



COLLABORATION AND INTERDISCIPLINARY PRACTICE

Creative Conscience Awards 2023/24 - Health and Well-being brief page 1 of 2



HEALTH + WELL-BEING



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Get in touch

If you have any questions or problems, let us know at: hello@creative-conscience.org.uk

How it'll be judged

If your project is shortlisted, it will be judged based on your creative approach and its potential impact by a panel of industry experts.

Context

The E2.2in wellness industry has rapidly transcended every aspect of people's lives, and with that comes a graduation towards things that recuperate and elevate one's mental and physical condition. Overall, 60% of people worldwide are now spending more time on self-care and mental well-being.

This is happening because health has been people's primary focus since the onset of the Covid-19 pandemic. But it is also because more than 90% of us breathe air that exceeds WHO guideline limits containing high levels of pollutants, more than 10% of the worldwide population now suffer from mental health disorders, and 1 in 10 people worldwide work 50 hours or more per week. Evidence suggests that long work hours may impair personal health, jeopardise safety and increase stress.

Creative Conscience Themes

Your project should fit into at least one of our themes:

- Climate Crisis
- Community
- Conscious Consumption
- Education + Learning
- Environment
- Equality
- Health
- Human Rights
- Impact
- Mental Health
- Racial Justice
- Social Justice
- War + Crisis

Submission guidance

Entry is open to individuals and teams of up to five people.

Please upload a PDF (<15mb), or for video entries please include a link to your video in the submission form. Also include at least three key images of your project (each of which should be at least 1600px wide and either saved in .jpeg or .png format).

There is a £20 admin fee for each entrant (if you are part of a team entries are £15 per person). Entrants are able to enter multiple projects, but each new project has to be entered independently and is charged as an independent entry. Creative Conscience members will receive a 25% discount.

I explored collaboration with a group of Sustainable Product Design students on a 'challenge brief' set by the Creative Conscience Awards. The main focus was to design a place centred around health and wellbeing, fitting into at least one of the award's themes—our group's chosen themes were community and mental health. We identified a pressing issue in the world and sought to find a solution.

The module allowed us to engage in cross-disciplinary reflective practice. Throughout the project, we participated in studio-based activities, workshops, and tutorials in learning teams. We were tasked with innovative working methods, such as delivering 60-second presentations and completing quick tasks. This experience helped us to develop transferable interpersonal and collaborative skills, essential for professional growth. By working closely with peers from different disciplines, we gained new perspectives and enhanced our ability to think creatively and work efficiently under pressure. The module improved our technical skills and strengthened our communication and collaboration capacity.

COLLABORATIVE REFLECTIVE JOURNAL

REFLECTION ON MY TEAM CONTRIBUTION THROUGHOUT THE PROJECT

WORKSHOP 1

The first week was case study analysis, throughout this workshop, I contributed to team-work effectively, I believed we all worked well as a team, with strong communication being the common theme we all agreed on before starting the process. Our success would be measured by a conclusion that every team member agreed with and contributed to. Everybody's opinions were shared in terms of what we all wanted to achieve, and we made sure that problem-solving and negotiations were carried out to reach an outcome that we all agreed upon.

We individually emphasised our strengths and weaknesses which concluded with each team member taking on a different role. My role is that of a supporter; I believe I collaborate effectively with people and can listen and consider their suggestions, alongside this I am very good at following instructions to get tasks done. Within this workshop I was tasked with the Real WORKS Employability Assessment, my score of 58% allowed me to understand what areas I need to focus on to improve my employability status; I scored well in terms of my skills and career focus but need to improve my employability process such as applications and CV submittal.

WORKSHOP 2

The second workshop was concept creation using sprint design which was pioneered by Google Ventures. At the start of the workshop, my team members and I took on leadership roles with the intention to brief the other team members who were not present at the previous meeting. Throughout the workshop, I encountered collaborative problem-solving, particularly with differing perspectives within the team which led to some disagreements, nonetheless, I demonstrated strong communication skills throughout and openly voiced my ideas and changes when necessary.

Successful negotiation skills were shown by achieving an outcome that the majority of the team supported. There were elements of project management where I led the negotiations and I felt I provided a clear and precise agenda. Me and another team member took on crafting the pitch presentation which we combined our strengths in creativity and strategic thinking to ensure it effectively conveyed the project vision and objectives. Reflecting on our pitch presentation we received some helpful, formative, and invaluable feedback which will help us to develop and enhance our project.

WORKSHOP 3

This session focused entirely on concept development, during which we were assigned the challenge of crafting a presentation centred around our conceptual ideas. We collaborated seamlessly as a team throughout the workshop, and we consistently demonstrated excellent communication and negotiation skills. From my perspective, each person in my team contributed positively and we overcame any challenges that arose and collectively developed our concept.

At the end of this workshop, we presented our concept idea and received formative feedback from our peers. I took on the responsibility of leading the presentation with support from my team when assistance was required. With the collaborative effort, we all navigated the presentation ensuring a smooth delivery.

Working alongside my team we all took the initiative and researched different sustainable building materials that we could use for our design, I researched beeswax wraps as we wanted a material that is water-resistant and transparent. I also carried out some research into the different ways the installation could work so it can be suited to different needs.

WORKSHOP 4

Concept refinement was the objective for this week: we worked in our teams to develop our concept further to a resolved design solution. We organised ourselves into two groups: interior design students and SPD students, this meant that we could get the maximum advantage from each member's strengths.

I collaborated well with my peers, effectively researching the ideal furniture and elements to incorporate into the space. Throughout my research process, I came across different aspects of problem-solving, one of these being trying to work out a way to design retractable seating that would seamlessly transform into a stage for performances. I came up with a design concept sketch for the retractable seating that will then be developed into 3D.

I took a step back from project management in this workshop to let one of my team members take the lead, this meant I listened to their instructions and their plan of action to ensure that every task was completed to a high standard.

Reflecting on this workshop I believe I demonstrated exceptional communication and collaboration skills; however, I am aware that I could have improved my negotiation skills.

WORKSHOP 5

The focus of the fifth workshop was storyboarding, structuring, and creating content to support the final presentation. I was in control of setting my team-mate's tasks in the workshop to ensure everything ran smoothly and to bring our collective efforts together for a presentation.

Before the workshop started, I had already initiated the process of putting the storyboard together, this allowed us to be one step ahead during the workshop. Another team member and I undertook the collaborative task of putting together the storyboard. We worked efficiently and methodically throughout, both of us being able to demonstrate our strengths to craft a well-presented storyboard.

Two additional team members and I took on the role of presenting our storyboard and video plan. For future presentations I feel I could improve my presentation skills to get the concept idea across in a clearer fashion. Nonetheless, as a team I am confident that we presented our idea effectively.

I believe my communication skills were strong in the workshop along with my collaboration skills, however I feel I could work on refining my negotiation and problem-solving skills as I progress forward.

WORKSHOP 6

The concluding workshop consisted of refining and putting together a punchy pitch ready for our final presentation. Throughout this workshop, there was some confusion among team members regarding our collective submission goals, however after breaking down the task I believe the objectives were clear and our individual roles and tasks were assigned we began to collaborate effectively.

Working alongside one of my team members we put together a visual narrative diagram of how our final structure would work.

During this task, I encountered a scenario that tested my problem-solving skills, I worked closely with a colleague to successfully resolve the issue, the result being satisfactory to all the parties involved.

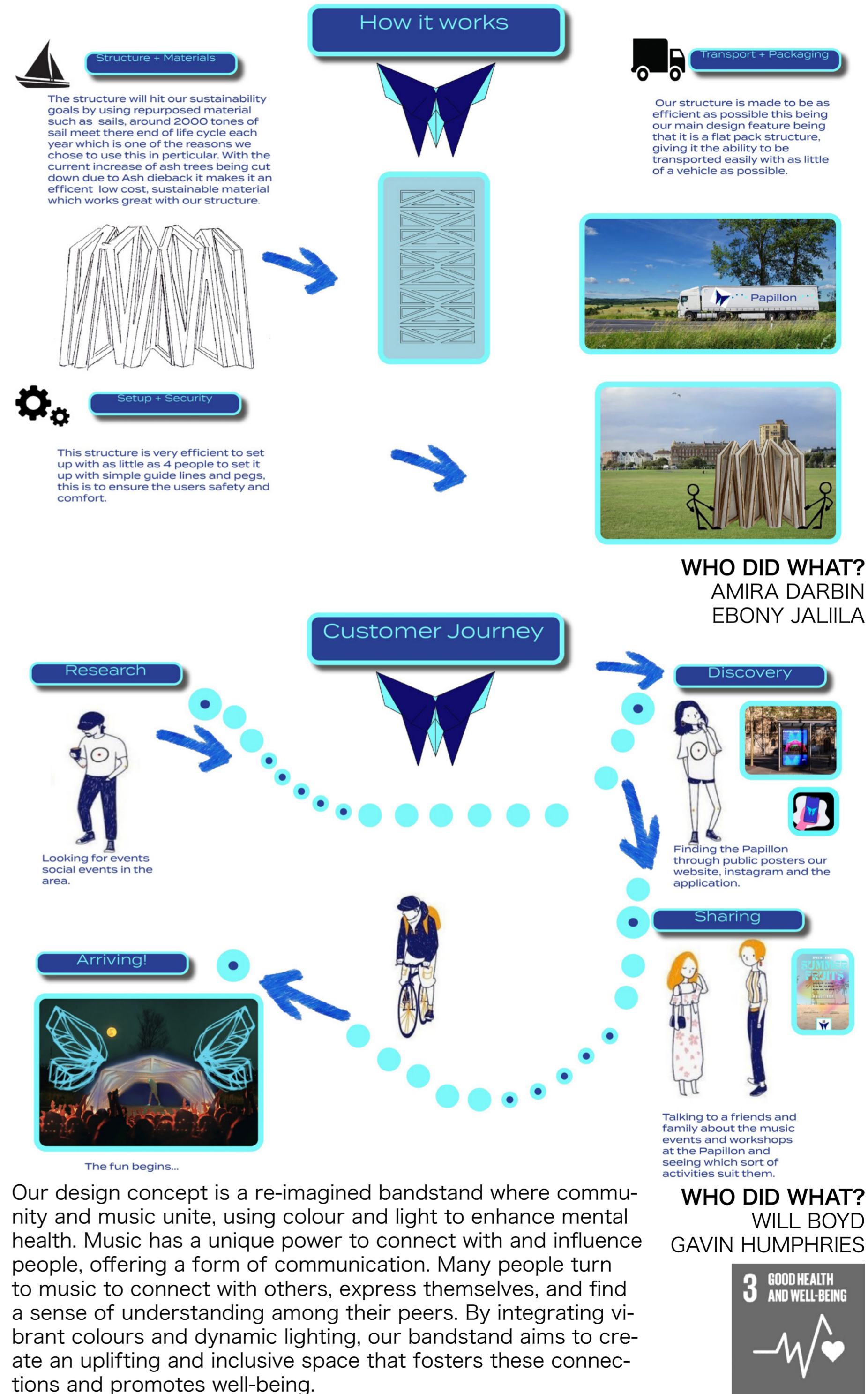
I have confidence that my problem-solving, communication and negotiation skills were effectively demonstrated throughout the task as the team collectively worked well together to achieve our objectives successfully. That being said, there is still room for improvement in all aspects.



DESIGN OUTCOME VIDEO

https://youtu.be/CDv5i3Lq0Vw?si=opHS3nX_d0vjaH

WHO DID WHAT?
HONEY MCLEAN
ETHNE HOUGHTON



COLLABORATIVE MURAL BOARD

This collaborative mural board is a comprehensive project hub for the Papillon project. It features a variety of content including:

- Brand Information:** Logos and brand values for Adidas (COURAGE, OWNERSHIP, INNOVATION, TEAMPLAY, INTEGRITY and RESPECT) and Papillon. It also includes a timeline of Adidas milestones from 1949 to 2022.
- Project Details:** Sections for 'Locations in Portsmouth', 'ADAPTIVE REUSE' (Installation, Insertion, Intervention), and 'VANS case studies'. It includes a 'RETRACTABLE SEATING SYSTEM' diagram and a 'STORY BOARD'.
- Design & Architecture:** Numerous architectural drawings, including floor plans, elevations, and 3D renderings of the Papillon structure. It also features 'Innovative sustainable materials' and 'AI-generated images of reimagined community and wellness space'.
- Community & Social Impact:** A 'Social equality' section, a 'Percentage of smartphone owners in the UK, 2016-2023' chart, and a 'User and Health & Wellbeing Issue' section discussing reimagined neighborhoods.
- Visuals & Media:** A collage of images showing the Papillon structure in various settings, including a 'GLOW IN THE DARK PAINT' poster and a 'PAPILLON 2024' poster. It also includes a 'HONEY' logo and a 'Papillon App' interface.
- Handwritten Notes & Diagrams:** Several sheets of paper with handwritten notes, sketches, and diagrams, such as 'Locations in Portsmouth' and 'Hand-drawn diagrams'.