

Test your knowledge

Exercise 4. Quick Checks!

Are you up to a Challenge?

Considering the contents addressed throughout this Theme, give your best to answer the following questions.

1- Creative Industries could have primary components such as:

(Select the correct alternative)

- a. Inventiveness/creativity is the central component (fundamental);
- b. Culture is dealt within the shape of social objects, which are characterized by the charge of socially shared implications they carry. Utility is perceived only when the service or product is consumed, and not by its physical or material properties;
- c. Creative Industries generate economic value through the creation of intellectual property;
- d. There is a convergence of arts, business and technology;
- e. All of the above.

Answer: e.

2- True or False?

In cultural products, the physical market determines the economic value, and the market of ideas determines their cultural value.

Answer: True.

3- Please select the correct statements that characterise the Creative Industries:

- a) There is a level of instability with respect to demand or adhesion to the item; in other words: the product or service success is continuously unforeseeable
- b) Representatives within the creative industries are not only motivated by material reward, but moreover – at times constitutes the essential inspiration - as an implication of fulfilling a necessity or gaining intellectual acknowledgment
- c) Certain productions or manifestations, that might result from the creative industries, do not require the cooperation of individuals with distinctive aptitudes
- d) Laborers - in this case artists, creators, producers - have a superficial association with the work they deliver or create

Answer: a; b.

4- Creative economy comprises activities that derive from people's creative energy and the usufruct of their financial value. Thus, these activities can be related to:

(Select the correct alternative)

- a. Licenses/patents
- b. Copyright and related rights
- c. Trademark registration
- d. Design
- e. All of the above

Answer: e.

5- True or False?

Cultural industries emphasise the typical character, whereas creative industries are centred on the economic character and the impact on territorial development, including the renewal of the commerce and urban mesh.

Answer: True.

Topics for individual projects

Exercise 1. Set up you 'Hill'

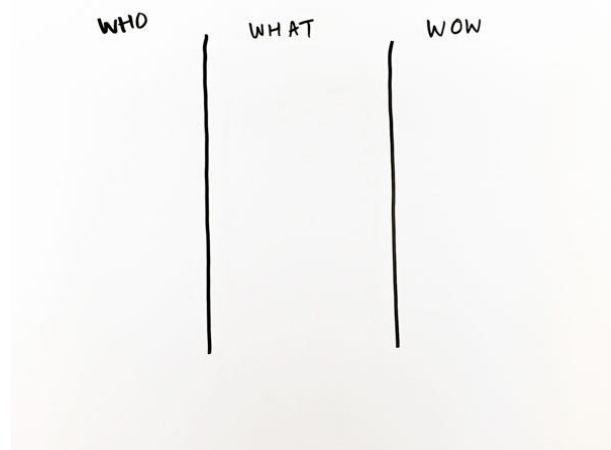
A Hill is a single statement of intent used to focus a product around the value that it delivers, written as a meaningful user outcome. Hills describe something a specific user is enabled to do, not a specific implementation (IBM, s/d).

The best example of a Hill is the following statement of intent, made by John F. Kennedy in 1961. Without saying how they were going to do it, Kennedy vowed that: "We should land a person on the Moon and return them safely back to Earth".

Instructions – following IBM's Hills framework:

1. Set up the activity

On your whiteboard, large sticky pad, or virtual whiteboard, draw three sections: Who, What, and Wow.



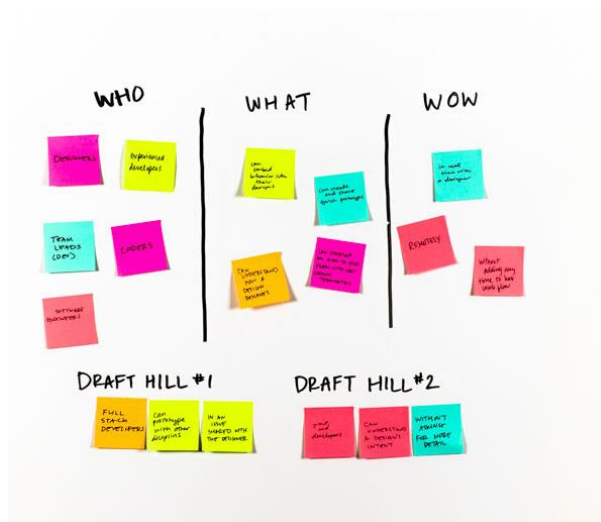
2. Brainstorm the building blocks

Diverge on many ideas for each section and quickly share them with your teammates. Build off of others' ideas but focus on quantity over quality and avoid drifting into features or talking about implementation details.



3. Put the pieces together

Build sentences using your ideas for Who, What, and Wow. Draft them quickly and begin to mix and match, until you've found a combination that seems to describe your intention for your user.



4. Edit, refine, and iterate

Get a fresh pair of eyes to read your drafted Hill and give feedback. Remember that your Hills will evolve based on your continued understanding of the problem and your users.



From: <https://www.ibm.com/design/thinking/page/toolkit/activity/writing-hills>

A Hill is not about *how* to get somewhere, but about *where* to go; therefore, do not focus on the solution but on framing a problem as an intended outcome for a given user. Every Hill needs a *who*, a *what* and a *wow*. Breaking down the above example: the *who* in this Hill is the astronaut; the *what* is landing them on the moon; the *wow* is returning them safely back to earth.

One should write Hills at the beginning of a project or initiative, after identifying the real needs of our users. Preferably, do it with a team, so bring your classmates into the brainstorm.

Additional suggestion: To help you identify the real needs of your users, consider creating a Persona and drawing an Empathy Map. Look it up!