



Facilitator notes: Module 5c – Refining Ideas

The aim of this module is to come up with a first idea for an intervention which can be presented to the designers.

Depending on how the second workshop went, your co-creators may already have some ideas for what they want their intervention to be, or they may still be deciding on what theme they will be focusing on. This may impact how long you need to spend on each activity in this workshop, so there is flexibility written into this module. The key thing however is that you do not make the break any shorter than 20 minutes to accommodate this.

Pre-workshop preparation

Summary of facilitator pre-workshop tasks:

1. Read through all facilitation instructions
2. Co-ordinate with the designers
3. Email participants
4. Print out the copies of the Concept Brief

What do you need to do before the workshop

There are several pre-workshop preparation tasks that you need to carry out for this module.

1. Read through facilitator instructions

Please read through all the facilitation instructions for running the workshop, to make sure it is all clear.

2. Co-ordinate with the designers

You will need to invite your museum designer[s] to the workshop for a specific timeslot. They will need to stay for a minimum of 50 minutes but can stay for much longer if you have the time and budget for an extra workshop. Where possible, the designer[s] should join the group **in-person**.

3. Email co-creators

You need to email all workshop participants with the materials needed in the workshop.

We have created draft emails to make this easier. Please feel free to re-word them as you would like. The drafts are simply to try to make the process less burdensome for you.

4. Refining ideas – printing materials

To carry out the Refining ideas task, your groups will be provided with a Concept Brief to fill out. We have provided large-print and standard-print versions of the design brief. You will need to print out enough copies of this for your co-creation groups. We suggest printing the large-print version on A3. You should also email both the standard and large print versions to participants in advance, so that they can access them on their mobile devices during the session.

Running the workshop

NOTE: Depending on your timeline and/or the scope of your project, you might like to run the first two sessions of this workshop as a separate workshop. This would give your co-creators more time to develop their ideas before meeting with the designer[s].

We have assigned 50 minutes as a minimum amount of time to meet with the designer[s]. This can be extended to be a much longer session (if the plan below is split across two or more workshops) if that works with you design partners and/or budget.

An approximate timing for each of the workshop tasks is here:

Finalising theme choice (if necessary)	
Confirming or voting on the theme	5-10 mins
Refining ideas	
Part A: Idea storming	20 mins
Part B: Creating a concept brief	20 mins
Break – 25 mins	
Meeting with the designer	
Designers join the workshop online	50 mins
Refine the brief	
Refining the brief	20 mins
Wrap up discussion	
Round-up and plans for the next session	5 mins

Finalising theme choice

Finalising theme choice (if necessary)	
Confirming or voting on the theme	5-10 mins

Summary of the task: If your co-creators have already decided on their theme, just briefly confirm the chosen theme with them. If they haven't come to a decision, give the co-creators another option to decide amongst themselves and/or vote. If that still doesn't lead to an agreed theme, the facilitator will have the deciding vote.

If theme is still to be decided upon:

Instructions for participants: We are now going to decide which theme we will be basing our experience or exhibit on. We will vote on

which theme we want and go with the majority vote. If the vote is split, then I will have the deciding vote.

You have had some time to think about it since the last workshop, did anyone have any new thoughts that they wanted to share with the group before we vote?

NOTE TO FACILITATOR: You can very much use your own judgement here. If you think this is something that your group can easily resolve with a discussion, you can spend more time talking it through or just jump straight to the vote.

Refining ideas

Refining ideas	
Part A: Idea storming	20 mins
Part B: Creating a concept brief	20 mins
Break – 25 mins	

Part A: Idea storming

Part A: Idea storming	20 mins
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Summary of the task: The aim of this task is to come up with, or decide upon, an idea for an experience or exhibit that you want to present to the designer in the second half of the workshop. If your co-creators have already come up with an idea which they want to focus on you can go straight to Part B to further refine the idea.

Instructions for participants: We are now going to idea storm thoughts for our experience or exhibit. We are going to decide together on which idea we want to refine and present to the designer[s].

Prompts for participants:

- What are some of the non-visual ways that we could convey our theme?
- How can we tell the story/ies of our theme in a multisensory way?

NOTE TO FACILITATOR: It is up to you how you choose to run this task in the best way for your group. Some people might like to idea storm on a big sheet of paper or Post-Its but this is not always accessible to everyone. Consider nominating someone to read out any written ideas and / or to write down any spoken ones.

Part B: Creating a concept brief

Part B: Creating a concept brief	20 mins
Break – 25 mins	

Summary of the task: The aim of this task is to start creating a brief to give the designer. By working through the Concept Brief you will also start fleshing out your experience or exhibit idea.

NOTE TO FACILITATOR: Your co-creators might have a really specific idea at this point, or something vaguer. Either is completely fine. Going through the concept brief as a group will help your co-creators refine their ideas, ready to communicate them to the designer[s]. The designer can then help to further refine the idea.

You don't have to fill the brief out in question order, but it might be useful to start at the beginning and work your way through. There are some questions that the museum will need to provide information for – such as the dimensions of the space where the intervention will be installed – but this can be approximate at this stage.

At the bottom of the document are some sense-specific questions. These include things that you will need to consider if you are creating experiences or exhibits using a specific sense i.e. scent. Your group might not have answers to these questions at this stage, but the questions will be helpful for further refining your idea. You can also

add anything else to the brief that you think is important but which isn't covered by the questions.

Instructions for participants: We are now going to start to fill out a concept brief for our proposed experience or exhibit. This is to help us refine our ideas ready to present them to the designer[s] after the break. We don't have to produce something finished or perfect as the designer[s] will help us to develop our ideas further before we create the final brief after this workshop.

We do not have to go through the questions in order and some of them might not apply to our idea but thinking about them will help us to refine our idea further.

Meeting with the designer[s]

Break – 25 mins	
Meeting with the designer	
Designers join the workshop	50 mins

Summary of the task: This is an opportunity to meet with a museum designer who will help you to refine your ideas.

NOTE TO FACILITATOR: It is up to you and your design partner how this session will work. By necessity, some designers might have to join digitally. However, where possible, it is always better to have the designer[s] meet with the group in-person.

Below is a proposed itinerary for the meeting. It is likely that the designer[s] will have follow-up questions for the co-creation group about their idea and for the museum about logistics, and you might have questions for the designer[s]. The meeting can be run more like a discussion, depending on what works best for your group.

Proposed meeting itinerary:

- Brief introductions
- Presenting your Concept Brief to the designer[s]
- Designer feedback/help

Refining the brief

Refine the brief	
Refining the brief	20 mins

Summary of the task: Taking into consideration your meeting with the museum designer[s], you will now refine the brief ready to send to them to work on.

Instructions for participants: We are now going to refine the brief document to send to the designer[s]. We are going to update it with what we just discussed with them, making sure that we are all happy with the brief. The designer[s] will then meet with us again at the next session to present their designs, so we want to make sure that we give them as much information as possible.

NOTE TO FACILITATOR: As a group, go through the Concept Brief again to add any updates or changes. You will need to send a completed version of this document to the designer[s] after this session.

Wrap up discussion

Wrap up discussion	
Round-up and plans for the next session	5 mins

Summary of the task: This is an opportunity to confirm the plans for the next session and go over any questions that co-creators might have so far.

NOTES FOR FACILITATORS:

There is a draft post-workshop email, to hopefully facilitate the process. Please do feel free to re-word it as you would like. The drafts are simply to try to make the process less burdensome for you.