What’s going on Here?
Exploring Elasticity in Teaching and Learning in the Arts
8TH ELIA ACADEMY

CURIOUSITY
HYBRIDITY
RESEARCH
SOCIAL CHANGE
Charlotte Webb & Fred Deakin
artists / professors / authors of ‘Discovering the Post-Digital Art School’
Discovering the post-digital art school: education for possible futures
ual:

- Brexit
- President Donald Trump
- Soldier in protective gear with fire
- People holding money
- People in life jackets withคราบเรียงที่น่าจะถูกต้อง
- Cause by human fossil fuel consumption.
It is easier to imagine the end of the world than to imagine the end of capitalism.
Today we are canceling the apocalypse!
Post-capitalist imaginary
Alternative attitudes, behaviours, beliefs
ual:
9-5 is dead
Global South 95% cheaper
how will we compete?
15 million UK jobs lost to automation in next 2 decades
Artists and designers
Best placed to survive AND help...
You will either digitally transform your business or you will be replaced by one who has.

Ben Terrett, UAL governor
ual: Disrupt or die.

Fred Deakin & Charlotte Webb    ELIA.06/07/2017    @freddeakin @otheragent
ual: What would a “year zero” arts education look like?
ual:

Futures.

Modual:
ual:

Futures.
ual:

Collaborate

Discover

Demystify

Ideate

Prototype

Exchange
bush’s lovin’ it

How would brands focus on public service messages,
So it's essentially eliminating borders, definitions of gender and other labels.
The UAL Futures Studio is one of these key moments where we can become actors of our life.

Julie Canon
Speculative Pedagogy

imagining possible futures.
Speculation

probability to possibility
Speculation

cross-disciplinary elasticity
Futurism

*it's nothing new*

Clay model of a sheep’s liver, used for teaching divination, Babylon c. 2000 BCE.
Futures Thinking
20th century epistemology
What is my crystal ball telling me?
ual:

Futures Thinking
informed reflection on future changes
ual:

Promote desirable futures
Prevent undesirable futures
Long-term thinking = HOPE
UAL's digital leadership workshop
Why Modual?

Modual is an intensive two week workshop teaching collaborative and digital skills.
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It gives participants direct experience of working in cross-disciplinary teams to produce and pitch their own start-up ventures focusing on positive social change.
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This transforms them from passive digital consumers to active digital creators.
Why Modual?

At the same time it generates new pedagogy by using agile digital practice to develop and deliver this learning experience.
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Thus the workshops are also “laboratories” that generate new digital teaching methods.
Modual so far

Since 2014 six increasingly innovative workshops have been delivered to over 300 students nationally and internationally.
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These workshops were each held inside the studios of various creative industry leaders including:

Mother (advertising agency)
UsTwo (digital agency)
Makerversity (make space)
Somerset House (creative start-up hub)
UAL: Modual so far

Modual has partnered with Manchester and Falmouth School of Art, bringing their students into the workshop online.
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It has also been held in New York (September 2016) and will run in Mumbai (September 2017).
Launch Event
All students together

Day One
Students divide into four 'pods.'
Day Two and Three
Pods each sub-divide into three “client groups” based on common interests.

Day Four and onwards
After briefly uniting as individuals, students then re-divide into various final project teams.
The classroom
The on-screen interface
The remote student experience
What do they make?
**KAF KOW SCOUTS**
Rebecca Thomson, Elly Webb

An interactive theatre experience encouraging mental health awareness among young people.

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**GREENR**
Matthew Lyall, Rolf King, Jordan Gamble, Michael Keeler, Tourokh Anderson, Elly Higman

An app to bring green spaces into everyday urban life.

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**MEET THE MARKET**
Mike Williams, Jock Smith, Natalie Mills, Krista Allen, Ellis Van Der Does, Grazesha Chandratheva

A campaign to support local traders by introducing them to UCD students.

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**ARTSHARE**
Sianne Byrne, Amy, McCraith, Alexandre Salsola, Alexandra meal, Alexander Tachkowska

A digital platform to enable students to collaborate across UCD.

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**MANUAL**
Roisin Connors, Niall Brack, Deirdre Feeney, Doireann Macturk, Leanne Dennehy, Co Curran, Astrid Behrend, Manon Kowalski-Bogen, Sharon Clewes

A social network for creative recycling.

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**SAY SEX**
Lara Renna, James Bell, Arthur Memmese, Angus Dye

A campaign to help young people talk about sexual issues honestly and freely.

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**WEFSE**
Sean Murphy, Chris Tien

An Android-type digital resource for finding cool toilets.

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**THINK BEFORE YOU SPEAK**
Jess Gillk, Morgan Show, Carolina Rejentz

A campaign to raise awareness of the harm caused by verbal abuse.
ENVIRON
Talitha Hughes, Yuechen Jiang
A virtual environment experience for the disabled.

FABRICATORS
Hanna Kolsuvela, Ho Ming Law
A new way to sell second-hand clothes with their previous history included.

HOOK UP UAL
Olga Bogasova, Shoa Mohamad, Henrique Goulart, Hetty Simé-Héitch, Graziella Bonon
A digital platform to connect UAL students and alumni.

IDEMBOX
Sophia Tal, Rohit Sharma, Pat Fernig
A service to harness children's knowledge and brainpower to solve adult problems.

ARE YOU ON GLUE

GLUE
Zipporah Burrell, Osei Brot, Klein Eames, Adrian Gomez, Nita, Akihisa Nun, Almea Macle
A collaborative social network for artists.

MEET TO EAT
Azkia Hoss, Rami Gathed, Ali Towfik, Yoo Jin Hong, Nina Hajnouz
A digital platform for students to eat more healthily and socially at the same time.

PASYOLOGY
Bel Agyress Gonsal, Peggy Wong, Abdul Karmin
A campaign to encourage adults to explore more child-like behaviour.
Modual: launch Night
Over twenty Modual participants have subsequently been employed as staff to run the workshop itself.
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This non-hierarchical co-creation chimes strongly with the emerging values of digital creative practice.

It provides a deeper level of learning for these students as well as a pathway for them into teaching.

It also incorporates their unique generational insights into the workshop.
Graduates of Modual supervising new students
Graduates of Modual supervising new students
Veterans of Modual supervising new graduate Pod Leaders
An intensely “social” experience.
ual: Speaking the language of social media
sam 12:48 PM
@channel:

!!!LIVE BROADCAST DETAILS!!!

If anyone you know would like to watch in on you presenting...they can! As Fred mentioned, we will be broadcasting on Periscope.

We will announce the live video link on Twitter at 17:45. To watch on mobile you will need to download the app and then follow the link on Twitter.

To watch on laptop/desktop, simply follow the link on Twitter.

rebecca 12:52 PM

VIDEOS IN A PRIVATE MESSAGE PLEASE GUYS
AND FOR THE OTHER TEAMS
Creative Bloq are going to be featuring their favourite projects after tonight's pitch 😊👏😊

orel 9:57 AM
commented on sam's file Are you on Creative Bloq? Yes you are!!
😊❤️!!!!

kirstin 10:01 AM
😊👍

nike 10:41 AM
😊😊😊😊😊

zipporah 10:53 AM
😊😊😊😊😊😊

rebecca 12:20 PM
@channel: 📼_trap 🎧🎧🎧🎧 Send your videos to Rebecca 🎧🎧🎧🎧. Send all final videos in a PRIVATE MESSAGE to @rebecca and @sam 🙏. Just to keep the final video separate from all the other uploads. I want to make sure I get the FINALFINTALEFFINGFINALLASTEVERFINTALOFTHFINIFINALFINALFINALFINALFINALFINALFINALFINAL.mp4 to upload to the FINAL FINAL PRESENTATION 😯😊😊
The emojis are a dream, because people respond to them, like having a little visual icon of a telephone meaning ‘dial-in at this time’.

It’s the visual language that stops it becoming dull.

(Rebecca, Pod Manager)
ok guys i have mix both scripts

mix gonzalo_valerie.pdf

valeri: maybe @jj can share what he has on the app user flow

@gonzalo: you mean you want to start cutting the video from the material we have? Ximena is the responsible for that, maybe you work with her on this?

gonzalo: nop. I mean that probably we will have to do some "graphic design" for the video. it is not just editing video... Ximena will need some graphic material too

i would like the screen flow with the final design. but i don't which one we will use

That's true. however, this will highly depend on whether we go for the commercial or the art branding, no?

ximena: i don't

valeri: So we have to wait for the pitch presentation

gonzalo: ok. Ximena, maybe just put a "black image" whenever you need some design because it will depends on the feedback.

So at least we can see if the edition and voice over works... what do u think?
rohit 5:01 PM
I like how every day we are just improving. I am actually quite excited what’s going to happen on the last day!!!

Such amazing work and Inspiration around. 😊

marta.m 5:02 PM
pleasantly surprised by how well this whole remote thing is working out

abdullah 5:02 PM
Great working from home using Fuze, grandparents visited over today and were stunned and couldn’t fathom the idea of being connecting to so many people from your bedroom. Went great today!! #Impossibledreamteam 😊

adrian 5:13 PM
so exciting!!! Thank you very much guys (Modual Staff) for the hard work with the meetings, slides, timing and everything! 👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏

zipporah 5:14 PM
👏👍👍👍👍👍👍👍👍 doing great guys!

sam 5:14 PM
👍

marta.c 5:15 PM
😊

yuechen 5:16 PM
👍 so good so far 😊

abbie 5:16 PM
brilliant day, can’t wait for tomorrow. 👍

luisa 5:21 PM
😊😊😊😊😊😊😊

henrique 5:26 PM
🔥👋🏼👋🏼
henrique   5:12 PM
everyone send their FEEDBACK FEEDBACK FEEDBACK FEEDBACK FEEDBACK

jmansell   5:16 PM
Pressure ramping up and tings getting heavy but positivity still flowing!

makissasophia  5:18 PM
An exciting day as our game and visuals are all coming together! Still alot to do, but Nat, Fred and Adelaide's feedback have been real helpful. Have a sweet weekend everyone 😊

jpadiila   5:18 PM
Feedback session was very helpful in pointing our card game in the right direction 😊

alicebe   5:20 PM
Very productive day, I now know better what to focus on for the project! 😊, have a cool week end everyone!

nourhassaine16   5:26 PM
Loved working at Somerset! Super productive! Super exciting 🥳

yazea   6:39 PM
Super productive day 🍍

jbrewer   7:27 PM
thank you for feedback tutorial gave good reflection of what we are projecting (allowing me to think about what I want to be projecting)

bekk  10:31 PM
Definitely feeling the excitement and fear!

maevoebrien   11:19 PM
I like being able to do pitches in pyjamas, hope the real world is as accommodating ;)
Liberation through social tech
Actually people feel freer to share their ideas and be silly in the digital space, especially on Slack.

In one of the brainstorming exercises the online teams produced ten times more ideas than those in the room.

Sam (Workshop Producer)
There was a lot of shyness when they were in the room but the roles completely reversed online.

Obviously they spend a lot of time online and it’s something they’re a lot more used to, so they were able to be a bit cheeky, whereas in the room they wouldn’t even look at you.

Amy (Pod Leader)
Social tech as leveller
The really good thing is that everybody is on the same level online. So, when you check in it’s not about where you’ve been to University, it’s not about how old you are.

(Rebecca, Pod Manager)
In person they can see that I am young too and that makes it harder for me.

Working online helps me to put all that aside; so that was great, to be able to help them without worrying about how I was coming across.

(Amy, Pod Leader)
UAL: Student feedback

“I hated Twitter, Facebook, all the social media. Now I want to use them. Slack and Fuze were great. Thank you so much.”

“Totally changed me: boosted my confidence in myself and my skills.”

“Probably the best educational experience I’ve ever had.”

“Has inspired me to start my own design collective.”
ual: Student feedback
Modual:
UAL’s digital leadership workshop
Embedding futures
Digital skills, creative attributes, interdisciplinary agility
1. Making Things Happen
   - Enterprise
     - Starting a crowdfunding campaign - seeking funding online
     - Creating cash flow forecast
     - Developing a business plan, funding application or pitch online

2. Showcasing Abilities
   - Agility
     - Learning new software and apps quickly, when needed
     - Being able to switch between digital tools and spaces in different contexts
     - Being able to switch between different discussions and roles online
     - Being able to organise and take part in group work online
     - Understanding of relevant digital practices in associated disciplines
   - Communication
     - Producing media such as a video for posting online
     - Running a meeting online
     - Developing a social media or online comms approach
     - Managing collaborative writing or media production online
   - Connectivity
     - Finding project collaborators online
     - Contributing to an online community
     - Growing your personal network online
   - Storytelling
     - Creating an online portfolio
     - Blogging for learning or professional purposes
     - Creating podcasts, videos and other digital media
   - Curiosity
     - Researching and evaluating a new area
     - Experimenting with new digital technologies and techniques
     - Seeking out people from beyond your immediate community
Learning new software and apps quickly when needed

Researching and evaluating a new area
Speculative pedagogy
Imagining possible futures for education
In conclusion: Fred and Charlotte’s top eight tips for creating speculative pedagogy.
1: Co-create with your students.

Fred Deakin & Charlotte Webb  ELIA.06/07/2017  @freddeakin @otheragent
2: Go to where your students are - they won’t come to you.
3: Lead by example.
4: Embrace cross-disciplinarity.
5: Empower young people.
6: Don’t throw the baby out with the bathwater.
ual: 7: Explore possibilities.
8: Reclaim futures.
Application deadline: 14 July

feministinternet.com
#feministinternet
You are invited to the launch of **Modual: 2017**
UAL’s digital leadership workshop
at Somerset House WC2R 1LA on Thursday 6th July
Drinks from 6.30pm: presentations from 7pm sharp

fred@modual.org
Discovering the Post-Digital Art School

Finding new ways to prepare students for a meaningful career in today's creative industries

A report by Fred Drollin and Charlotte Webb

Featuring contributions from:
- Bel A'gnes
- Donal Bannan
- Ben Divine
- Melodic Garret
- W.J. Hudson
- Nick Hunter
- and Ben Ferrer
Post-Digital Art School report
I’ve published a report and you can download a PDF of it here.
Thank you!

www.modual.org
www.ualfutures.studio

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@otheragent
@modualworkshop
@ualfutures