

Transcript: Art Fund Interview with Charlie

Speakers:

Ana Baeza Ruiz

Charlie (pseudonym)

Ana Baeza Ruiz [00:01.199]: You should get a message now saying it's recording great. Okay brilliant so hi Charlie great to have you here and to for this interview which we're going to be talking about the project that you're taking part in as part of this MoDA experiment. And we're going to be talking for about half an hour on various aspects of the project, the purpose of the interviews, to ask you to reflect on your experience of taking parts or project as a whole. We are looking here for honest reflection, so there aren't good or bad answers, it's what your experience has been and, as I said, this is an anonymized script so this will never be identifiable to you, and what are your thoughts will help staff in the future to think about what they can do in other iterations of the project, or changes that they may want to make so they will take this on board. So your feedback will be really useful.

[01:04.080] So with that I just like to start with a very straightforward open question, which is how would you describe your participation in the project?

Charlie [01:14.400]: Yeah so my part in the project I feel like in the group I was put in, we all had equal roles, so we did a bit of everything, when it came to researching, finding topics to put in the posts, and looking at the analytics and the design, and putting everything together we all did a bit of it all together. So I think You know each did a bit, it was a mixed role, which was quite nice to do a bit of everything.

Ana Baeza Ruiz [01:47.340]: Right, so there wasn't one area that you specialized more in, it was all divided equally.

Charlie [01:53.640]: Yeah I do have like a background in design, so I did want to do a bit more research as well, so it was nice to mix up a little bit.

Ana Baeza Ruiz [02:02.790]: Nice, okay so yeah it's good that you're not then pigeon-holed and say oh you're going to design just do design that you have the opportunity to do these different things. Okay, great, so I think that leads quite nicely to second question I want to ask you, which is what did you learn, and this might have been new skills, whether it's soft social skills or specific digital technical skills, what the project bring for you as a learner?

Charlie [02:27.840]: So I learnt about copyright, which is a bit of a confusing thing, which there's still loads more to learn about, but I never realized the extent of copyright and how serious it is, and it's definitely something I've never looked into before. And I did also discover MoDA's collection is really big, which is quite nice to look into. And then be used Canva for some of the designs, which I had never used before and it was a nice tool for working collaboratively with the team to create the posts, it made it a lot easier than if we were to do everything separately. Because we could all see it on our own screens, at the same time, instead of sharing one and then adding it and sharing another. So it made it a lot easier to work as a team by using that one.

Ana Baeza Ruiz [03:24.870]: Great, so a range of things actually from knowledge about copyright to the collection and then technical, something more technical. What about terms of I don't know group work or teams, something in that in that area, do you think there were skills or things that you've learnt in that area?

Charlie [03:47.580]: I'm normally quite a quiet person and I try to just keep to myself, through this project has forced me to talk to others and work collaboratively so it has improved my team working skills quite a lot.

Ana Baeza Ruiz [04:05.520]: Okay, and I think, maybe we can go a bit more into that which is to know bit more about your thoughts on how everyone communicated and collaborated during the project, in the groups, so this might be reflecting on your own group, it might also involve things that you observed in other groups, in the project leaders, anything around the communication, how that flowed, how you collaborated. And how that was maybe a new experience, so what were your impressions of this?

Charlie [04:40.410]: We were briefed quite well, so we knew what tasks we were meant to do, and then we also had the independence of having to come up with our own ideas for the actual content so within our own groups, we would look into the MoDA collection and we would talk together, and it was quite easy to bounce off each other with our ideas and the group, I was in it was quite easy going and it became quite friendly, and it was just easy to talk to everyone, and it felt quite relaxed. So it was a nice situation to be in and then, when we did the meetings every week it was nice to be able to hear what the other groups have been doing in an input our ideas from what we saw. [05:27.450] So overall, it was a nice experience, and I think everyone communicators quite well, it was clear what was happening and what improvements were being made each week.

Ana Baeza Ruiz [05:41.610]: Great, so yes, I guess, so did you feel that there was that was assisted by the fact that you had this clear brief and that you've established how you are going to communicate within the groups?

Charlie [05:52.410]: Yeah if we did have any questions, it was easy to method Sian or Zoe, I did have a lot of questions about the copyright, so I messaged them several times about, but they responded really quickly so it's easy to get on with what we have to.

Ana Baeza Ruiz [06:13.080]: Excellent. Okay, so the next question I wanted to ask you about the general model of that's inspired this project, the MoDA project, which is based on Let's get real, which probably Sian and Zoe have explained already. This is a model that's about experimenting, so I wonder if you could say a few words of how would you explain this model and your experience being in a project and how did you find it, what do you think you'll take away from it.

Charlie [06:45.450]: So I think the good thing about the model was that you come up with something you want to change and what you expect to happen from that, and then actually, seeing it happen. And then reflecting on that, and if it actually did work with your hypothesis. I think it's good to have that written out something to look back on. Because it makes it easier to evaluate the end result, and I think, also from being able to evaluate that you're able to then see also, this worked, this didn't work, what can we take from that for the next iteration, and so I think it does make it easier in terms of knowing what to do next.

Ana Baeza Ruiz [07:32.940]: Great, so you feel quite positive about this model. Is there anything that you think that maybe, any aspect of this model that you might be also critical of?

Charlie [07:45.030]: I think some of it is not really needed to explain in that much detail because you find things out as you go along, so I think trying to write it all out the beginning probably isn't the best idea, as things might change as you go along. So it's always worth making notes of changes that happened.

Ana Baeza Ruiz [08:09.090]: Brilliant, so let's go to just go back to think about your own contribution to the project. And I'd like to know a bit more about how you felt your input was valued and incorporated into the project. And could you give one or more examples of that.

Charlie [08:29.910]: So, before we came up with an idea we were to go in our breakout rooms and talk of in our groups and we don't put in an idea. Sometimes it was influenced by what we had seen on MoDA's website like a particular collection, sometimes it was something we've seen on our own Instagram feeds when we were using the app. Quite often, the other two people I was with they would see something they would just explore the website until something caught their eye and they would pitch what they liked about that and then I'd pitch what I liked, and we would see what we all had a common interest in, and so I think I was listened to quite well. [09:16.140] And then, one idea we did get from looking at Instagram feeds, and it was nice to be able to actually have something to look at, as well as the reference. So when we do pitch our ideas, it was sort of a collaborative effort, and we were happy with, because we had all had our own input on what was being made.

Ana Baeza Ruiz [09:45.180]: Let's move on just into another set of questions which are more concerned with the role of industry, and the world of work, and how that came into the project. During the weeks that you've been involved in the project there's been a number of guest speakers from different institutions. How do you think it's worked to bring these different people with different perspectives, did you find their input to be useful?

Charlie [10:22.500]: Yeah I think what I found most interesting about the guests talks was just learning about the different roles they're all within the industry. I didn't realize there were that many different things out there, that you can do, and it was nice learning about them. And when they were talking about their social media things they did explain what they did for their target audiences and the sort of method, they used, and it was really interesting to see what they do to gain interest in their posts, and it did give us something to think about when we next did our posts of the following week.

Ana Baeza Ruiz [11:11.400]: And was there anything in these contributions from the external speakers that you think could have been done differently? Do you have any thoughts on that?

Charlie [11:22.680]: It would be nice to have some sort of personal interaction with them, violence and that was hard as the group was split into two days.

Ana Baeza Ruiz [11:31.680]: Because you were having access to the recorded talks.

Charlie [11:34.380]: Yeah it was recorded, I mean, we could submit our questions beforehand, but I didn't really know too much about the person who was speaking so I guess I could have looked into it a bit more, and so, being given a bit more notice of who was speaking and when, so I could have prepared something relevant to ask.

Ana Baeza Ruiz [11:56.700]: So do you feel sometimes that you had questions that were left unanswered, and then [questions] you had after.

Charlie [12:05.400]: Yeah, I'm quite interested in how they actually got into that role, to start with, rather than the actual role itself, it's the process of getting there. The last speaker did speak a bit about it, but not so much of a ones of the other weeks.

Ana Baeza Ruiz [12:19.920]: Right yep yep. Okay, and well so so part of inviting all these guests, because, as you said yourself, is about giving you that insight into how the different areas of the industry work, the different types of jobs that are available, and so this mixture of broader interest in

the project around work experience...which leads to this other question. Bearing in mind that the idea behind this project was in some ways to also increase your knowledge of the world of work and to enhance your confidence when thinking about kinds of jobs out there, what comments do you have in this respect: how do you think this aspect of the project has worked for you, do you think it's equipped you in some way to then move into the world of work, and specific industries?

Charlie [13:17.550]: I think it has broadened my options of what I can work in. So i've always been a bit stuck on what to do next after university cause I'm not too sure what I want to do, but it has opened up my mind to there's all these different roles out there and I've learned all these new skills and I've got the evidence behind it now that I can apply for roles that I wouldn't have necessarily thought I could have done. This has opened out opened up my routes of where I could go, which is quite nice.

Ana Baeza Ruiz [13:51.960]: And can you say a bit more about what those skills are that you feel that this project has enabled in some way.

Charlie [14:00.630]: So I think just learning more about social media and how it can be used to help bring an audience to, a wider audience to a small museum. And there's so many small museums out there, they must be some that are struggling with their social media page like MoDA was, and just from the experience learning about the analytics and how to actually grab an audience and how to use social media in an effective way. I think that has opened up my skill-set of what I can do and it's just opened up my mind, a bit more that I can do more than I thought I could.

Ana Baeza Ruiz [14:48.000]: Great, okay so we're coming to the end to final question which is really about what MoDA might do in the future. If MoDA was to run similar projects next year or in some years' time, would you recommend it to friends why yes or why not and are there any changes that you would propose.

Charlie [15:11.280]: Yeah I would definitely recommend the experience. It's been really good for me learning about all these things and what goes on in the behind the scenes of a museum and even just seeing what the other groups have done, it's nice to see what you're capable of doing if you put time and effort into it. And it's definitely something that will be good on a CV or even as I said earlier, to open up your options of the world of work.

And I think it was nice being in our small little groups, but it might have been nice to have an opportunity where everyone is together at some point, to see everybody that is involved. Because you might have some feedback on posts they've done but you don't necessarily see them. Have everyone together at some point. If there was a time that works.

Ana Baeza Ruiz [16:11.220]: yeah it's always can be tricky to find that right, but yeah because you want to know more about what people are working on and to just have that time to share that right...

Charlie [16:25.200:] Would be nice meeting other people as well and seeing what their backgrounds are as well, how they found out the role.

Ana Baeza Ruiz [16:35.130]: Great so I mean we have covered the questions that I have here but I'm wondering if there's anything else, we still got a little bit of time, that you'd like to share, about the about the project anything that you feel is relevant, but you haven't been able to share so far.

Charlie [16:52.410]: I don't really have anything further to add. I did enjoy it overall, and I think has helped me to realize there's more out there than what I originally thought, and I am capable of doing things I didn't think I was. It's been nice in that way to.

Ana Baeza Ruiz [17:10.590]: That's great that's great to the project has done that for you, so I think I'll stop recording then now.