the opportunity for the artists to act as Arts Facilitators and provide interactive arts activities for the elderly communities within care settings.

Bungay et al. (2020, p. 1814) identify the need to create a network that consists of individual artists, arts organisations and care homes to enable the residents to participate in collaborative art events.

LOCAL COMMUNITY

Ontario Arts Council (2002) defines community arts as an art process which consists of individual artist collaborating with community members in a creative process that results in "collective experience" and "public expression" (Ontario Arts Council, 2002 cited in Guetzkow, 2002). These experiences incorporate art into people's everyday lives and promote an appreciation for it (Bublitz, 2019). For instance, a local theatre employing well-known, professional actors and actresses is more anticipated to attract customers and visitors from outside the town, and therefore it might have a more significant economic impact. However, because of the lower level of participation between local community members regarding the theatre, it loses the potential for building social capital and a feeling of collective success (Guetzkow, 2002), therefore incorporating community in arts project might increase community satisfaction (Guetzkow, 2002) and as an outcome, people will become more engaged members of the community (Bulbitz, 2019).

Collaboration between artists and the local community in creating art provides an essential way to bring the residents together to accomplish a shared goal of improving the growth and innovation of the neighbourhood (Bublitz, 2019). High-quality interactions enable shared emotional connections which are more meaningful relationships than the ones built on rational or emotional responses to community problems (Speer and Hughey, 1995, cited in Bublitz, 2019).

Collaborative art is perceived as a force that strengthens the community, Guetzkow (2002) in his articles highlights the benefits and impacts of art on the local community. He states that creating a venue which attracts people to collaborate, will engage them to work together and participate in social activity, as an outcome, people who otherwise would not participate in such activities will be able to get together and make new connections. Furthermore, Guetzkow (2002) highlights that such collaborations build trust between participants and grow their trust in community members, furthermore, in the case of the success of the project, it encourages people to join future collective events and actions.

ARTS IMPACT ON THE COMMUNITY

	Material/ Health	Cognitive/ Psychological	Interpersonal
Direct Involvement	Wages to paid employees	Increases sense of collective identity and efficacy	Builds social capital by getting people involved, by connecting organisations to each other, and by giving participants experience in organising and working with local government and non-profits
Audience Participation	Tourists/visitors spend money on local arts & businesses Local spending by these venues/ businesses has indirect multiplier effect	Builds community identity and pride Leads to positive community norms (e.g. diversity, tolerance, free expression)	People come together who might not otherwise come into contact with each other
Presence of Artists & Arts Organisations & Institutions	Increases attractiveness of area to tourists, businesses, high-skilled workers, investments Spurs economic growth in creative industries Greater likelihood of revitalisation	Improves community image and status	Promotes neighbourhood cultural diversity Reduces neighbourhood crime & delinquency

Source: Based on typology proposed by McCarthy (2002) and further developed by Guetzkow (2002) and Anttonen, et al. (2016). Inecon (2019).

ART POLICIES AND STRATEGIES

Making Great Art Work is a nine-year strategy developed by the Department of Arts, Culture and the Gaeltacht, commencing in 2016 and ending in 2025. The main goal of this strategy is to strengthen the position of arts in Ireland while focusing on five areas, the Artist and Public Engagement being the priority ones [fig 5]. The focus of this strategy is to provide full support to the artists by advising the central and local government in providing them with a valuable and economically practical career, furthermore, providing funding to newly emerging artists and monitoring the living and working conditions.

Additionally, Making Great Art Work, focuses on the improvement of Public Engagement and highlights key factors to be achieved, such as advocating, advising, investing in the satisfaction of the public, and supporting actions in developing new audiences, while strengthening the relationships with the people who already participate.

A Framework for Collaboration is a ten-year framework, established by the Arts Council with the idea to build a stronger relationship between the Arts Council, the County and City Management Association. The purpose of this strategy is to reach out to the local communities through meaningful collaboration between the Art Council and local authorities and improve the development of art. The agreement was set in 2016 and it will continue for thirty years. The main goals of this agreement are:

- To make an impact on national policy on arts and improve a shared plan regarding the progress with departments of government and agencies.
- To sustain the public investment in the arts.
- Provide equal opportunities to the artists.
- Assure that recourses are applied in the most fair and coherent way possible.

The agreement ensures better communication between the Local Authorities and the Arts Council, which ensures that all artists get the support they need, while residents are provided with the highest standard of cultural engagement (Arts Council, 2016).

Fig 5: Making Great Art Work: Arts Council Strategy 2016–2025 (Arts Council, 2015)

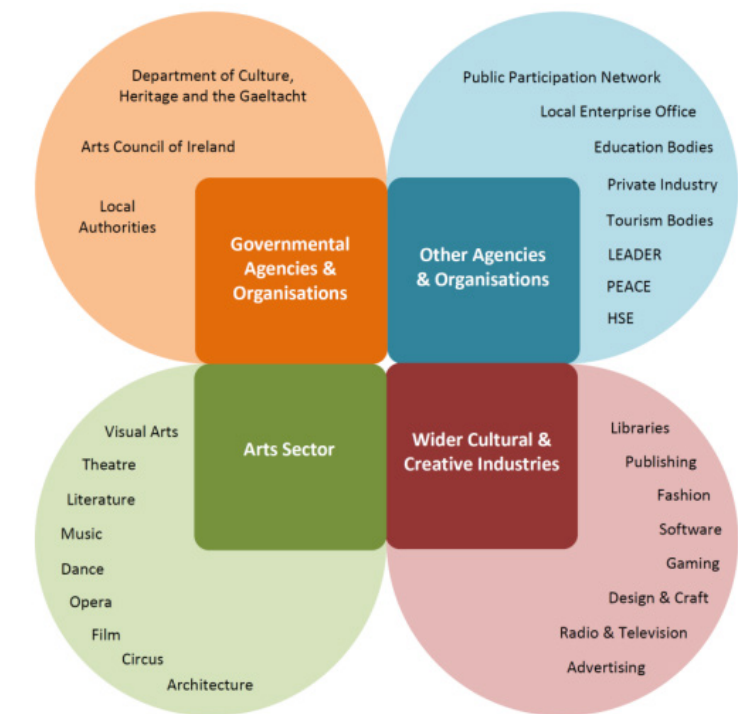
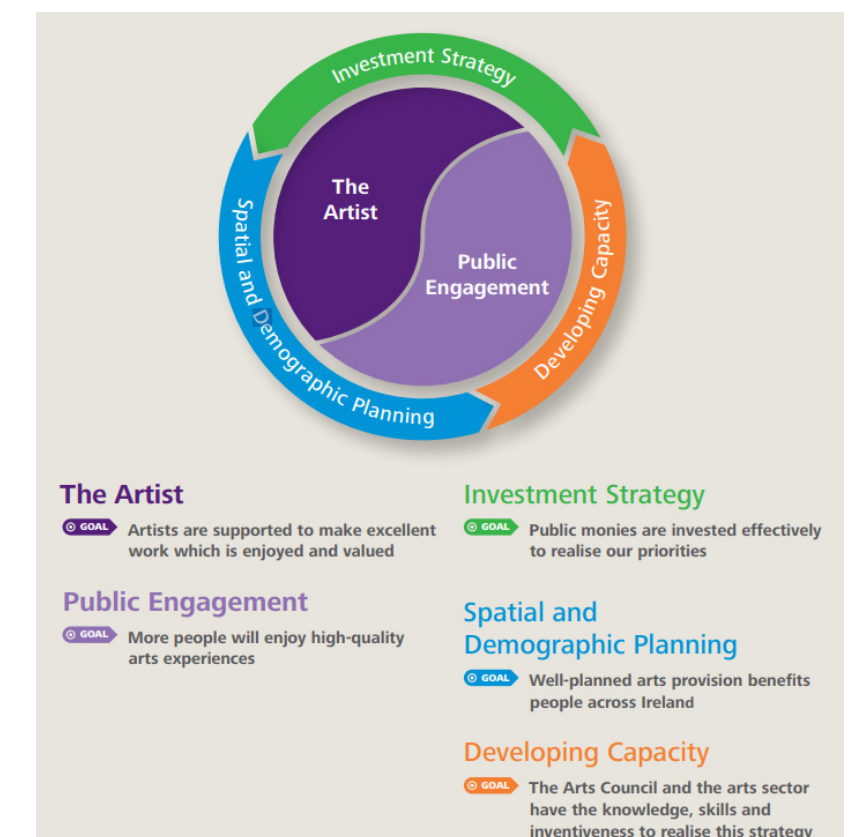


Fig 4: The Arts Ecosystem in Ireland (Indecon, 2019)



SYNTHESIS

THE ARTS HAVE A SIGNIFICANT POSITIVE IMPACT ON PEOPLE, ESPECIALLY IF IT IS COLLABORATIVE OR PARTICIPATIVE ART.

THE INFLUENCE OF ART IS EVIDENT IN ALL AGE GROUPS OF PEOPLE.

PROJECTS WHICH CREATE OPPORTUNITIES FOR ARTISTS TO COLLABORATE WITH LOCAL COMMUNITIES CREATE STRONGER BONDS BETWEEN BOTH PARTIES.

ACTIVE PARTICIPATION IN ARTS EVENTS HAS FURTHER BENEFITS FOR RESIDENTS AS IT HELPS TO MAKE NEW CONNECTIONS, INCREASES SOCIAL ACTIVITIES, AND CREATES A SENSE OF COLLECTIVE SUCCESS.

ARTIST IS A PROBLEM SOLVER, INVENTOR AND AN ACTIVE MEMBER OF SOCIETY.

COMPETITIVE ANALYSIS & BENCHMARKING

ABOUT FIVERR

FIVERR IS AN ONLINE MULTINATIONAL PLATFORM THAT CONNECTS FREELANCERS TO PEOPLE AND BUSINESSES.

STRENGTHS

(INNOVATION, EMPOWERMENT AND DIVERSITY)

-PROVIDES OPPORTUNITY TO ANYONE NO MATTER THEIR BACKGROUND

-PROVIDES OPPORTUNITIES TO FREELANCE IN AN EASY, EFFICIENT WAY.

-IS ENTIRELY DIGITAL

-GLOBAL

-EMPOWERS ENTREPRENEURS

-MAINTAINS ETHICAL STANDARDS

-COST-EFFECTIVE

WEAKNESSES

-NOT FOCUSED ON THE LOCAL MARKET

-BIG COMPETITION TO BECOME SUCCESSFUL

-IS ENTIRELY DIGITAL

-COMMUNICATION ISSUES BETWEEN FREELANCER AND CUSTOMER



ABOUT NEIGHBOURLY

FOUNDED IN 2014, NEIGHBOURLY IS A WINNING PLATFORM THAT HELPS BUSINESSES SUPPORT GOOD CAUSES BY VOLUNTEERING, AND DONATING MONEY AND PRODUCTS TO LOCAL COMMUNITIES.

STRENGTHS

- PROVIDES DIVERSE OPPORTUNITIES FOR INVOLVEMENT INCLUDING VOLUNTEERING AND FUNDRAISING
- THE PLATFORM FOCUSES ON SUPPORTING LOCAL CAUSES AND COMMUNITIES
- PROVIDES SOCIAL NETWORKING BY ALLOWING TO CONNECT TO PEOPLE WHO SHARE SIMILAR VALUES
- FOSTERS COLLABORATION
- FREE FOR CHARITIES
- WELL-STRUCTURED WEBSITE, USER-FRIENDLY.

WEAKNESSES

- DEPENDENT ON USER ENGAGEMENT
- SMALL FEE FOR BUSINESS



CHAPTER

THREE

03

NOTION
DEFINITION

The literature helped to explore different aspects of arts and particularly identify the changing role of an artist in modern-day society. The artist is becoming an active member of his/her local town by engaging the communities to participate and collaborate in arts events. However, the gap in literature showed that the connection between the artist and the local community in Kildare Town is fragile since the town lacks creative engagement initiatives from the arts services and the local authorities.

PROBLEM STATEMENT

How might we enhance the connection between the Local Artist and the Local Community and impact the community's understanding of the artist's value within Kildare Town?

DESIGNING THE APPROACH

Survey Analysis

The purpose of conducting a survey was to identify statistical measures relating to interest and attendance of art and cultural activities in Kildare Town. The survey ran for a short period of 5 days, during which a total sample of 19 people was acquired, of which 4 male and 15 female participants of an average age of 25. The survey was disseminated digitally and was anonymous. Due to limitations in sample size, there were fewer male responses than female.

Questions:

1. How old are you?
2. What gender do you identify with?
3. Do you currently reside in or have you previously lived in Kildare Town?
4. Have you ever visited Kildare Town?
5. Have you ever attended or participated in an art or cultural event based in Kildare Town?
6. Have you ever attended or participated in an art or cultural event based anywhere in Ireland?
7. What arts events would you like to attend more often in your Town?
8. Would you describe yourself as a creative person on a scale of 1-5?
9. What art forms are you interested in?
10. What barriers or obstacles are stopping you from participating in arts-based events (workshops, art fairs, theatre, festivals etc.) in your town?
11. Are you familiar with artists in your town?
12. Would you be interested in getting to know your local artists?
13. How do you think artists and local community engagement could be improved?

90% of respondents have visited Kildare Town at least once and 47% live or previously resided. The creativity measurement index showed that respondents identified themselves as creative people on a scale from 1 to 5, scoring 3.95, however, even 84% were not familiar with local artists, and only 10% knew the artwork but not the artist. 32% would like to know local artists, whereas 53% would not mind getting more familiar with local creatives.

Only 5 out of 19 have ever participated in an art or cultural event based in Kildare Town (fig 6), while 13 have participated in creative events based anywhere in Ireland and 4 being not sure (fig 7), indicating that there is a lack of events happening in the local area.

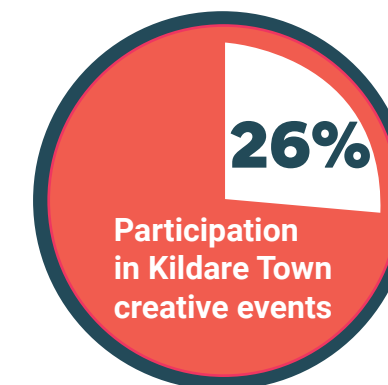


Figure 6. Participation in Kildare Town

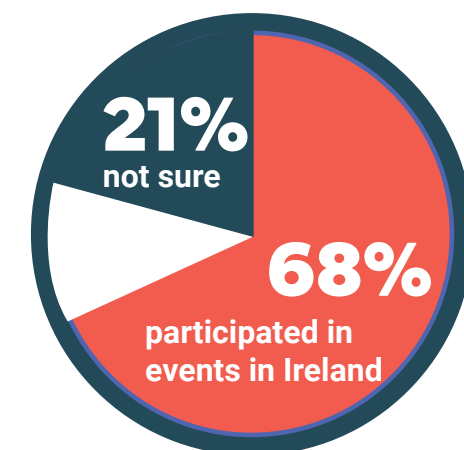


Figure 7. Participation in Ireland

Lack of time was named as the biggest barrier stopping people from participating in arts-based events (workshops, art fairs, theatre, festivals etc.), followed by a deficiency of art events happening around and thirdly, a shortage of free events was named as one of the barriers.

The majority of participants would like to see more music events happening more often, while a moderate number of participants, would enjoy having accessibility to watch a movie, visit an art gallery, participate in an art workshop or watch street art performance (fig 8).

It became evident that people are mostly interested in Moving Image followed by Visual Arts while Literature and Decorative Art were the least interesting categories between the respondent.(fig 9)

INTEREST AMONG DIFFERENT EVENTS

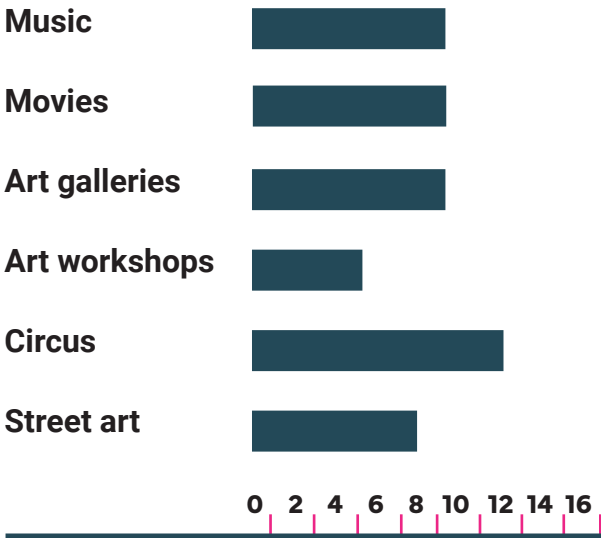


Figure 8.

Another obstacle became apparent after respondents gave their suggestions on how to improve the engagement between artists and the local community. The majority of people have pointed out poor advertisement techniques regarding any events happening in Kildare Town. One of the respondents wrote “(There is a need for) better advertising, when there are events happening, most of the time I do not hear about them until it is too late.” People suggested raising awareness and improving the advertisement issue by distributing brochures or utilising social media.

Other proposals that were most frequently repeated included hosting more events that would be engaging, fun and aimed at families. The festival stood out as the most commonly suggested solution. Furthermore, respondents pointed out the need for art galleries in Kildare Town or to utilize the existing spaces to showcase the artwork and expose the artists to the local communities. Finally, people expressed a need for budget-friendly creative events.

INTEREST AMONG DIFFERENT ART CATEGORIES

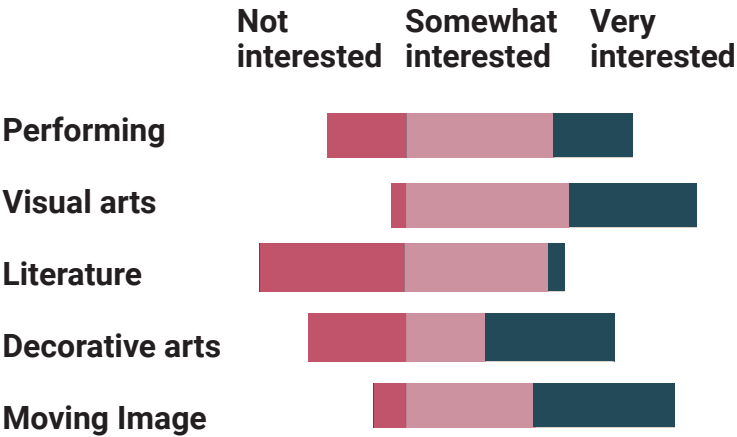


Figure 9.

DESIGNING THE APPROACH

Interview Analysis

The chosen method to analyse the interviews was Braun’s and Clark’s (2006) thematic analysis framework, as it provided a systematic and rigorous approach to data, enabling the researcher to derive meaningful insights.

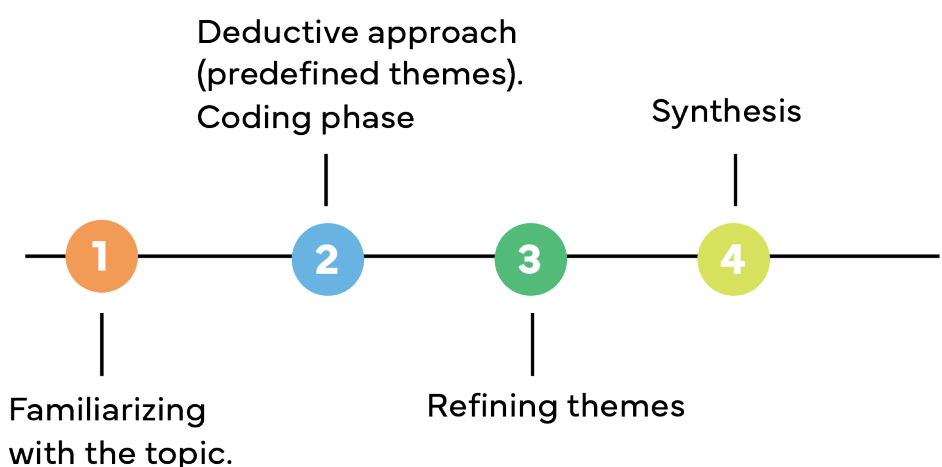
Maguire and Delahunt (2017) describe thematic analysis as a process during which patterns or themes are identified within qualitative data. It consists of six steps:

1. Familiarizing with the Data
2. Generating initial codes
3. Searching for themes
4. Reviewing themes
5. Defining themes
6. Writing – up

However, a few adjustments (fig 10) were made, such as the use of predefined themes during the coding phase, followed by theme refinement and synthesis to suit the research protocol.

Before commencing the data analysis, the audio recordings were transcribed into written documents, followed by familiarization with the data by reading the text a few times and taking notes on initial impressions of the data. As some of the themes were shaped by interview questions which were based on the research questions, the decision was made to use a deductive approach and use predefined themes: successful events, benefits for artists, benefits for local communities, obstacles and barriers, recommendations. During the coding stage, the data was systematically organised and only relevant text was selected. Then the colour-coded data was transferred into the table under relevant themes (fig 11). During the refinement stage, new patterns emerged which helped to refine the themes.

The codes were re-examined and some of them were moved under other themes. “Successful Events” were better defined as “Successful Creative Events Characteristics”, furthermore, the theme “Recommendations” was renamed to “Strategies for Successful Art events and Projects” to accommodate the codes which describe the objectives of creating a successful event. Moreover, an additional theme was created for the codes describing “Overall Goals and Objectives”



SUCCESSFUL EVENTS	BENEFITS FOR ARTISTS	BENEFITS FOR LOCAL COMMUNITIES	OBSTACLES AND BARRIERS	RECOMMENDATIONS
• Picking a theme. • Relaxed atmosphere. • Creating opportunities for people to learn, get together and connect. • Engaging. • Community driven. • Bringing life to the city centre. • What people want. • Reestablishing the identity. • Collaborating with other organizations. • Reaching out to people who might be socially isolated. • Open to anybody. • Free, funded by Arts Council. • Consistent attendance. • Start small level and build up. • Active conversation. • Broad surveying of the community. • Feedback forms. • Allowing people to build relationships. • Giving people a tool which provides access. • Keeping workshops small. • People interests. • Evaluating project. • Allowing people to ask difficult questions.	• Getting to know each other. • Unexpected outcomes. • Developing relationships with the community through art. • Active collaboration • Opportunity to come into contact with community. • Share knowledge. • Have an impact on communities. • Getting better at art. • Finding perspectives. • Gain more recognition within the community. • Gain more confidence. • Showcase skills.	• Positive well-being. • Socialization. • Having a space to go. • Feeling that you have agency in the space. • Entertainment. • Spiritual spaces, where no one is trying to sell you anything. • People feel involved. • The feeling of ownership. • Encountering unexpected things. • Empowering. • People feel empowered to ask questions. • Reconnecting with the local people after the pandemic. • Inclusion. • More creative perspectives. • Creativity brings more life and leads to more novel and interesting things. • Appreciation for art. • Fostering human connection.	• Interest • Not being able to understand art. • Accessibility. • Inclusion. • Lack of confidence. • Much work in organizing an event. • Financial barriers. • Not having enough time. • Disseminating information, it's hard to reach out to people when they're within a filtered bubble.	• Build bridges between artists and communities and give access to exhibitions. • Create new policies around access, diversity and inclusion. • Development of new roles. • Audience development. • Approach the learning and engagement with art. • Give people the tools to be more self-empowered. • Create a space for everybody. • Provide artists with an opportunity to come into contact with communities. • Program events outside work hours. • Work around sustainability. • Be clear about what the event is. • Be aware of other events happening at the time of your event. • Smart budget management. • Value everyone's time. • Provide engagement and accessibility. • Seasonal. • Empathy. • Foster human connection.

Figure 11

DESIGNING THE APPROACH

Interview Analysis

SUCCESSFUL CREATIVE EVENT CHARACTERISTICS

The patterns of successful creative event characteristics became apparent. People attending art events want to be able to make new connections or socialize with other community members in a relaxing atmosphere. The creative happenings must be inclusive, well organized and provide an opportunity for the participants to learn. The event must be accessible to everyone. It is important to start small and build up with the help of active conversations with the attendees and a use of feedback mechanisms.

BENEFITS OF PARTICIPATION FOR ARTISTS

The benefits of participating in collaborative art events for artists are very enriching career-wise. The artists can possibly develop relationships with local communities and increase their recognition and confidence levels, improve their artistic skills, and gain new experiences and diverse perspectives. Furthermore, impact the communities positively by sharing their knowledge.

"The artists can possibly develop relationships with local communities and increase their recognition and confidence levels, improve their artistic skills, and gain new experiences."

BENEFITS OF PARTICIPATION FOR LOCAL COMMUNITIES

Participating in collaborative art events enhances the well-being of communities. It brings a sense of ownership within a place and provides entertainment and spiritual enrichment. Participating in creating something brings an appreciation for the art and the artists and makes the participants feel empowered and included while creating something together.

OBSTACLES AND BARRIERS

There are a few factors that are stopping people from participating in art events. Time would be one of a few, as modern-day people are very busy with their daily lives and most of the creative events hosted by galleries or other art facilities happen during working hours. The other factor would be a lack of confidence regarding artistic abilities, as people believe that to participate in activity-based creative events they need to have certain creative skills. Furthermore, the art galleries and other art services express the limitations and challenges they face in hosting creative events or attracting people to attend, such as financing advertisement or disseminating the information on various digital platforms.

STRATEGY FOR A SUCCESSFUL ART EVENT OR PROJECT

In order to host a successful creative event or project, need to consider access, diversity and inclusion while keeping empathy at the centre of everything. Creating new roles and approaches to learning and engagement is also important as it allows to keep up with the newest trends. If possible, it is recommended to diversify the hosting times of the events happening only during working hours, so it is more accessible for everyone. It is important to consider other major events happening around the town, hence the times do not collide.

OVERALL GOAL AND OBJECTIVES

It is important to understand that the main goal in building bridges between artists and communities is to build a safe space for people (artists and local community) where they can express their creativity and create relationships. It is a matter of creating an inclusive and engaging environment for all participants while valuing everyone’s time and contributions.

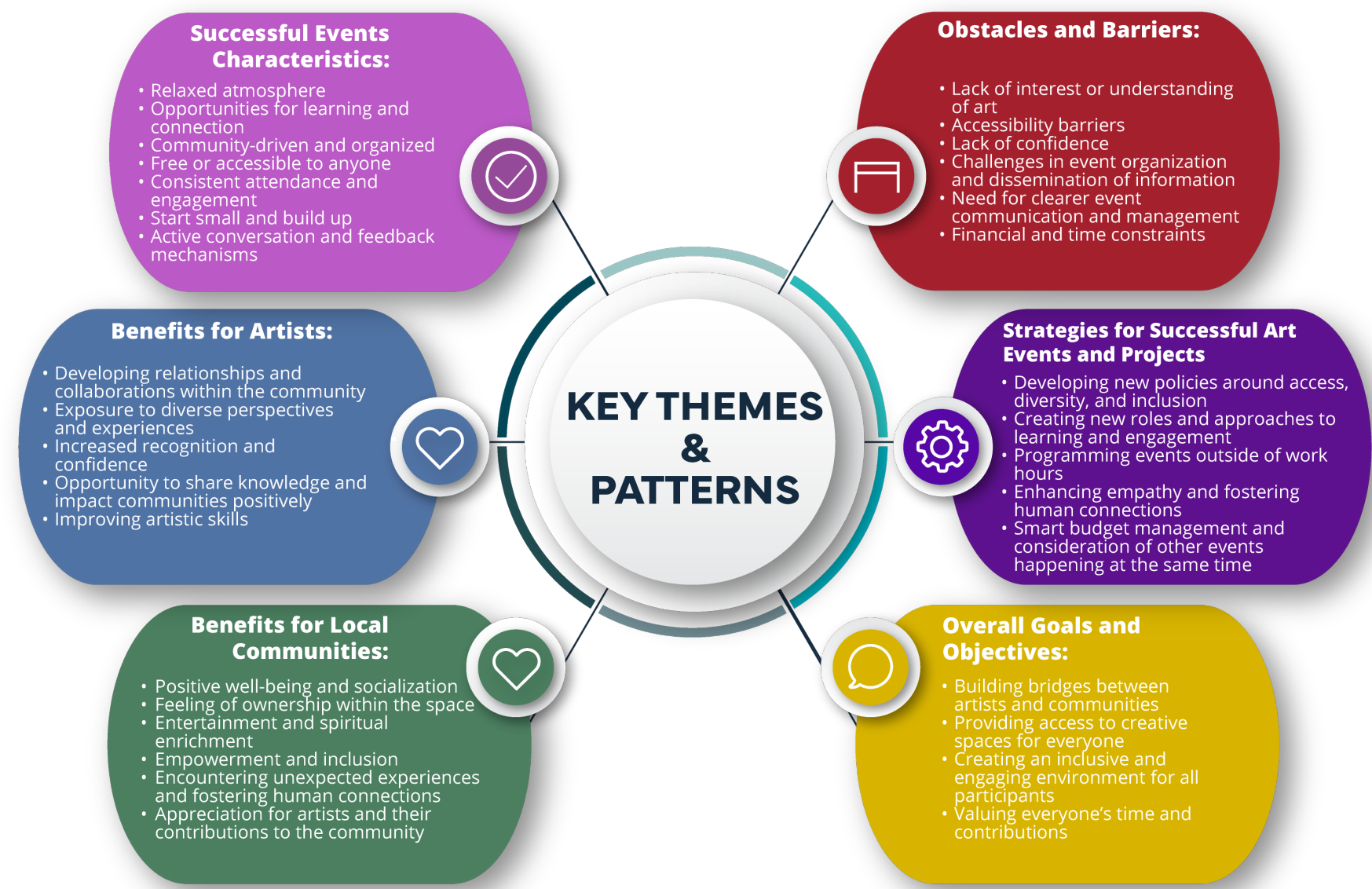


Figure 12. Key themes and patterns

DESIGNING THE APPROACH

Synthesis

To create a successful artistic event or happening it is important to provide a safe space for the participants, where they can feel relaxed and feel ownership of the place. The creative event/project has to be engaging and fun, accessible for everyone. It needs to provide opportunities for people to make meaningful connections. It is recommended to develop new policies around access, diversity, and inclusion and constantly create new roles or develop the old ones to approach learning and engagement and keep up with what is relevant now.

The biggest obstacle identified was a lack of time, as people are busy with their daily lives and most events/art services/happenings/ art galleries operate or happen during working hours.

Analysis showed that the advertisement barrier is relevant for both, the communities and the art sector providing art services. The art sector struggles to allocate a budget for advertisement and spread the information because fewer people are using older media formats, such as listening to the radio or reading newspapers. Younger people state that the advertisement does not reach them hence they are unaware of anything happening around them. Furthermore, the financial barrier also has an impact on both parties, as the art sector struggles to provide free-of-charge or low-cost services and people cannot afford some of the events or services that they wish to attend. It is recommended to program some of the events outside of working hours and it is important to value everyone's time by being succinct in event description when promoting it.

1

A HIGH NUMBER OF PEOPLE WANT TO ENGAGE IN ARTISTIC EVENTS MORE OFTEN, HOWEVER, A LACK OF TIME AND A LACK OF CREATIVE EVENTS HAPPENING IN TOWN ARE STOPPING THEM.

2

A HIGH NUMBER OF PEOPLE ARE NOT FAMILIAR WITH THE ARTISTS OF THEIR TOWN AND WOULD LIKE TO FAMILIARIZE THEMSELVES WITH LOCAL ARTISTS.

3

PARTICIPATION IN CREATIVE COLLABORATIVE EVENTS ENHANCES WELL-BEING, HELPS TO CREATE CONNECTIONS, PROVIDES A PLACE TO SOCIALIZE OR RELAX, AND HELPS TO EXPRESS CREATIVITY.

4

COLLABORATING WITH THE LOCAL COMMUNITY IN CREATIVE EVENTS HELPS THE ARTIST GAIN CONFIDENCE AND RECOGNITION AND ALLOWS THEM TO SHARE THEIR KNOWLEDGE AND SKILLS.

5

ART SERVICES MUST BE ACCESSIBLE TO EVERYONE, PEOPLE WHO ARE INTERESTED IN ART AND NOT.

Key findings

PERSONAS

LOCAL COMMUNITY MEMBER



Kate

Age: 21

Female

Second Year Student
BA in Psychology at
TU Dublin

Location: Kildare Town

Profile

Kate lives in Kildare Town but commutes to Dublin every morning to attend her classes in Dublin. Born in the small town she was amazed how big Dublin is and the amount of different activities she was able to pursue. On her way to college she enjoys exploring different views and takes pictures of interesting objects or graffiti and posts them on her Instagram account.

Kate loves summer, it's time for festivals, concerts, friends. She can't wait to attend one of her favorite festivals where she can relax and express her creativity, join different events, participate in collaborations, listen to music and most importantly, take stunning pictures that will awe her friends and followers on Instagram.

Personality traits:

Introverted  Extroverted

Thinking  Feeling

Intuitive  Observant

Assertive  Turbulent

Judging  Prospecting

Strengths:

- ♦ Practical Skills
- ♦ Curious
- ♦ Calm
- ♦ Dedicated
- ♦ Creative
- ♦ Communication

Hobbies:

Photography,
Gym,
Festivals,
Cycling

Weaknesses:

- ♦ Vulnerable to Criticism
- ♦ Perfectionist

EMERGING LOCAL VISUAL ARTIST



Michael

Age: 25

Male

Recent Graduate (Ba Hons
in Visual Arts)

Location: Kildare Town

Profile

Michael graduated last year in Visual Arts and came back to live in his home town. His goal is to pursue a career in the arts sector and become an independent well-known artist in Ireland or even Internationally. However, he is facing big competition and is struggling to pursue his goal. He's trying to connect to people via Instagram, however he finds it hard to get followers and recognition. He is confused as he doesn't know where to start and what to do to achieve his dream.

Personality traits:

Introverted  Extroverted

Thinking  Feeling

Intuitive  Observant

Assertive  Turbulent

Judging  Prospecting

Strengths:

- ♦ Creative skills
- ♦ Adventurous
- ♦ Calm
- ♦ Free spirit
- ♦ Exploring
- ♦ Friendly

Hobbies:

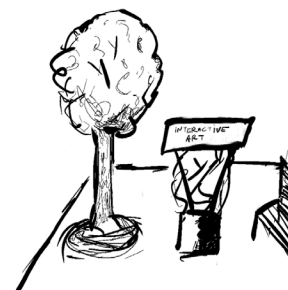
Painting
Photography
Nature

Weaknesses:

- ♦ Self-doubt
- ♦ Self-promotion

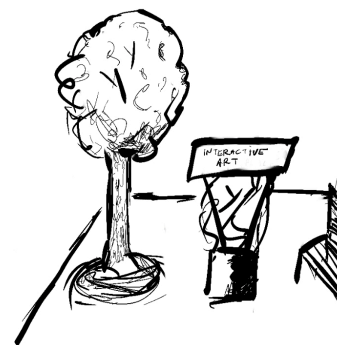
EXPERIENCE MAP

LOCAL
COMMUNITY
MEMBER



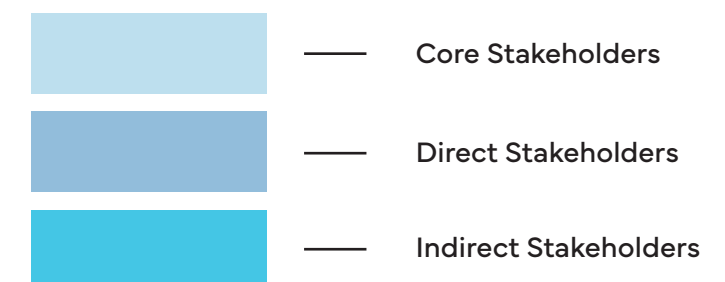
Stages	Starts the day	Gets inspired to get creative	Researches for local events	Creates plans to achieve her day goal.	Makes a decision.	What could be done to improve art services locally?
Actions	Kate wakes up and gets out of bed on a lazy Saturday morning. She scrolls through the pictures that she took while walking around Dublin.	Her eyes stumble upon one picture that she took in a coffee shop. She notices a painting on the wall. Kate remembers a workshop she attended last month in Dublin.	She searches Online for any events happening in her home town. But there are no events happening now or in the near future.	Contemplating if she should go back to her study city Dublin, on her day off. Kate finds a few workshops and events happening in the evening.	She decides to go.	Decides to contact local communities and local authorities. Shares her feedback.
Thinking	What to do for the rest of the day?	Would be fun to do something creative, such as joining a workshop or attending an event.	Why I can not do anything creative in my town?	I would love to rest today and not travel anywhere, but I want to do something creative and socialize with like-minded people.	We need more creative opportunities locally.	There should be an easier way to participate in creative events.
Emotions	Passive	Excitement	Disappointment	Frustration	Excitement	Frustration

**LOCAL
EMERGING
VISUAL
ARTIST**



Stages	Starts the day	Wants to start his career as an artist	Challenges	Research for opportunities in his local town	Creative opportunities in other towns	What could be done to improve the connection?
Actions	Michael wakes up and gets out of bed on a Monday morning. He knows it will be a busy day.	He decides to expand his network and make new connections on social media.	He finds it hard to gain more followers or engage the existing ones.	Michael decides to engage local communities, however he can not find any opportunities to provide his artistic services or gain experience and share his skills.	He researches opportunities in other towns. He finds out about creative programs and the local authorities' initiatives that provide opportunities to artists and local communities.	He shares his feedback with local authorities and the arts council.
Thinking	Today I will try to expand my networking.	I hope I will get more followers and people will recognize my art.	How to connect to people?	Where do I start?	I wish there was more opportunities to start my career in my local town.	There should be an easier way to connect to local communities and engage.
Emotions	Determined	Excitement	Disappointment	Frustration	Disappointment	Hopefulness

STAKEHOLDER MAP



DESIGN OPPORTUNITIES

USER-CENTERED DESIGN APPROACH:

The research informed that the target audience (local community) identifies themselves as creative people and find it difficult to express their creativity due to barriers and obstacles such as lack of time, creative events near them and finance. The objective of a design solution is to eliminate the barriers and obstacles that the user is facing. The design solution must be engaging, accessible and inclusive.



Idea opportunities based on research

CHAPTER FOUR

04

IDEATION

Having assessed various design opportunities which were identified with rigorous research, the next stage involved exploring a design solution which would solve the problem: How might we enhance the interaction between the artist and the local community within Kildare Town?

The ideation stage involved generating a mind map and participating in online and in-classroom idea-generation workshops.

TECHNIQUES & METHODS

First, a creative mind map was generated by writing down the main words (artists, local community, interaction) in the middle of the page and then associating a word with another word until a web of different words was created. The process has sparked a few early ideas, such as creating a visual map for a “treasure hunt” where people by following a map could look for hidden artwork around the town.

Afterwards, an online ideation workshop took place where groups of two were formed and participants had to create as many ideas as possible for each other. The workshop helped to look at the problem from a different perspective. The suggested idea of designing a mobile application or a website which would provide a thematic topic for artists to create something and showcase their skills stood out the most.

Finally, participation in the ideation workshop took place in the classroom where students were divided into two groups of 3-4. The most important research findings of the research were written down for everyone to see and then by using Post-it notes everyone contributed to each other’s boards with ideas.

TECHNIQUES & METHODS



Mindmap- generating words

**FROM THE IDEAS
GENERATED IN GROUP
WORKSHOPS, THESE FIVE
STOOD OUT THE MOST:**

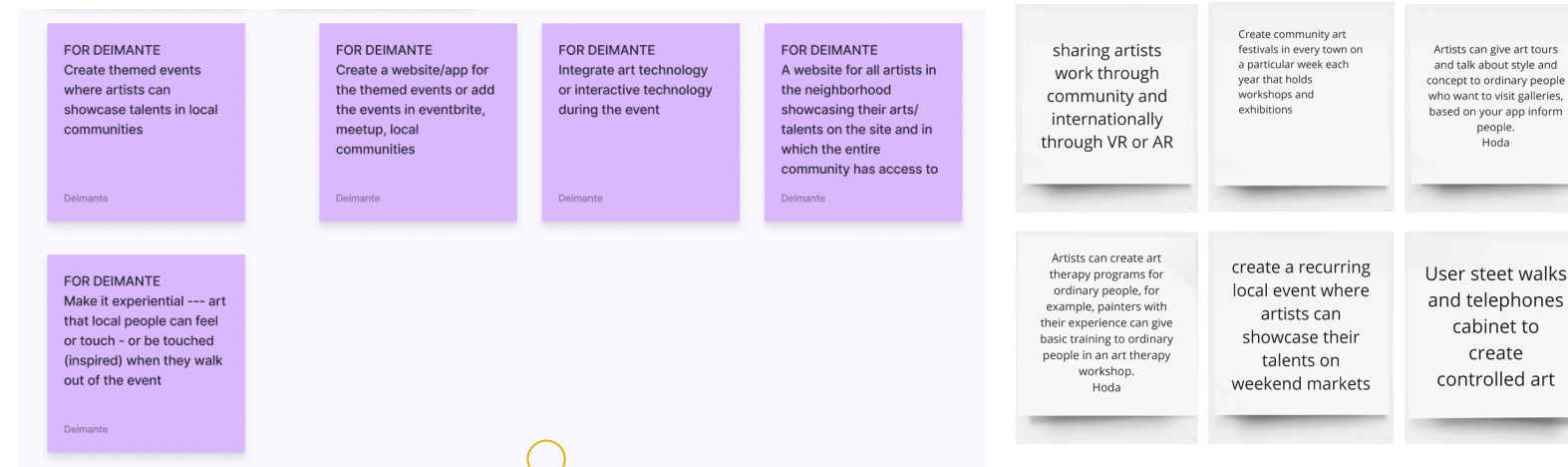
“Create themed events where artists can showcase their talents in the local communities”

“Make an experiential art”

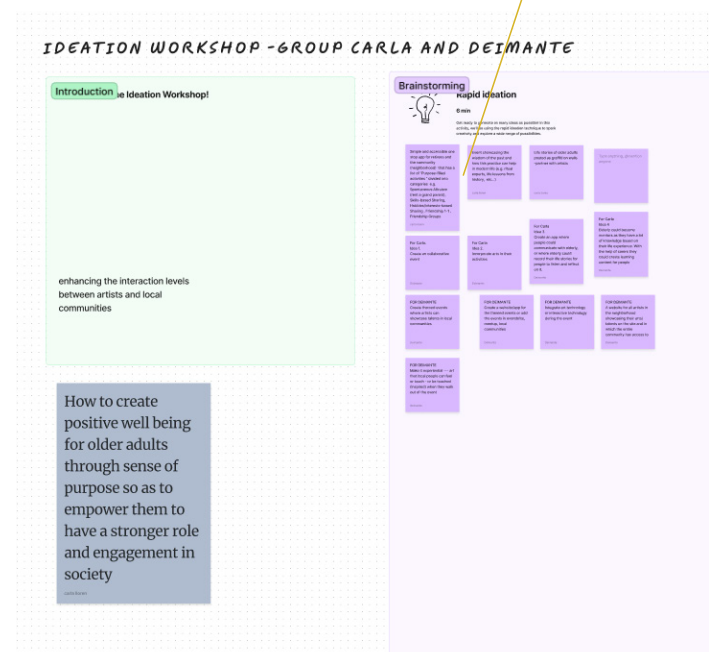
“Create a game where people would get to know the artists and would get NFT’s”

“Incorporate local business”

“Weekend art market”



Group online workshop



Pair online workshop



Group in class workshop

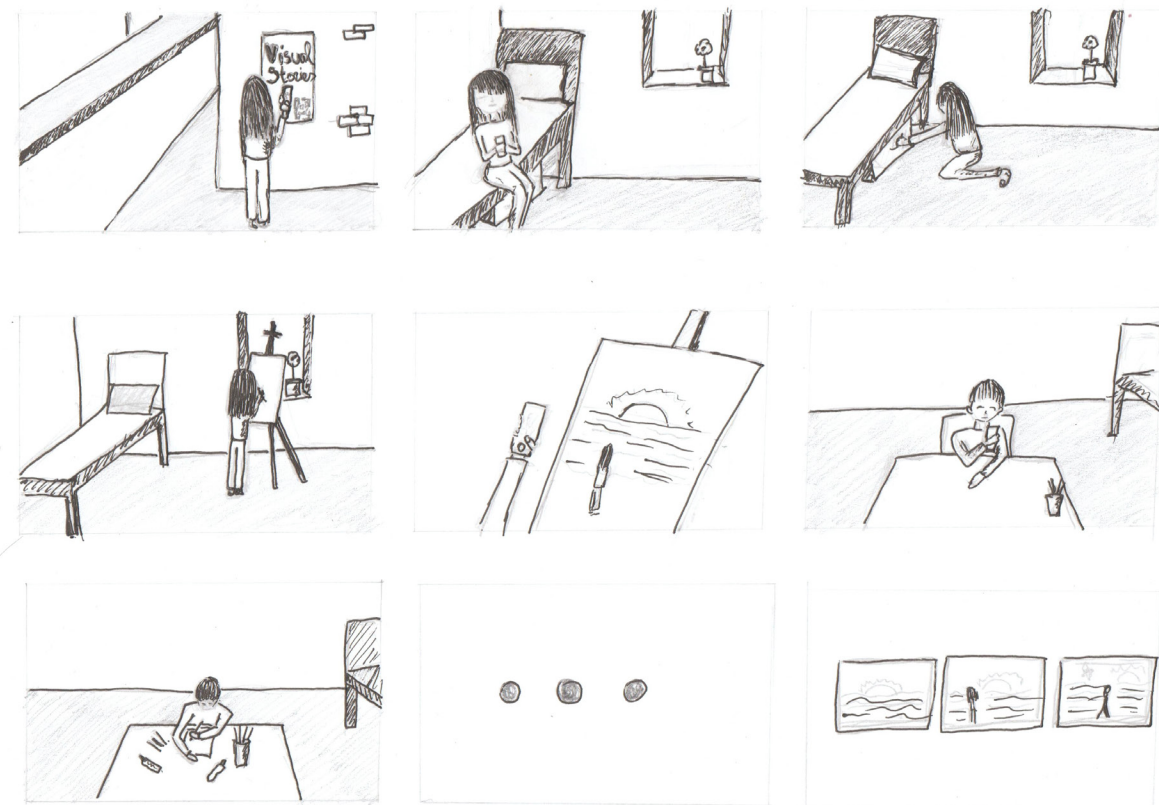
HYPOTHESIS

“It should be possible to design an outcome which would help the artists to bridge to the communities in an effortless way and show what value they could bring to the local communities.”

FINAL DESIGN IDEAS

IDEA ONE

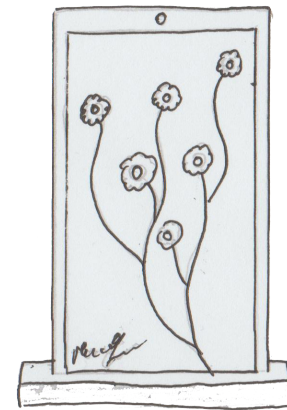
The user would be taken on a journey in creating visual stories. No words would be needed, only visuals would be used. A mobile application would provide an opportunity for local people to participate in creating a story which would consist of images. The artist would start the story by uploading their image on the mobile app (it might be a photograph, painting, sculpture etc.) and the user would choose an artist to follow and produce another image. The goal would be to provide a creative activity to people while bringing recognition to an artist. Also, the residents of Kildare Town could share their creativity with others and even make connections while indirectly collaborating on the stories.



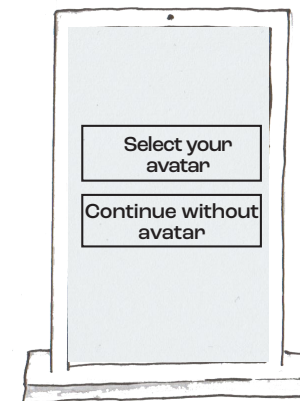
Storyboard. Kate gets inspired to continue a visual story and adds her own drawing .

IDEA TWO

“Interact with Art” would invite people who live or are visiting Kildare Town to familiarize themselves with local artists in an interactive way (fig 16). A digital board displaying a painting or other work would be placed in a public place where people could approach it and immerse themselves in the art. By using sensor technologies, the user would be able to manipulate the art and move the objects around. The goal of the design solution would be to exhibit artwork and promote the local artists.



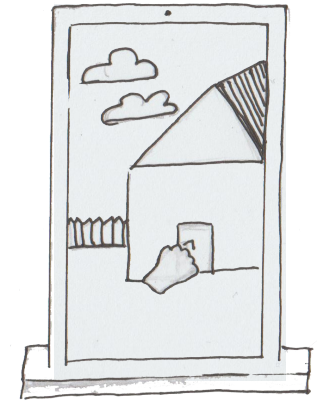
1 The screen displays local artists' art.



2 Once someone approaches the screen displays an options menu.



3 The user can choose to control an avatar and interact with the artist's painting.



4 Another option allows the user to interact with art without selecting an avatar.

Interactive art board concept.

FINAL IDEA

This idea targets emerging artists and the local community. The main goal is to provide a tool which would be an app, to new or struggling artists to help them start their careers, gain recognition, and make connections while benefiting the local community and enhancing the arts in their town. This will be achieved through collaborative thematic projects between the artists and the local members.

Potentially, this idea will guide the user (an artist) in his/her journey of self-discovery and will help to break out of their comfort zone, gain confidence, make new connections, and fulfill their purpose. Furthermore, it will help to involve more people to participate in creative events and enrich the arts in Kildare Town.

INTERACTION DESIGN PRINCIPLES TO FOLLOW:

User-centricity

Learnability - simple and intuitive

Accessibility - accessible to everyone

Consistency - consistent design throughout all platforms

Hierarchy

Empathy - understand the user needs and fears.

USER GOALS TO ACCOMPLISH:

- ✓ ENTERTAINING
- ✓ BUDGET FRIENDLY
- ✓ INCLUSIVE
- ✓ ACCESSIBILITY
- ✓ TIME EFFICIENT
- ✓ RECOGNITION
- ✓ CONNECTION
- ✓ FRIENDSHIP

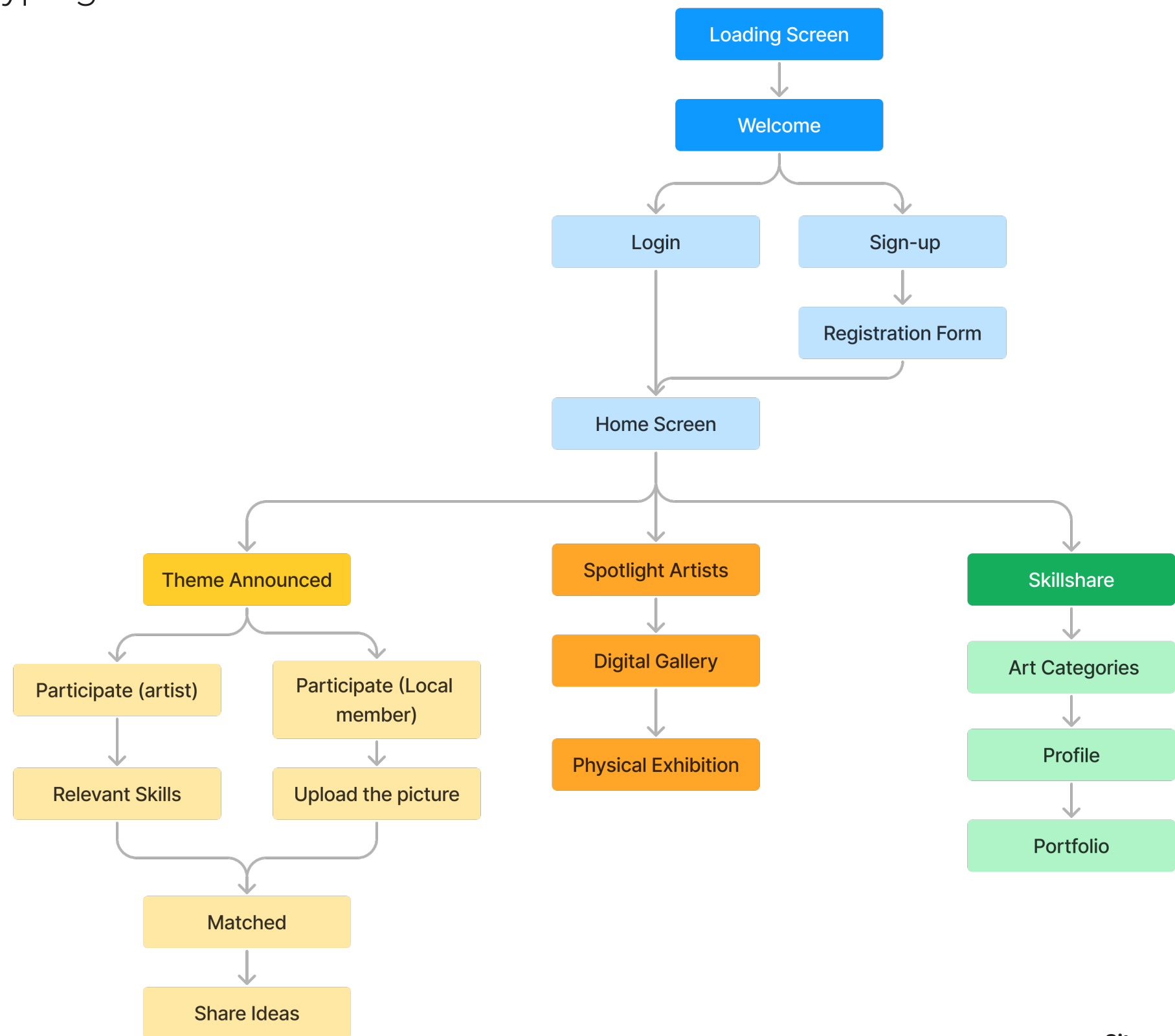
CHAPTER FIVE

05

PROTOTYPING

LOW FIDELITY

Prototyping



Sitemap

LOW FIDELITY

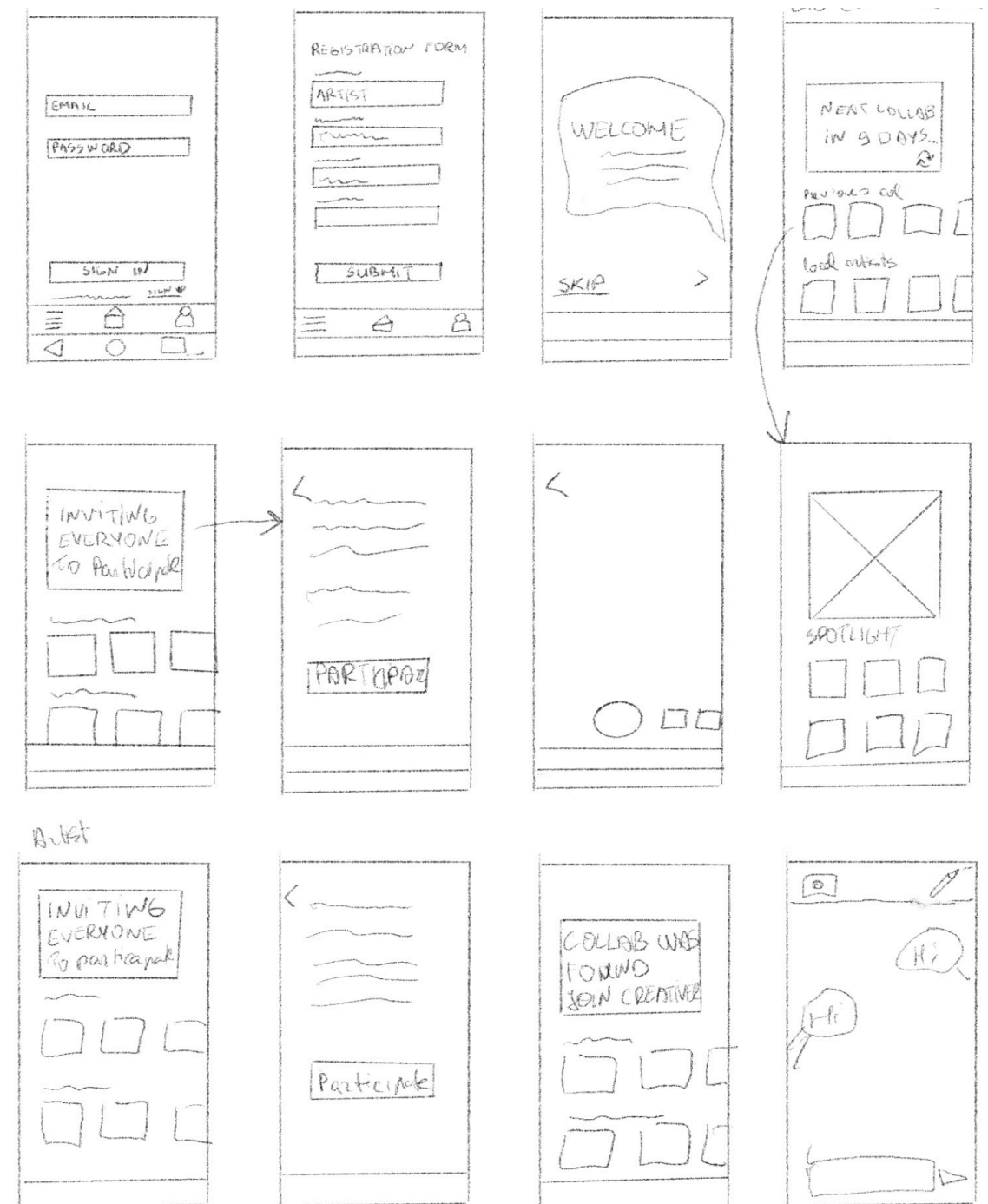
Prototyping

Low fidelity prototyping consisted of two stages. First of all the sitemap of the app was created and then a hand drawn and digital wireframes were made. Both stages included a feedback from the user and my own decisions in refinements before moving to mid fidelity prototyping.

During the Low fidelity the main focus was to test the logicality and functionality of the app and its core flow.

The user was provided with a task which was explained as a user journey and then the user had to answer a few questions and provide feedback.

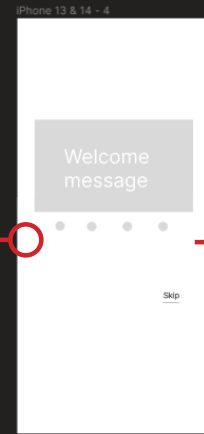
The user story/journey: Imagine you are an emerging artist, you want to start your career and make new connections with local people. Here is a mobile app that allows you to do that. Create an account and see if it would help you to achieve your goal.



Initial wireframe



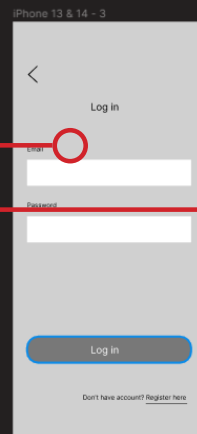
Opening app.
Logo appears



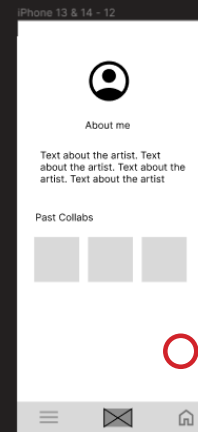
After a delay
a welcome
message
shows up



Login System
includes 3
options. Log
in, Register
and How it
Works



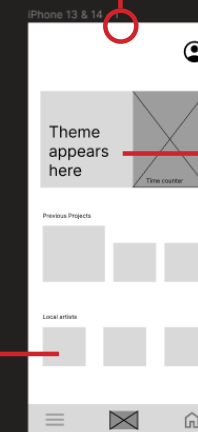
Register. 2
options



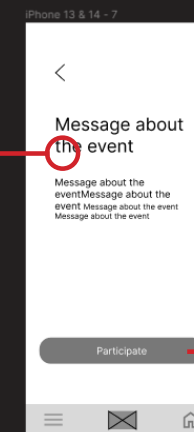
Section about
the artist,
including his/
hers portfolio
of previous
projects



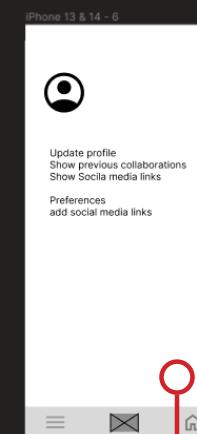
To register
user needs
to fill out the
form



Home Screen.
The events
will appear
here.



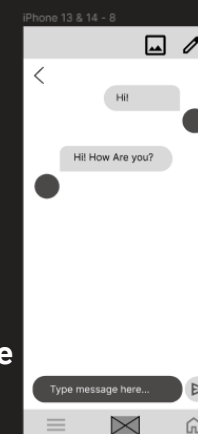
Agree to
participate



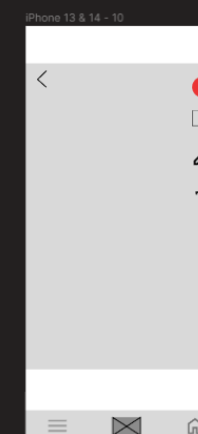
The user can
update their
profile here.



Home Screen.
Once a
collaboration is
found the user
can accept it
from here



Chat with the
person and
share ideas



Use the board
to draw ideas

LOW FIDELITY

Prototyping -User Feedback

	Questions	User 1 -Feedback	User 2 - Feedback	User 3 - Feedback	Refinement
Stage 1 Sitemap	Did the application help you to achieve your goal?	It's not very clear what I will be doing	Yes, I got matched with someone I think..	Yes	Include words like collaboration, add about the project (adjust for stage 2)
	Can you indicate where would you share your past work with other users?	Skillshare	Skillshare	Skillshare	Join Artist Spotlight and Skillshare together as they represent the same concept (adjust for stage 2)
	Can you indicate where would you look for the past projects?	Physical exhibition or is it in digital gallery? Maybe digital gallery	Digital gallery	Digital gallery	Separate artists and previous projects in two separate categories (adjust for stage 2)
Stage 2 Wireframes	Did the application help you to achieve your goal?	Yes, it's pretty clear	Yes	Yes	
	Can you indicate where would you share your past work with other users?	-	-	-	
	Can you indicate where would you look for past projects?	Previous Projects	Previous Projects	Previous projects	Need to include an option to close the project and share the work with everyone.
	Are login and register steps clear?	Yes	Yes	Yes	

Further comments and concerns:

The concerns included security issues such as using the chat safely and verifying the artist.

LOW FIDELITY

Branding -User Feedback

BRAND NAME

Name brainstorming consisted of joining the words together that were generated in the mind map, thinking of synonyms, or one word names which could convey the essence of app functionality and core idea.

Possible names:

Artlinkup	Share
CreativeLink	VisualiseWithMe
ArtConnective	ArtLight
CreateWithMe	Artleap
DesignHub	ArtCity
Nevi	Artlinksy
Artflex	Artex
Artsy	Articonne
ArtCom	LocalArt
Artcone	CityPalette
Visualise	ArtJoy
Showcase	Skillshare
Showoff	ConnectCreativity
Visualink	Inspire

I chose the top 5 to present to the users to vote. After that, I proceeded to design different logo options based on the top 2 names.

Artlinkup	1
Articonne	2
Artsy	0
Visualink	3
Inspire	1

LOGO OPTIONS BASED ON THE ARTICONNE NAME

Option A



Option B



Option C

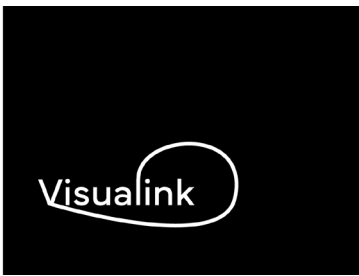


Option D



LOGO OPTIONS BASED ON THE VISUALINK NAME

Option A



Option B



Option C



Based on the feedback provided in classroom I decided to further develop **Visualink Option B**

LOW FIDELITY

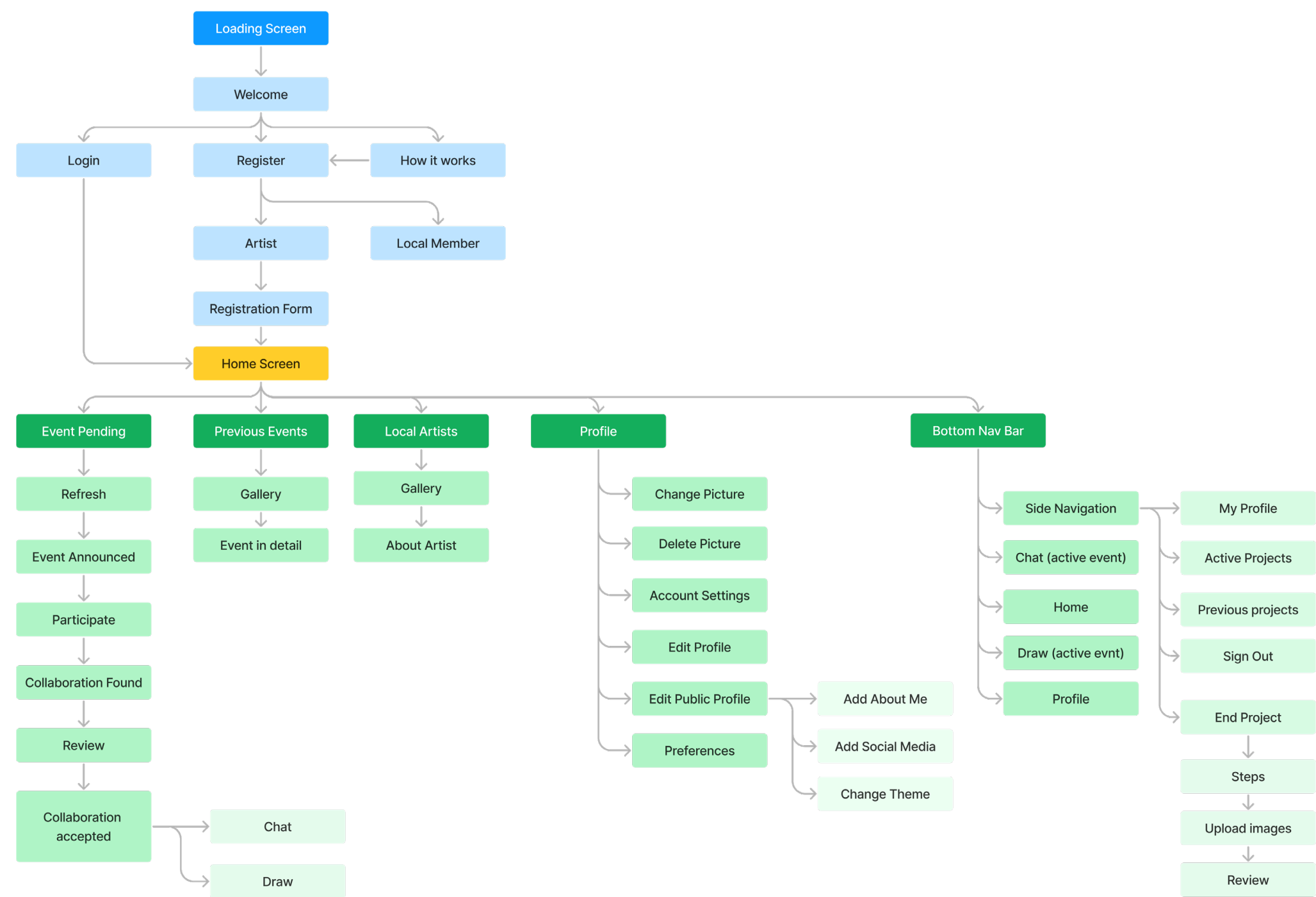
Reflection

NEXT STEPS (PROTOTYPE)	
User Centricity	Allow the artists to decide if they want to collaborate with a particular person
Learnability	Refine the home screen so it is more clear about the event/project
Accessibility	Provide more options for the artist regarding their public profile such as share or not social media links, previous projects, and about section.
Consistency	Set button and font sizes
Hierarchy	The information and actions about the event need to stand out the most
Empathy	Verify the users. Provide the report option on the chat and the drawing screen so the user feels safe.

NEXT STEPS (BRAND)	
Learnability	Choose correct icons
Accessibility	Choose the correct contrast colours for buttons and text
Consistency	Follow colour themes throughout the app, and use the same colour for the same action buttons
Hierarchy	Emphasize important functions by increasing font size and weight
Empathy	Choose user-friendly colors

MID FIDELITY

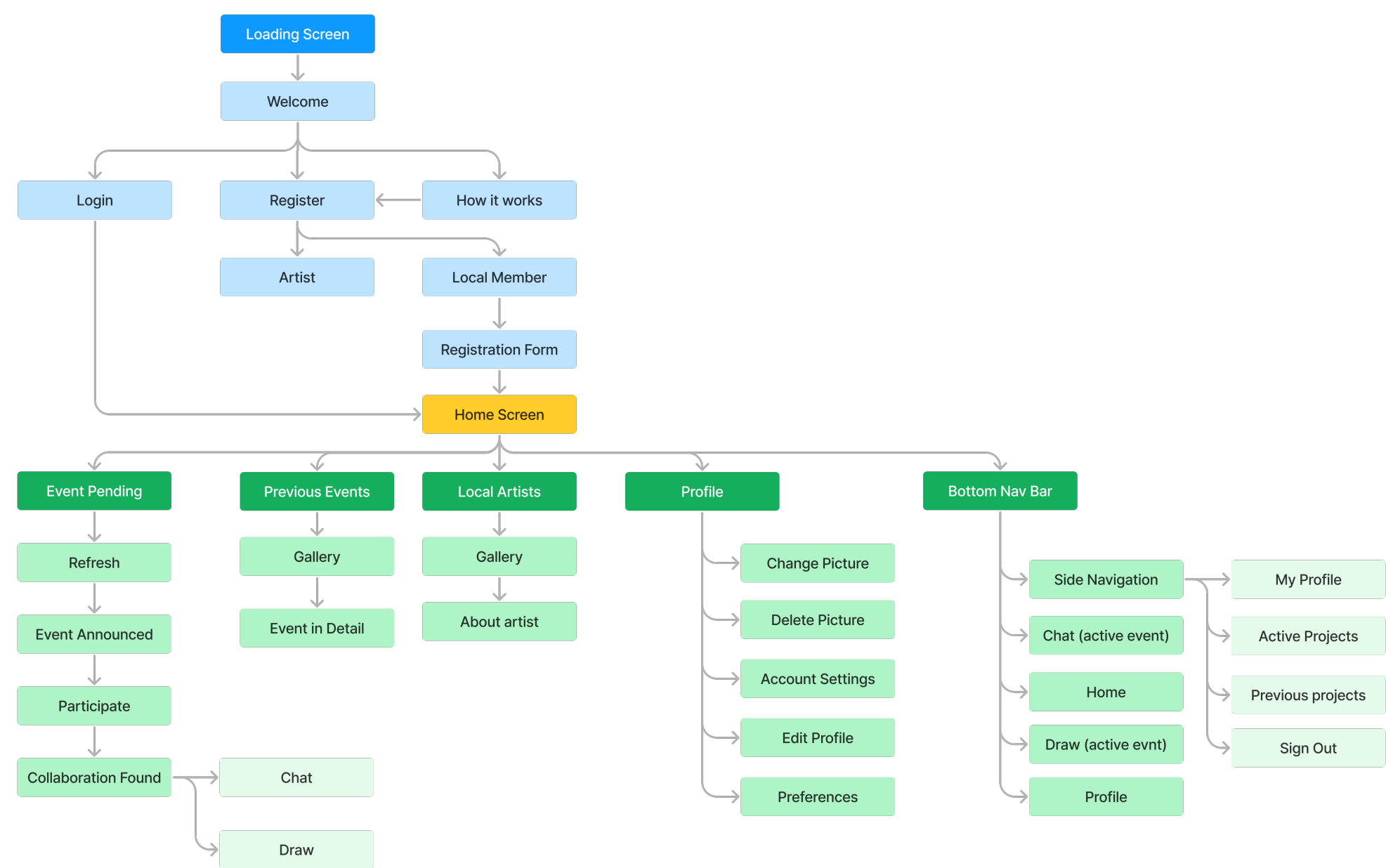
Prototyping



Sitemap. The Visual Artists point of view

MID FIDELITY

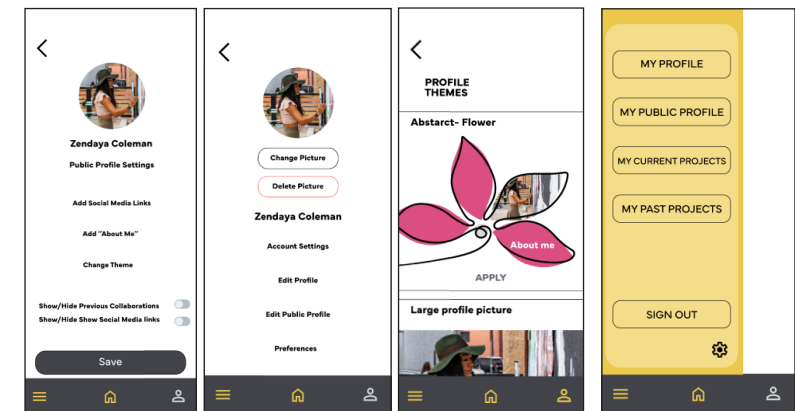
Prototyping



Sitemap. The Local Community member point of view

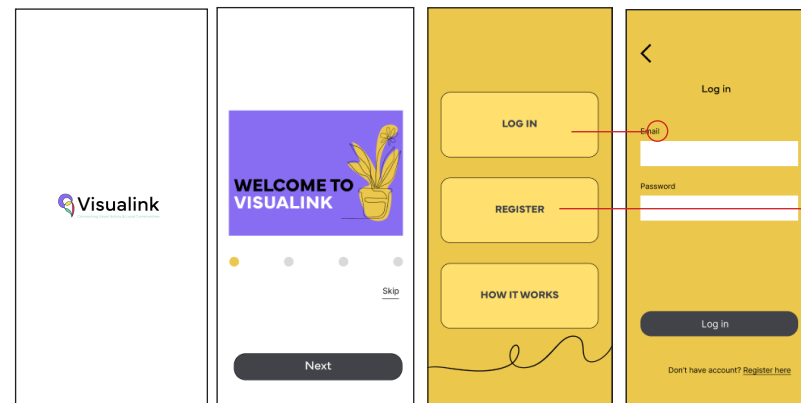
MID FIDELITY

Wireframe



Profile settings

Side nav. bar

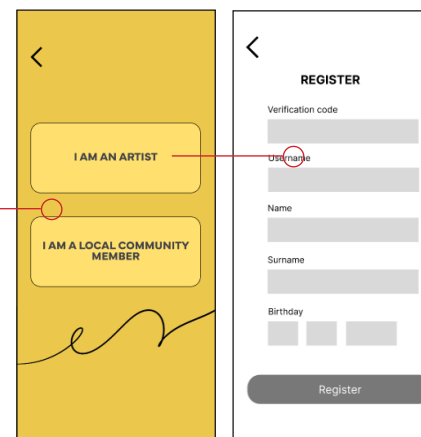


Animated logo app launch

Welcome. Slide show.

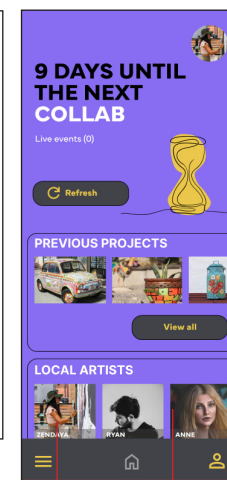
Options

Log in

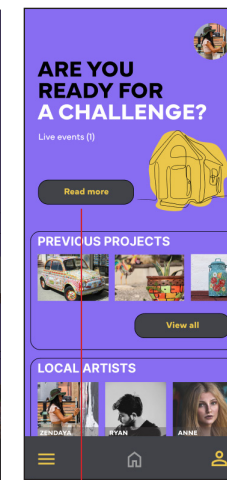


Options

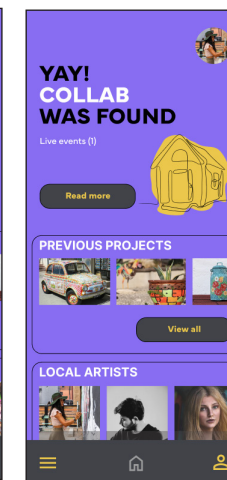
Registration form



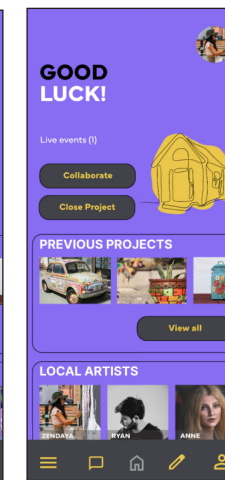
Home Screen. Event Pending



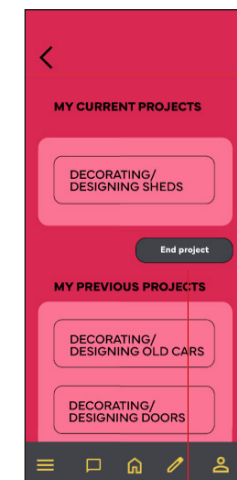
Home Screen. Event Active



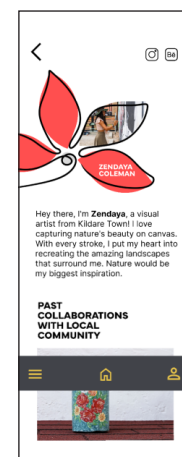
Home Screen. Collab found



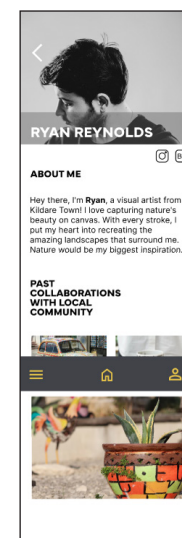
Home Screen. Good Luck!



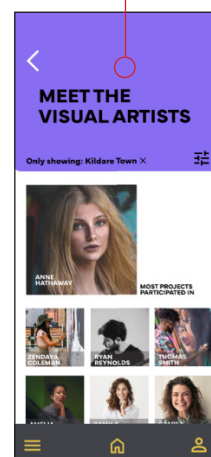
My Current Projects



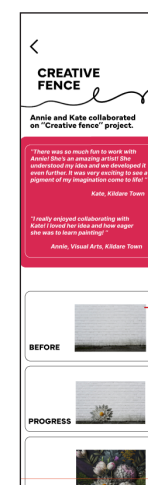
About the artist



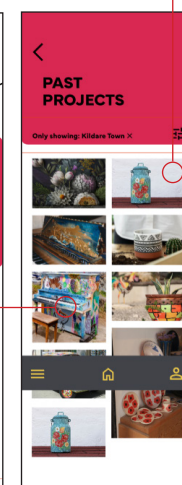
About the artist



The participating artists and spotlight



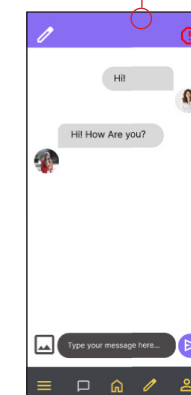
Project in detail



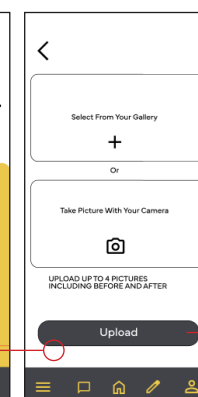
Past Projects



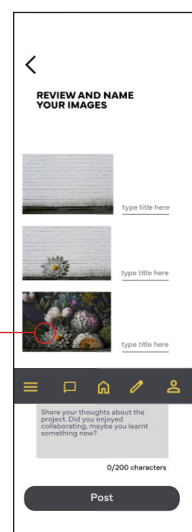
Participation confirmed



Steps to close the project



Upload images



Title images and share thoughts

MID FIDELITY

Prototyping - User Feedback

To collect the feedback the working prototype was shown to the users. During the feedback session I wanted to find out the pain points of the app, the readability, accessibility, functionality and the tone.

The user was provided with a set of tasks which were explained as mini journeys.

Before, the same user story/journey as previously was provided to the user:

Imagine you are an emerging artist, you want to start your career and make new connections with local people. Here is a mobile app that allows you to do that.

Questions		User 1	User 2	User 3	Refinements
Task 1	Register as an artist	✓	✓	✓	Include a demo on how to use the app after registration
Task 2	Locate a gallery where the past projects are displayed	✓	✓	✓	
Task 3	Checkout artist's public profile	✓	✓	✓	
Task 4	Enroll to a project that is happening now	✓	✓	✓	
Task 5	Once the collaboration was found accept it	—	✓	✓	Increase the visibility of the button for accepting the collaboration and rename it as users indicated that is hard to notice after it appears
Task 6	Use the chat and a drawing board to communicate ideas	✓	—	✓	Increase the visibility of the collaborate button
Task 7	Close the project	✓	✓	✓	
Task 8	Edit your public profile	✓	✓	✓	Add Sign out option in Profile as users were searching for a button in that section
Task 9	Sign out	✓	—	✓	

Further comments:

Overall Experience: was easy to use, clear, straightforward.

Language and tone: clear, friendly

MID FIDELITY

Prototyping - Reflecting on Feedback

NEXT STEPS (PROTOTYPE)	
User Centricity	Provide an option to sign out in the profile section.
Learnability	Make active buttons brighter than inactive on the bottom nav bar. Use different colour on important action buttons
Accessibility	Provide more options in settings regarding accessibility including dark mode, font size, language, contrast, screen reader.
Consistency	Fix title sizes
Hierarchy	Highlight important text by making it bold or colourful, highlight important words in titles.
Empathy	Provide a user with a demo on how to navigate the app after registering.

NEXT STEPS (BRAND)	
Learnability	Use pop up to inform a user when the action was successful or not.
Accessibility	Increase contrast
Consistency	Fix inconsistent button sizes and appearance.
Hierarchy	Increase the size of important illustrations
Empathy	Fix the tone on some of the titles to use a more friendly tone.

CHAPTER **SIX**

06

FINAL ARTIFACT

Visualink is inclusive and accessible to everyone but mainly focuses on visual artists and the local communities. It provides opportunities for visual artists to unlock their potential, collaborate with local communities and make meaningful connections.

The brand goal is to take the users on an adventure and inspire them to collaborate and create something amazing, together. Also, it empowers the artists on the journey of self-discovery and helps them break out of their comfort zone, gain confidence, make meaningful connections and fulfil personal purposes.

FINAL ARTIFACT

Visualink combines boldness and simplicity. Large bold text represents one of the core values which is to empower the artists.

A simplistic hand drawn line art shows an appearing connection between the artist and the community.

FINAL ARTIFACT

Branding- Logo

LOGO

An animated version of the logo where two threads come from different sides, tangle and form a logo shows the meaning behind the logo. Threads represent the visual artists and the local community and a connection is formed.

The logo represents an art piece which was created because of collaboration.

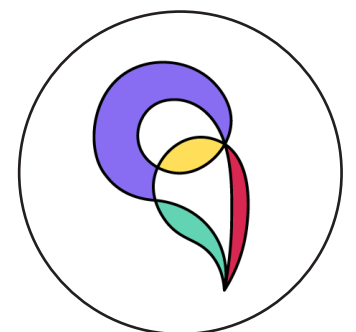
The brand name VISUALINK is a combination of two words visual and link. It represents a link between visual artists, the local community and visual arts.



Primary Logo



Options for bright or dark backgrounds

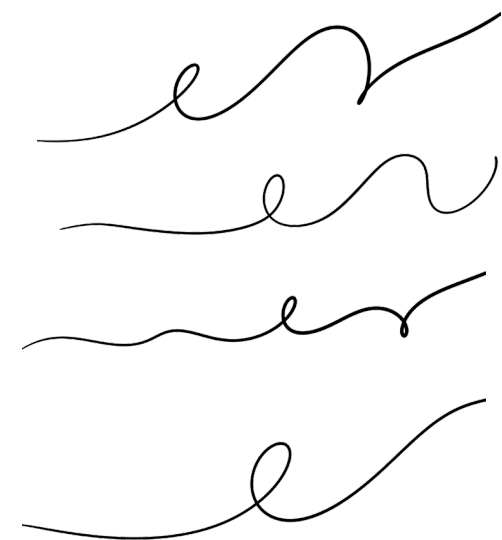


Icons

FINAL ARTIFACT

Branding- Imagery

All illustrations were drawn by me to have a more organic and consistent style throughout the app. The hand-drawn subtle line art is accompanied by bold font. Joining lines and threads represent a connection.



Branding- Font

MUNDIAL

Primary font

For the titles

BOLD

Nine days until the next collaboration

1 2 3 4 5 6 7 8 9 0

REGULAR

Nine days until the next collaboration

1 2 3 4 5 6 7 8 9 0

ITALIC

Nine days until the next collaboration

1 2 3 4 5 6 7 8 9 0

INTER

Secodary font

For the body text

BOLD

Nine days until the next collaboration

1 2 3 4 5 6 7 8 9 0

REGULAR

Nine days until the next collaboration

1 2 3 4 5 6 7 8 9 0

ITALIC

Nine days until the next collaboration

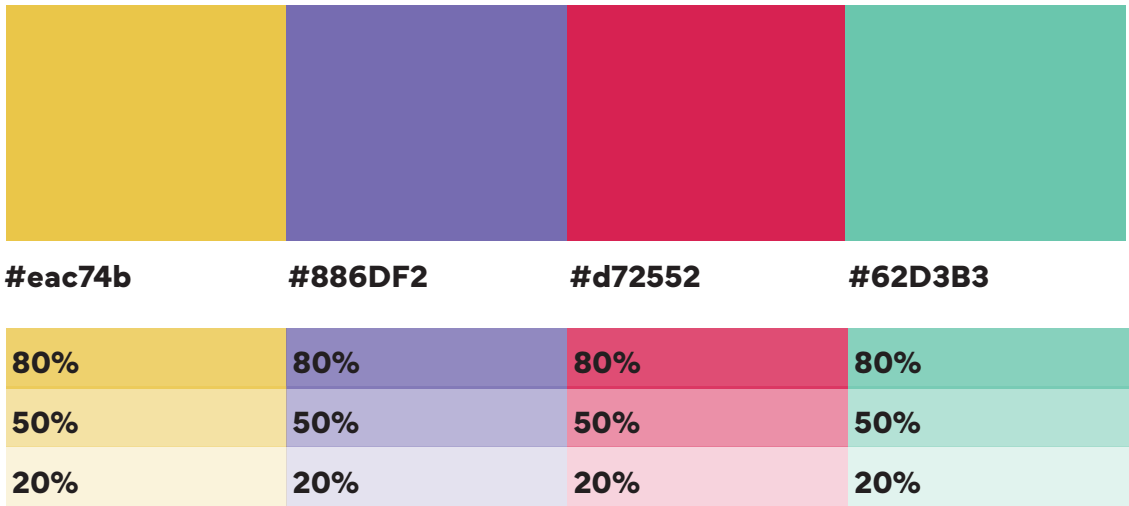
1 2 3 4 5 6 7 8 9 0

FINAL ARTIFACT

Branding- Colour

The color palette was inspired by artistic paintings with vivid colors and was chosen to also inspire other artists.

PRIMARY



SECONDARY



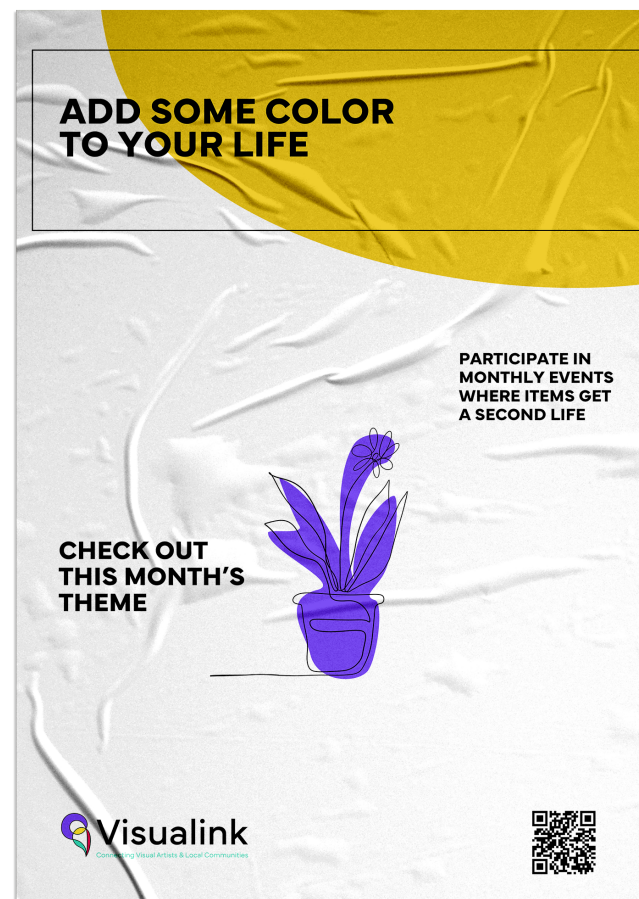
FINAL ARTIFACT

Merchandise



FINAL ARTIFACT

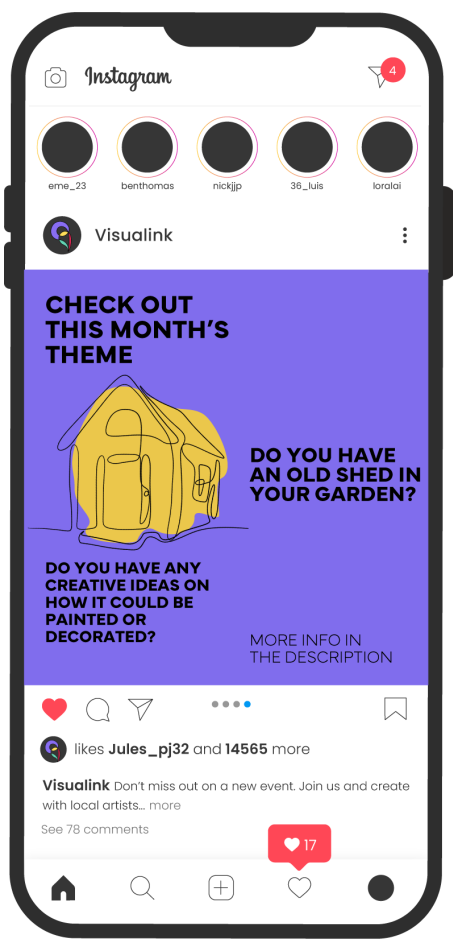
Marketing



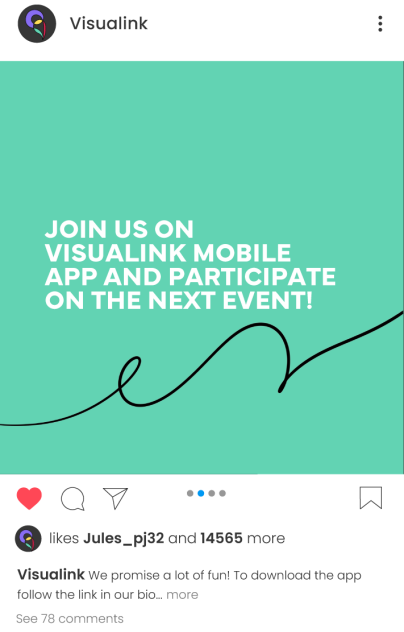
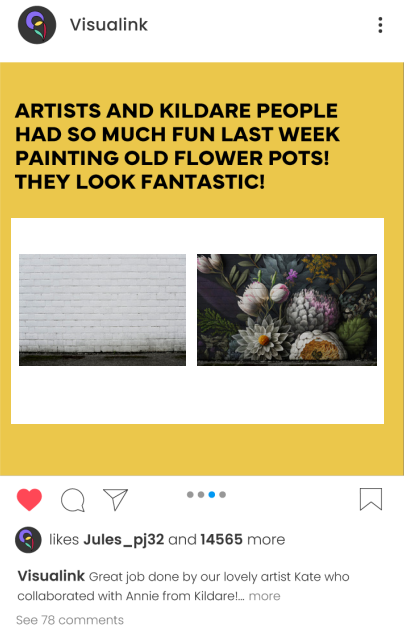
Poster design



Poster design

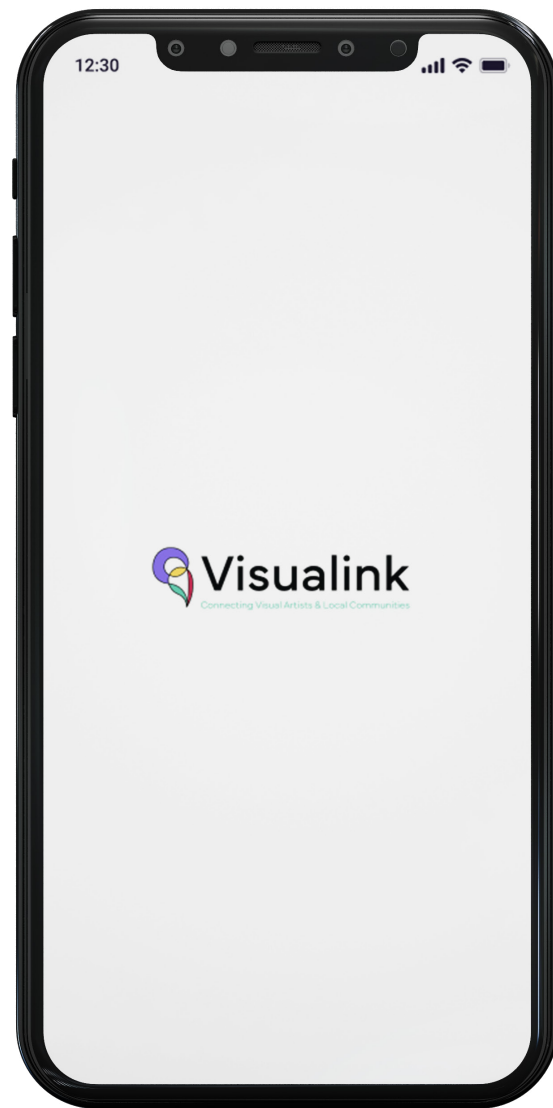


Instagram post

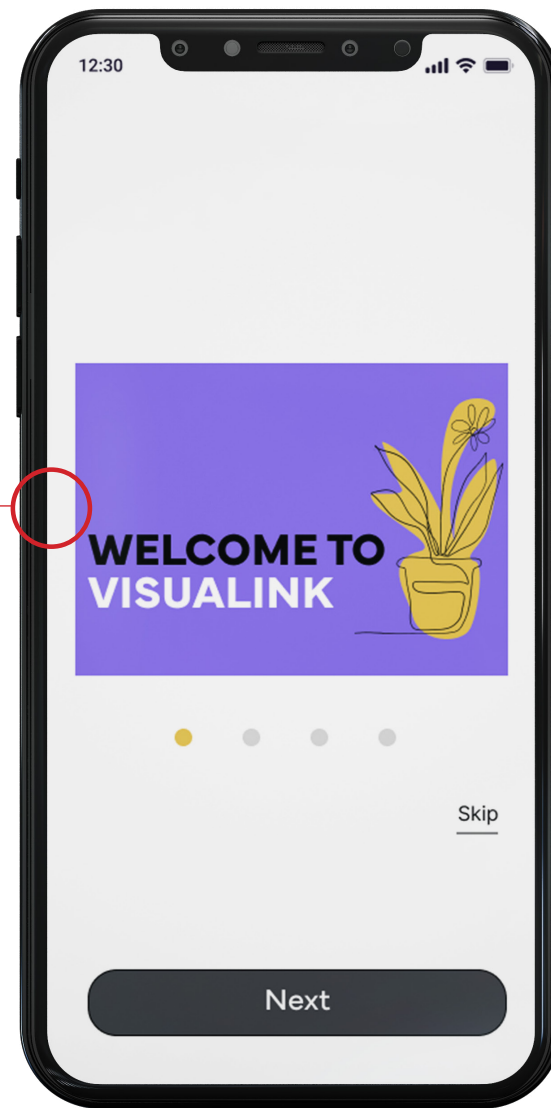


FINAL ARTIFACT

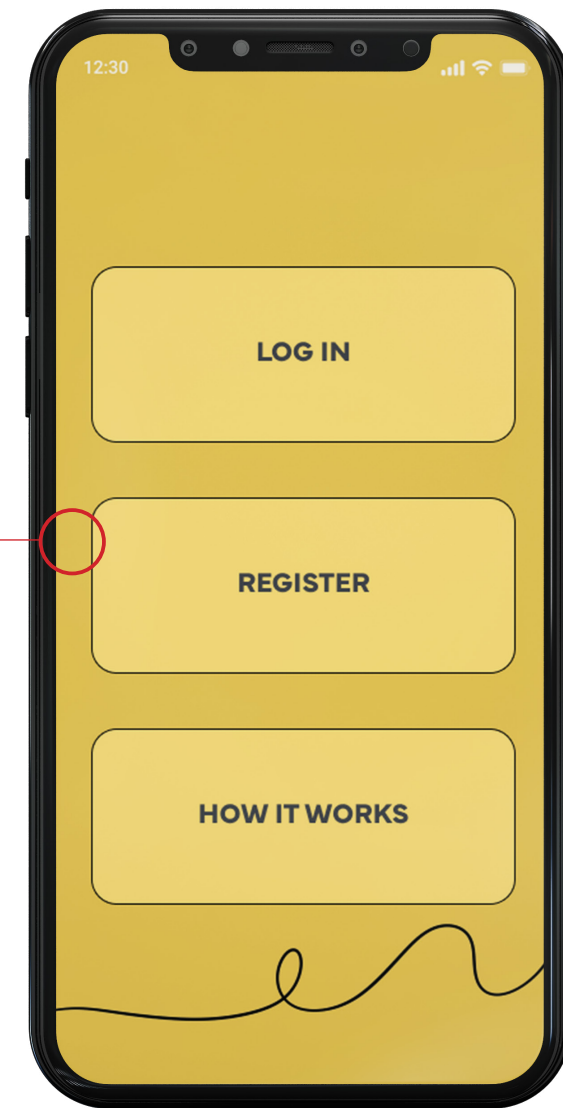
High Fidelity Prototype



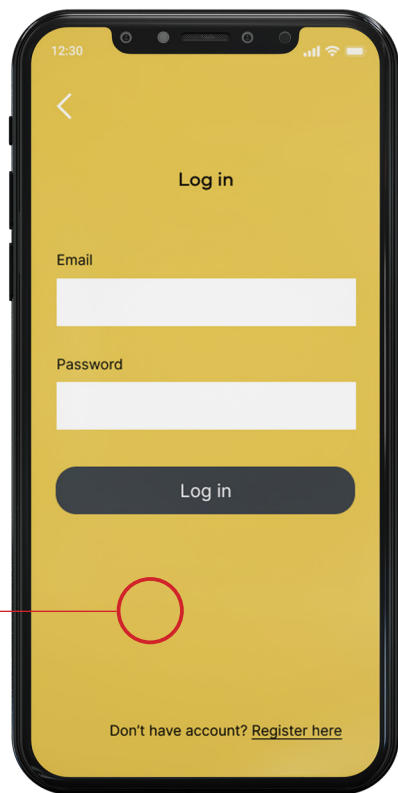
**LAUNCH SCREEN -
ANIMATED LOGO**



WELCOME MESSAGE



**OPTIONS TO LOG IN,
REGISTER, OR WATCH A
DEMO**



12:30

<

Log in

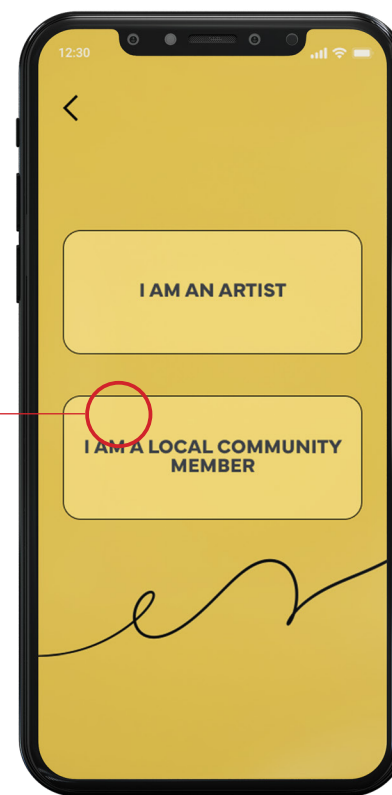
Email

Password

Log in

Don't have account? [Register here](#)

LOG IN



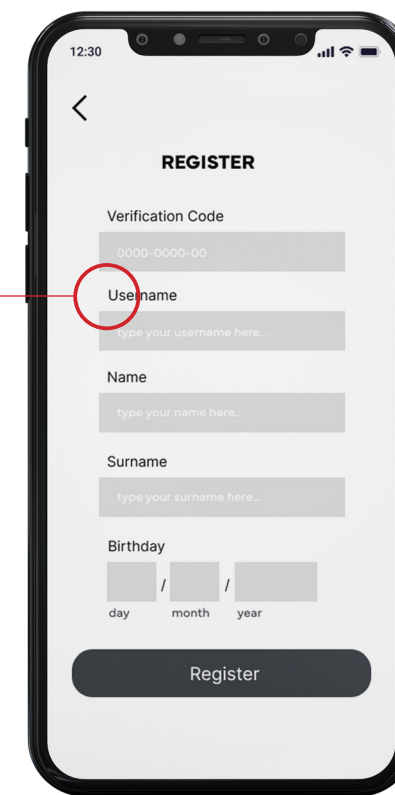
12:30

<

I AM AN ARTIST

I AM A LOCAL COMMUNITY MEMBER

REGISTER AS
AN ARTIST
OR LOCAL
COMMUNITY
MEMBER



12:30

<

REGISTER

Verification Code

0000-0000-00

Username

type your username here...

Name

type your name here...

Surname

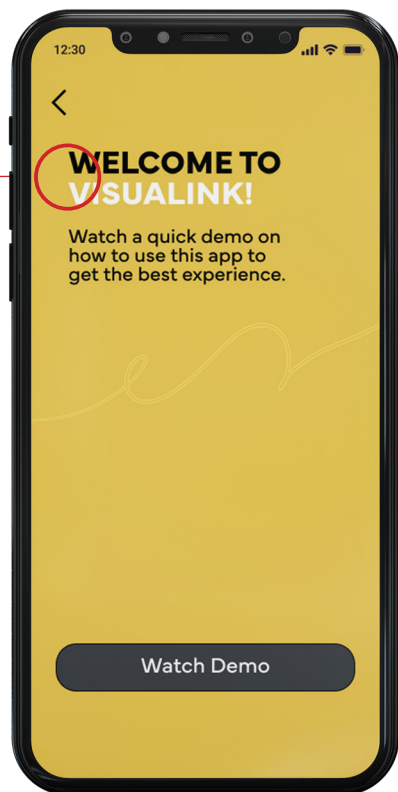
type your surname here...

Birthday

day / month / year

Register

REGISTRATION
FORM



12:30

<

WELCOME TO
VISUALINK!

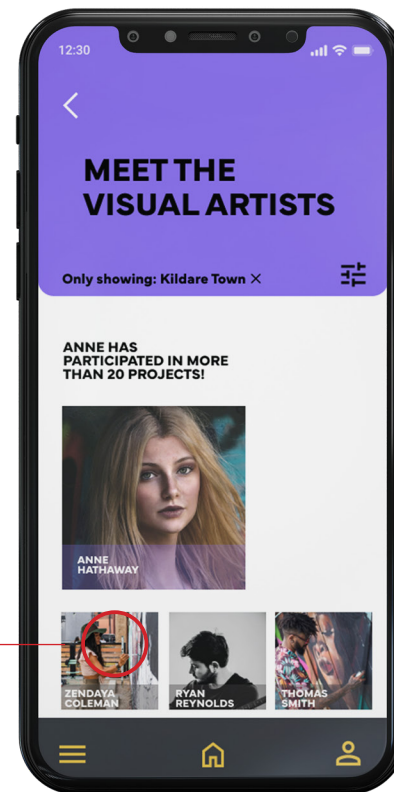
Watch a quick demo on
how to use this app to
get the best experience.

Watch Demo

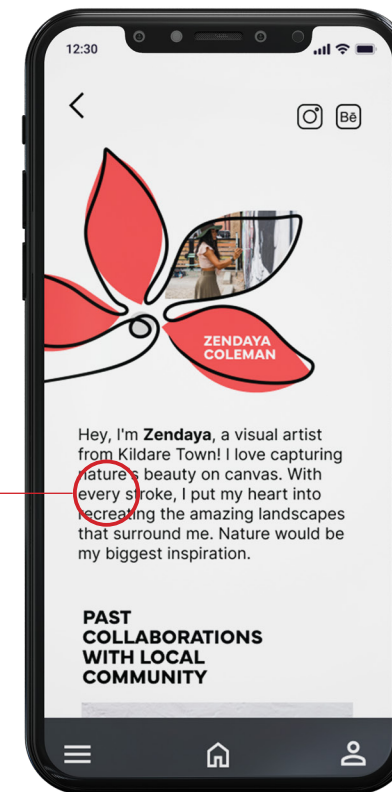
DEMO



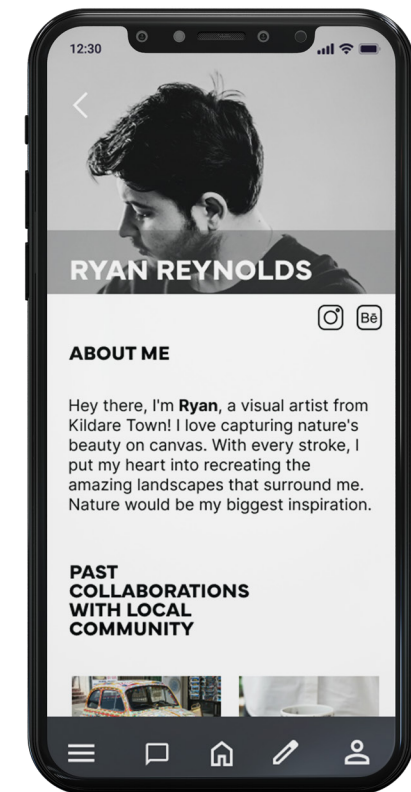
HOME SCREEN. NO ACTIVE PROJECT



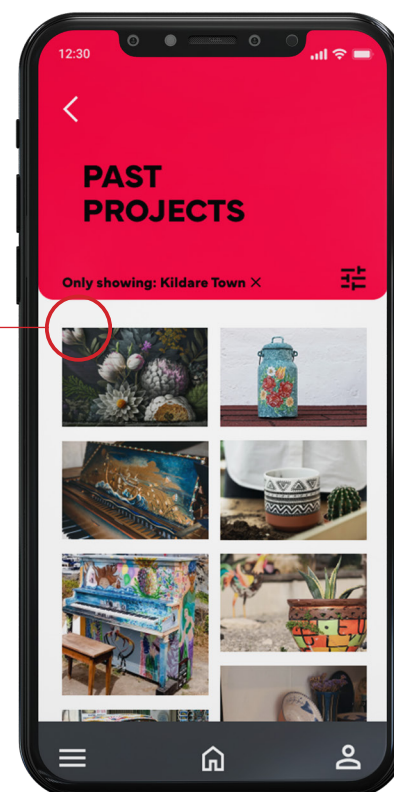
ALL PARTICIPATING VISUAL ARTISTS



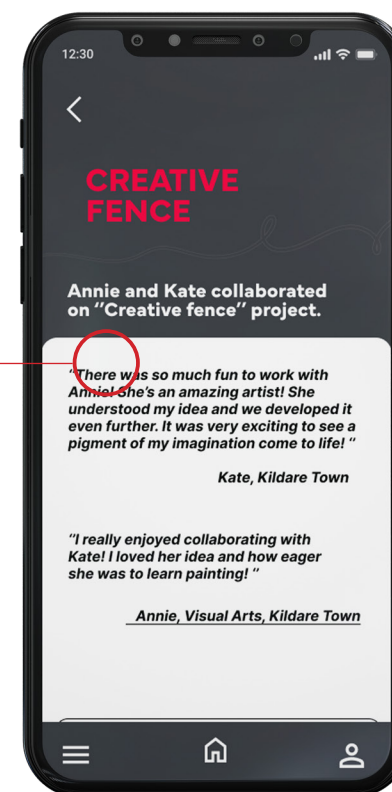
PUBLIC PROFILE -ABOUT ARTIST



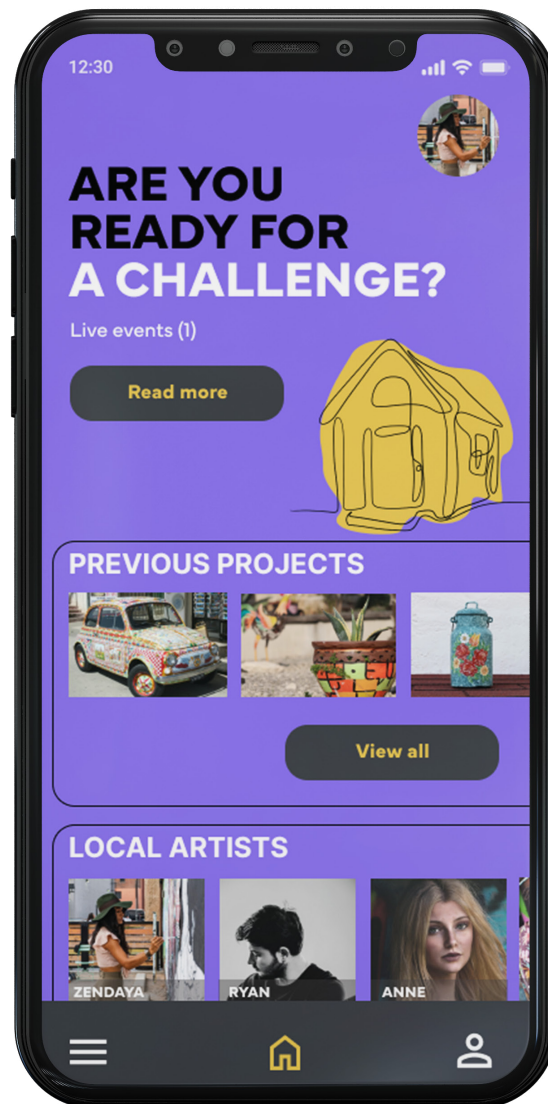
PUBLIC PROFILE -ABOUT ARTIST



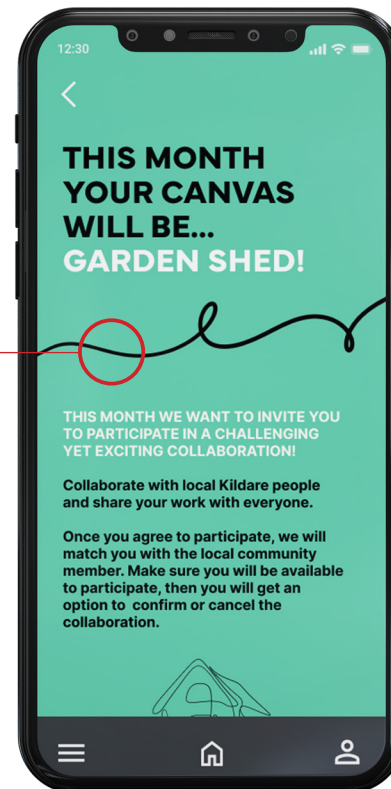
GALLERY OF PAST PROJECTS



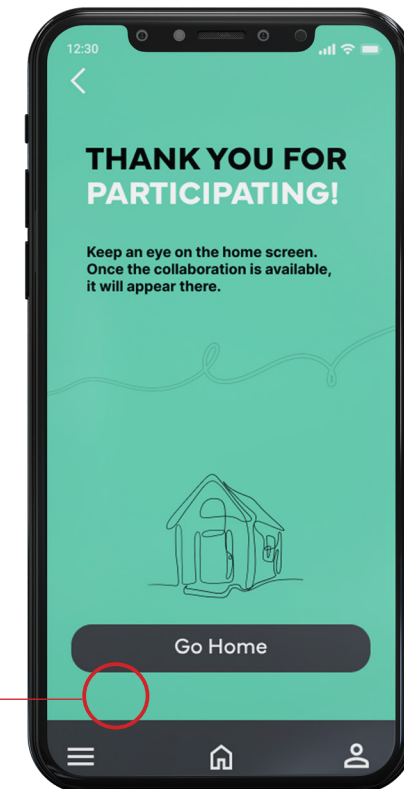
GALLERY OF PAST PROJECTS



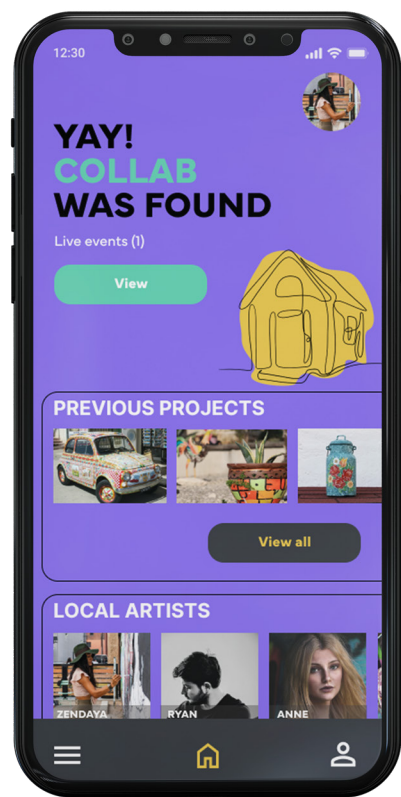
HOME SCREEN -
PROJECT APPEARS



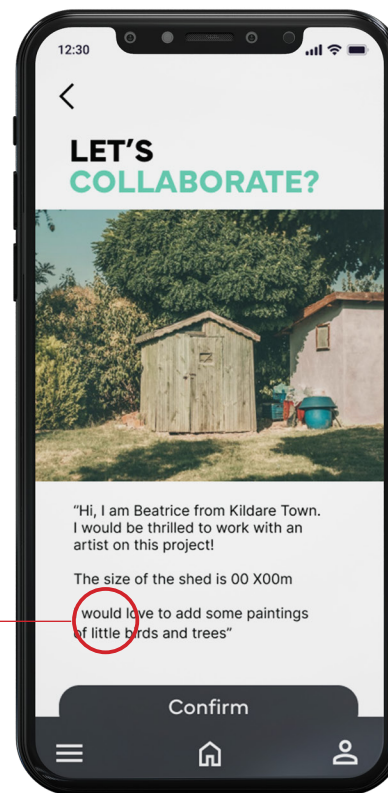
PARTICIPATE



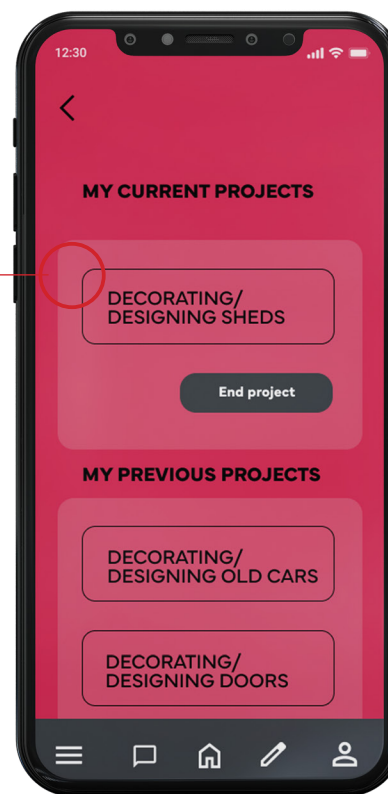
PARTICIPATION
CONFIRMED



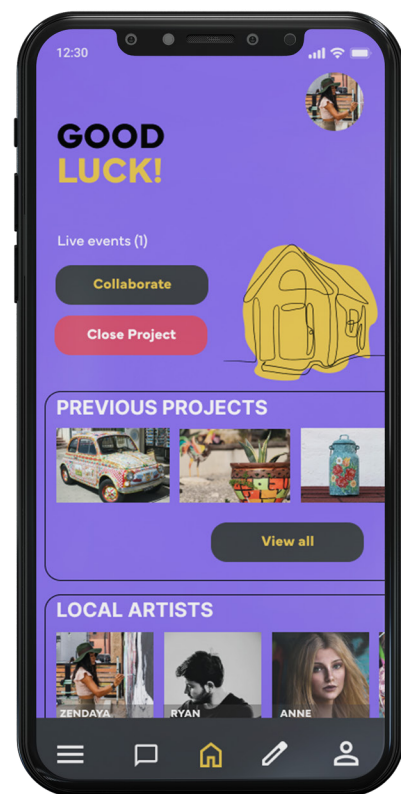
**HOME SCREEN.
COLLABORATION WAS
FOUND**



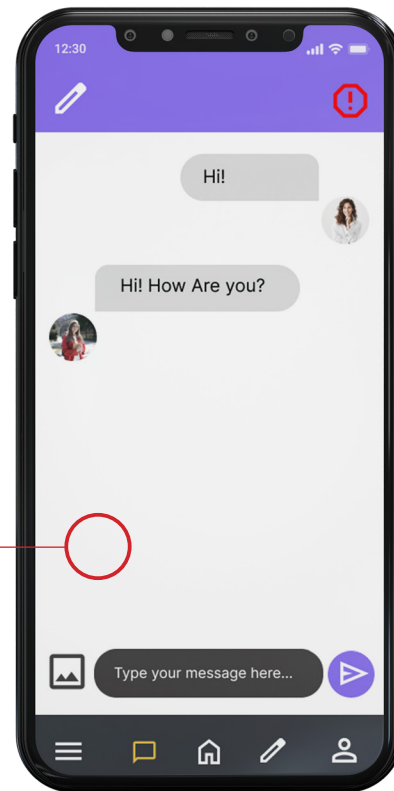
**CONFIRM
COLLABORATION
WITH THIS MEMBER**



**ACTIVE PROJECTS,
PAST PROJECTS, END
CURRENT PROJECT**



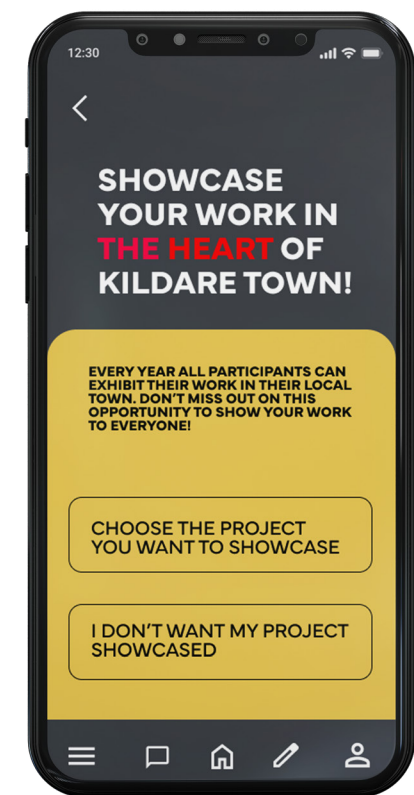
HOME SCREEN.
COLLABORATE OR
END PROJECT



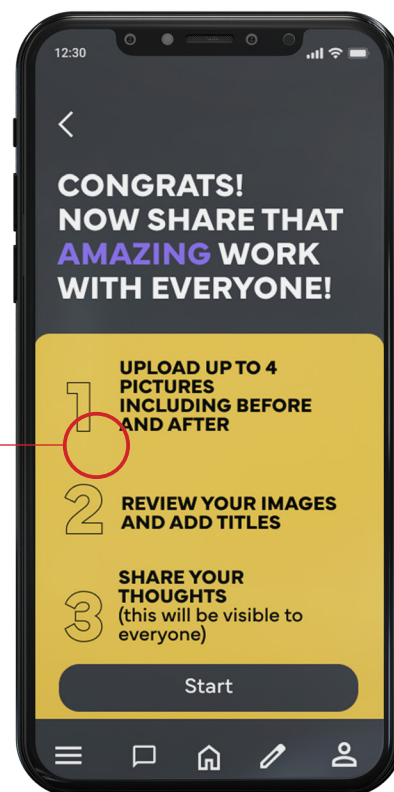
CHAT AND SHARE
IDEAS OR MAKE
ARRANGEMENTS



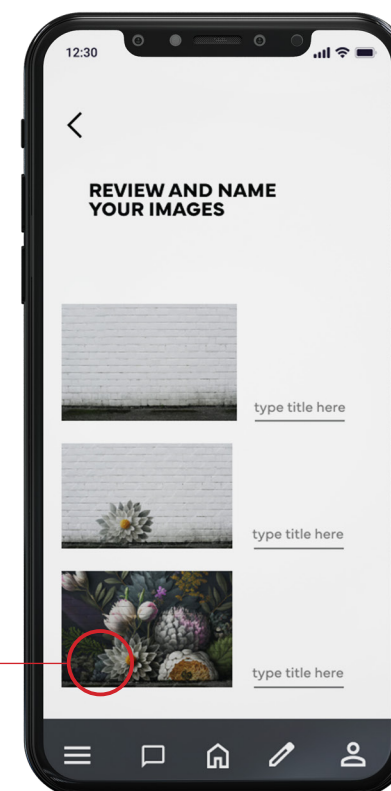
DRAWING BOARD
TO IDEATE

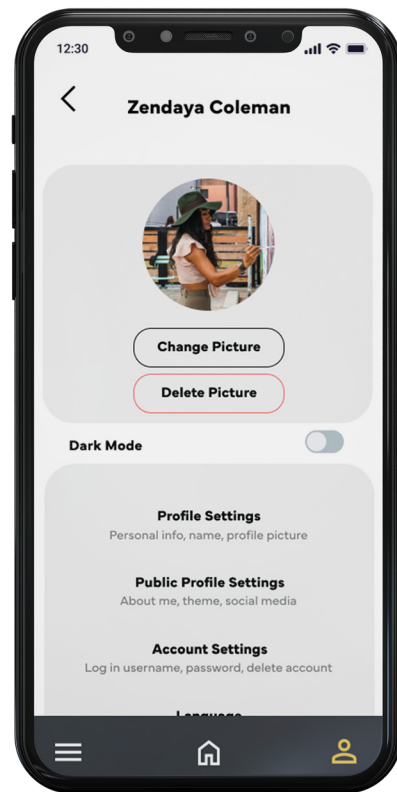


POSSIBILITY TO
EXHIBIT A PROJECT
IN PUBLIC SPACE

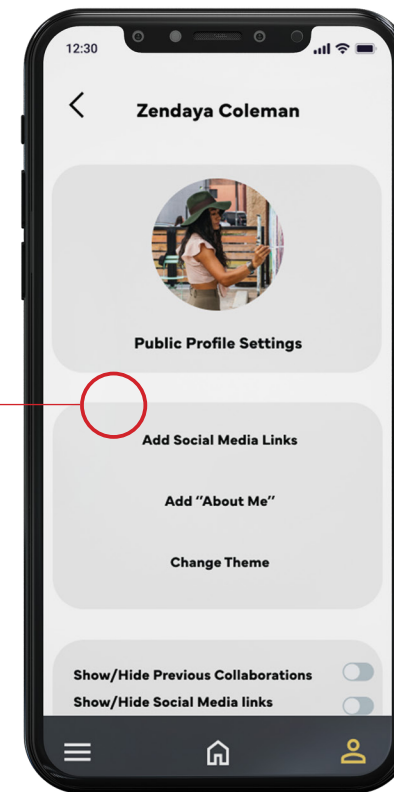


STEPS ON HOW TO
END AND SHARE
THE PROJECT

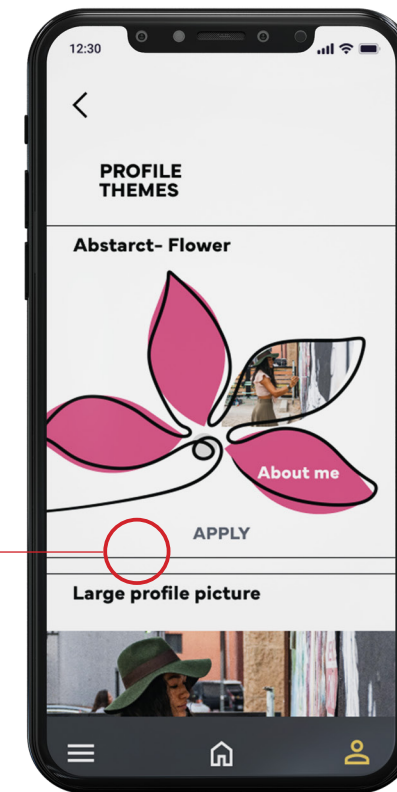




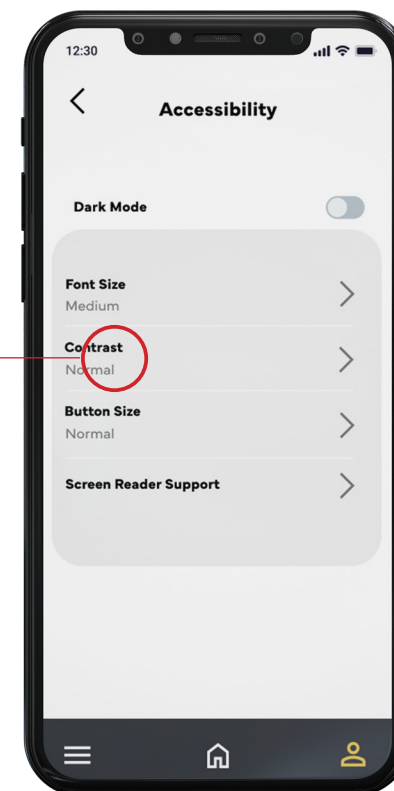
PROFILE & SETTINGS



PUBLIC PROFILE
SETTINGS

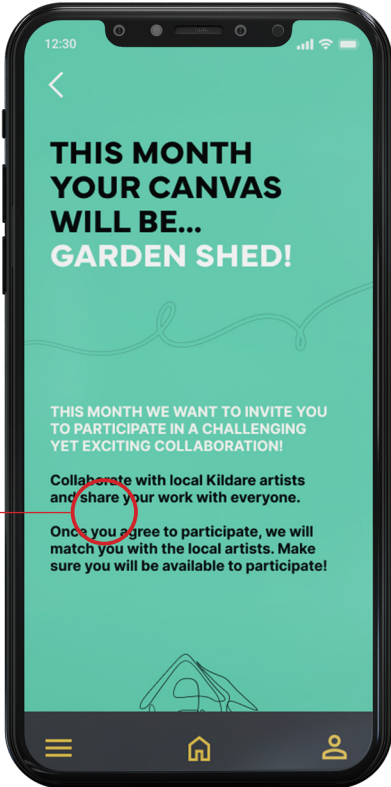


PUBLIC PROFILE
SETTINGS, CHANGE
THEME

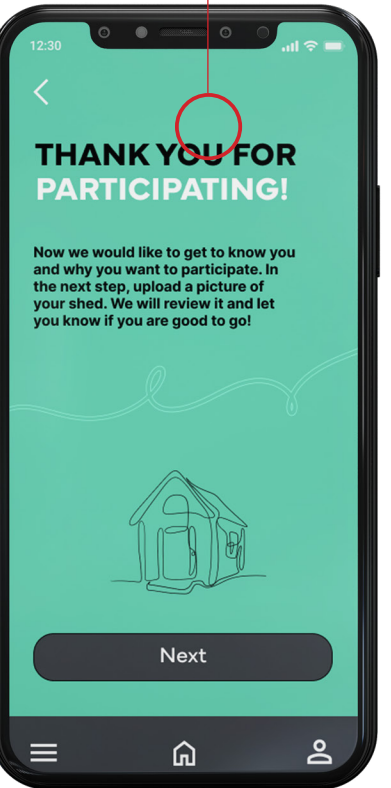
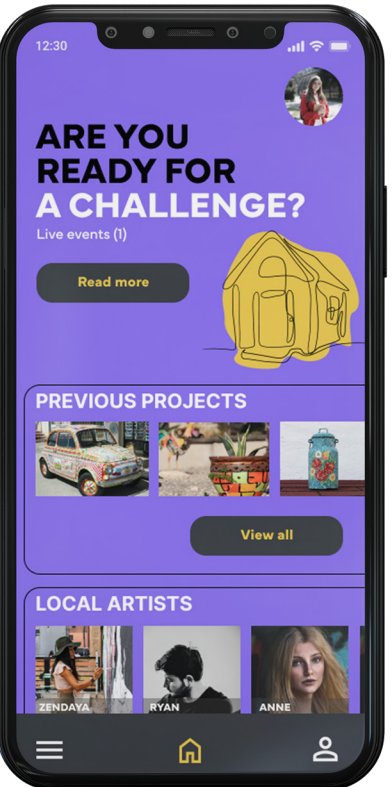


ACCESSIBILITY
SETTINGS

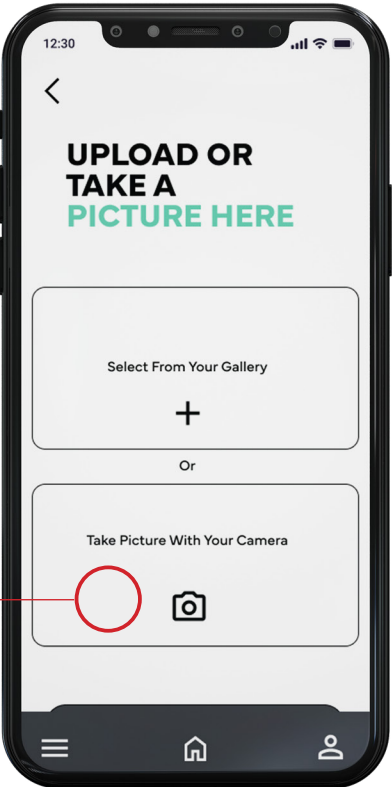
EXTRA SCREENS
BASED ON THE LOCAL
COMMUNITY MEMBER
PERSPECTIVE



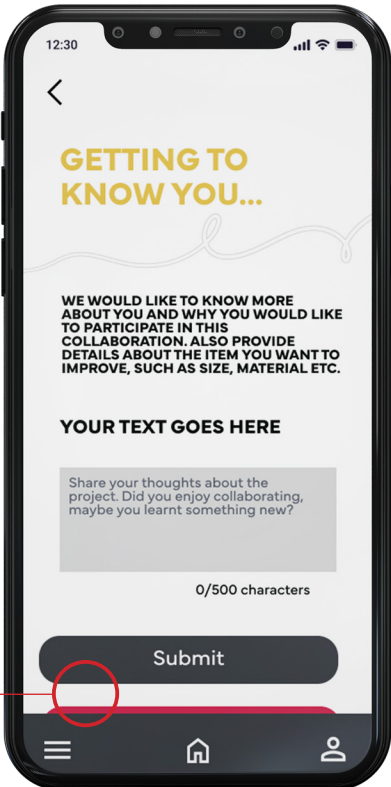
PARTICIPATE



COMPLETE TO
PARTICIPATE



UPLOAD AN
IMAGE OF AN
ITEM/OBJECT



SAY SOMETHING
ABOUT YOURSELF

Scan QR to see the
full prototype



CONGRATS!
NOW SHARE THAT
AMAZING WORK
WITH EVERYONE!

1
UPLOAD UP TO 4
PICTURES
INCLUDING BEFORE
AND AFTER

2
REVIEW YOUR IMAGES
AND ADD TITLES

3
SHARE
THO (this
every

12:30

12:30

THANK YOU FOR
PARTICIPATING!

Keep an eye on the home screen.
Once the collaboration is available,
it will appear there.

12:30

LET'S
COLLABORATE?



from Kildare Town.
work with an
20m

12:30

ARE YOU
READY FOR
A CHALLENGE?

Live events (1)

Read more

PREVIOUS PROJECTS

View all

LOCAL ARTISTS

PA
PRO

Only showing: Kildare To



12:30

CREATIVE
FENCE

Annie and Kate collaborated
on "Creative fence" project.

"There was so much fun to work with
Annie! She's an amazing artist! She
understood my idea and we developed it
further. It was very exciting to see a
of my imagination come to life!"

Kate, Kildare Town

ating with
now eager

12:30



ZENDAYA
COLEMAN

Hey, I'm **Zendaya**, a visual ar
from Kildare Town! I love r
nature's beauty on can
every stroke, I put m
recreating the am
that surround m
my biggest in

FINAL ARTIFACT

Design Rationale

LOGO

An animated version of the logo where two threads come from different sides, tangle and form a logo shows the meaning behind the logo. Threads represent the visual artists and the local community and a connection is formed.

The logo represents an art piece which was created because of collaboration.

The brand name VISUALINK is a combination of two words visual and link. It represents a link between visual artists, the local community and visual arts.

THE COLOR

The colour palette was inspired by artistic paintings with vivid colours and was chosen to also inspire other artists.

ILLUSTRATIONS

All illustrations were drawn by me to have a more organic and consistent style throughout the app. The hand-drawn subtle line art is accompanied by bold font. Joining lines and threads represent a connection.

THE FONT

The font conveys the values of the brand as it “is a typeface for this time in which individual identity marks, are the best aid to build a world together”. The font is bold but at the same time friendly and is easy to read as it is clear.

Mundial font supports the hand-drawn line art as each of its styles was also hand-drawn.

Inter font is being used for the body text because of its clarity.

THE DESIGN

The design was meant to be creative and inspiring. The hand-drawn illustrations are simple so that users who are not confident with their artistic skills won't get overwhelmed. The use of strong, bright colours were used to inspire creativity.

CHAPTER SEVEN

07

REFLECTION

Research Overview

The research showed the impact of collaborative and participative art between the local communities and artists, furthermore, it highlighted the benefits of participating in art on certain groups of people, such as the elderly and children. The lack of literature regarding artistic events happening in Kildare Town indicated a low engagement in creative events.

The interviews were conducted with individuals who work in a creative field and have a deep and broad knowledge of the subject. They helped to identify the impacts of collaborative creative events in real-world practice, the limitations and challenges that are stopping communities from participating in such events, the characteristics of successful art-based events and the benefits of artists collaborating with local communities.

The analysis of the qualitative data revealed that to create a successful artistic event or happening it is important to provide a safe space for the participants, where they can feel relaxed and feel ownership of the place. The creative event/project has to be engaging and fun, accessible for everyone. It needs to provide opportunities for people to make meaningful connections and keep up with what is relevant now.

The survey conducted with local Kildare people indicated the barriers that the local community faces. Lack of time, creative events, and financial constraints were the most mentioned.

Having assessed various design opportunities which were identified with rigorous research, the next stage involved exploring a design solution which would solve the problem:

How might we enhance the connection between the Local Artist and the Local Community and impact the community's understanding of the artist's value within Kildare Town?

Design Solution

I believe that my design solution solved the problem identified with the research. The design solution provides a safe space for local communities and local visual artists to collaborate on creative events, furthermore, it acts on what is relevant now, which is sustainability, as a core idea is to bring a community member and artists to work together on renovating or decorating an item that the resident own. This simple idea allows the artist to meet new people, connect to the local community, add more projects to their portfolio, and be spotlighted on the app. It shows the value artists can bring to the local community.

Limitations

The biggest challenges were faced while collecting qualitative and quantitative data as there was a lack of response from potential participants, and the total number of interviews conducted was two. Assumptions lead to believe that the information gathered from a small number of participants might not provide the answers to a research question established before commencing the qualitative data collection, nevertheless, the interviewees were knowledgeable in the arts field and were able to provide comprehensive responses and fulfil predetermined research objectives. Due to a late start of the interviewing stage (ethics clearance being signed late, time limitations and the challenges mentioned above), the decision was made to suspend the qualitative research. Additionally, the anticipated sample size for the survey was around 40-50 people, but because of time constraints and no access to relevant people, the survey was limited to a narrow number of residents. It was presumed that the survey would encompass a diverse spectrum of demographics, including individuals of various age groups and an equal amount of female and male participants. Due to the limitations faced, only 19 responses were collected

Recommendations

I believe that Visualink could work as one of the Arts Council's initiatives and would benefit other towns.

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