

# Creative Communities

**Making the invisible visible through creative expression of mental wellbeing in land and sea communities in Scotland**

The 'Creative Communities' programme is a collaboration between The Innovation School, The Glasgow School of Art and Design Informatics, University of Edinburgh bringing together expertise to create new modes of expression to address, communicate, and share the hidden challenges of people experiencing or affected by mental ill-health in remote and rural areas of Scotland.

This sketchbook illustrates the co-design process and outcomes of a creative workshop organised as part of the programme to bring together people with lived experience, academics from a range of disciplines and practitioners working with communities, all who have valuable expertise and experience in rural mental health.



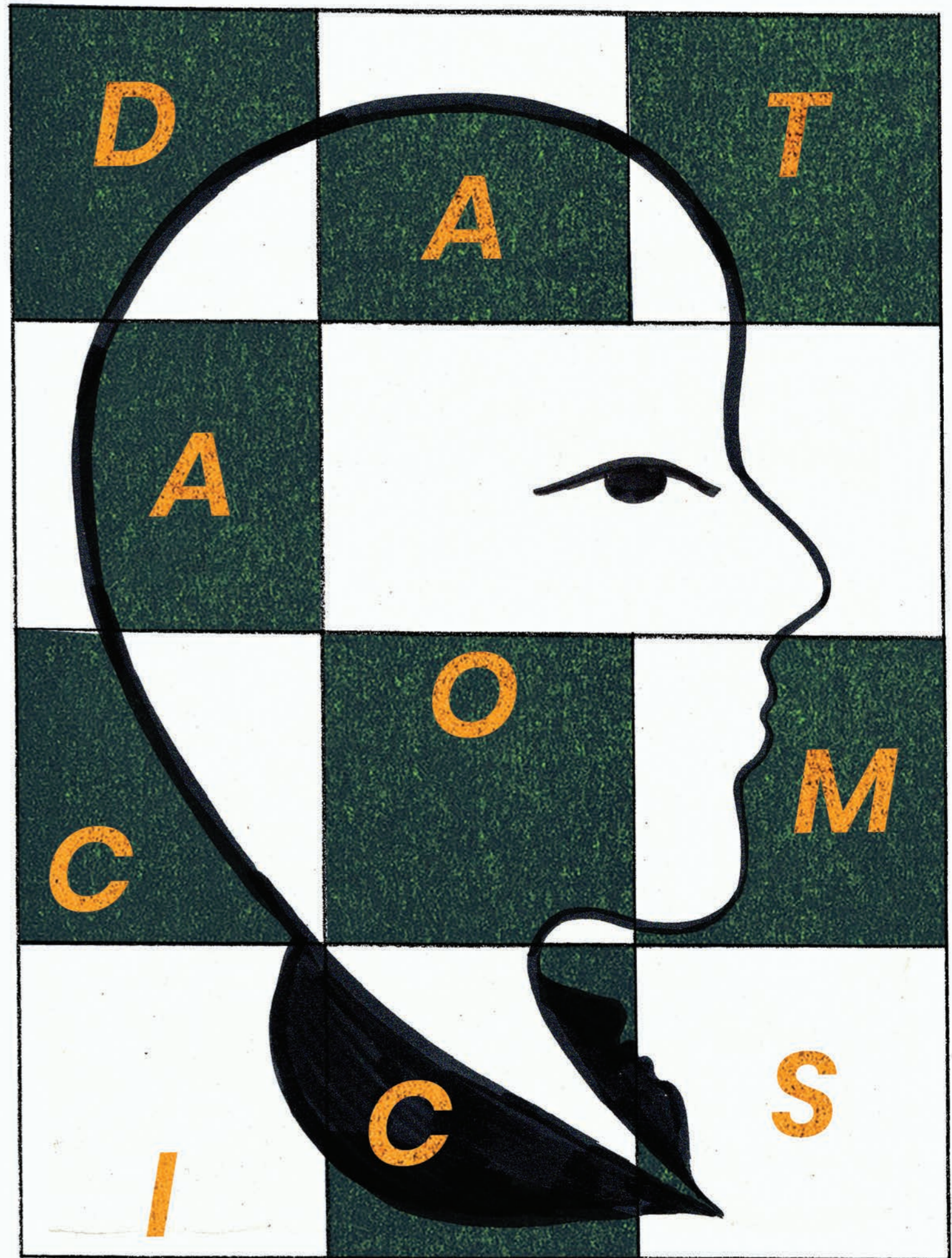
The programme is led by:  
**Dr Tara French &  
Professor Chris Speed**

Sketchbook created by:  
**Tessa Mackenzie**

**INNOVATION  
SCHOOL  
THE GLASGOW  
SCHOOL OF ART**



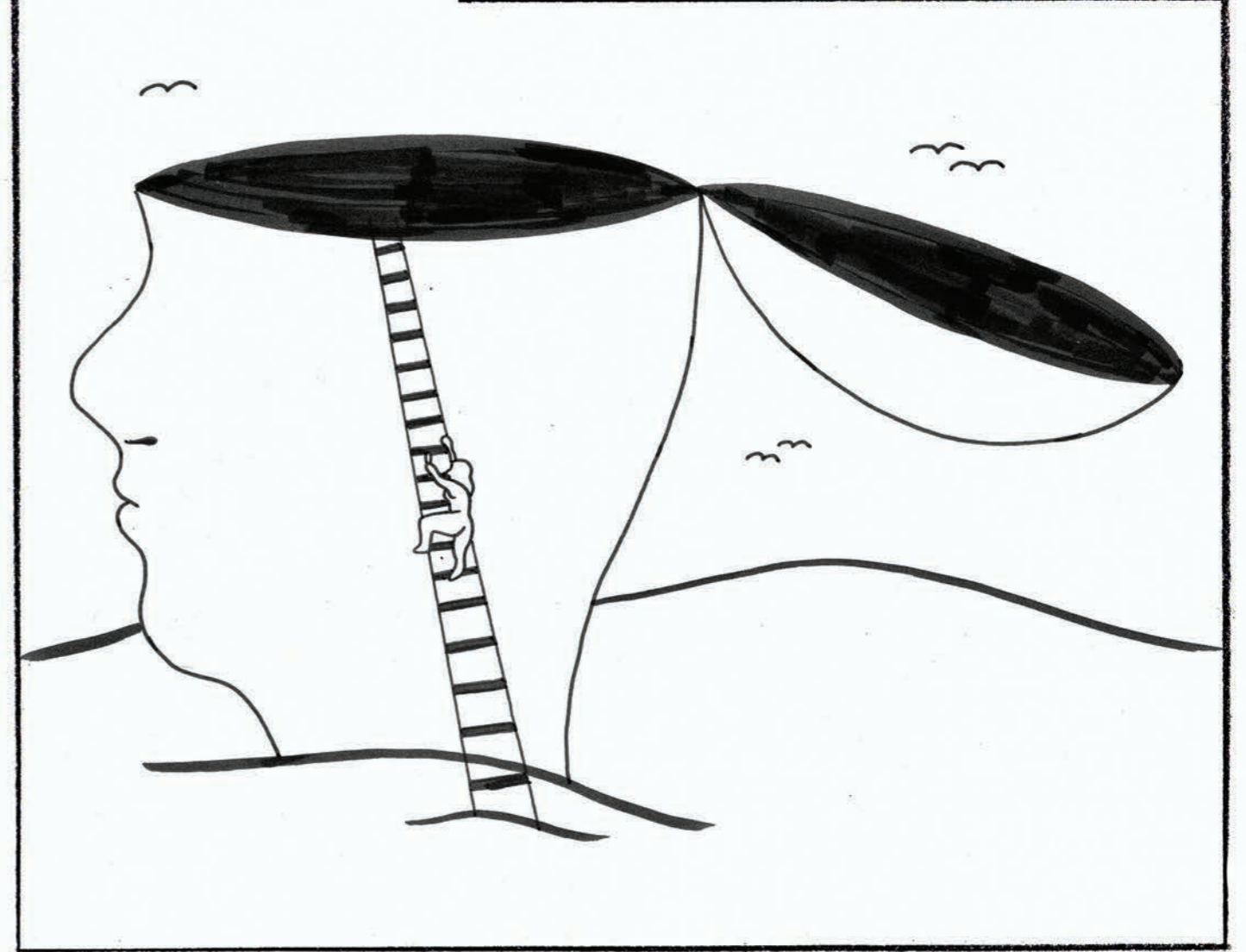
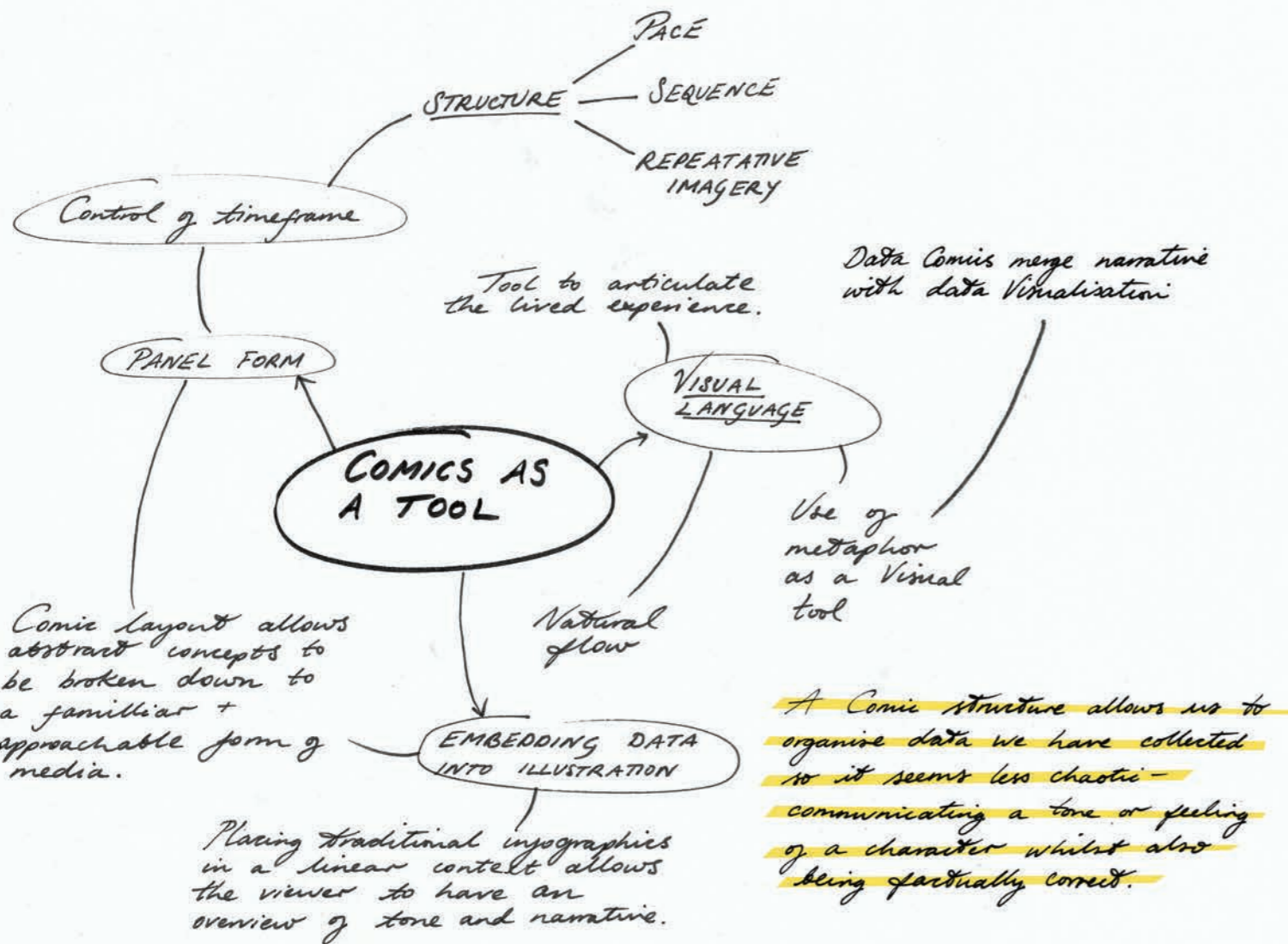
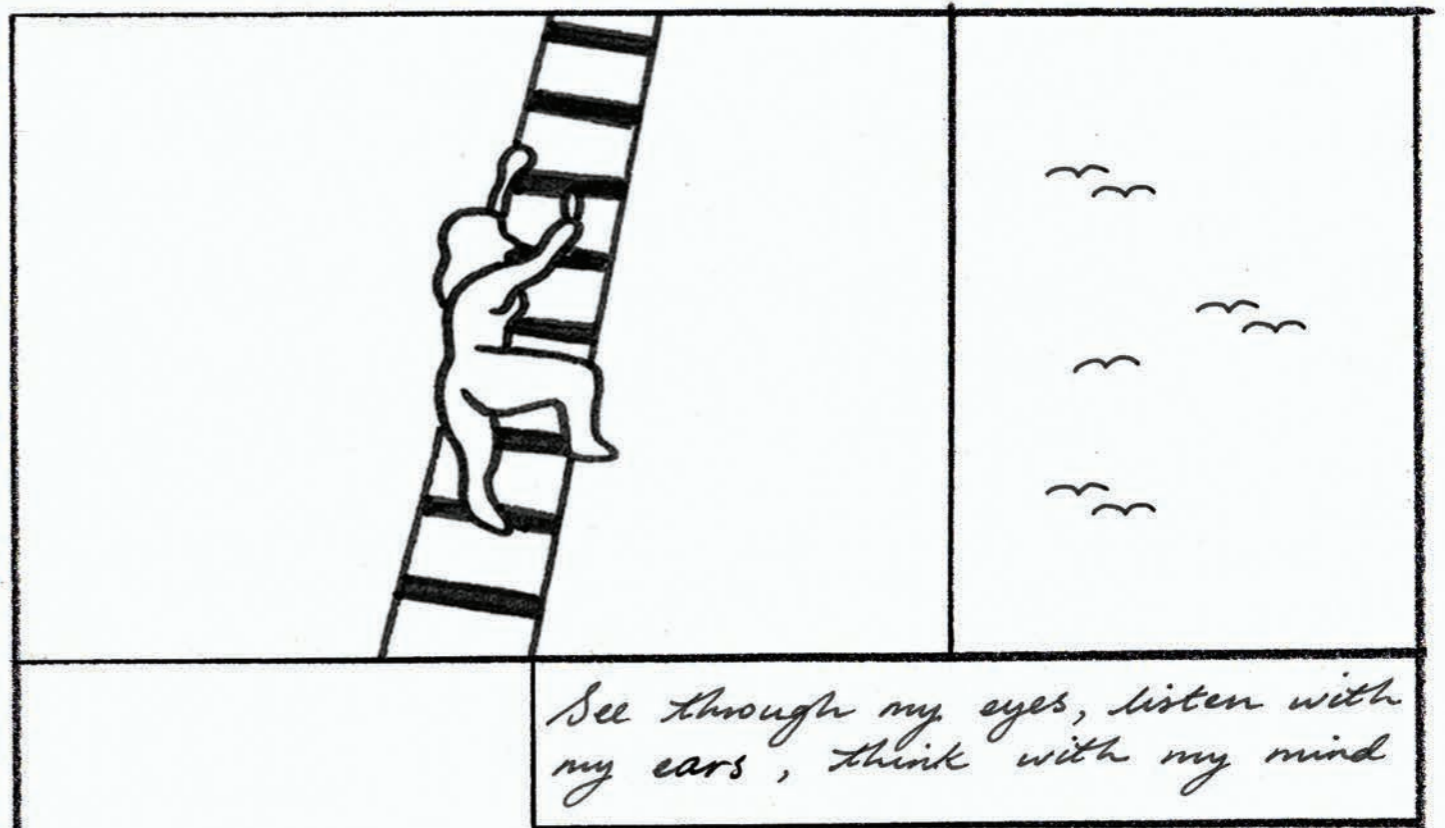
design  
informatics



*Creative Communities: 'Data Comics for Data-Driven Storytelling'*  
Chris Speed & Zezhong Wang

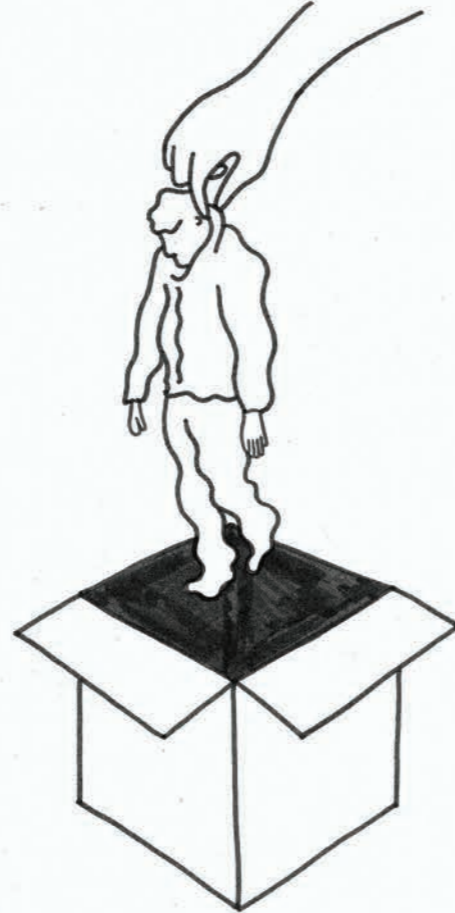
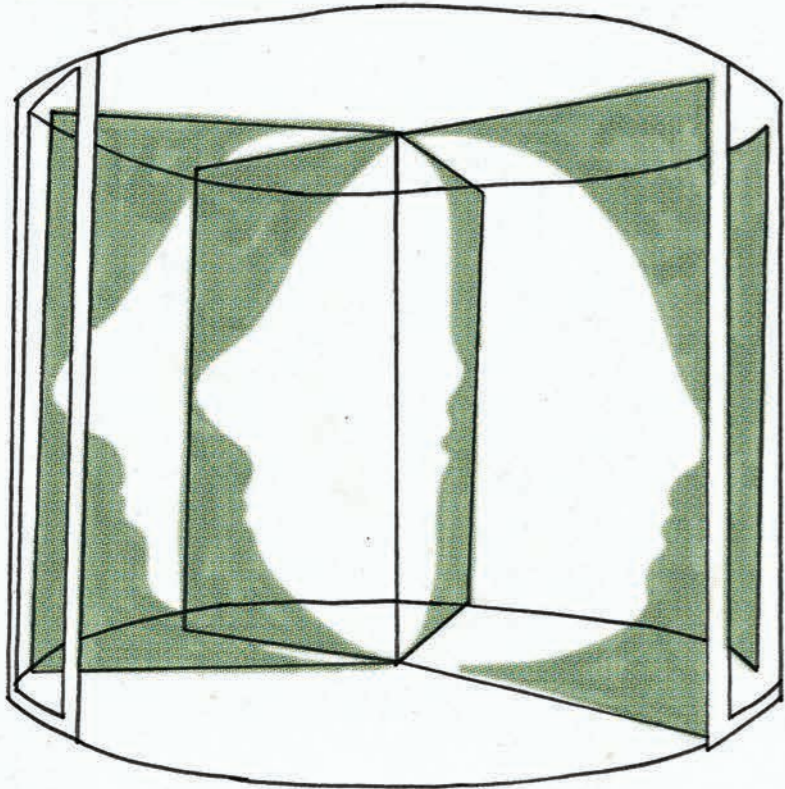


# EMPATHY

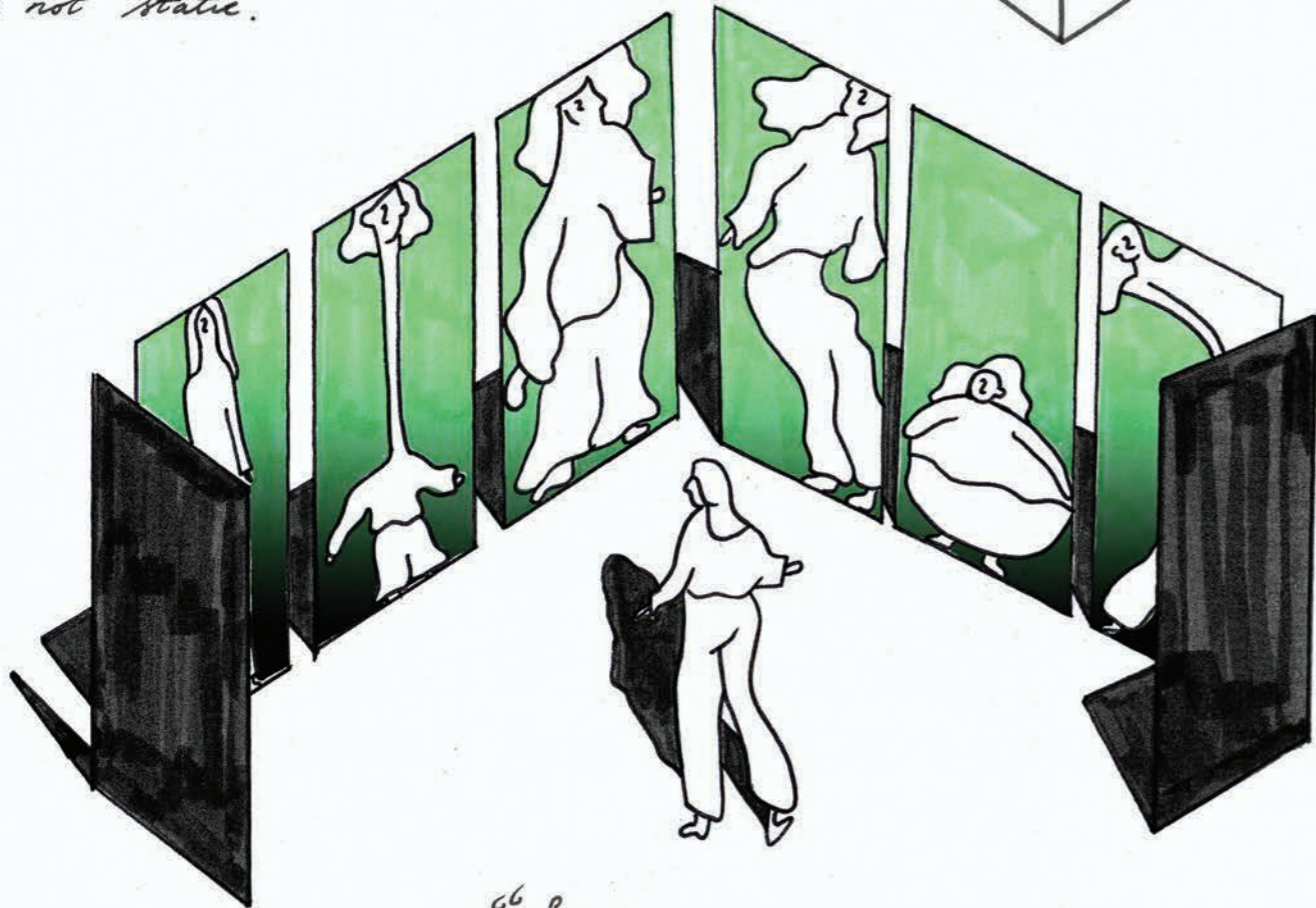


# IDENTITY

The labels people use and boxes they put people in who have mental ill health perpetuates stigma. All these boxes are inter-connected.



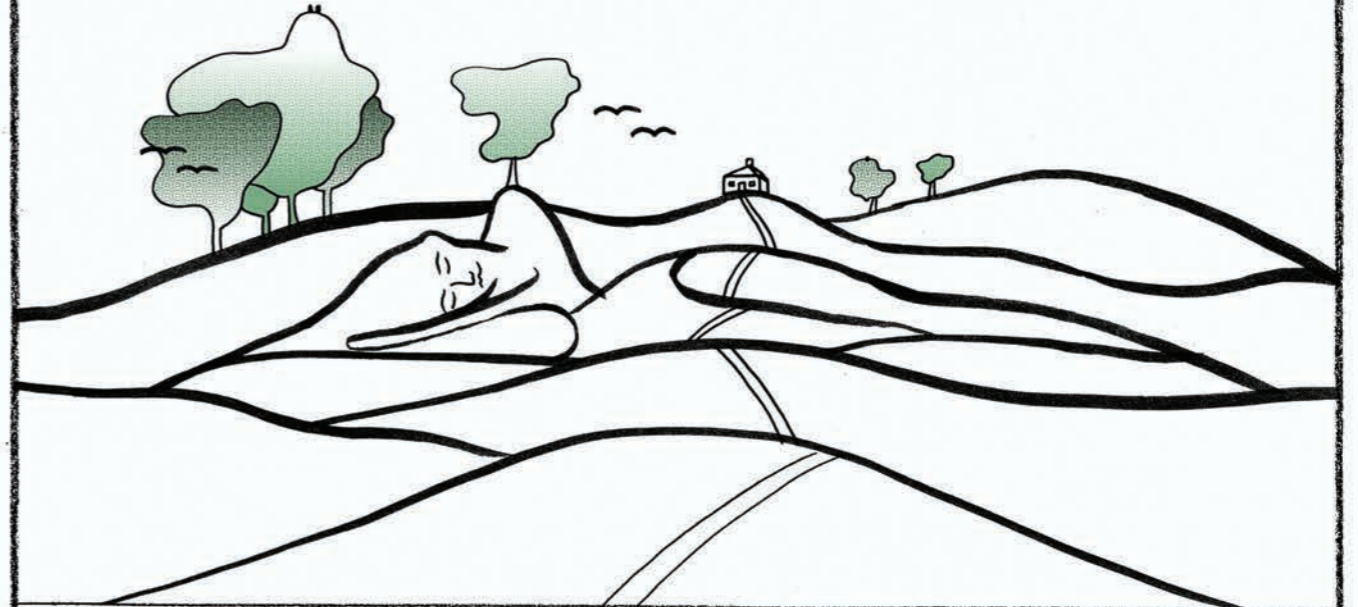
For people to have well-being, they need to define and re-define themselves. Everybody has the right to decide who they are - identity is not static.



"Seeing yourself through Stigmas eyes"

# ENVIRONMENT

Rural Scotland is an idyllic green space, it is beautiful for people on holiday, but the reality of rural life is that it can be isolating.



People are experiencing depression, suicidal thoughts, feelings and self-harming in Rural Scotland right now, no matter age, gender and location.

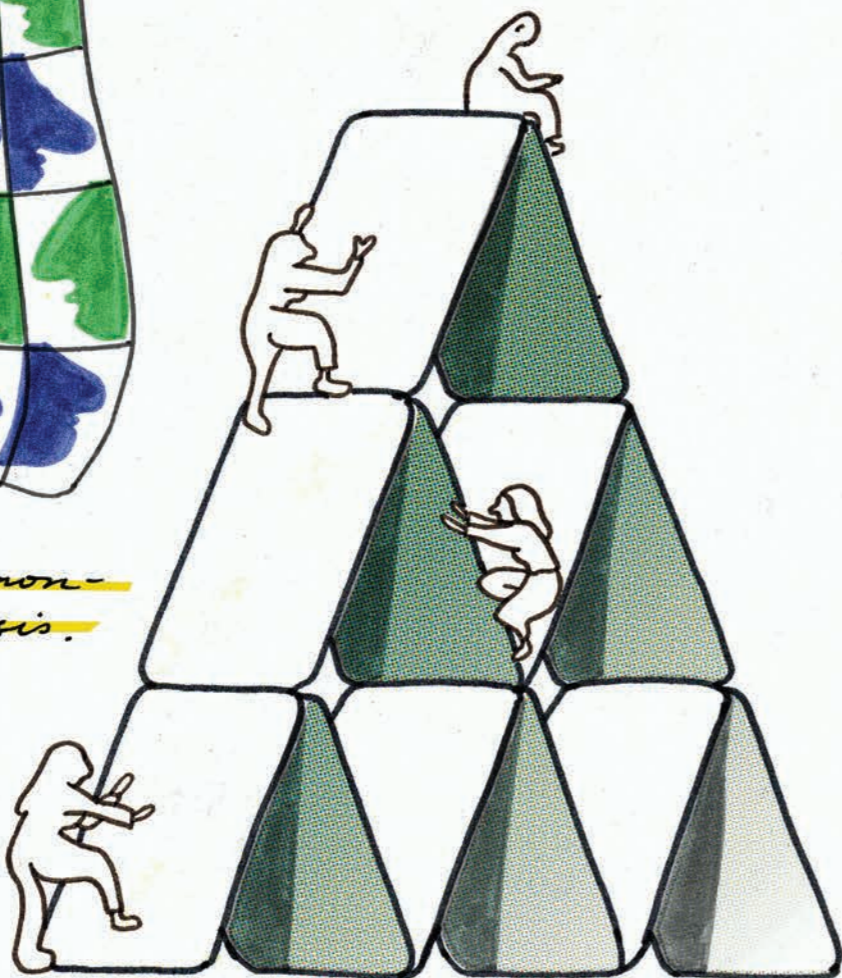
# COMMUNITY

We are social animals, a diverse patchwork creates a Community.

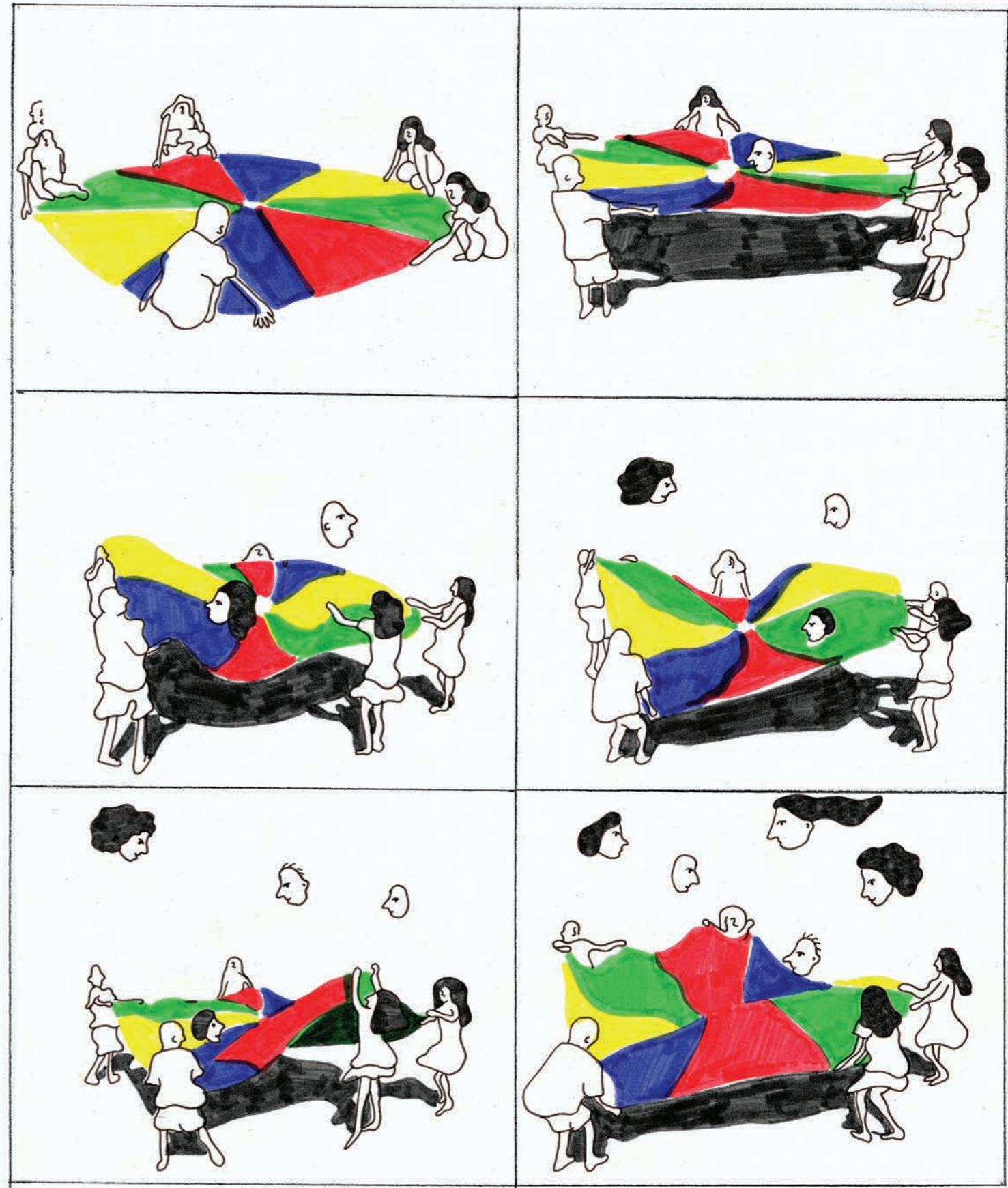


Resilient Communities are those that reach out.

We need to connect in non-clinical settings pre-crisis.



You can't build a life if you have no foundation, a sense of community is that foundation.



There should be no hierarchy, we need to take a group approach to solve this problem together.



*'Occupying the unseen'*  
Bev Hood and Gregg Lloren

**VIRTUAL REALITY ALLOWS THE VIEWER TO SEE LIFE THROUGH SOMEONE ELSE'S EYES - IT'S A TOOL FOR EMPATHY.**

**FILM ONE**

THEME: STIGMA OF MENTAL HEALTH

CHARACTER: Well known male in rural Community that has a stigma about mental health and feels unable to talk about his feelings.

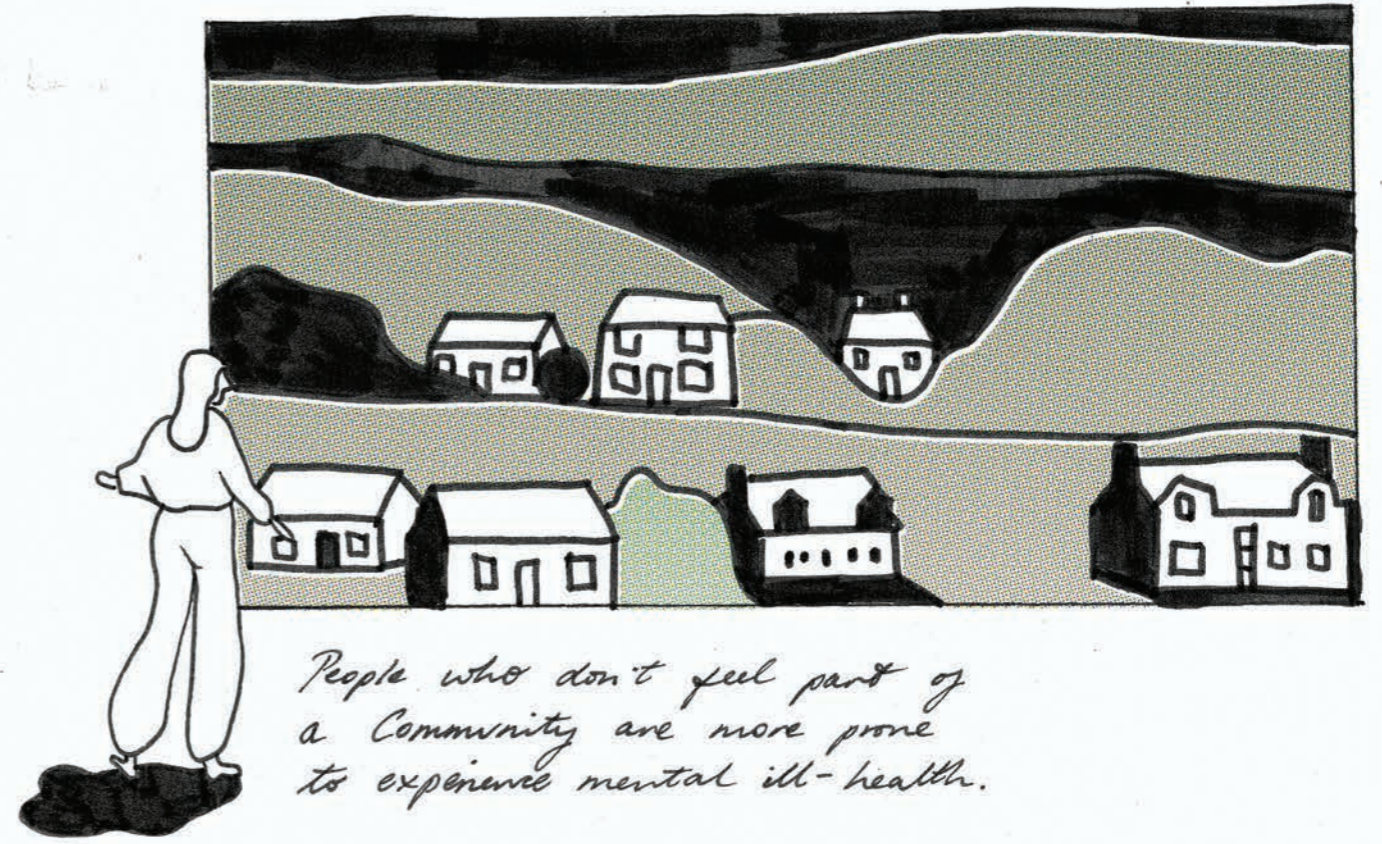
"I feel like I'm watching people pass me by without being involved - A spectator of my own life."

**FILM TWO**

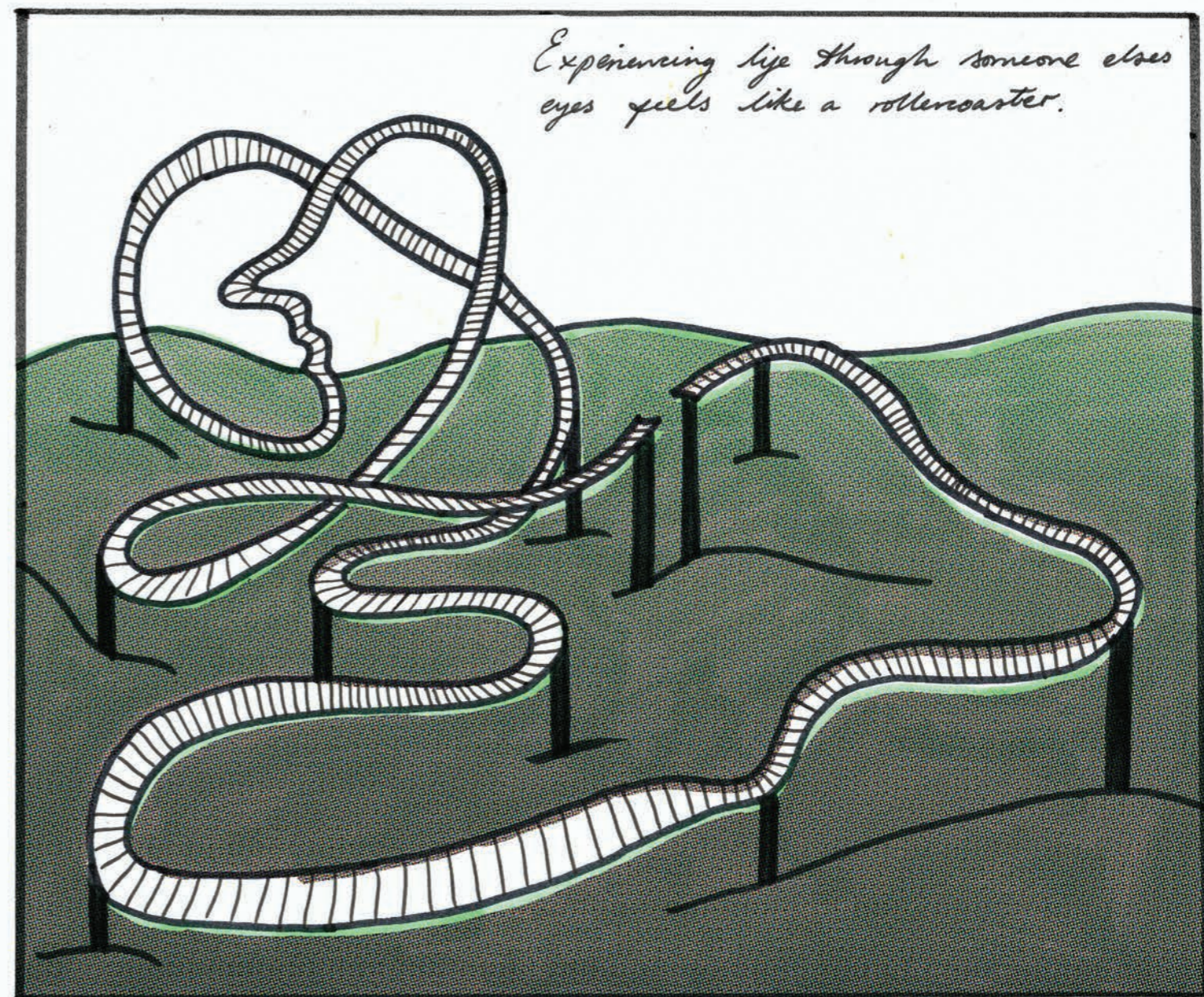
THEME: UNDERSTANDING ISOLATION

CHARACTER: Woman that has moved to a rural community and been separated from family. She is finding it difficult to integrate herself.

"I can hear the laughter from the bar but I don't understand the joke."



People who don't feel part of a Community are more prone to experience mental ill-health.



Experiencing life through someone else's eyes feels like a rollercoaster.

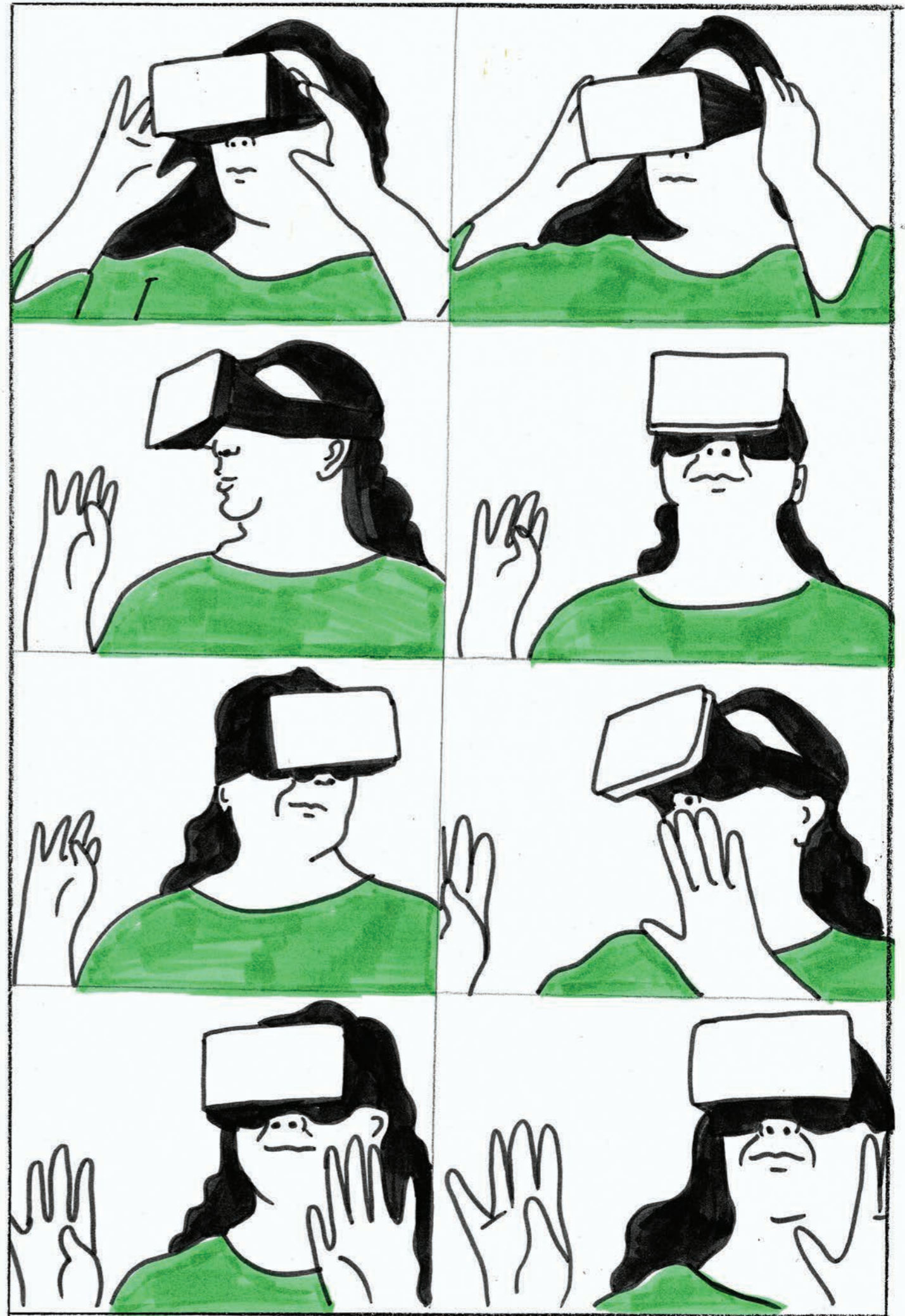


Technology has its own negative and positive effects - In our society, what we measure is what's important.

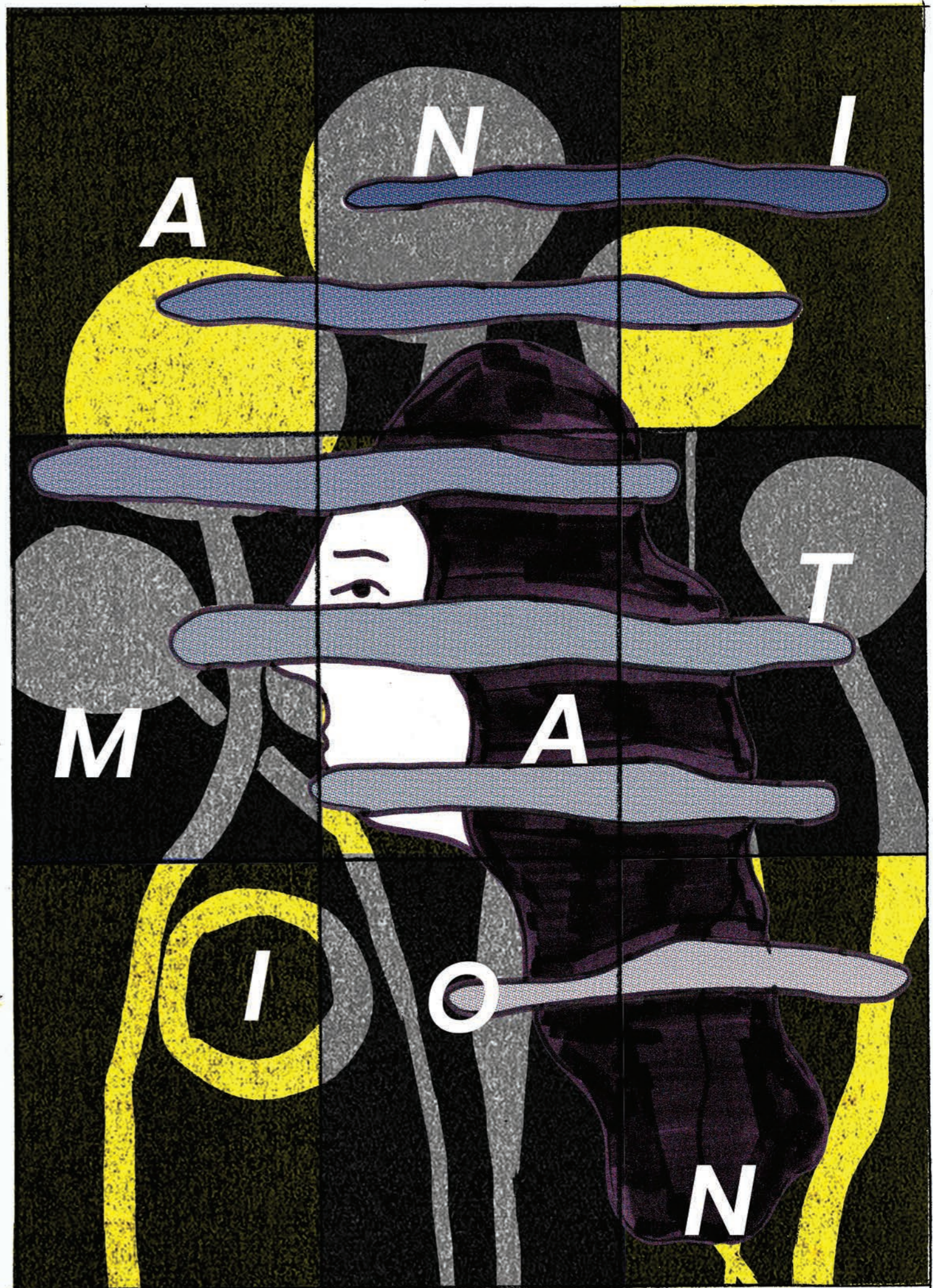
It's a different experience of film, the audience becomes active instead of passive.



Bringing an Immersive Environment to the Viewer.

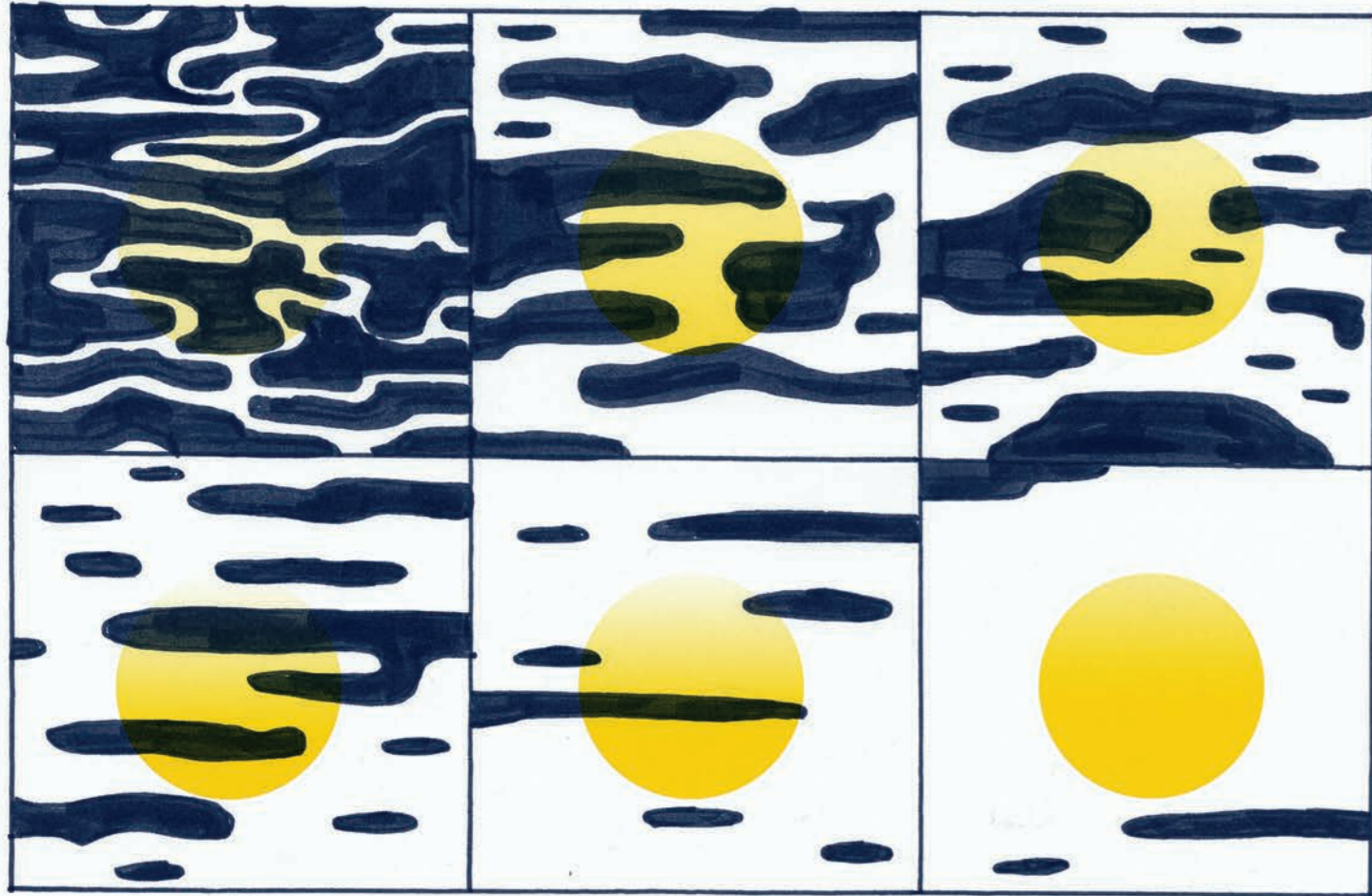






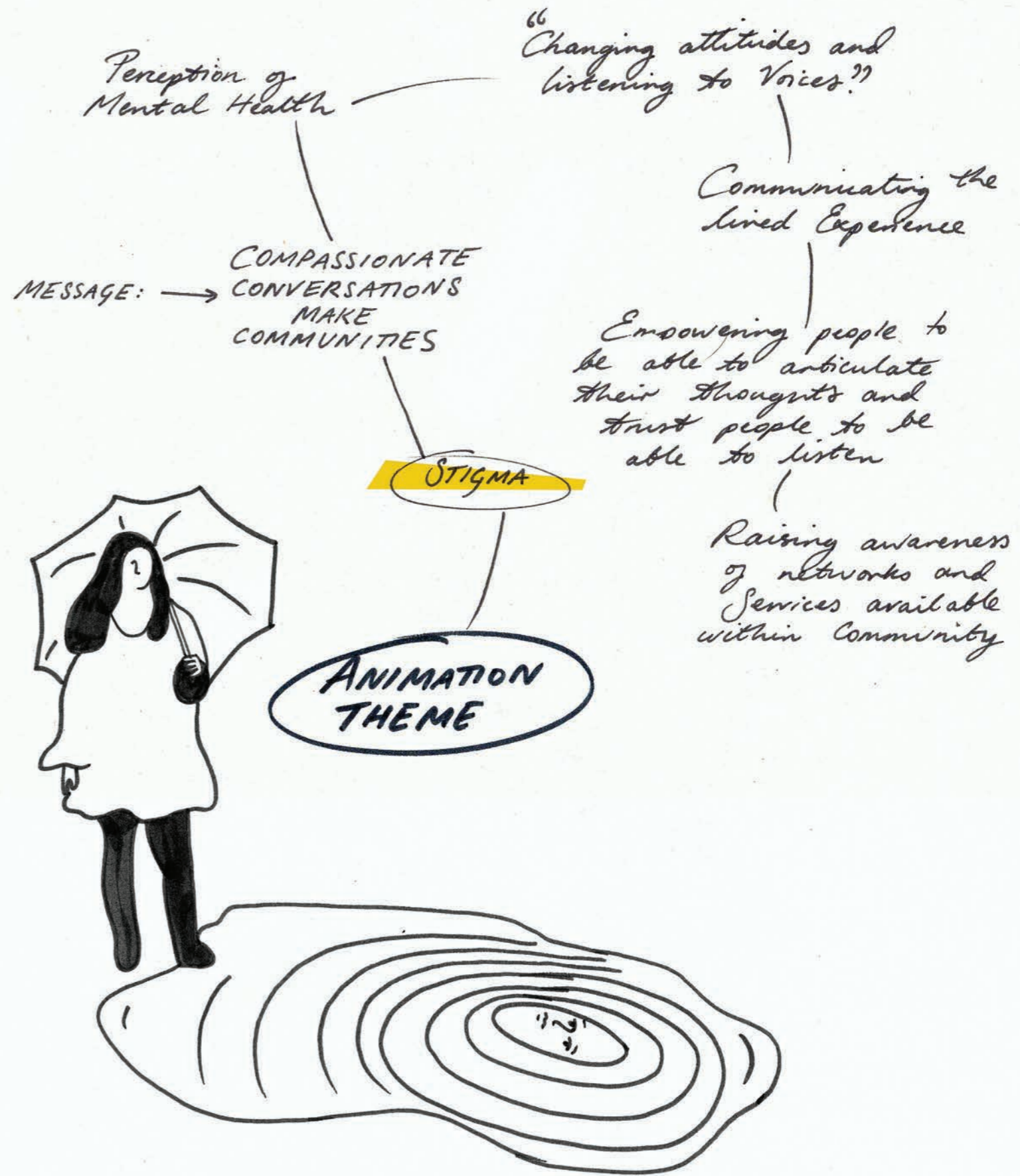
*'Using Animation to collaboratively bring data, experiences and future possibilities to life' Sarah Kettley & Myria Christophini*

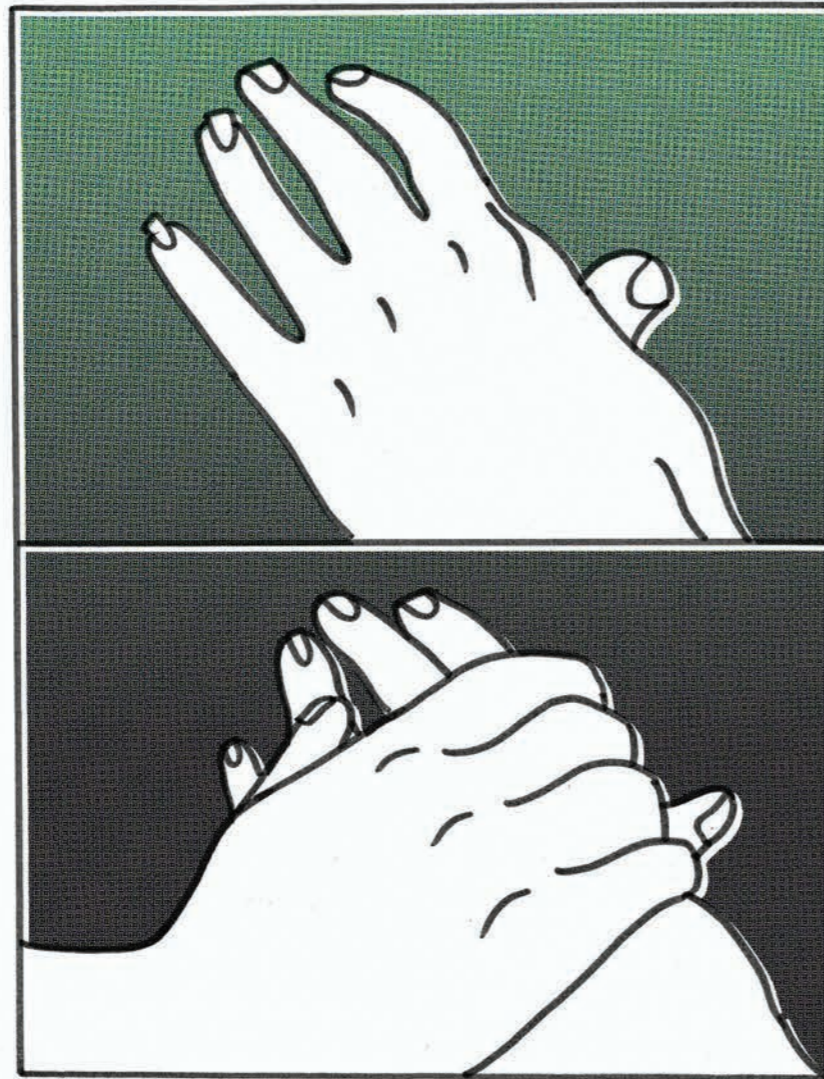
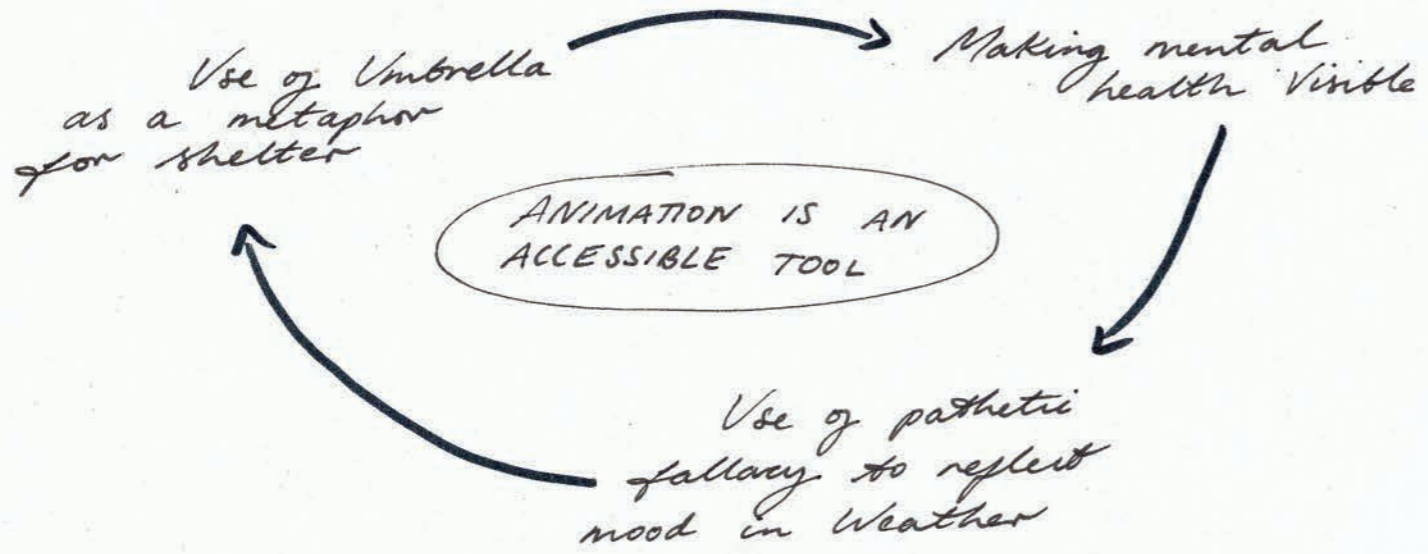
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 Animation's uses are traditionally for Entertainment, Advertising and propaganda - however it is also a useful tool for Communicating abstract ideas, the use of visual metaphors and inviting a viewer to experience an unusual world."



Recognising Social Change  
 ↓  
 Impacting Communities

Resources  
 ↓  
 Building Trust





Unplanned Engagement

↓

Learning to talk within a Community

↓

Develop Skills to articulate thoughts and feelings

