

HACK ON ARTS

BLENDED HACKATHON FRAMEWORK

Project “URBANUS19” Intellectual Output 4 - Hack on Arts
Toolkit for developing collaborative activities

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1. What is a HACKATHON?

A hackathon is an event that brings together experts and creates a collaborative environment for solving a certain problem. While the majority of hackathons revolve around computer programming and IT, many other industries follow suit. Today, it's possible to find HR hackathons, economics hackathons, music hackathons, and the like.

The word hackathon is a combination of "hack" and "marathon." So, essentially, it's a marathon for hackers. But, in this case, hackers are exploratory computer programmers.

The first hackathon dates back to June 1999 when OpenBSD brought together ten software developers who worked on cryptographic software.

Modern hackathons appeal to sponsors, partners, and recruiters. Besides working on a solution, hackathon participants join workshops, make presentations, interact with sponsors, communicate with recruiters, and much more.

A hackathon is an event set up by a company or an organization that wants to get a high-quality solution through collaboration between experts. Hackathon often is a competitive event where experts, participants try to propose the best project, the most creative, surprising solution to the organizers.

The success of the hackathon format stems from creative freedom. While there is a time limit, hackathon organizers usually don't impose a strict framework. Such an environment is highly productive.

In addition to problem-solving, hackathon participants get an opportunity to learn, share their ideas, do effective networking, and enjoy a relaxing and welcoming atmosphere. This is why in the context of the project URBANUS-19 the partnership has considered the Hackathon method appropriate for encouraging participants creativity, participation at the same time learning and collaboration with others.

2. Hack on Art - Youth in the Artistic Resistances

The project URBANUS19 proposes the hackathon methodology as one of the main project activities in order to encourage still more the expression and search for new forms and solutions regarding the project focus – art, creativity and participation as tools for overcoming difficult moments, crisis, as it has been the COVID period.

The Theme

We propose a digital event where participants will be challenged to generate some form of innovation about: **"The Youth in the Artistic Resistances"**

During this hackathon, participants will work in cross-disciplinary teams to jointly develop ideas and co-create solutions to tackle Arts and digital challenges and produce ARTISTIC RESISTANCE for

their community.

When a clear role is defined for youth, an environment is created where young people may be more likely to become and remain civically engaged. In order to do that, ProF envisaged HOA Guidelines which facilitates the young people express themselves through a creative and innovative way by combining their artistic expression with digital tools.

To use all the four Cs of the 21st-century skills – Communication, Collaboration, Creativity and Critical thinking we will guide young people and stakeholders to accomplish a Hackathon giving them the “theme” and the liberty of expressing themselves with the condition to follow the strict rules of this kind of activity.

The HOA is a two days event in which a day will be 8 hours (youngsters are getting tired and then they lose interest. Each host organises the daily schedule according to their needs/possibilities.

The programme will be uploaded to the website in the section allocated to Hack on Arts.

The HOA Online offers the chance to take action to be creative and find real digital solutions to represent it.

This “HOA” will take place in each country at the same time and the message will be a very powerful one both for their community and the European one as it is finally meant to be hosted by any other organisation and groups of young people and their stakeholders. Duplication and replication are open as each partner will collaborate online by cloud platforms and the needed people to be involved in the hackathon will be published on **the project website a long time before the actual event giving them time to prepare and get enrolled.**

The official language of the Hack on Art is ENGLISH. Among themselves the participants can talk in their native language with Coaches when asking for advice but the activity is carried out in English, especially the starting activities and the “pitches” and the Jury announcements.

3. The basic process flow of the Hack On Art

1) Setting the Arts and digital challenges.

Organisations will train/provide digital art education by introducing some FREE applications which will be used during the implementation of the projects/Art Resistance and call on some trainers, young people, young innovators, artists, or other stakeholders to come up with innovative solutions FOR CREATING ART RESISTANCE.

2.) Coming up with solutions:

Hosts and participants connect under a shared vision for co-creating the Arts projects using digital tools, which is manifested in a **two-day hackathon** to find innovative solutions in collaboration with the other interconnected partner organizations of the project.

3) Each work of Art will include a brief context, a description, and the possibility to add the contact details of the team’s members.

The Hack team and partners publish the proposed products developed during the hackathon events solely for the purposes of facilitating public access. The Hack team and partners shall therefore not be liable regarding the validity or scope of any intellectual property or other rights that might be claimed to pertain to the implementation or use of any of the solutions. All the products will be published on the website, and the project platform and disseminated on FB and Instagram, Press Releases, and articles.

4. TEAM AND PROFESSIONALS INVOLVED

Organization of an Hackathon requires a team of persons that helps in different phases of the activity. These are some of the roles that maybe considered for a hackathon: :

Master of Ceremony - the person who facilitates everything,

Coaches – 6-4 people who will coach the groups of young people moving around from one group to the other,

An Expert – it could be one of the coaches, an **artist with digital skills**

The Jury of at least 3 people, who will have some Assessment sheets(I will provide those) with criteria for awarding the prizes.

Certificates but if you can get some sponsorship also some devices or things which young people like will be ideal.

You need a good room/hall where people can move around. They will eat, work and prepare "**pitches**" - a presentation of their project in 5 minutes – a rapporteur will be selected by each group.

in front of the jury and another 3 min. for questions. Coaches will help them with this.

Then we can connect on zoom and share the projects or pictures of the art projects. It will last for two days not more than 7-8 hours a day. Pizza and other snacks and beverages will be provided and young people need access to them.

5. PROCESS & PROGRAM

- 1) A **brainstorming** on ARTISTIC RESISTANCE which is done with all the participants, coaches and MC writes the ideas on a flipchart concerning the Art Installation, Theatre, Documentaries – **ART Resistance** in general to face and be resilient during the pandemic period.
- 2) There are no wrong or right ideas. Then they **will be grouped according to their preferences** and they will choose an **art topic** that is more suited for the group. (from ideas brainstormed on the flipchart where they will tick in different colours the topic which best suits them – there are as many coloured markers as written art topics and in this way they form groups with the same interests)
- 3) Then they will be trained (or will be suggested - for those who are accustomed to Art Applications) by **an artist /a graphic artist/an ICT expert** something simple like one or more **graphic applications** that they will use to produce their projects. (coaching will be given all along the activity)

Starting the creative process

It is not easy to get out of your 'comfort zone' and head on a completely unknown 'learning zone'. By watching a short video the real opportunity of getting out of our 'comfort zone' and 'Dare to dream' to the unknown will answer our worries and uncertainties.

<https://www.youtube.com/watch?v=HhFxQIDPjaY>

Project brainstorming and grouping

The Master of Ceremony has an important role in the brainstorming and grouping activity. A flipchart or a white board is a good asset for this part. Participants articulate their project ideas on the given topic while the MC writes them down on the board in a way that everyone can see them. It is important that everyone get an opportunity to speak their mind. If a participant is reluctant to speak the MC should take actions in order to reach a response, but keep in mind to do it in a mild manner.

Questions like "What do you think...?" or "Do you have a suggestion on this...?" can help. Reading body language and being assertive and an active listener is a trait that the MC should have. The MC should assure a friendly and goal oriented climate during the brainstorming session.

While writing the project ideas for 'Hack on Arts' on the board the MC makes sure to keep the ideas flowing in the right direction. The theme of the event is important.

The MC should estimate if an idea is within the guidelines of the theme or if it drifts away too much. Also, at this point the MC can use his/her authority to group similar ideas together and/or suggest potential changes to the idea in order to keep within the theme.

After all project ideas have been written down on the board everyone should vote on the ideas. From all gathered ideas (around 20+ will be gathered) only 8 or 9 should be picked for further work (this number depends on the number of participants; 2 to 3 participants work in groups on the same project). The process of voting can differ. Either simple raising of hands or a more complicated online voting tool (in example) can be used as a method with coloured ticks on the Flipchart paper or emoticons etc.

After the project ideas have been voted on the MC uses a method of his/her choosing to create groups for further work. Either a simple showing of hands method or a more complex one can be used here. The participants should keep in mind that they will be working on the project idea that they choose for the next two days, so they need to be motivated to do it.

A facilitator is a person who is familiar with the subject/theme of the event, good with people, has highly evolved communication skills (has good body language and vocabulary and is good at reading people and making them feel comfortable), is not afraid of speaking in public and is good at creating a relaxed and motivating atmosphere for work and collaboration. It is very important to choose a good and qualified MC for your event as he/she will have an important role in the organization of the event and communication with participants.

Keep in mind:

The brainstorming session comes after the participants find out about the theme of the event but at this point they are still unsure and maybe feel insecure to actively participate in the discussion. The MC must step in here and encourage participation. Every idea is accepted and can be used to start a discussion but the MC needs to guide the discussion towards the theme and/or even know when to stop it when it drifts away too much from the topic.

Group work with coaches

During the two days of the event participants will be involved in workshops and group work with coaches. In a best case scenario three different coaches will be present each day for the group work sessions (six coaches all together). It is important that each group spends some time with each coach. The amount of time spend with each coach can be flexible (in example a group can choose to spend 10 minutes with one coach and 50 with another). The point of group work with coaches is to provide groups with real life experience from the coaches and to allow groups to get a suggestion or an advice from an expert in the field. Coaches can be partners of the event organizers but it is important that all three coaches (per session) come from different backgrounds and domains in order to provide participants with experience from different fields (E.g design, graphics, technology, digital art, theatre experts, actors)

Project pitching

At the beginning of the working in groups session the MC should explain to all the participants what is expected of them by the end of the event. Each group will need to present:

The problem or need (Covid19) they identified in the community (that is related to the theme of the event)

The artistic solution or answer to the problem/need that is unique to their project idea

A short action plan or steps the group identified as crucial to carry out the project

The impact their project idea would have on the community or market

The pitch of the .project idea.(5min pitching + 3 min questions)

The pitch at the end of day two of the event will have to contain explanations to the 5 categories mentioned above (problem, solution, plan, impact and pitch itself). Each group/team can prepare either a PowerPoint presentation, a video or some other presenting method to pitch their project idea to the jury. Each team has 5 minutes to present the idea and 3 additional minutes for questions from the jury members. The duration of the pitch can be changed but we suggest no longer than 5 minutes because in the real world the pitch to potential investors is usually only 3 minutes long.

Project selection

After all project ideas have been presented/pitched to the jury members, the Jury retreats to a separate room along with the MC to deliberate. During this time a key note speech is given in the main venue hall to boost moral and raise motivation of the participants while they wait for the results. In the separate room jury members discuss and compare grades they have given to each project idea on the project evaluation sheet (will be provided as additional material with this toolkit). Projects are evaluated and graded in the same 5 categories mentioned in “Project pitching” part (problem, solution, plan, impact and pitch).

Jury members can be partners and staff of your organisations

Award ceremony

In the classical Hackathon important part is given to the award ceremony because it gives visibility to its participants. At the same time it is also important to the participants because it strengthens their sense of accomplishment.

Usually the MC is once again an important part of this part of the event because he/she leads the ceremony and is in fact a host now. The jury members explain which projects are awarded and why. They give a short description of what was happening in the “deliberating room” while they were discussing the project ideas.

Jury could awards projects with different purposes, objectives and by giving different titles:

- Best overall project
- Most innovative project - to reinforce the digital/technical/artistic part
- Most impactful project – to encourage team to be creative and ambitious

In the context of youth work the awards can be symbolical, funny or giving recognition to any project from the best aspect of each proposal presented by the young people. For example, the most environmental project, the most colourful project, the best project in the category “Small scale project”, and others. Here creativity is on the responsibility of the organizers.

The most important aspect is to give recognition to the work done, to the enthusiasm and contribution demonstrated and results achieved in a team.

With each award, a certificate is given as well as a “material” award if you, as an organizer of the event, have managed to provide awards from the sponsors. It is also advisable to take a picture of each awarded team with the jury members and the MC as well as one group photo with all the participants and people involved in the event organisation.

6. INTERNATIONAL DIMENSION OF THE HACKATHON “HACK ON ARTS”

As the project URBANUS-19 is an international project, the HACK ON ARTS event proposes blended version of it, mixing together local, in-presence work and international sharing, synchronicity and being a part of a larger picture, that such experience can give to its participants.

The modality in which such dimension is proposed- two day program, in which:

- Hackathon is presented from the very beginning as an event implemented with the same rules and principles in other countries contemporary or in the same period of time;
- Eventual connection in the launching part of the event (if the local workshops are held on the same day);
- Connection with all other local workshops in the end and result presentation in the international level, not only to the other groups present in your own workshop. Connection maybe done by using ZOOM, GOOGLE MEET or any other application.
- Publication, presentation of the results from all local workshops on the virtual spaces (web pages, platforms etc) or even in printed versions on-site spaces (offices, schools, youth centres and other) in each country, making visible results from all the partnership together.

These elements can raise the motivation of young artists/participants and make them feel seen as there would not be just one space, but many for their work results.

Another learning aspect that could be found out from the international dimension is the diversity that could be visible in the final results of all local Hackathons. And this could be a reflection point that mentors, educators, other involved professionals could facilitate, underline and encourage from the point of view of appreciating, understanding diversity and its human reasons as a great treasure for art and creativity.



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