



# End-user engagement workshops at Limerick Institute of Technology, Clonmel, Ireland

A 4HCREAT Project Report

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## Introduction

The quadruple helix framework advocates the coming together of industry, university, government and civic society (the four helices) at a regional level to stimulate and advance innovation and regional growth. The 4HCREAT Interreg project is particularly interested in the application of this framework while focusing exclusively on the Creative and Cultural Industries (CCIs) and involving Generation Z as the “civic society representative”. In addition, the project seeks to exploit and explore opportunities arising from digital technology and economy.

To this end, Limerick Institute of Technology (LIT), one of seven 4HCREAT project partners, conducted a series of end-user co-creation workshops involving local government, 3<sup>rd</sup> level education, CCI and Generation Z actors. The workshops sought to “jointly either identify, co-design or test new tools, products or services” while also supporting the projects main objective of increasing collaboration amongst the four helices and strengthening innovation capacity.

The Clonmel campus of LIT has a focus on digital arts and creativity, particularly Animation, Game Art & Design and Media & Design. As such, LIT organised end-user co-creation workshops around these three themes. This very much complimented a regional government focus on Digital Media that had been identified<sup>1</sup> as a smart specialisation as part of the FP7-funded eDIGIREGION<sup>2</sup> project.

All workshops were run as part of a week-long festival entitled Design Clonmel which sought to engage and educate young people and the wider community in digital art and design.



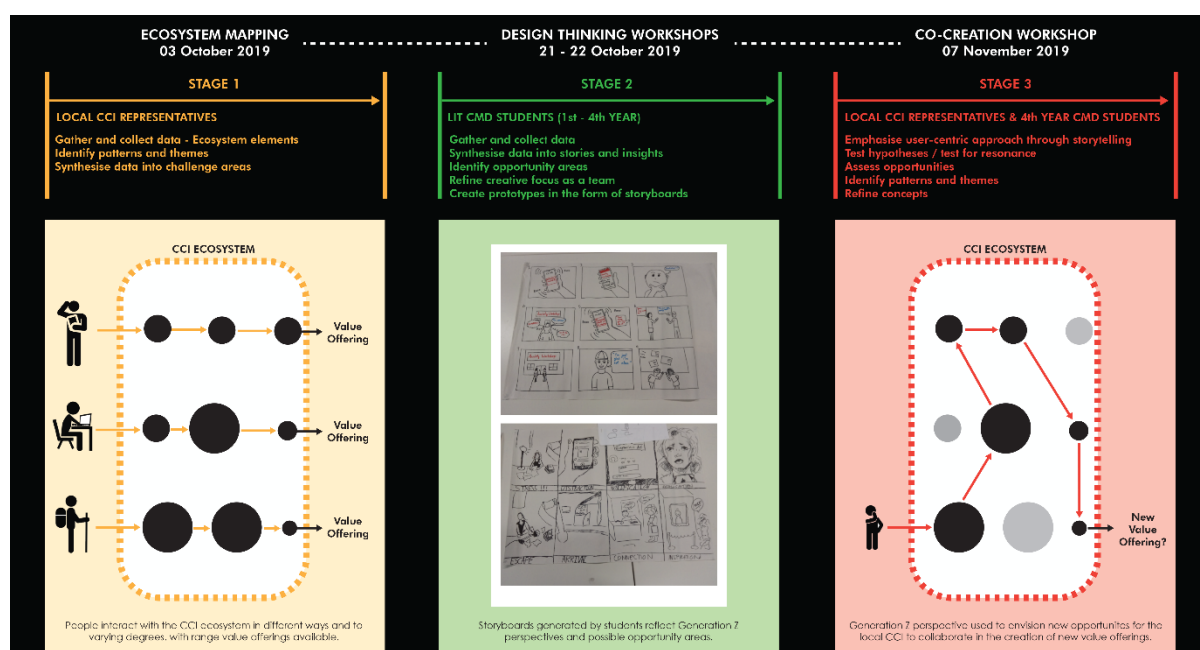
Note: You can listen to an interview with John Hannafin about Design Clonmel and the 4HCREAT project at the following link. The interview was conducted by Kind Creative for the South Tipp Arts Podcast. <https://www.youtube.com/watch?v=q11OxmO1X-0&feature=youtu.be>

<sup>1</sup> South-East Region Action Plan for Jobs 2015-2017, <https://www.regionalskills.ie/regions/southeast/action-plan-for-jobs-south-east-region-2015-2017.pdf>

<sup>2</sup> <https://www.edigiregion.eu/>

## Design co-creation workshop series

A series of design co-creation workshops were held in LIT Clonmel, hosted by Killian O'Brien<sup>3</sup>, that brought together local Creative and Cultural Industries, from both the private and public domains, with Generation Z. Approximately twenty-five Generation Z participated along with fifteen local CCIs.



The series commenced with an 'ecosystem mapping' workshop attended by local CCIs. The objective of the workshop was to immersing participants in the larger context of the local CCIs, rather than individual siloes, by mapping out the local ecosystem at a high level. The workshop also sought to open up a 'space' for a new perspective to be provided by Generation Z. To this end, the CCI participants identified the following challenge:

*How might the **local CCI** extend its influence to **Generation Z** audiences?*

The second stage of workshops in the series was conducted over two days and saw approximately twenty five Generation Z participants go through a facilitated Design Thinking process and create storyboards of high-level concepts that would act as a basis for co-creation in the final workshop of the series.

The participants reflected on the local CCI ecosystem and the pain points and goals the CCIs had articulated in the initial workshop. In an iterative fashion, the participants brainstormed around the challenge provided and developed personas, scenarios, insights and how-might-we (HMW)

<sup>3</sup> <https://killianobrienstrategy.com/about>

questions. The HMW questions that were selected to be presented back to the CCIs in the final workshop were:

- How might the local CCIs support Generation Z in coping with their everyday anxiety?
- How might the local CCIs facilitate Generation Z in being climate conscious activists?
- How might the local CCIs support Generation Z in being social media content creators?
- How might the local CCIs support the promotion of Generation Z's visual art?



Figure 1: Generation Z being briefed during the second workshop

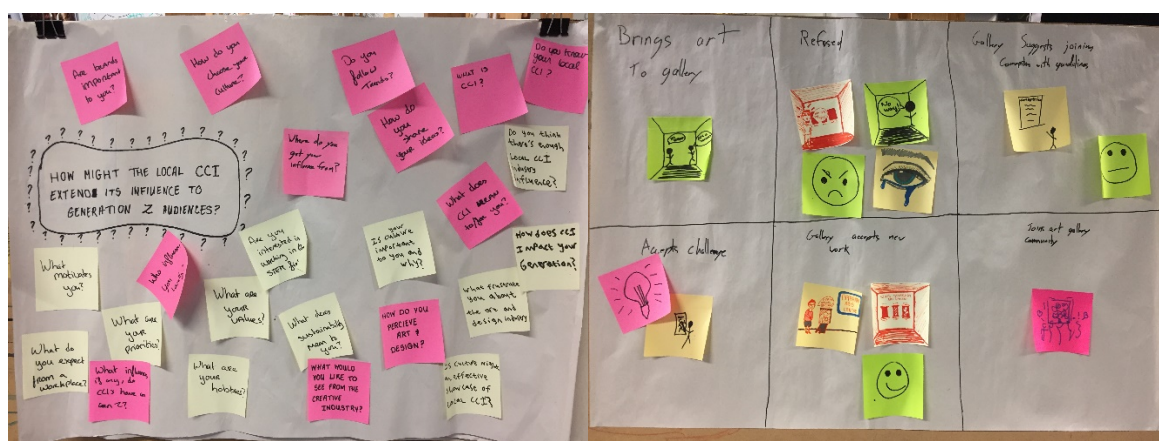


Figure 2 Developing scenarios

The final workshop of the series brought together a representative group of Generation Z participants from the previous workshop and local CCIs. The personas, insights and HMW questions were presented and discussed and opportunities were sought on how to further co-create around some or all the HMW questions.

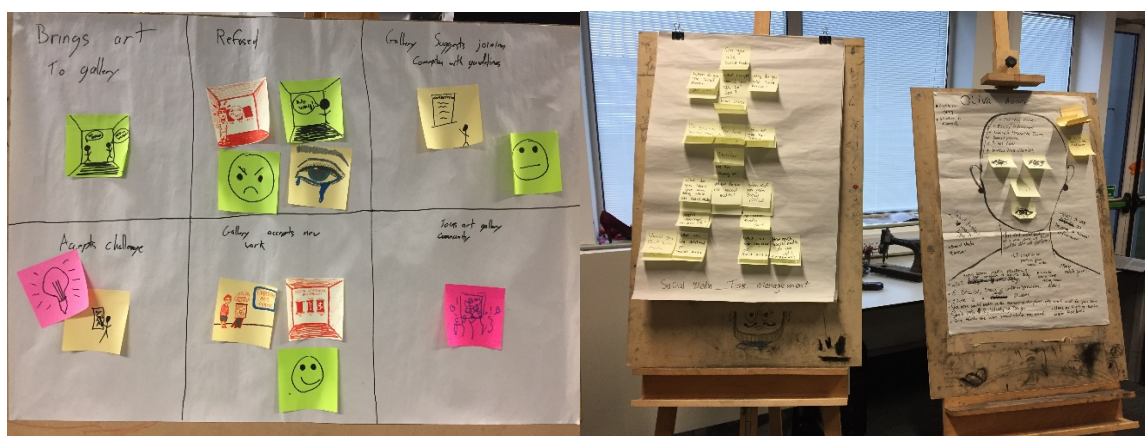


Figure 3 Presenting to CCIs

All involved felt very positively about how the process had gone and felt there were definite opportunities identified for CCI services and products to be created.



Note: Eimear King, one of the local CCIs that participated in the workshop, is a podcaster who following the workshop interviewed Killian about the process. The interview is available at <https://www.youtube.com/watch?v=-H8WyKNIKIM&feature=youtu.be>



## Game co-creation workshop series

Two one-day game co-creation workshops were run during the Design Clonmel festival. The first workshop was held on the 24<sup>th</sup> of October which brought together twenty-two Generation Z participants with award winning board game designer, and IMIRT<sup>4</sup> board member, Robin David<sup>5</sup>. Working with Robin, the participants co-created new and alternative board game mechanics and prototyped their designs. Three potential table-top game designs emerged.

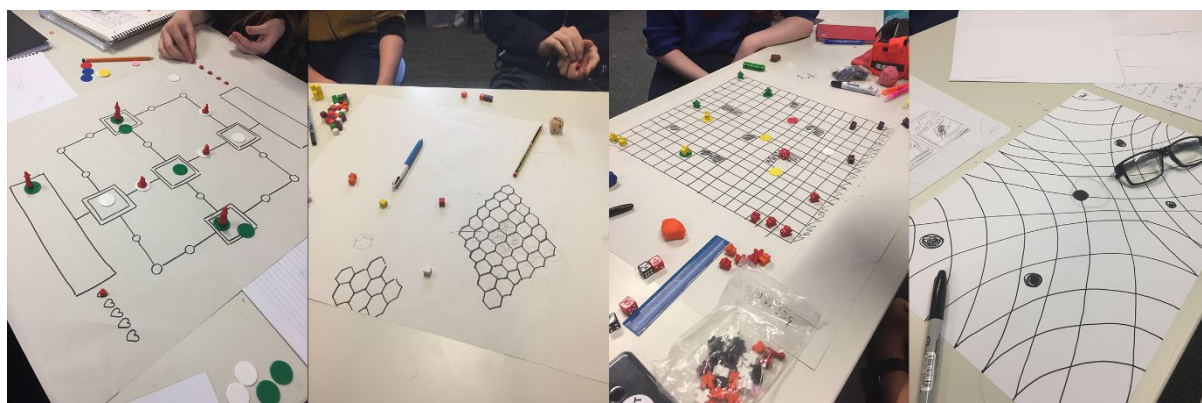


Figure 4 Prototyping game designs

The second workshop was held on the 31<sup>st</sup> of October and focused on the co-creation of digital games. The workshop was facilitated by Mr Adrian Fielding, a game designer and educator, and utilised the Unity<sup>6</sup> game Engine. Approximately fifteen Generation Z participants from regional secondary schools attended and were assisted in the challenge of co-creating a game level using an existing set of game mechanics and game art.

The participants succeeded in creating six functional game level prototypes.

<sup>4</sup> IMIRT, an associate project partner, is the Irish Game Makers Association <http://www.imirt.ie/>

<sup>5</sup> <http://www.robin-david.com/>

<sup>6</sup> <https://unity.com/>

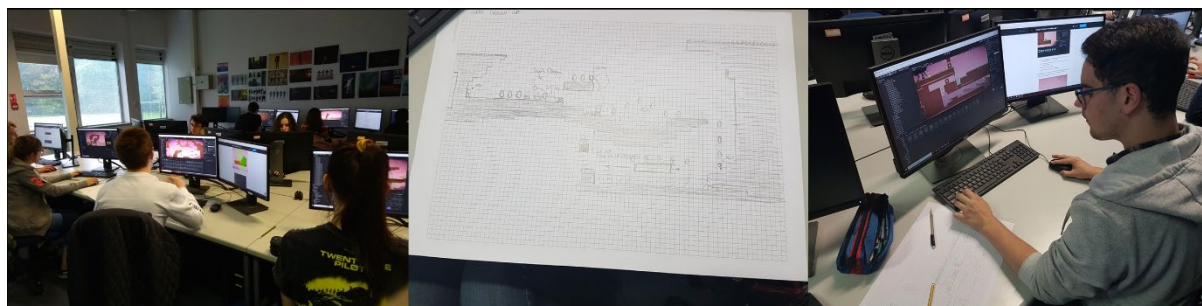
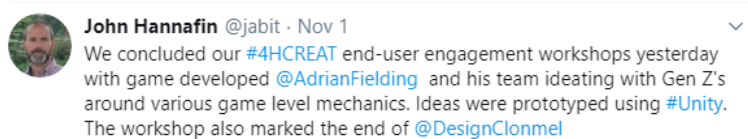


Figure 5 Digital Games Co-Creation Workshop

## Animation co-creation workshop series

Two one-day animation co-creation workshops were run on the 29<sup>th</sup> and 30<sup>th</sup> of October. The workshops were facilitated by two animators from the award-winning Paper Panther Studio<sup>7</sup>. Paper Panther are known for their “unique visuals, use of materials, original storytelling and love of classical techniques.” The workshops were attended by two different cohorts of Generation Z, one from LIT and the other from regional secondary schools.



<sup>7</sup> <https://www.paperpanther.ie/>

Participants worked on a prompt sheet supplied by the facilitating animators aimed at co-creating product marketing content using stop motion animation. Over the two days thirty Generation Z's participated in the workshops.

## Conclusion

Over the course of three focused workshop series approximately ninety Generation Z participants worked with twenty Creative & Cultural Industry professionals to co-create various CCI products and services. While the process and the engagement by all was deemed positive there is no doubt that the task of sustaining the co-creation projects remain. However, the collaborative engagement by all, in particular local CCIs in the framing of their challenge for Generation Z during design co-creation workshops, has instilled an enthusiasm for continued and future partnerships.