

Example Case Study for QUAL (qual.org.uk)

Out of the Blueprint (<https://outoftheblueprint.org>)

Background

Out of the Blueprint (OOTB) is a risograph print studio based in Out of the Blue's Drill Hall, Leith, Edinburgh, which houses numerous creative studios and spaces. OOTB is also a social enterprise, and so any profits that they make help it to provide training opportunities for young people and support young artists with their own creative projects.

Who do you want to talk to and what are you wanting to find out?

Gig organisers / promoters; and creative organisations working within OOTB's local area:

- *To explore awareness, attitudes and perceptions of OOTB's print services and how we might facilitate and encourage further engagement/business*

Comic and zine makers:

- *To explore how OOTB can best support comic and zine makers within Edinburgh*

Under and over 25s workshops:

- *To assess what educational workshops and classes OOTB could provide to meet the needs of over 25s and under 25s with an interest in creativity-based activities*

Screen printers:

- *To assess what printmakers would like/need to use within a screen print studio, and how OOTB could best meet these needs.*

Choosing your approach

- Mini groups (3 or 4 people): mini through own OOTB networks/databases. Mini groups were chosen because of budget constraints – mini groups keep down costs of both recruiting and incentivizing participants.
- Those from EH6 organisations were recruited professionally (£25 per person: www.taylormckenzie.co.uk)

- Time: lunchtimes and evenings (to fit into the working day)
- Duration: 45 mins - 1 hour
- Incentives: all participants received a £20 Out of the Blueprint voucher for their time. Those professionally recruited also received a £30 cash incentive.

Method

Fieldwork Schedule

	Duration and time	Target	Research Aims
1	Individual interviews (Charlotte arranged time/venue convenient to gig/promoter schedule)	Gig organisers/ promoters 4x individuals	<i>To explore awareness, attitudes and perceptions of Out of the Blueprint's print services and how we might facilitate and encourage further engagement/business</i>
2	Mon 4th Sept 2017 12 - 1pm	EH6 orgs 1x focus group	
3	Mon 4th Sept 2017 1-2pm	Out of the Blue (Drill Hall tenants)	
4	Mon 4th Sept 2017 6.30 - 7.30pm	Comic makers	<i>To explore how Blueprint can support comic makers</i>
5	Mon 4th Sept 2017 7.30-8.30pm	Under 25's - workshops	<i>To assess what educational workshops and classes Out of the Blueprint could provide</i>
6	Mon 4th Sept, 8.30 - 9.30pm	Over 25's - workshops	
7	Tues 5th Sept, 6.30 - 7.30pm	Screen printing studio	<i>To assess what printmakers would like/need to use the screen print studio, and how Out of the Blueprint could support this?</i>
8	Tues 5th Sept, 7.30 - 8.30pm	Screen printing studio	

Topic Guide

Gig promoters / EH6 orgs / Out of the Blue Drill Hall (OOTB tenants)

Introduction: important to establishing a rapport

- Assurances of confidentiality and introduce the recording device to the group (if there are objections to recording, cannot proceed with recording, take notes only)
- Introduction of self and brief description of research
- Early career history experiences – how creativity developed in their lives - key motivators in developing creative practicing?
- Key influencers / mentors thorough developing career / pivotal points – How? Why?
- Experiences in ‘trying to get in’ to the creative practicing community, and progression – influencers / how / why? Explore fully – specifically in relation to Edinburgh / Scotland.

Warm up questions: important for context

- Explore perceptions of the current creative community – particularly in relation to Edinburgh
- Explore different aspect of their work – how are these managed and organized?
- Explore on resources that they have found in problematic / supportive/ useful – and how they managed the differing demands on their time?

Key questions to meeting the research aim

- How did you become aware of OOTB? Probe specifically on awareness of OOTB social enterprise – what does this means to them, generally and specifically in relation to OOTB. Probe on awareness of OOTB services – have they used any of these services – if so why/if not, why not?

- Explore current / future printing needs – where / who do they currently do to print, and why?
- Explore whether they currently do their own designs? Explore need for assistance with design or design service – probe specifically in relation to an OOTB design service.

Sum up

- Explore need for OOTB screen print workshops (one-off / course?) – probe specifically on how often would you envisage using it / timings (daytime / night-time?) / expectations and outcomes / cost.
- Explore need / want for OOTB print / screen print residencies – probe specifically in relation to structure / content / expectations / cost / time etc.

Thank & close

Key findings

NB these represent headline findings only and are presented here to give a flavour of the insights that can be elicited from qualitative research. We also present illustrative quotations from the transcripts to support the findings.

❖ Overall feeling:

“I love the social enterprise aspect of what it’s been doing so far and the kind of ethos of what Out of the Blueprint is in every way, from the machine to the business to the output to the way they deal with people.”

Key areas of OOTB development highlighted by the research related to:

❖ **Key strength of OOTB - its distinct, desirable and recognisable OOTB aesthetic**

“They have a flyer in the Creative Exchange, but I am not aware of the full range of their services, I just know there is some print facility here, that’s all.”

❖ **Demand for workshops – outcome based: creative project / creative guidance and mentoring**

“A really good workshop for them to do ...say advertise, “If you’ve got a zine that you want printed, come down and we’ll show you how to do it. Then you walk through the steps as they do it...that would be interesting. Risograph is quite unique.”

❖ **Overall weekend-based workshops preferable - Riso course (with membership / post workshop access/ “get messy” option):**

“If I could get my hands dirty and backseat drive and stuff, that would be perfect.”

❖ **Increase awareness of OOTB within Drill Hall / Edinburgh communities – e.g. utilise space outside studio (e.g. exhibition space, zine /comic library or hub) / menu of services within the café space or outside of Blueprint studio:**

“I don’t know much about the printing process or what they [OOTB] could offer ...it would be useful to have a checklist of things they can do.”

❖ **Develop the OOTB website – listing of Blueprint services, workshops, colour and paper options... and what makes Blueprint distinct:**

“It would be nice if they had more on their website. They do have a shop function, but I don’t see it updated much at all ... if they allow people that printed with them to sell through their shop, that would be a selling point.”