

# Create Brand Pyramid

## offerings:

### Music

- 4 Band Nights
- 20 Cafe Nights
- Artist Development
- Promotion
- Band / Artist Online Community
- Electronic Music Gathering
- Lessons
  - DJ
  - Instruments
  - Voice

### Art

- Set design for Photobooths
- Art for Film Project Props
- Multi-form art and video collaboration
- Art resources available at Cafe Events
- Artist group

### video

- Filmmaking Gatherings
- Workshops
  - Creative Ideas
  - Screenwriting / Scriptwriting
  - How to operate a camera
  - Storyboarding
  - Stop-motion
  - Editing
  - Sound for Film
- Film / Photo Competitions

### writing

- Fun exercises that will help stretch abilities to write creatively
- Sharing creative expressions
- Peer Input
- Performing at Cafe events
- Development Opportunities
- Magazine/Blog (online or print)
- Master Classes
- Work with film team for screenplay writing

## Personal Development

- Social Justice
- Environmental Awareness
- Curriculum for Excellence
  - Effective contributors
  - Responsible citizens
  - Confident individuals
  - Successful Learners
- Mentoring/Coaching
- Spiritual Development
- Personal Development Plans
- Building soft skills
  - Confidence
  - Self-awareness
  - Others awareness
  - Communication
  - Motivation
  - Positive Attitude
  - Time Management
  - Problem Solving
  - Team Involvement
  - Goal setting and self-reflection
  - Adaptability
  - Resilience (Working under pressure)
- Promoting Health
  - Health Advocacy
  - Awareness of physical & mental health issues
  - Alcohol awareness

### successful learners

#### with

- enthusiasm and motivation for learning
- determination to reach high standards of achievement
- openness to new thinking and ideas

#### and able to

- use literacy, communication and numeracy skills
- use technology for learning
- think creatively and independently
- learn independently and as part of a group
- make reasoned evaluations
- link and apply different kinds of learning in new situations

### confident individuals

#### with

- self respect
- a sense of physical, mental and emotional wellbeing
- secure values and beliefs

#### and able to

- relate to others and manage themselves
- pursue a healthy and active lifestyle
- be self aware
- develop and communicate their own beliefs and view of the world
- live as independently as they can
- assess risk and take informed decisions
- achieve success in different areas of activity

To enable all young people to become

### responsible citizens

#### with

- respect for others
- commitment to participate responsibly in political, economic, social and cultural life

#### and able to

- develop knowledge and understanding of the world and Scotland's place in it
- understand different beliefs and cultures
- make informed choices and decisions
- evaluate environmental, scientific and technological issues
- develop informed, ethical views of complex issues

### effective contributors

#### with

- an enterprising attitude
- resilience
- self-reliance

#### and able to

- communicate in different ways and in different settings
- work in partnership and in teams
- take the initiative and lead
- apply critical thinking in new contexts
- create and develop
- solve problems

## Professional Development

- Training
  - First Aid
  - Youth Work Skills
  - Detached Work
  - Safeguarding / Child Protection
  - Board of Trustees
  - Manual Handling
  - Workplace skills
  - Barista Training
- Mentoring / Coaching

## Youth Forum

- Give young people a voice within Create and Paisley.
- Get peoples feedback / opinions on what they would like to see happen
- Forum Fun Days
- Self-Expression through visual arts

## Residential Creative Activism week - Create Change

- Residential weekends and retreats focusing on creative activism.

## Sports and outdoors

- For future development

## Social Enterprise

- Audio / Visual Hire
- Cafe
- Create Apparel

## Functional (Outputs / Tangible Benefits):

- Young people brought through Saltire Awards
- Personal development
- Professional development
- Artistic skills development
- Film experience
- Writing skills
- Entrepreneurial development
- Technology skills development
- Physical Wellbeing

## Emotional (Outcomes / Intangible Benefits):

- Creative
- Belonging
- Inspired
- Conscientious
- Proud (personally & locally)
- Accepted
- Empowered
- Equipped
- Loved
- Effective contributors
- Responsible citizens
- Confident individuals

- Successful Learners

## Values:

- Love
- Creativity
- Justice
- Community
- Empowerment

## Tone of Voice:

- Inspired
- Conscientious
- Innovative
- Creative
- **Imaginative**
- Caring
- **Relational**
- Active
- Confident
- **Authentic**
- **Optimistic** / Hopeful - we're not airy fairy
- Passionate
- **Relevant**
- Aware / Experienced / Involved / Listening?
- Challenging
- Warm
- Encouraging
- Believing / Faithful

## Personality / Brand Persona:

- An innovative, grassroots charity engaging and empowering young people and the wider community to inspire the positive transformation of Paisley through creative activism, media, culture and the arts.

## Brand Idea / Essence:

- Creative Empowerment
- Engaging Creativity
- Creative Empowerer
- Creative grassroots activists
- Creative youth activism organisation

- Grassroots Youth Arts Activism Organisation
- **Creative Grassroots Youth Charity**