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Maker Workshops

The 2016 ACT | UJ Arts & Culture Conference gave delegates the chance to engage in a creative workshop of their choice on the first day of the *#creativeintersections* conference.

These practical workshops took the form of two follow-on sessions, collectively resulting in a two-hour crash course. With eleven diverse workshops on offer, the hardest part was deciding which one to engage in.

With the conference ethos of multi-disciplinarity kept in mind, delegates found themselves immersed in a workshop that offered new skill-sets and ways of thinking. Each of the seminars delved into a specific creative endeavor, offering those in attendance practical experience and theoretical understanding in a relaxed, but stimulating, environment.

The workshops included:

The Makers Library Network in partnership with British Council presents the Hologram Maker

Maker Librarians from [Thinking](#) and [Geekulcha](#) curated a participatory skills-sharing workshop, which looked at off-screen data representation such as holograms and Google glass.

Identity Maker

The online creative showcase, *Between 10and5* curated a how-to course in self-branding, developing and managing your own online identity. "Having an online presence and knowing how to share your work or service with the right people is key in today's digital marketplace," said Layla Leiman, the editor-in-chief of *Between 10and5*. This workshop shone some light on how to create, curate, and communicate yourself online.

Useful resources

[Piwik](#) (Open analytics platform)
[Small SEO Tools](#) (Free SEO tool provider)
[LRMG Performance Agency](#) (Improve performance of employees)
[Khan Academy](#) (Free world-class education)
[Open Learning Initiative](#) (High quality online courses)
[Post Affiliate Pro](#) (Affiliate tracking and affiliate program software)
[Mantality](#) (Affiliate marketing program)
[OmniStar](#) (Affiliate software made easy)
[CreativeLive](#) (Affiliates program)
[KissMetrics](#) (A beginners guide to AB testing)
[VVO](#) (A/B testing)
[Smashing Magazine](#) (Ultimate guide to AB testing)
[Netlingo](#) (top 50 most popular text terms)
[Webopedia](#) (Text messaging and online chat abbreviations)
[Bighow](#) (100+ useful acronyms)
[Google Online Marketing Challenge](#) (Digital marketing course)
[HubSpot](#) (Marketing courses and certifications)
[Vertical Response](#) (Free marketing resources)

Rain Maker

Delegates were taught how to undertake strategic resource planning and create mutual value in collaborative projects. The workshop set out to stimulate critical thinking around the development of innovative business strategies including the development of partnerships, collaborations and project proposals that create income-generating streams. This workshop included an exploration of crowd funding hosted by South Africa's leading online crowdfunding experts, [Thundafund](#).

Useful resources

[MadeSimple Group](#) (Provides online solutions to the startup and small business communities)
[Nape Group](#) (Business management solutions)
[Find an accountant](#)
[SME Toolkit South Africa](#) (Helps you start, manage and grow your small business)
[Microsoft/web](#) (Free SEO toolkit)

Inc. (Social media toolkit)

Regenesys Business School (Free business education programme)

Alison (Free online courses)

ZApreneur (South African small business blogs and websites)

Complete List of Fundraising Ideas

Funding Fundi (A fundraising blog by Jill Ritchie)

SiteSell (Simple and proven e-business solutions)

Admarula (Performance marketing)

Value Maker

Presented by [Nthato Malope & Mushambi Mutuma](#), this workshop helped tell great stories about your business, articulated your ideas, built your brand and gained access to markets.

Useful resources

[Service Design Toolkit](#) (Improve the quality of your service with this hands-on toolkit)

[Hootsuite](#) (Social media management dashboard)

[Value Services](#) (Training, placement and consulting)

[Zazoo](#) (Advance value services)

[Vertical Response](#) (Building business value through blogs)

[Entrepreneur Magazine](#) (Advice on entrepreneurship for starting a growing business)

[TED Talks](#) (A collection of TED Talks on the topic of entrepreneur)

[Revenews](#) (5 SEO myths that make your business look bad)

[Udemy](#) (Entrepreneurship – from idea to launch)

[Coursera](#) (Marketing in a digital world)

Audience Maker

Learnings from the [Business and Arts South Africa \(BASA\)](#) and [British Council Connect ZA](#)'s yearlong audience development programme was shared with delegates, as a snapshot of how the South African arts community can be impacted in a sustained and on-going way. The workshop focused intensely on training arts organisations in interrogating current audiences, to be able to significantly grow new audiences, and to become audience-focused organisations.

Play Maker

In this experiential energizing PLAY!-shop, artist [Anthea Moys](#) invited delegates to interact with a collective of individuals to find effective creative solutions through play. "Attendees can expect to have fun and engage in a one-of-a-kind experience where, through playful interdisciplinary processes, we respond, steal, adapt, rework, unlearn, make mistakes, fail, break and remake the originally accepted 'rules of the game' so as to create new techniques for working and playing together," says Moys. "And we will make something," she adds, "what we will make will depend on what you bring to the party." So, make sure to bring your sense of adventure, your curiosity and come and play.

Useful resources

[The Independent Theatre Movement of South Africa](#) (ITMSA Drama school)

[Musical Theatre Workshop](#)

[University of Pretoria](#) (Drama department)

[Peter O'Toole](#) talks about Acting in a rare 1965 interview

[Ted Talk](#) (Acting for your life: Anne Woodworth)

Image Maker

This hands-on workshop combines an introductory course in photography and illustration, that will activate attendee's creative sides, resulting in a take-home original masterpiece being created by everyone in attendance. The workshop was facilitated by Angel Khumalo from Jeppestown Photo Club.

Dance Maker

This unique opportunity allowed delegates to get moving in the dance studio. Exploring choreographic forms and dance techniques, with acclaimed dance maker, [David April](#). "The workshop will be an innovative, high impact, creative and fun intervention, which will stimulate the physical, intellectual and emotional facets of the participants by integrating movement, rhythm and poetic imagery," says April. He says each participant will be introduced to the concept of integrating rhythm, movement and the theme, which will be determined by needs of participants, in order to create an exciting performance product.

Useful resources

[International Dance Federation of South Africa](#) (workshops)

[Dance World Cup South Africa](#) (Dance schools)

[UCT](#) (School of dance)

[TED Talk](#) (Mallika Sarabhai: Dance to change the world)

[TED Talk](#) (The LXD: In the internet age, dance evolves)

[Teen Ink](#) (My hobby, my passion, my dance)

Beat Maker

A practical workshop offered an interactive opportunity to explore the ins-and-outs of deejaying, mixing and vinyl record appreciation.

Useful resources

[Music Mate](#) (Online music store)

[SkySun](#) (SA musical instrument sales)

[Music Connection](#) (Music store)

[BBC](#) (Free music resources)

[Envato tuts +](#) (Music and audio tutorials)

[Lynda](#) (Music production tutorials)

SAMI (South African Music Institute)
COPA (Campus of Performing Arts)
Music Lesson Johannesburg
Shine Music School (School of music)

Thought Maker

A hands-on, brain-on thinking course described by host [Robyn Cook](#) as a “crash course in empathy (design thinking 101)”. Discovering how designers solve complex problems, and find desirable solutions for clients by drawing upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be.

Useful resources

[Online design portfolios](#)
[The Design Blog](#)
[Design Indaba](#)
[Artright](#)
[HitRecord](#)
[Design Kit](#)
[Design Thinking for Educators](#)

Content Maker

Artists/choreographers/performers/art organisations need to maintain their own websites and social media platforms; it's an essential part of cultivating a public profile and establishing your persona and communicating to the public and the arts world who or what it is you do. Using her nuanced grasp on art [Mary Corrigan](#) conducted a workshop on creating content for multiple platforms and multiple audiences (gallerists, curators, directors, the public, the press).

Useful resources

[Writer's Digest \(Tutorials\)](#)
[About Education \(How to write an essay\)](#)
[Writers' Treasure \(Creative writing 101: a beginners guide to creative writing\)](#)
[SA Writers College \(2016 SA Writers College short story award\)](#)
[South African Writer's Circle \(Upcoming competitions\)](#)
[Helping Writers Become Authors](#)
[Unisa \(Short learning programmes\)](#)
[All About Writing \(2016 courses\)](#)