

**Institute of
Art, Design +
Technology
Dún Laoghaire**



**“MOVING PARTS” ANIMATIONS PROJECT – A STUDENT-
LED, INTER-INSTITUTIONAL CREATIVE COLLABORATION
BETWEEN IADT, ACTIVE* CONSENT AT UNIVERSITY OF
GALWAY, AND BYSTANDER INTERVENTION AT UCC**

Claire McGing
IADT EDI Manager
claire.mcging@iadt.ie

CONTENT WARNING

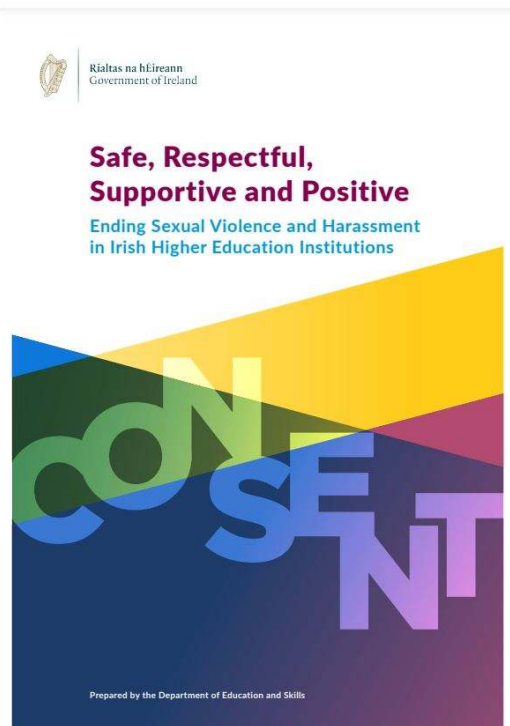
This presentation will explore themes of sexual violence and sexual harassment. If the material becomes too challenging, please feel free to step out for a few moments and practice self-care. If you wish to seek support on any of the issues raised, you can contact the freephone 24-Hour National Helpline at **1800 77 8888**, at any time of day or night.

WHO WE ARE



- Dún Laoghaire Institute of Art, Design and Technology (**IADT**) is the only institute of art, design, and technology in Ireland that focuses specifically on the creative, cultural, and technological industries.
- Our mission is to develop excellent graduates who are highly valued, who live and work as true global citizens, actively contributing to the development of their industries and wider society.
- IADT is home to the National Film School (**NFS**).
- “*Moving Parts*” builds on a long-established record of social and civic engagement by Animation students at IADT; for many years, our students have harnessed their creative and technological skills and expertise to tackle real world problems in collaboration with external partners.

SEXUAL VIOLENCE & HARASSMENT (SVH) AT THIRD LEVEL



- There exists widespread evidence of SVH in colleges, with female and non-binary students disproportionately affected (HEA, 2022).
- One of the key recommendations of the Consent Framework is:
 - *“Ongoing messaging to disseminate information consistent with the Framework aims for cultural change and awareness raising”* (HEA, 2019).
- Research shows that clear, long-term and peer-led communication strategies around consent and SVH are required to have maximum impact (Ortiz et al, 2018; Towl et al, 2019).
- National roll out of Active* Consent and Bystander Intervention programmes.

WHAT WE DID

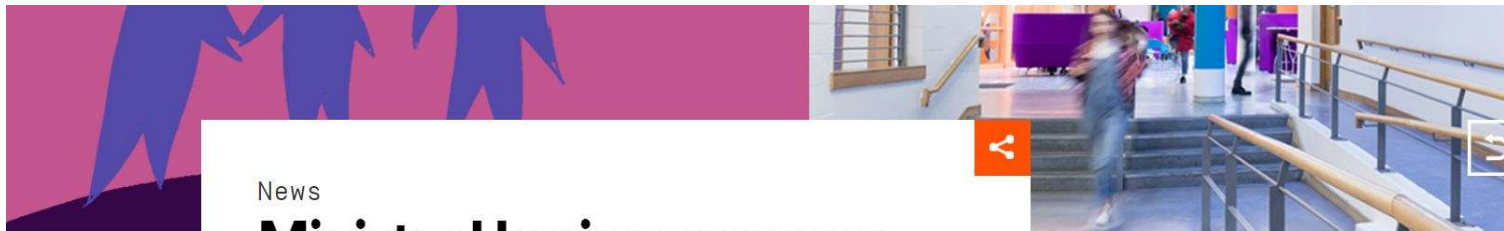
- We coordinated the national animation campaign "*Moving Parts*", a suite of 15 animations exploring sexual consent, SVH, and bystander intervention. The project was funded by the Higher Education Authority (HEA).
- The campaign aims to bring about ***cultural change*** across and beyond third-level institutions, ***support survivors***, and ***reduce violent acts***.
- The project was integrated into the curriculum of third-year IADT animation students as part of their applied professional practice learning. Working directly with partner teams, our Animation students designed the visual responses in consultation with external stakeholders, including two student survivors, and they created the animations guided by staff from UCC and NUIG.
- The animations were produced in English and Irish (with subtitles). Irish translations and voice-overs were conducted by Language students at UCC.



IMPACT ACHIEVED

- The project represents the first time the UCC Bystander Intervention Programme and NUIG Active* Consent Programme have collaborated together in a structured, coordinated way and brought their learnings 'on the ground' to an external audience.
- The majority of HEIs were represented at the "*Moving Parts*" formal online launch in March 2022.
- Ahead of the academic year 2022/23, the IADT EDI Office wrote to all EDI leads in Irish HEIs to remind them about, and actively encourage the use of, these resources.
- To date, the assets have been viewed **2.7k times** on YouTube/the Consent Hub; it is challenging to accurately gauge 'impact' metrics as an entire class group may watch the videos together.

NATIONAL RECOGNITION OF IMPACT



News

Minister Harris announces €833,000 funding to IADT to support and recognise exceptional performance

September 1, 2022

Minister for Further and Higher Education, Research, Innovation and Science, Simon Harris, T.D., has today announced performance funding award of €833,333 to the Institute of Art, Design + Technology, Dún Laoghaire in recognition of their positive performance in working towards national strategic objectives.

Funding of the award was based on IADT's coordination of the national animation campaign 'Moving Parts', a suite of 15 animations exploring sexual consent, sexual violence and harassment, and bystander intervention. This initiative is an inter-institutional collaboration between students and staff at IADT, Bystander Intervention at University College Cork (UCC), and Active*

All Categories

News + Events

News

Events

Open Days

Exhibitions

Notice

IDENTIFIED AREAS FOR DEVELOPMENT

- Animated shorts mean that depth is limited; yet, this is also a strength as it fosters engagement.
- Limited intersectionality in respect of all forms of violence.
- Need for greater diversity to challenge the stereotypical 'one size fits all' traditional student model.
- The animations are not currently available in ISL for Deaf and Hard of Hearing viewers.
- Potential to 'scale up' with other languages, wider dissemination, and new content.

KEY STRENGTHS OF THE CAMPAIGN

- The collaborative and inclusive process, encompassing an IoT and University sectors, informed by experts and students.
- A survivor-led and trauma-informed development process.
- The culturally agnostic and universal design of the animations.
- Animation is less triggering than other forms of visual representation
- Animations are credible, authentic and accessible, effectively and meaningfully communicating complex and sensitive topics. They are engaging due to their brevity of duration and clearly distilled messages, and serve as 'conversation starters'.
- Animations can be easily integrated into any training/curriculum and have been made freely available to all HEIs and relevant groups.
- The translation of the assets for Irish speaking communities.
- The potential to develop a programme for local feeder schools.



LEARN MORE

- [HEA Institutional Stories of Impact – “*Moving Parts*” case study.](#)
- [“*Moving Parts*” YouTube Channel.](#)
- [“*Moving Parts*” on the Consent Hub \(hosted by the University of Galway\).](#)



THANK YOU!

- Questions?