Make

Culture, Structure and Growth

Exploring the nature of your approach and creating a value led ethos

ARTS IN MORAY

Visualise your approach

Explore the unique nature of your approach

This section uses visual metaphors and 'thinking through making' to explore three core aspects or 'natures' of your approach. This section builds on the values which underpin your work and gives you time and creative space to think about in more depth about some of the core elements which support the work you do

It is an opportunity to work intuitvely and let your hands do the thinking!

Making something challenges us to resolve competing elements into a single image or artefact and encourages holistic thinking - Don't worry if it feels uncomfortable at first; it is about accessing different ways of thinking, not making great art. Give it a try!

If you are working with others, this can be a fun group activity to help you co-create an approach framework to help you align around the core elements of your work together - The culture you want to create, the work you want to grow together and the structures which will support that.

Activities

3. Visualise your approach - Think through making and have fun exploring the different natures of your project using visual metaphors, taking inspiration from the natural world.

4. Manifesto maker - Communicate your unique approach and ethos.

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Visualise your approach

Instruction Sheet

You will need:

- **The image prompt sheet or your own collage materials**
- **Pens, pencils, scissors, glue stick and any other art materials you might want to try**
- **The three 'natures' canvases**
- **A willingness to have fun and let your hands do the thinking!**
- **Sticky dots for voting if working in a group**

30-60 mins

Step 1:
Gather the things you need and find a quiet space where you won't be disturbed

Step 2:
Refer back to page 2 of the toolkit introduction and look at the approach framework. Read the descriptions of each nature; during this activity, you will be exploring your own approach to your work or project using visual metaphors and imagery to access new ways of thinking.

Step 3:
Spend around 10 mins on each template (use larger paper if you want). Fill the space using images, drawings, shapes, marks or words, which, for you, visually describe the 'nature' you are working on. You can use the image prompt sheet or your own materials.

Step 4:
When you have covered each of the three templates with images, go and have a cup of tea or a short break so that you can come back and see them with fresh eyes.

Step 5:
After a break, pin each image up on the wall or lay them out in front of you so you can see all three.

Step 6:
Circle, highlight, or simply notice the most relevant areas within each canvas you have created. Feel free to make notes or add to the images in anyway which feels useful.

Step 7:
Take a moment to choose three words or phrases for each canvas that best describe the qualities your images are trying to convey.

Step 8:
If you are working with others, find a wall and create a gallery to present your canvases. Group them in the three themes of culture, structure and growth.

Step 9:
Take it in turn to share your canvases and the three keywords you have chosen. Allow time to discuss together and find the points of alignment and difference within the three areas.

Step 10:
Go to the approach canvas on Page 5 and fill in each area with the words or symbols you have chosen for each area.

Top Tip!
If working in a group, use a mix of sticky dot voting and discussion to choose words for each area.

Some image prompts!

Culture

What types of relationships do you want to build, and how do you want to relate?

What three words best describe the images you have created?

Growth

How do you want your work to grow?
Is it explosive, incremental, networked, linear, circular, multi-directional?

What three words best describe the images you have created?

Structure

How would you visualise the kinds of structures which would support your work?
Is it closed and contained? Open & loose? Is it networked or linear?

What three words best describe the images you have created?

Manifesto Maker

Instruction Sheet

You will need:

- **Your completed approach framework**
- **The 'Manifesto Maker' canvas**
- **A pen or pencil and a highlighter pen**
- **Sticky voting dots if working in a group**

30-60 mins

Step 1:
Place your completed approach framework where you can see it. It may also be helpful to have your completed culture, structure and growth canvases where you can see them too.

Step 2:
Write your chosen values at the top of the manifesto canvas as a reminder while you work.

Step 3:
Fill in the spaces on the manifesto canvas with the words you chose when visualising your approach.

Step 4:
Take 10 mins to write one or two sentences for each word to flesh out their meaning, then take a short tea break.

Step 5:
Re-read what you have written, then go through each section with a highlighter pen and highlight the words or phrases that stand out to you.

Step 6:
Now, have a go at writing a summary sentence or paragraph at the bottom of each of the three sections, which sums up the sentences you have written above.

Step 7:
Use this as a resource to create a manifesto or verbal summary of your individual or group ethos. This will help communicate your approach to others and remind you of your values and ethos when embarking on evaluation or planning in the future.

Example manifesto

Top Tip!
Consider including visual elements when communicating your ethos and approach.

4. Manifesto Maker

Canvas

Name.....

ARTS IN MORAY

Culture

1.

2.

3.

Structure

1.

2.

3.

Growth

1.

2.

3.

I/we want to create a culture which supports/is....

I/we want to create a structure which supports/is....

I/we want to create growth which supports/is....