

A graphic consisting of a teal rectangular box with a white border, containing the text "PUSH IT" in white, bold, uppercase letters. The box is positioned on a red background. To the left of the box is a red triangular shape pointing towards it. Below the box is a teal trapezoidal shape that tapers to the right, with a black L-shaped shadow underneath it.

**PUSH IT**

# THE PUSH IT GAME

## A COLLABORATION STORY

- 1 COLAB: THE PROJECT CONTEXT
- 2 TRIAL: THE PROJECT DESIGN
- 3 COLLABORATION: THE PROJECT SEQUENCE
- 4 BLENDED: THE PROJECT TOOLS
- 5 FUTURE : THE PROJECT CONVERSATION

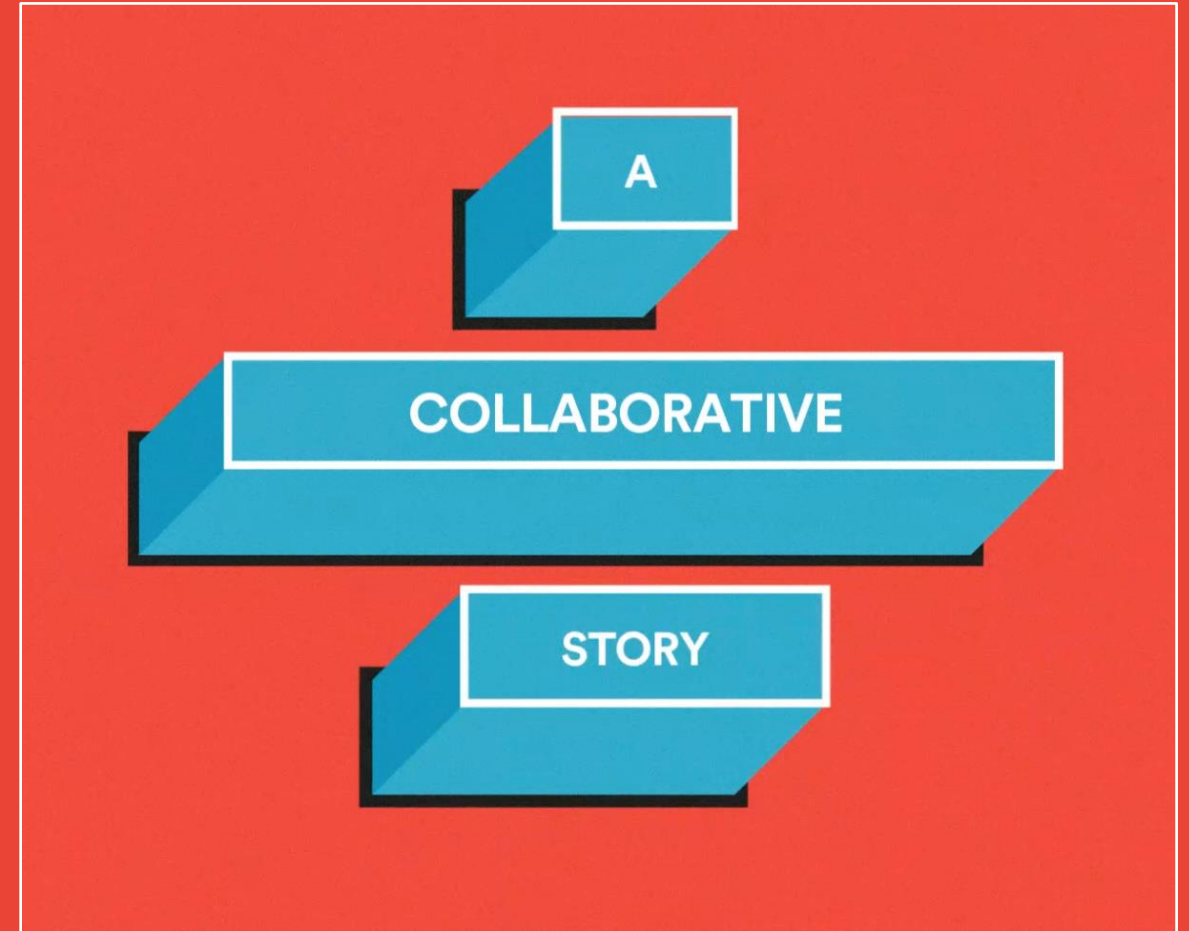


Image above: Still from 'PUSH IT AM FILM'

# 1 COLAB: THE PROJECT CONTEXT

Sequenced strategy across NTU's school of Art & Design

Level 4                      New 2 day event

Level 5                      New 20 credit module

Level 6                      New Learning outcomes

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Level 4                      **PUSH IT**  
A COLLABORATION STORY

## 2 TRIAL: THE PROJECT DESIGN

### Level 4 - FULL COHORT COMMUNITY WORKING TOGETHER

<b>NEW FACES</b>	Mixed student groups across 30 UG + PG courses
<b>NEW PLACES</b>	Working in unfamiliar environments - Use of the full campus footprint
<b>NEW PROCESSES</b>	Blended learning – Agile and adaptable learning tools encouraging collaboration
<b>NEW IDEAS</b>	Emphasis on the future and design legacy and impact.

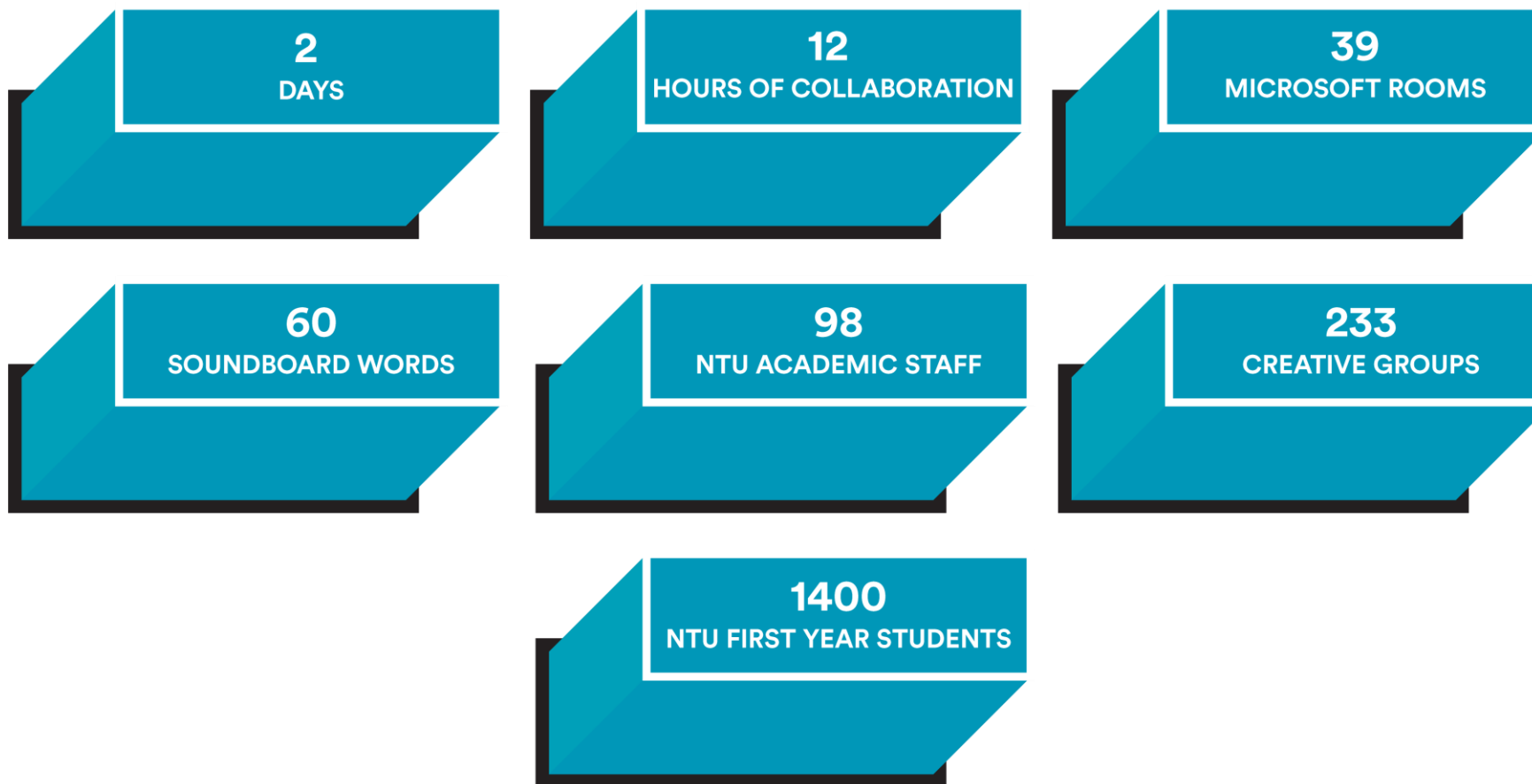
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<b>INITIATED</b>	<b>2017</b>	Dedicated School day to gather community ideas and concepts
<b>TRIALED</b>	<b>2018</b>	<b>4 days</b> - 800 students and 60 staff took part across UG + PG
<b>FORMALISED</b>	<b>2019</b>	As part of Curriculum rewrites
<b>ROLLED OUT</b>	<b>2020</b>	Across the full Level 4 cohort
<b>COMPLETED</b>	<b>2021</b>	Embedded as part of the curriculum plan

**PUSH IT**



# A COLLABORATION STORY



# DAY 1 FRI 4<sup>TH</sup> DEC 2020

**PUSH IT 2020**

EXTRA	IRL	LITERALLY	ACTUALLY	TO BE FAIR
SALTY	SAME	SHOOK	GENDER FLUID	BOI
EXTINCTION	BOOMER	CLICKBAIT	ALGORITHM	BAE
POWER	NICHE	DEEFAKE	REMOVAL	UTOPIA
BASIC	ADULTING	OTHERING	SQUISH	YASS
HERD	TRENDING	CHATBOT	LOUNGEWEAR	BOI
TROLL	SNOWFLAKE	MILLENNIAL	EXTINCTION	
UPSELL	VIRAL	CHILLAX	SLAY	
CLAP	FLEX	MUGGY	FEED	
SOAP	PROPER	ZUMPING	EXPE	
SHOOK	WHATEVS	HUSTLE		
BLENDED	CURVE	HANDS		

CREATED IN COLLABORATION

# DAY 2 TUE 16<sup>TH</sup> FEB 2021

**PUSH IT 2040**

EXTRA	IRL	LITERALLY	ACTUALLY	TO BE FAIR
SALTY	SAME	SHOOK	GENDER FLUID	BOI
EXTINCTION	BOOMER	CLICKBAIT	ALGORITHM	BAE
POWER	NICHE	DEEFAKE	REMOVAL	UTOPIA
BASIC	ADULTING	OTHERING	SQUISH	
HERD	TRENDING	CHATBOT	LOUNGEWEAR	
TROLL	SNOWFLAKE	MILLENNIAL	EXTINCTION	
UPSELL	VIRAL	CHILLAX	SLAY	
CLAP	FLEX	MUGGY		
SOAP	PROPER	ZUMPING		
SHOOK	WHATEVS	HUSTLE		
BLENDED	CURVE	HANDS		

CREATED IN COLLABORATION

# 3 COLLABORATION: THE PROJECT SEQUENCE

FULL COHORT COMMUNITY WORKING TOGETHER  
1400 students + 98 staff

Transparent collaboration throughout a 'Baton Passing' model which operates as a call and response exchange.

The creative collaboration involved external partners, industry links, faculty, technicians and students in creative collaboration.

The PUSH IT project was launched at Induction week, with a series of teaser mails, gifs and social media drops from Oct – Dec anticipating the first day event.

## 1<sup>ST</sup> COLLABORATION

### Digital Artwork - Soundboard 2020

2 academic + External Graphic designer and web developer - prompting .....

## 2<sup>ND</sup> COLLABORATION

### Physical Artwork (digitally captured) - Student group response

5 students from varied courses - prompting .....

## 3<sup>RD</sup> COLLABORATION

### Digital Artwork - Soundboard 2040

2 academic + External Graphic designer and web developer - prompting .....

## 4<sup>TH</sup> COLLABORATION

### Physical Artwork (digitally captured) - Student group response

5 students from varied courses - prompting .....

## 5<sup>TH</sup> COLLABORATION

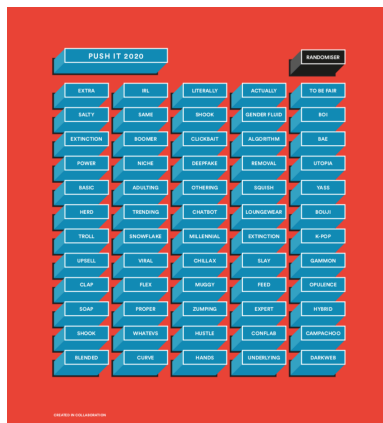
### Digital Artwork piece - Community Screensaver

2 academics, technician, and Digital Fine Artist - prompting .....



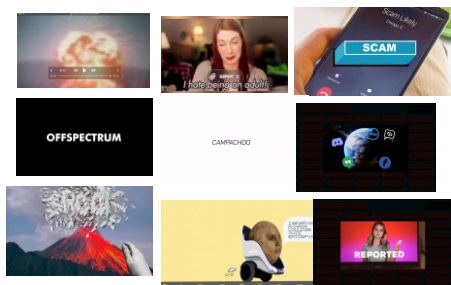
# 3 COLLABORATION: THE PROJECT SEQUENCE

1



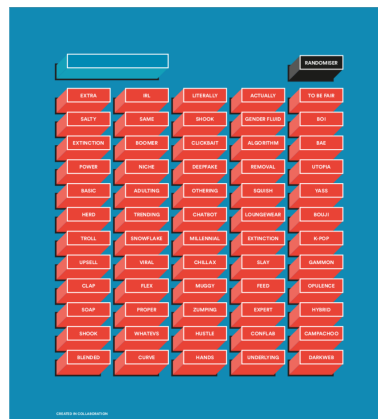
5 of us made this

2



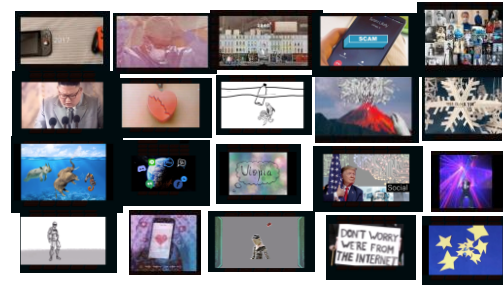
Then 5 of them responded and made this

3



Then in response 5 of us made this

4



Then 5 of them responded and made this

5



Then in response 5 of us made this

### 3 COLLABORATION: THE PROJECT SEQUENCE

#### Focus on experience, exposure and exchange

*Non assessed, with participation the only measured aspect  
Discover the range of creative DNA within our community*

#### No creative restrictions or barriers

*Inclusive and low-fi participation and submission formats*

#### No reliance on drawing or specific media competence

*50% of NTU's Art and Design School do not draw or use sketch books*

#### Alignment to key Art and Design School objectives and University strategy points

*Generating discussions and collaboration around vision, ambition, ethics and legacy*

#### Focus on the future (2020 – 2040)

*Engaging student debate and gathering perspectives as part of the project process.*

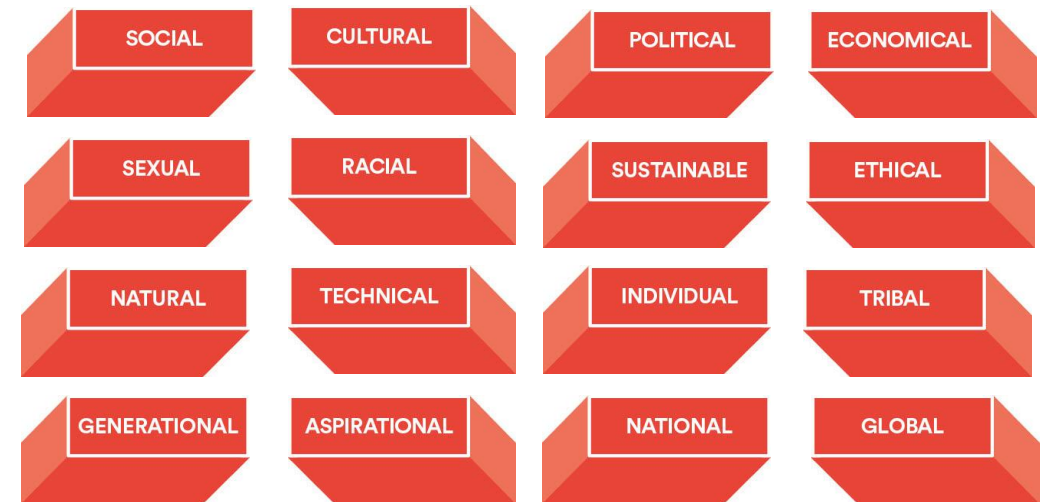
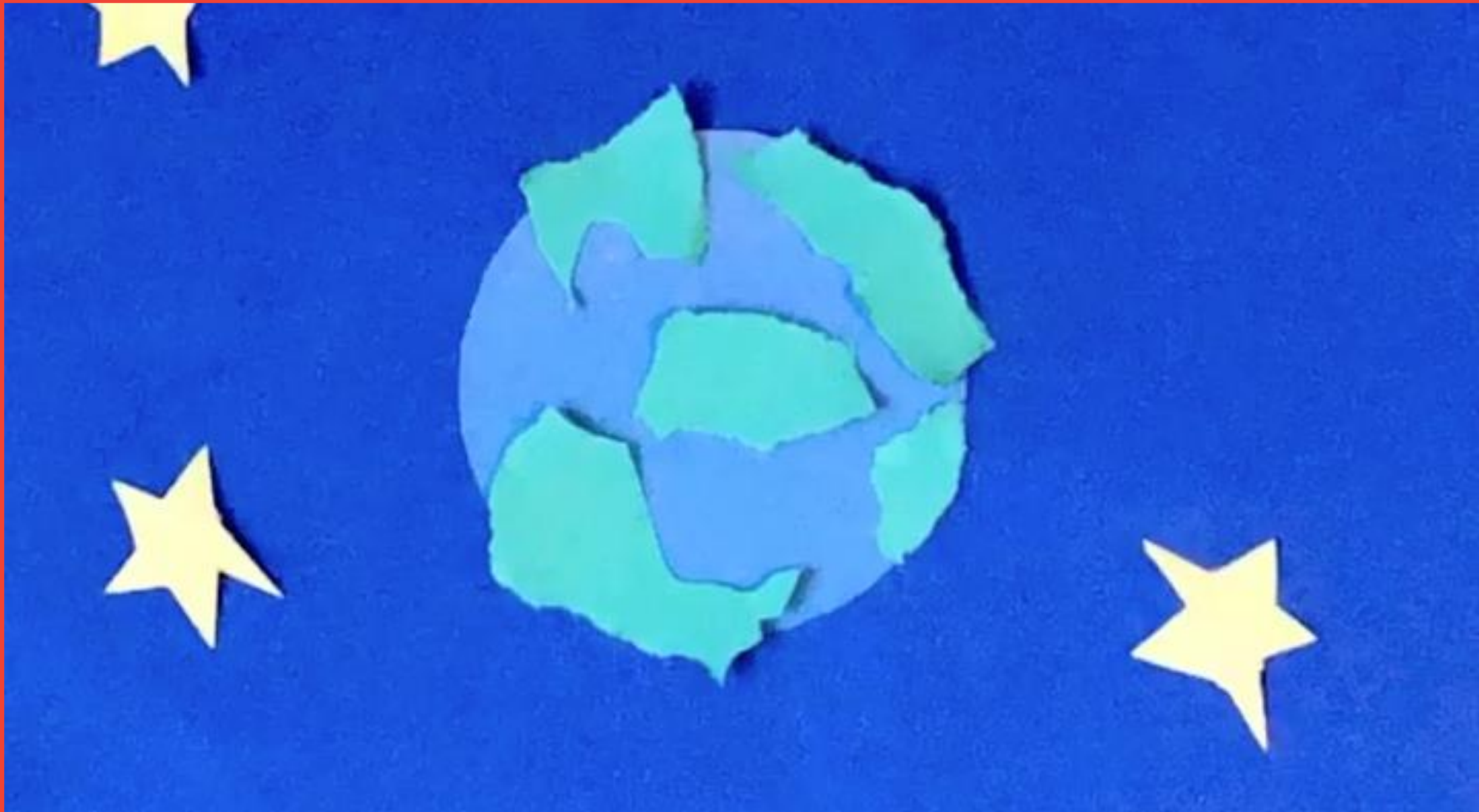


Image above: Concept cards examples.







# 4 BLENDED: THE PROJECT TOOLS

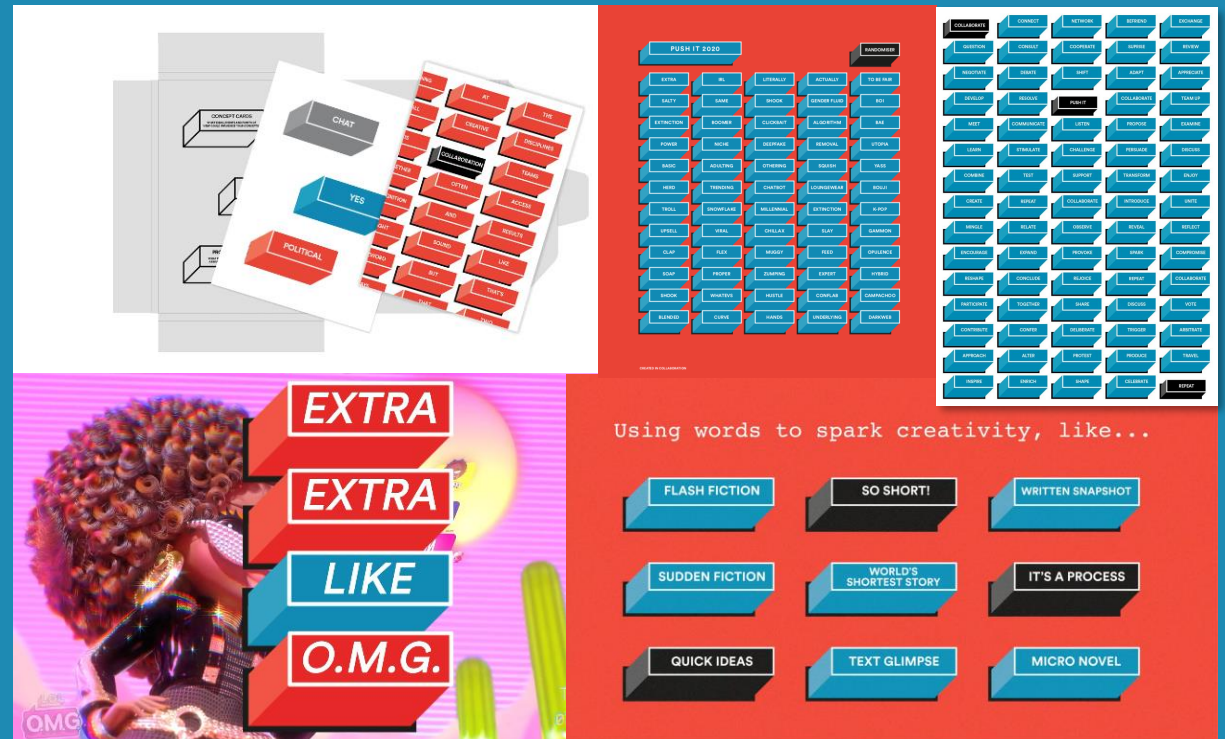
DIGITAL: PROJECT SOUNDBOARD

PRINTED: PRINTED PACK

WEB: PROJECT WEB HOSTING

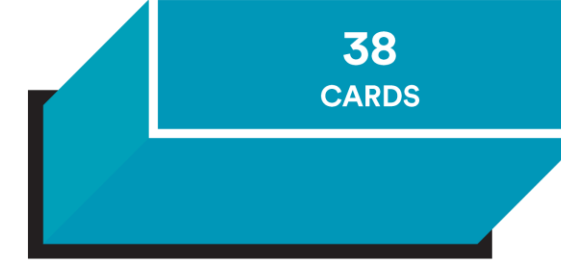
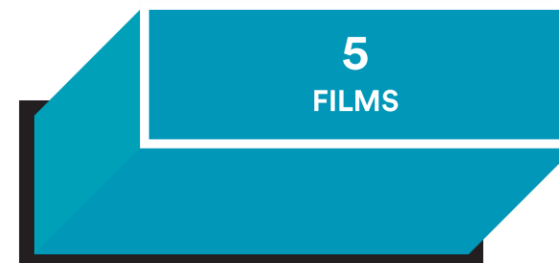
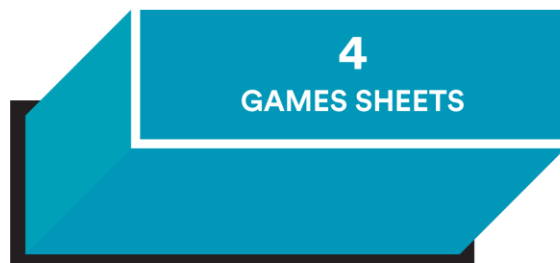
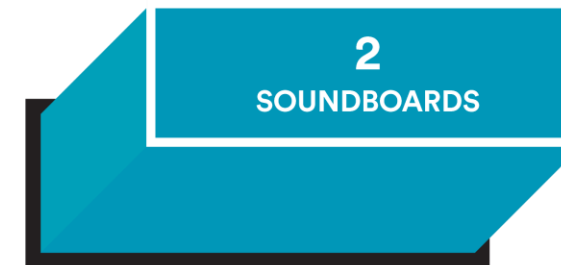
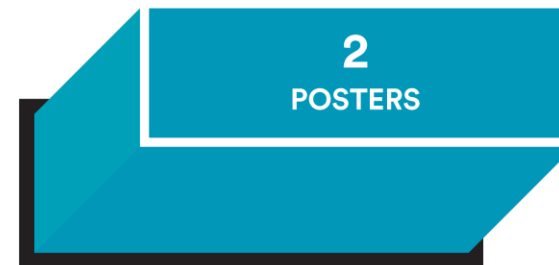
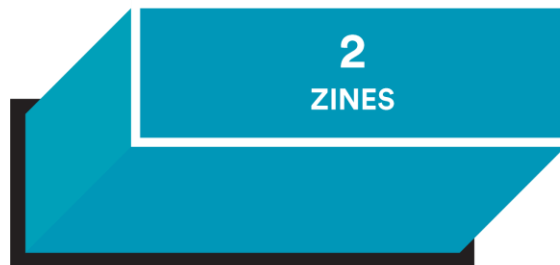
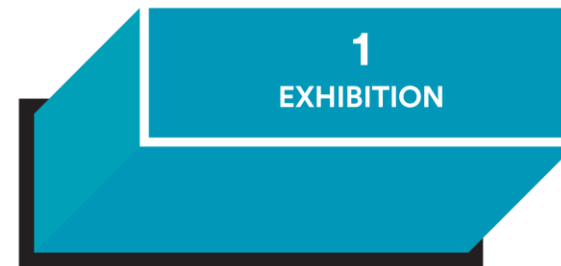
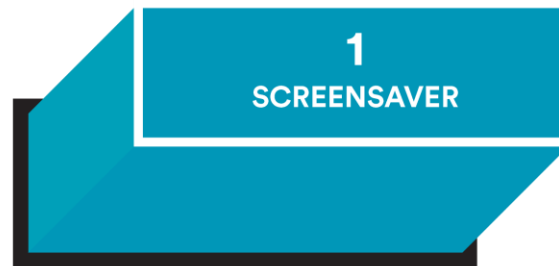
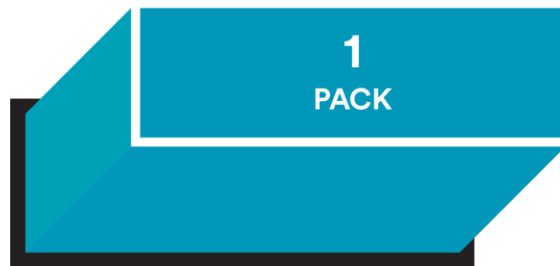
FILM: BESPOKE TEACHING TOOLS

PHYSICAL: GAMIFICATION



Images above (left to right): Digital mock-up of PUSH IT pack. Digital soundboard mock-up. Screenshots from films.

# BLENDED: THE PROJECT TOOLS



# DIGITAL: THE PROJECT SOUNDBOARDS

## 2020 SOUNDBOARD

Launched December 2020

## 2040 SOUNDBOARD

Launched February 2021

## SOCIAL MEDIA

Promotion of event

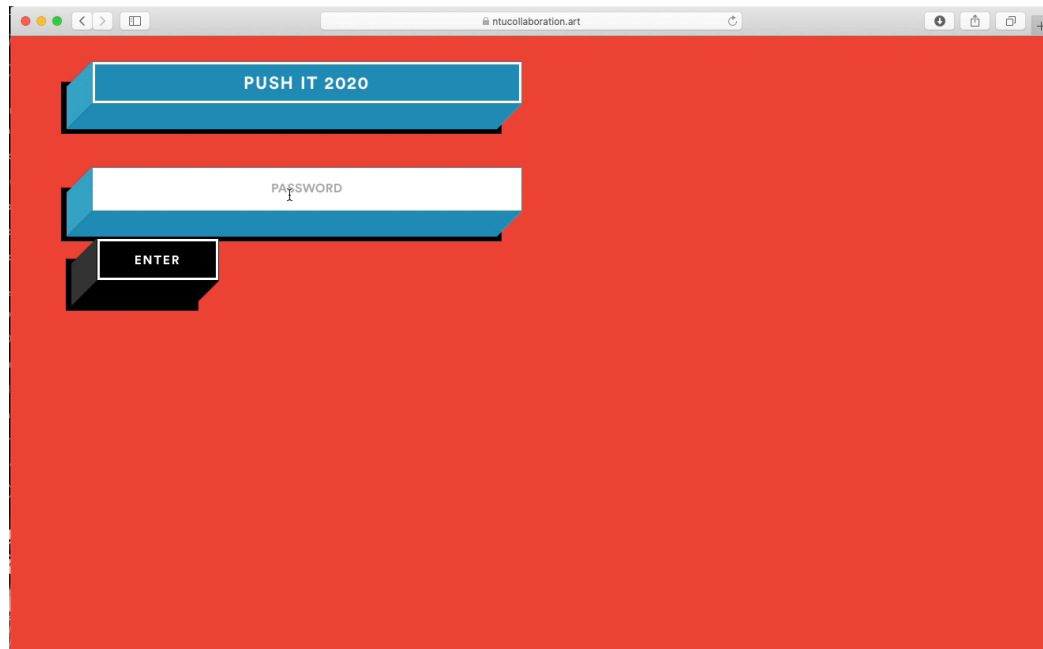
## EMAIL CAMPAIGN

Promotion of event



# DIGITAL: THE PROJECT SOUNDBOARDS

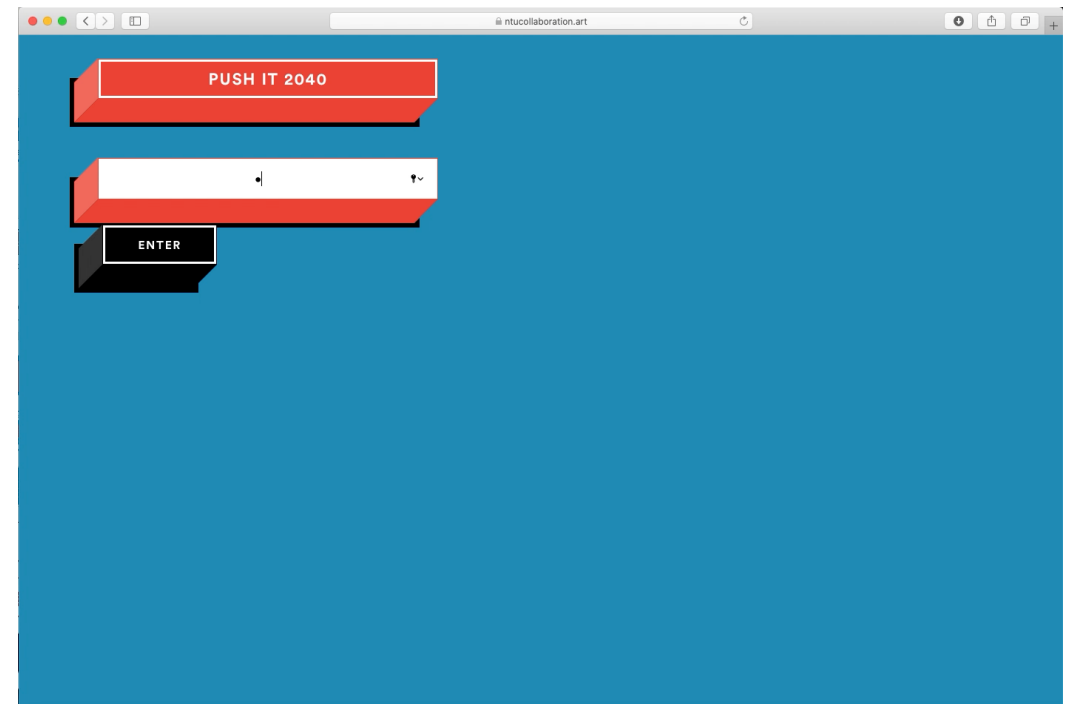
## 2020 SOUNDBOARD



Video above: 2020 Soundboard made from collaboratively selected audio clips.

Visit: [ntucollaboration.art/2020](https://ntucollaboration.art/2020)  
Password: COLAB2020

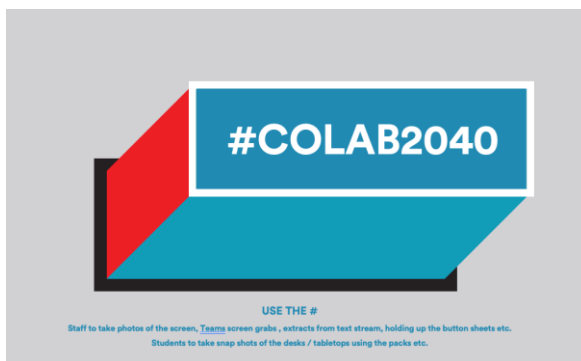
## 2040 SOUNDBOARD



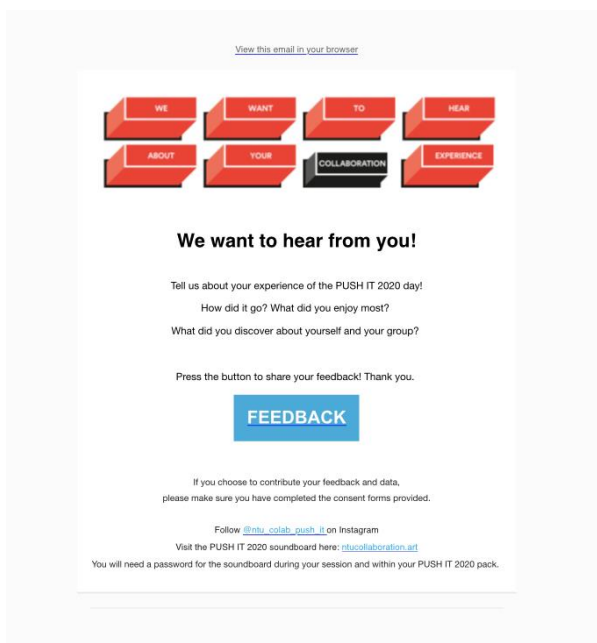
Video above: 2040 Soundboard made from the student's media clips from Friday 4<sup>th</sup> December 2020.

Visit: [ntucollaboration.art](https://ntucollaboration.art)  
Password: COLAB2040

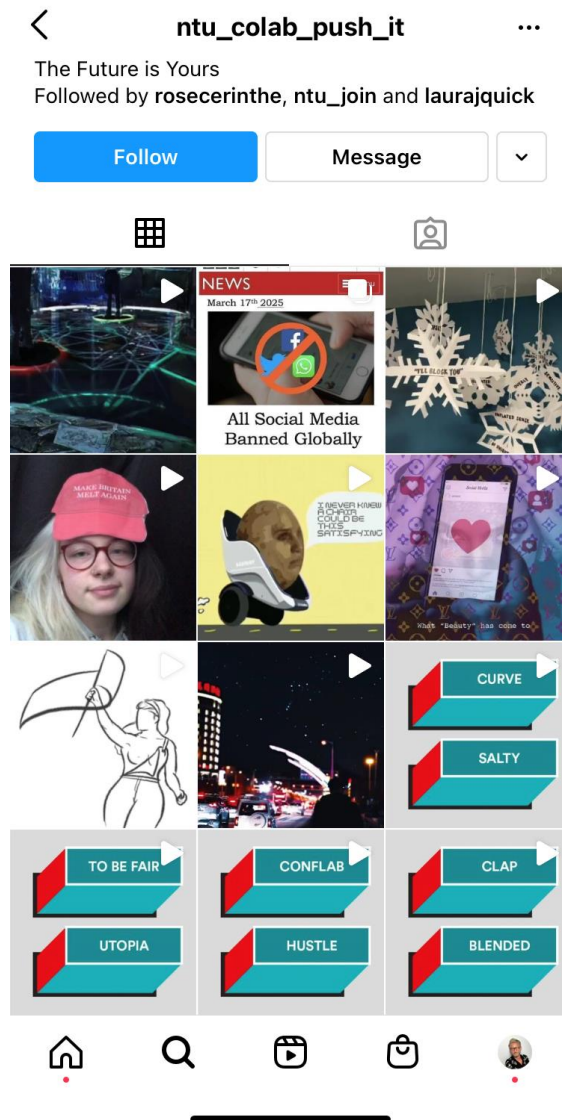
### HASHTAGS



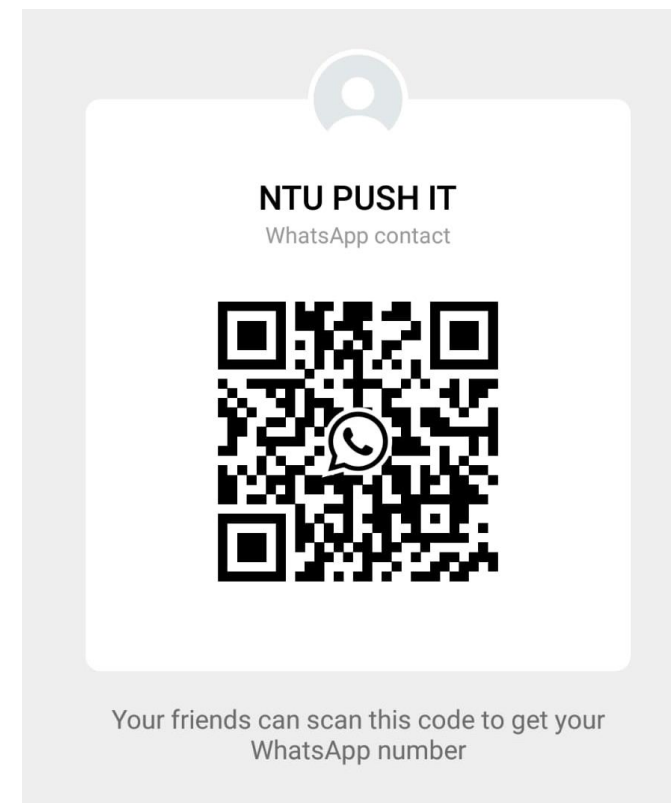
### EMAIL CAMPAIGN



### SOCIAL MEDIA



### WHATSAPP



# PRINTED – THE PROJECT PACK

**BOX**

**ZINE**

**CARDS**

**POSTER**

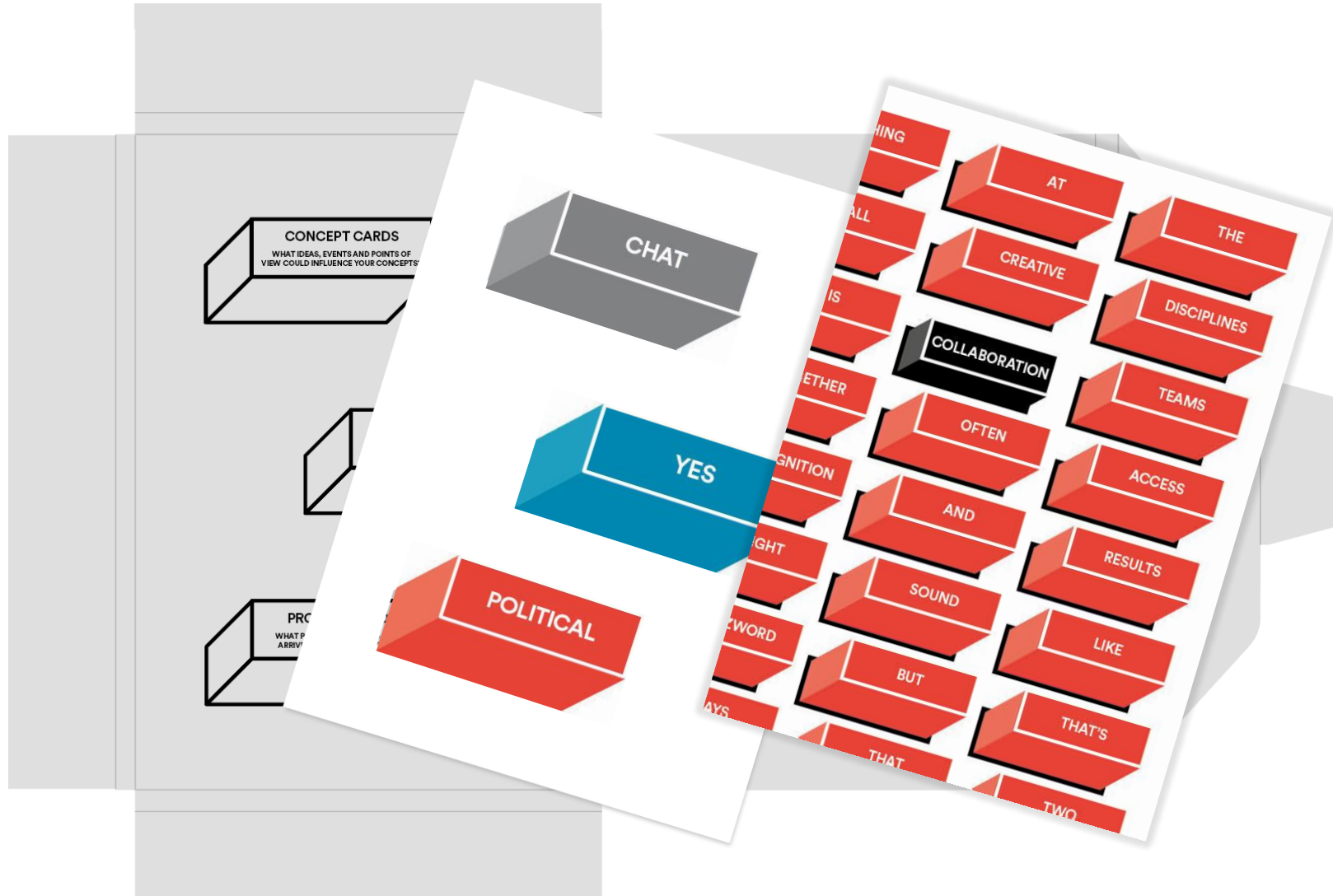
**BRIEF**

**GAMES**

**LINKS**

**ENVELOPE**

# THE PACK 1 OUTER + 1 ZINE + 3 CARD STACKS



## ZINE 1

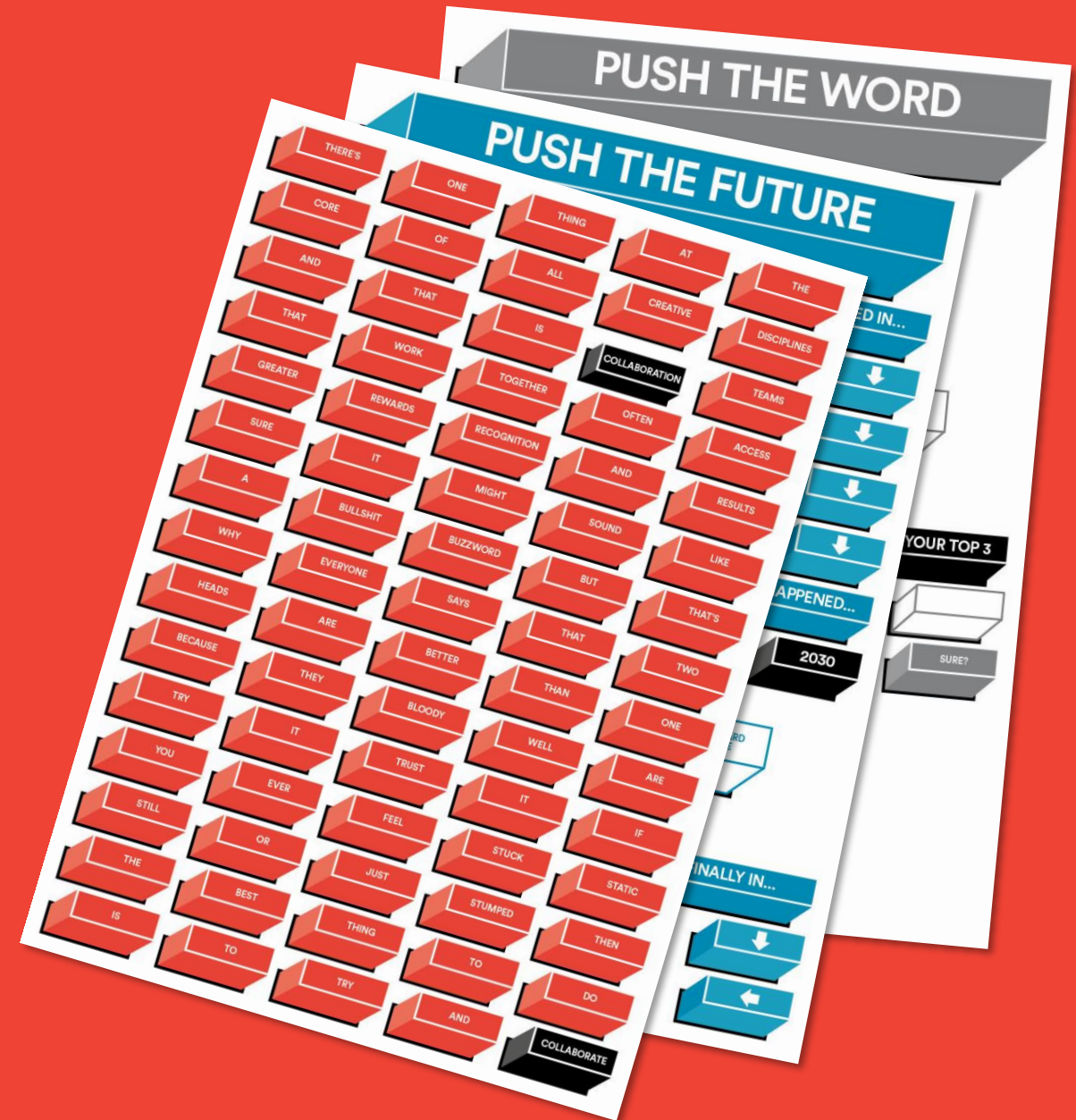
“There’s one thing at the core of all creative disciplines and that is collaboration.

Teams that work together often access greater rewards recognition and results.

Sure it might sound like a bullshit buzzword but that’s why everyone says that two heads are better than one because they bloody well are.

Try it. Trust it.

If you ever feel stuck static still or just stumped, then the best thing to do is to try and collaborate.”



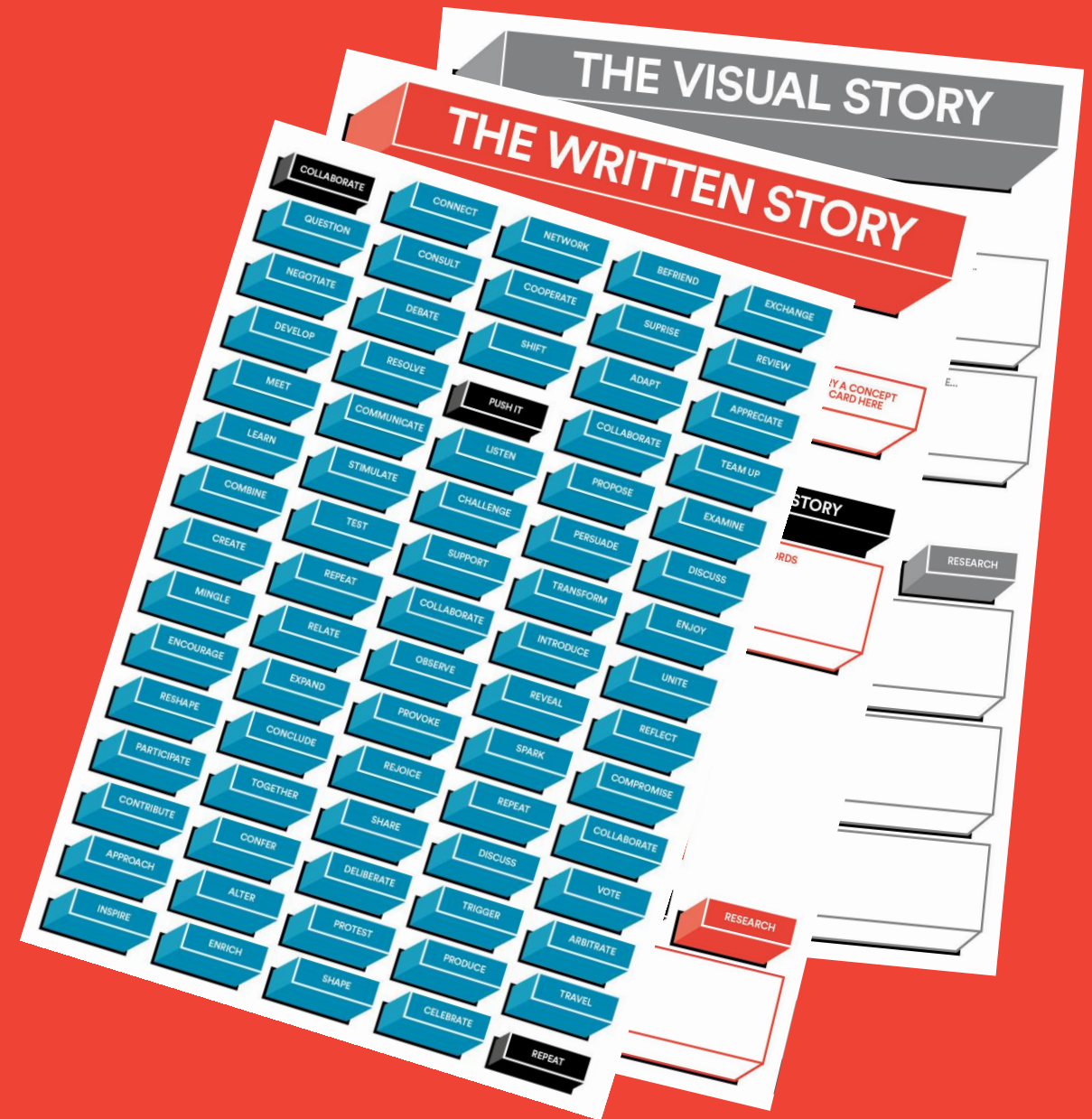
## ZINE 2

Collaborate, Connect, Network, Befriend, Exchange, Question, Consult, Cooperate, Surprise, Review, Negotiate, Debate, Shift, Adapt, Appreciate, Develop, Resolve, Push It.

Collaborate, Team Up, Meet, Communicate, Listen, Propose, Examine, Learn, Stimulate, Challenge, Persuade, Discuss, Combine, Test, Support, Transform, Enjoy, Create, Repeat.

Collaborate, Introduce, Unite, Mingle, Relate, Observe, Reveal, Reflect, Encourage, Expand, Provoke, Spark, Compromise, Reshape, Conclude, Rejoice, Repeat.

Collaborate, Participate, Together, Share, Discuss, Vote, Contribute, Confer, Deliberate, Trigger, Arbitrate, Approach, Alter, Protest, Produce, Travel, Inspire, Enrich, Shape, Celebrate, Repeat.



# A SHUFFLE THROUGH THE CARDS **BLUE VOTE CARDS**

SIDE 1

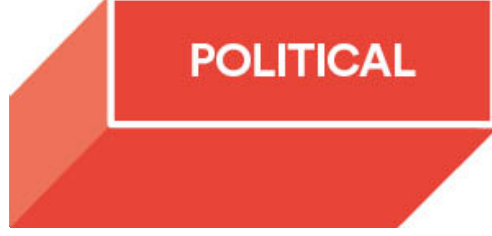
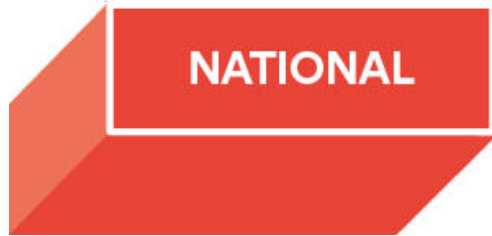
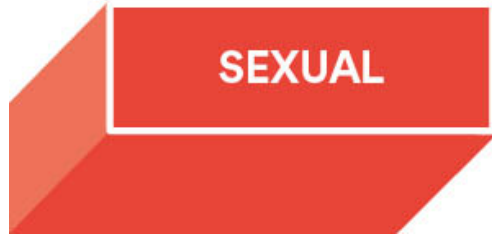
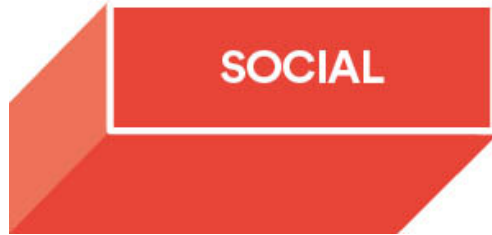
SIDE 2



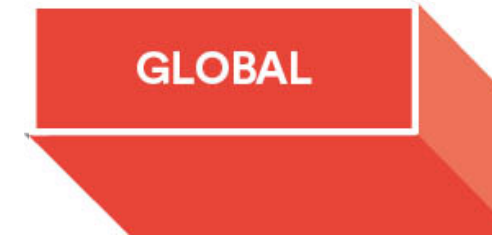
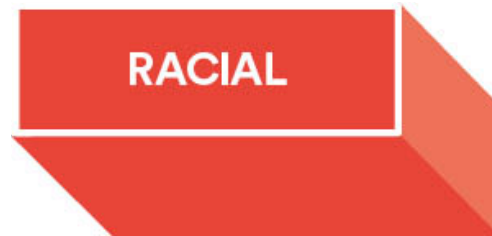
HAVE YOUR SAY! INVOLVE YOUR FULL GROUP IN ALL YOUR DECISION MAKING

# A SHUFFLE THROUGH THE CARDS **RED CONCEPT CARDS**

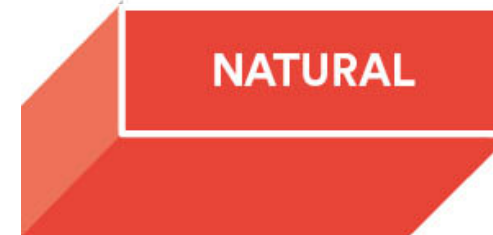
SIDE 1



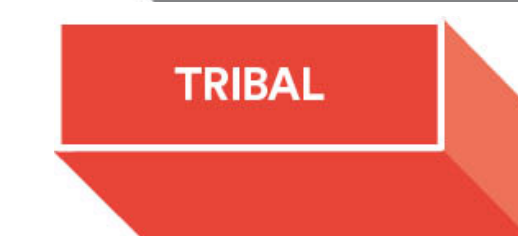
SIDE 2



SIDE 1



SIDE 2



WHAT IDEAS, EVENTS AND POINTS OF VIEW COULD INFLUENCE YOUR CONCEPTS?

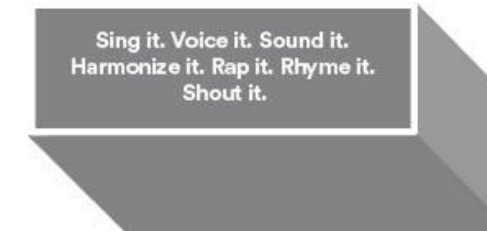


# A SHUFFLE THROUGH THE CARDS GREY PROCESS CARDS

SIDE 1



SIDE 2



SIDE 1



SIDE 2



WHAT PROCESSES WILL YOU USE TO ARRIVE AT YOUR FINAL OUTCOME?

# THE VISUAL STORY

## TASK 1

## THE PROCESS

Discuss how you can visualize your 10 word story as a 10 second media clip. Share your favourite formats with your group. Think, Meme, GIF, Boomerang, loop, TikTok, Instagram Stories. Use the grey PROCESS cards to prompt a variety of approaches and write your ideas in the boxes to the right.

APPLY A PROCESS TO YOUR STORY...  
*meems meems meems meems meems meems meems meems meems meems*

TRY ANOTHER...  
*meems meems meems meems meems meems meems meems meems meems*

Yeah Dude!!  
*meems meems meems meems meems meems meems meems meems meems*

## RESEARCH

PROCESS CARD GOES HERE

## TASK 2

## THE STORY

## RESEARCH

Focus on how to plot and storyboard your narrative across 10 seconds. Think how a short piece of media can give a hint or clue of our future. Maybe something small and incidental, the everyday of our future life. For example: A hand with lotion in its palm. The opening of a 3D letter. The wedding of a new law. The vesting of the last plant. Draw out the key points of your story as a sequence in the boxes to the right. Try dealing with just pairs or trines of words at a time. What one word will you use to title your story?

START  


MIDDLE  
*meems meems meems meems meems meems meems meems meems meems*

ONE WORD TITLE  
**NATIONAL**

END  
*meems meems meems meems meems meems meems meems meems meems*

CONCEPT CARD GOES HERE

10 second story - to give back to us

# THE IDEAS

## DISCOVER

BLANK CANVAS  
 20 0 20 0 2 10  
*meems meems meems meems meems meems meems meems meems meems*  
~~meems meems meems meems meems meems meems meems meems meems~~  
 meems meems meems meems meems meems meems meems meems meems  
 CULTURAL RACIAL SEXUAL

## DEVELOP



Throughout the day, use this sheet to capture your thoughts, ideas, doodles and notes. Please hold onto your red and grey task sheets as we would love you to share these parts of the zine with us, whenever we link together on campus. We would like to create an exhibition containing all of your work from the PUSH IT projects.

WRITTEN STORY RESEARCH  
 Throughout the morning, try typing these prompts and starting points into the Google search engine. Jump down the research rabbit hole.  
 Dude poems, Automatic writing  
 Surrealist word games  
 Flash Fiction, Sudden fiction  
 Exquisite corpse, consequence game  
 Found poems, Word play  
 Cut-up technique, Word spinner  
 Shortest novels ever written  
 Ernest Hemingway - Baby Shoes  
 Augusto Montano - The Dinosaur  
 Julia Cameron - The 16mm way  
 William Burroughs - Cut Up  
 David Bowie - Cut Up lyrics  
 Bob and Roberta Smith - Stickers for life  
 Nanook - Surreal fiction  
 Sean Skelly - 10 word stories  
 DON'T MISS THE EXCITING HYPERLINKS IN YOUR DIGITAL PACK.

PLOT VS STORY  
 Plot - The king died and then the queen died.  
 Story - The king died and then the queen died of grief.  
 7 BASIC STORY PLOTS  
 Overcoming the Monster  
 Rags to Riches  
 The Quest  
 Voyage and Return  
 Comedy  
 Tragedy  
 Rebirth  
 4 TYPES OF NARRATIVE  
 Linear Narrative  
 Non-linear Narrative  
 Quest Narrative  
 Viewpoint Narrative

## RESEARCH

VISUAL STORY RESEARCH  
 Throughout the afternoon, try typing these prompts and starting points into the Google search engine. Jump down the research rabbit hole.  
 6 second film  
 The Kubrick Effect  
 Social Montage Theory  
 15 Second Film Festival  
 Cinema of Distraction  
 15 Second Horror Film Challenge  
 Short film ideas  
 Jean-Luc Godard - The Image Book  
 Darren Aronofsky - Requiem for a Dream  
 David Laing - Hot Yot  
 Kenji Rao - 10 second short film  
 DON'T MISS THE EXCITING HYPERLINKS IN YOUR DIGITAL PACK.

BLANK SPACE  
 Kanye for President!!  
*meems meems meems meems meems meems meems meems meems meems*  
  


THINK. DOODLE. DRAW. SCRIBBLE. WRITE. SPILL. JOT. COLLABORATE.

Research / scribble sheet - to give back to us

# THE VISUAL STORY

**TASK 1**

**THE PROCESS**

Discuss how you can visualise your 10 word story as a 10 second media clip.  
Share your favourite formats with your group. Think, Memes, GIFs, Boomerang loops, TikToks, Instagram Stories.  
Use the grey PROCESS cards to prompt a variety of approaches and write your ideas in the boxes to the right.

APPLY A PROCESS TO YOUR STORY...  
*memes*  
*we saw*  
*the the*  
*you me*  
*the*

TRY ANOTHER...  
*memes*  
*we saw*  
*the the*  
*you me*  
*the*

RESEARCH

PROCESS CARD GOES HERE

Yeah Dude!!  
*we saw*  
*the the*  
*you me*  
*the*

**TASK 2**

**THE STORY**

RESEARCH

Focus on how to plot and storyboard your narrative across 10 seconds. Think how a short piece of media can give a hint or clue of our future. Maybe something small and incidental, the everyday of our future life. For example:  
A hand with lotion in its palm.  
The opening of a 3D letter.  
The meeting of a new line.  
The westerly of the last plant.  
Draw out the key points of your story as a sequence in the boxes to the right. Try dealing with just pairs or trios of words at a time.  
What one word will you use to title your story?

ONE WORD TITLE  
*NATIONAL*

START  
*we saw*  
*the the*  
*you me*  
*the*

MIDDLE  
*we saw*  
*the the*  
*you me*  
*the*

END  
*we saw*  
*the the*  
*you me*  
*the*

CONCEPT CARD GOES HERE

CHAT

WRITE

YES

DRAW

BUILD

NO

PERFORM

SAMPLE

???

SING

WEAR

TELL ME MORE

10 second story - to give back to us

# THE WRITTEN STORY

**TASK 1**

**PAIR STORIES**

Split into pairs on WhatsApp for 15 minutes. In special chat pairs create sentences that include 2 words from the 2019 Socialised. Write them in the box to the right.

After posting up, your group should have 4-6 sentences and initial ideas to consider.

STORY 1:

STORY 2:

TRY A CONCEPT CARD HERE

**TASK 2**

**GROUP STORY**

Inspired by TASK 1, as a group write a 10 word story about the future in the box to the right. Think about the power of linked words to give an intriguing glimpse into your group's vision of the future. Use the red CONCEPT cards as prompts for your discussion about the theme of your story.

10 WORDS

TRY A CONCEPT CARD HERE

RESEARCH

**TASK 3**

**BACK STORY**

Flash out the back story, by adding contextual detail. What happened before, what happens after? What's the emphasis? Is it a story or a plot? Change the sequence of words. Change the tense (past, present or future). Change from first, second or third person. Write your thoughts in the box to the right.

TRANSFORM

**TASK 4**

**STORY STYLES**

RESEARCH

Try rewriting the initial sentence in different formats and various styles. Consider the following: Twitter post, Newspaper headline, Memo, Song Lyric, Advertising Slogan, Abstract poetry, Political manifesto. Re-write your story in variety of styles in the box to the right.

STYLE 1:

STYLE 2:

STYLE 3:

STYLE 4:

SOCIAL

CULTURAL

SEXUAL

RACIAL

NATIONAL

GLOBAL

POLITICAL

ECONOMICAL

NATURAL

TECHNICAL

GENERATIONAL

ASPIRATIONAL

SUSTAINABLE

ETHICAL

INDIVIDUAL

TRIBAL

YES

NO

???

TELL ME MORE

10 word story – Students give back to us

# NTU'S COMMITMENT

## REUSABLE

Key tools designed for use beyond the project and across the next 3 years of collaboration ...and beyond!

## SUSTAINABLE

In support of NTU's commitment to enabling sustainable futures, the printed pack was printed by Print 4 LTD Nottingham with 100% sustainably sourced materials compostable vegetable-based inks, wind farm energy and eco-friendly filtration.



# FILM: THE PROJECT VIDEOS

## FILM 1

**It's the Future, baby! – 60 to1**

Dec AM

## FILM 2

**This is the Future, baby?! – 2020 - 2040**

Dec PM

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## FILM 3

**Written games – 10 words**

Feb AM

## FILM 4

**Visual edits – 10 seconds**

Feb PM

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## FILM 5

**Celebratory screensaver**







# WEB –THE PROJECT SCREEN SAVER

## FILM 5 Celebration

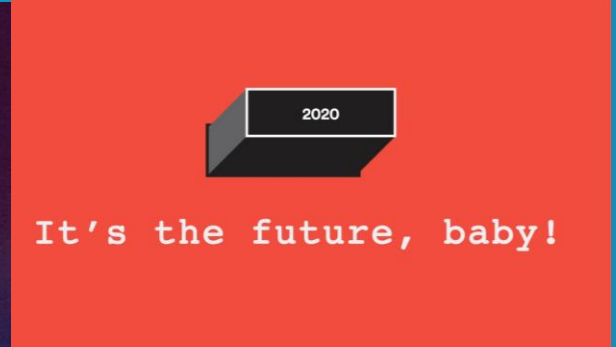
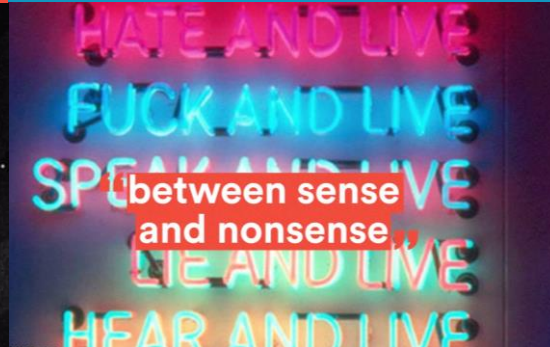
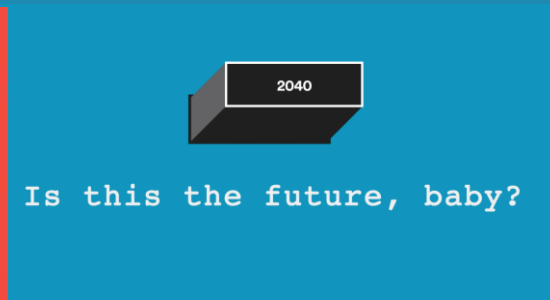
In Collaboration with Digital artist Claire Davis, we created a final digital artwork from the 50 pieces of 10 second student groups media outcomes.

This will be available to download as an animated screensaver.

A celebration of the community collaborative output from the PUSH IT project that students can download.



# 5 FUTURE: THE PROJECT CONVERSATION



Images above: Screenshots and stills taken from films.

# FUTURE –THE PROJECT CONVERSATION

**Future Exhibition sharing the student's vision, ideas and collaborative outcomes on their creative futures.**

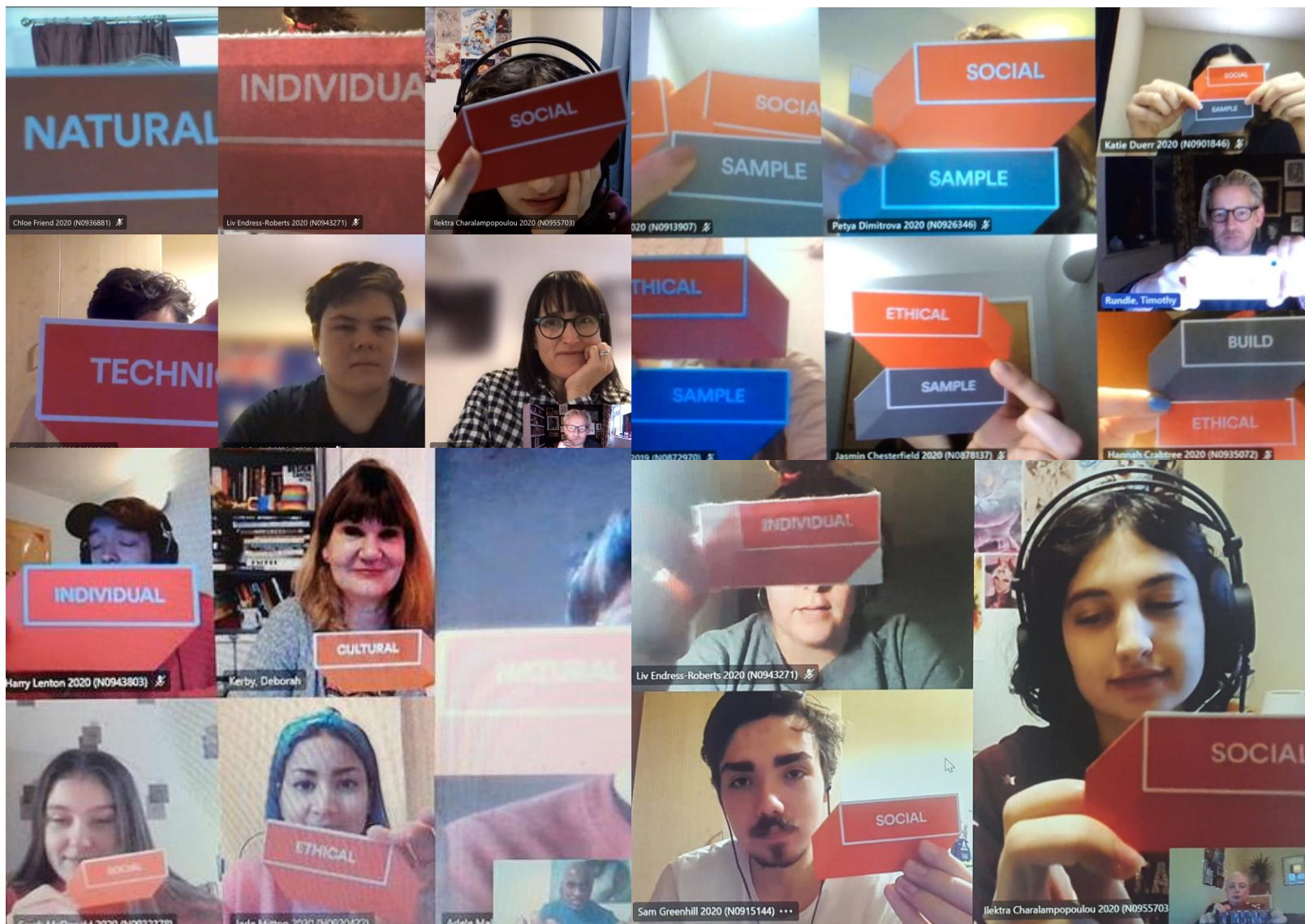
Collective Soundboards and Digital Artwork

Individual group Digital submission

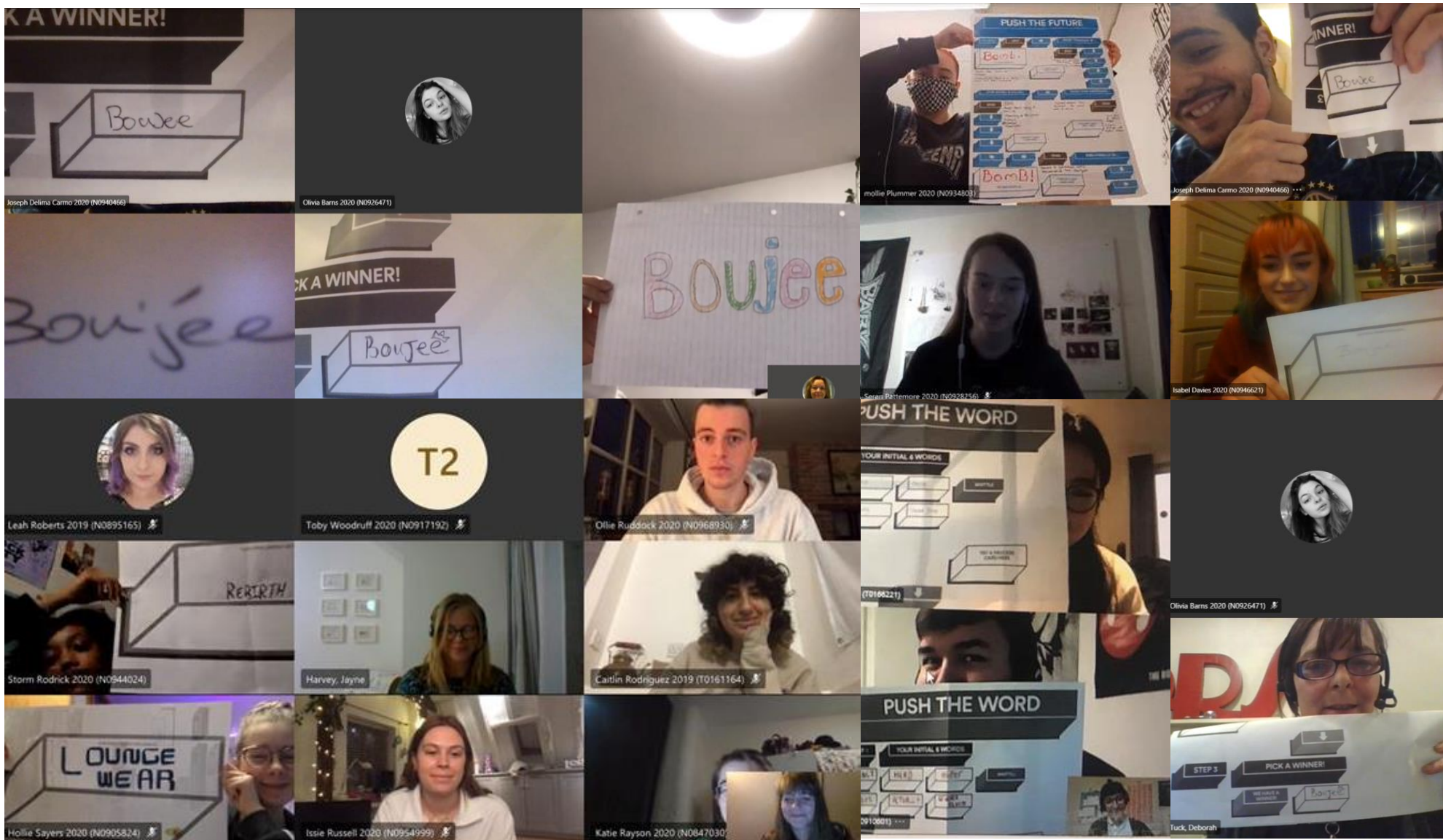
Completed Games sheets - via post or collected on campus.

Screen grabs and Social media posts

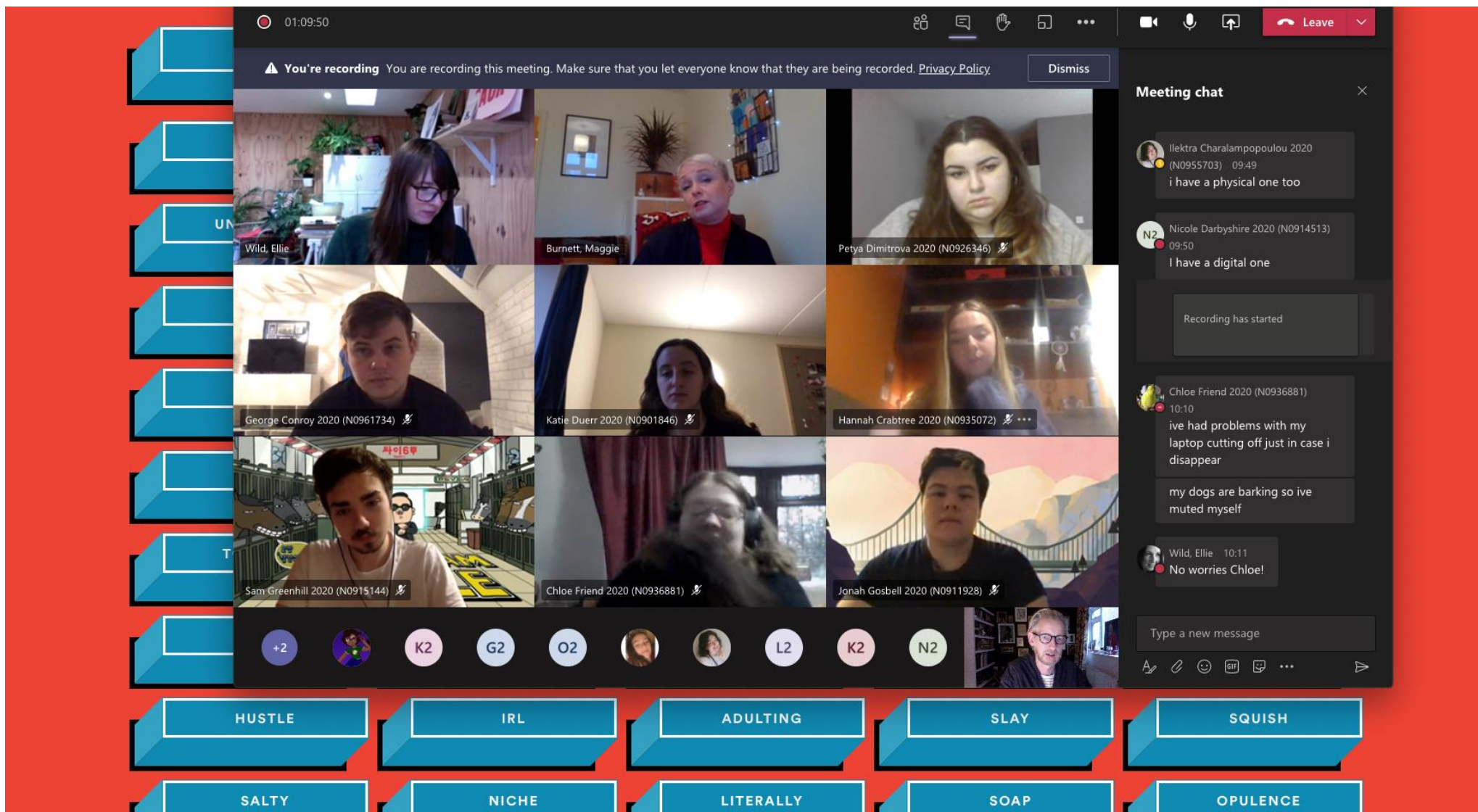
Feedback sheets and project commentary



Images above: Students using the card pack to make creative and collaborative decisions.



Images above: Students chosen words to represent their future concept.



Images above: Students and academics in discussion about collaborative PUSH IT project.

# STUDENT FEEDBACK

DEC 2020

“Opened up new doors creatively to new possibilities I haven't thought of before.”

“Was amazing to be around as everyone had different strengths and inputs.”

“It was Tough, it went very fast but it was fun. Pushed us to be more creative and get our ideas together.”

“This really helped boost my creative part as I had different viewpoints to look at and discover Felt good to just have fun and focus on quick ideas.”

“This has really helped me to have the self confidence to put my ideas forward.”

“I would recommend it to everyone because it not only helps with your own creative path by having a new viewpoint.”

“I was worried but I ended up finding this really fun.”

“I met some amazing people and it was really inspiring to be honest.”

“We could combine our skills to create something together which was awesome.”

“It's just made me feel more comfortable at NTU Getting to understand other people's artistic talents as apposed to my own.”

“I thought the concept and design of the whole thing was stimulating and fun.”

“To be honest it was better than I expected and I really enjoyed the workshop.”

“I was not looking forward to it, however I enjoyed the sounds and stimulus the whole idea, I could not have been more wrong.”