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ART FOR THE GOLDEN YEARS

A Creative Bridge to a Timeless Generation.

The Idea Summary

PROBLEM

The problem identified within the 'Bridging the Divide' brief related to the increasing social division of our elderly population from the rest of society.

The issue of potential social isolation and loneliness within the is cohort can severely impact their mental and physical health, or even contribute to early death.

PROCESS

Through primary and secondary research, I investigated relevant insights on this issue. The key findings all linked to the effectiveness of creative arts in tackling symptoms of poor mental health.
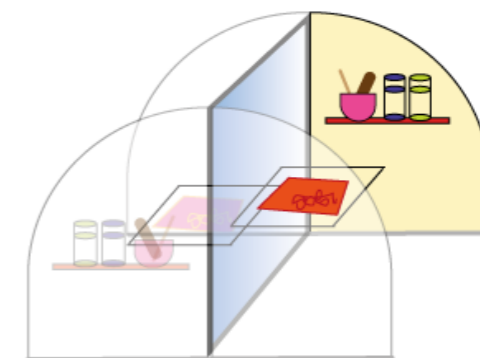
A current example of this is creative activities used by organisations (e.g., Age UK) that aim to tackle the impacts of similar social issues. These findings were backed by opinions from the target audience, and lead to my idea of using creative intervention against the original problem.
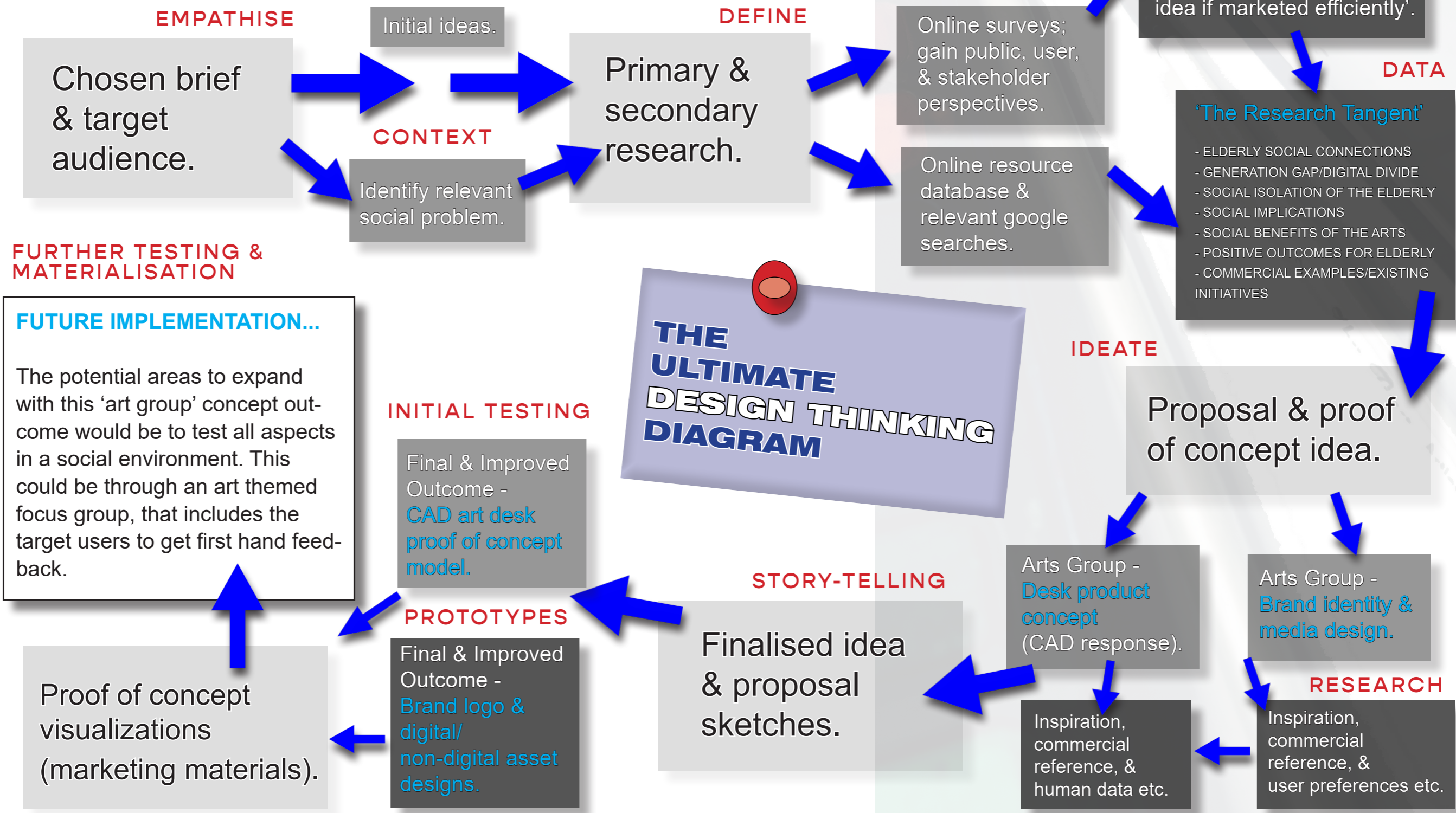
PROPOSAL

A creative group, based online and in local venues, designed to bring generations within a community together to engage in arts activities.

Catered to be inclusive to the needs of elderly individuals (e.g., traditional media/tech support) and aim to sustainably mitigate the impacts of loneliness on a local scale.

The Creative Process

EMPATHISE

Chosen brief & target audience.

Initial ideas.

CONTEXT

Identify relevant social problem.

DEFINE

Primary & secondary research.

Online surveys; gain public, user, & stakeholder perspectives.

Online resource database & relevant google searches.

Key Insights & Feedback:

- 'The is a lack of targeted support for our elderly'.

- 'Arts could be a viable idea if marketed efficiently'.

DATA

'The Research Tangent'

- ELDERLY SOCIAL CONNECTIONS
- GENERATION GAP/DIGITAL DIVIDE
- SOCIAL ISOLATION OF THE ELDERLY
- SOCIAL IMPLICATIONS
- SOCIAL BENEFITS OF THE ARTS
- POSITIVE OUTCOMES FOR ELDERLY
- COMMERCIAL EXAMPLES/EXISTING INITIATIVES

FURTHER TESTING & MATERIALISATION

FUTURE IMPLEMENTATION...

The potential areas to expand with this 'art group' concept outcome would be to test all aspects in a social environment. This could be through an art themed focus group, that includes the target users to get first hand feedback.

THE ULTIMATE DESIGN THINKING DIAGRAM

IDEATE

Proposal & proof of concept idea.

INITIAL TESTING

Final & Improved Outcome - CAD art desk proof of concept model.

STORY-TELLING

Finalised idea & proposal sketches.

Arts Group - Desk product concept (CAD response).

Arts Group - Brand identity & media design.

PROTOTYPES

Final & Improved Outcome - Brand logo & digital/ non-digital asset designs.

Proof of concept visualizations (marketing materials).

RESEARCH

Inspiration, commercial reference, & human data etc.

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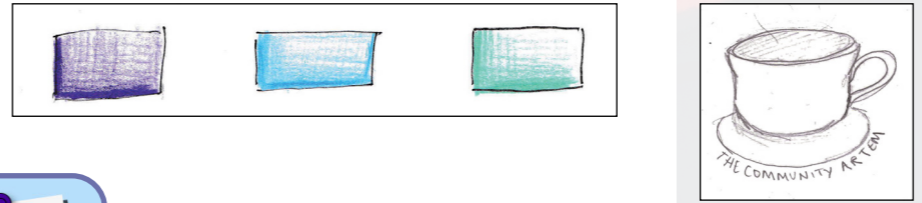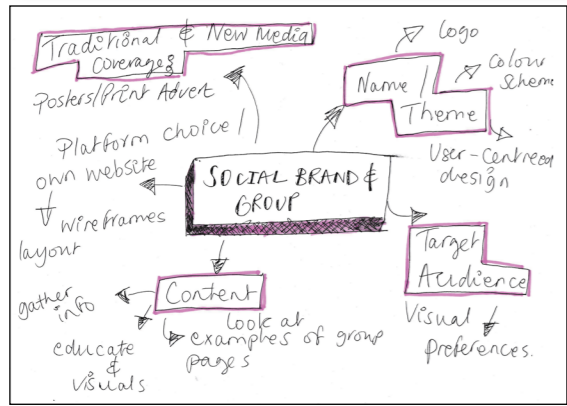
The Proof of Concept

IDEA/CONTENT

Create series of theme & logo designs to represent the 'Art Group' brand identity.
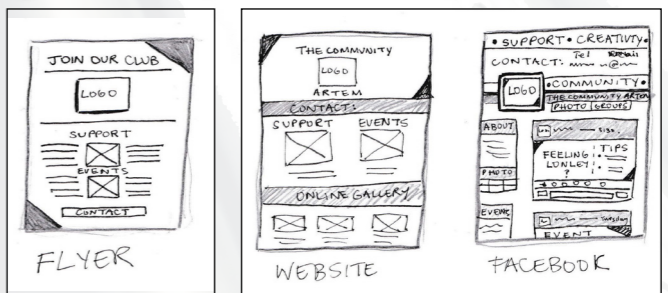
RESEARCH INSIGHT

Target audience visual preferences (fonts & colours etc.).

Commercial analysis of existing community & mental health groups visual branding.

Feedback from the primary research influenced improvement of initial idea. The addition of traditional media would include those who don't have access to technology.

IDEATION & DEVELOPMENT

The
COMMUNITY
ARTEM

FLYER   WEBSITE   FACEBOOK

FINAL SKETCHES

FUTURE IMPLEMENTATION...

The potential areas to improve would be creating a mock web or social media page, to test the spread and first impressions of the target users. This additional research could provide the opportunity for further user centred feedback in future development.

The
COMMUNITY
ARTEM

The
COMMUNITY
ARTEM

FINAL OUTCOME

The final proof of concept designs, (made in Adobe Illustrator) consists of two logos, a poster and website layout concepts.

The final logo idea was a 'tea cup' graphic and 'The Community Artem' slogan. This Links to the social and arts aspect of the group, and is presented in a Minimal composition.
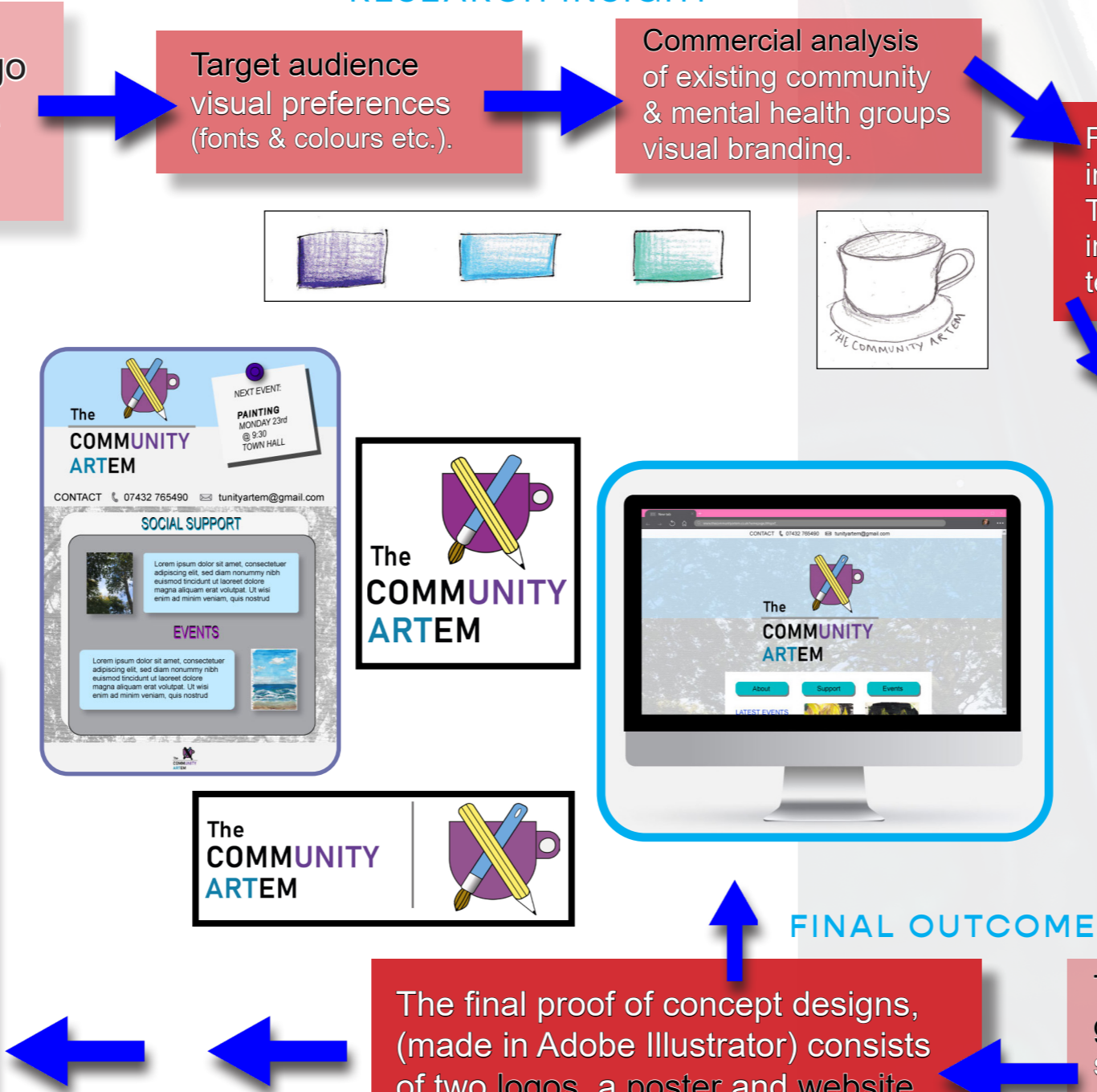
The Proof of Concept

THE 'COVID-19 READY' ART AREA DESK

IDEA/CONTENT

Create a product concept CAD model of a unique art desk.

RESEARCH INSIGHT

Commercial analysis of existing art desks & dividers (working parts etc.).

Design considerations; ergonomics/materials/ manufacturing/aesthetics/ user-focus/ anthropometrics.

Another aspect to apply in this proposal is sustainable design considerations. To minimise environmental impact, this product would be predominantly made of recycled or biodegradable PET & perspex materials.
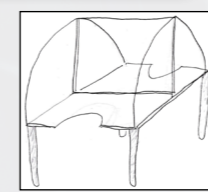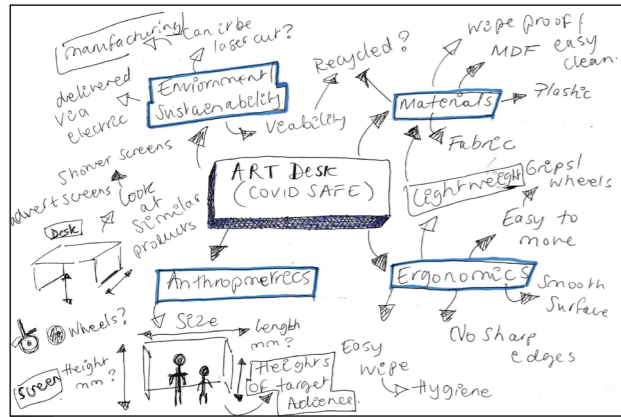
IDEATION & DEVELOPMENT
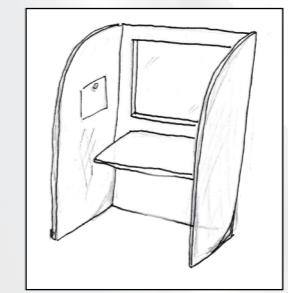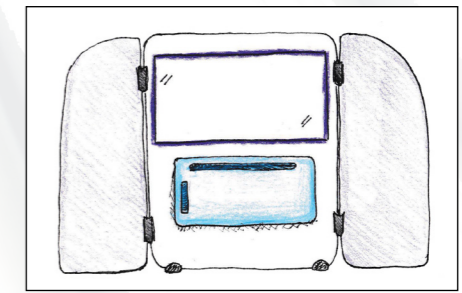
FINAL SKETCHES

IMPROVEMENT

Feedback from the primary research mentioned that the window & divider panels would be make users feel safe in a COVID-19 scenario. Also, still able to have a 'positive experience' with someone on the opposite side.

FINAL OUTCOME

The final proof of concept model (made on Fusion 360); a light weight desk unit with flexible side panels. These parts can close for storage and portability.

FUTURE IMPLEMENTATION...

The potential areas to improve are further additions to the desk component so it can lock in place. The next stage would be to create a scaled down prototype and test the functionality of each part. This would be beneficial before any life-size fabrication.
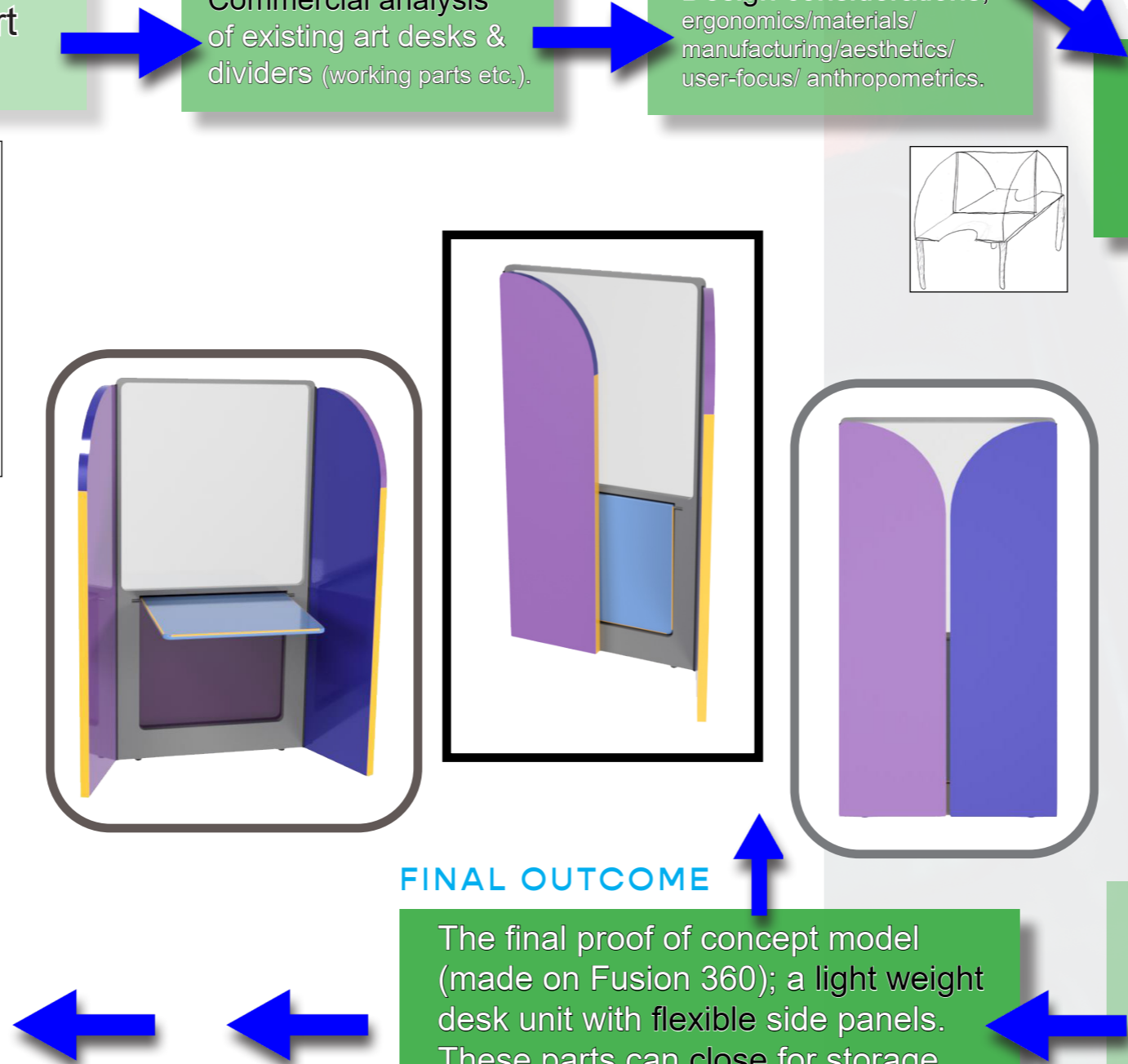
Design Considerations

SOCIAL & ENVIRONMENTAL IMPACT

The experience of the proposal 'activities' would provide positive outcomes for elderly individuals. This creative release, combined with social interaction, can help counteract symptoms of the impacts associated with loneliness and isolation (e.g., depression or anxiety etc.). In the long term, this can encourage personal resilience and self-preservation against future health issues.

The group advertisements and hosted events/announcements would be advertised through digital and non-digital resources. This inclusive structure would increase the accessibility and hopefully reach older adults who aren't part of the digital world.

SYSTEMS THINKING

The root causes of elderly social isolation and loneliness were noted in my secondary research. Older adults are more susceptible due to common circumstances (e.g.,. rural location/access to technology). These barriers also link to larger scale issues, such as 'The Digital Divide' and 'The Participation Gap'. All can cause negative health implications for those who are seen as more vulnerable. Unseen flaws of the proposal could be the exclusion of certain individuals with abilities or conditions that would make the 'activities'

VIABILITY

The proposal could be organised within community councils, similar to existing local clubs. There would need to be initial funding and promotion, via charity events to gage local interest and potential members.

CREATIVITY & INNOVATION
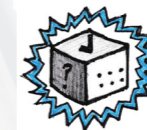
The proposal idea and desk product are unique initiatives. The support is targeted to be accessible and consider the personal circumstances of the target audience. It is also open to other ages to encourage new connections and social dynamics within a community.

RIGOROUS RESEARCH & COMPELLING INSIGHTS

Conducting both primary and secondary research helped to efficiently identify key trends. The feedback from stakeholders and local elderly cohorts offered the most valuable insights that shaped the proposal design process.

This related to making the group's support more inclusive to avoid marginalising vulnerable individuals. The ideas became more user focused and considered the needs of the target audience by including non-digital/traditional aespects (e.g, flyers/email etc).