



# Continuous Assessment 1.3: Growing Up With Brisbane Project Plan

*Innovative Curatorial Studies*

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Coverpage stylised photograph depicts a visitor looking over Brisbane through a monocular telescope at the summit of Mt. Coot-tha (Brisbane Marketing 2018).

## Introduction

The 'Growing Up With Brisbane' (GUWB) curated project aims to share and capture the memories of Brisbane inhabitants, through the lens of a multi-generational camera, in respect to the adaptive reuse of well-known and beloved localities, within Brisbane, Queensland. This project plan, in conjunction with the GUWB Project Production Schedule (see Appendices) identifies the project's theme, target audience, and highlights the importance of five archival objects to be incorporated, and manipulated by, the varied repositories and tools selected. The reasoning that lies behind the initial project-related decision making, by the collection's curator, will also be explained.

## Theme & Target Audience

The theme of the GUWB project is intergenerational storytelling. Throughout history, people from different generations have absorbed information in different ways, whilst located in the same spaces. This information may have been generated, exchanged, or adopted from another source, but in the end this knowledge base is intrinsically linked to the place it is created or encountered. GUWB sets out to highlight how the same space can be occupied over a seventy-year period of time by four distinct generations of people, with different purposes – in short, how a space can be reused for multiple reasons and co-created within and across time.

The target audience for the GUWB project is two-fold, firstly, adults and families with a strong ethnic or historical connection to Brisbane since the 1950's; this audience, aged between 18-70 years, will reside within a 60km radius of Brisbane and value nostalgia, relationships with community and family. Secondly, a youthful target audience that are aged between 13-30 years, who enjoy interacting online with new technology and tools, and who place an importance on being entertained and educated.

## Website, Blog & Social Media Platforms

With the introduction of digital technology, the way people collect, preserve, and share curated collections has changed significantly. Due to this, each location-based memory will be recorded on film, and then preserved within two different mediums on a Weebly GUWB website (Rowland 2020a) platform. The two mediums will be a *Digital Story*, and an *Interactive Map*; each designed to target a specific audience members attention span, and patience level. Those who prefer to take their time will scroll through the *Digital Story* at their own pace; accessing interactive content as required. If a more efficient research mode is needed, the *Interactive Map* will allow its user to go directly to materials pertaining to a certain intergenerational location, and then select information within either a specific generational group, or event.

As co-creation is a key principle of new museology and participatory curatorial practice, the GUWB website will incorporate a *Blog* which will comprise a selection of posts that entreat website visitors to like, comment and share project-related information offered on a selection of social media platforms, for example, Facebook. Visitors will also be asked to contribute their own memory video recordings of growing up in, and with, Brisbane through blog posts and website-based links to a Google Photos GUWB *Shared Album* (Rowland 2020b). This shared album is set to 'collaborate', which means that any visitor to the GUWB website will be able to add both photos and video to this album, thus ensuring an enduring legacy to this curatorial project.

## Archival Objects

### #1: 1974 Queensland Flood Video Footage



**Image 1:**  
Queensland State Archives 1974  
*Image from January 1974 Floods:*  
*Footage of Queensland areas affected (picture) – Premiers Department*  
(Queensland State Archives 1974)

Image 1 is a screen capture from Queensland State Archive video footage that can be accessed through the Queensland State Archives (1974), which portrays the aftermath of the 1974 Queensland floods. This archival source will be used in conjunction with the recorded memories of the Boomer Generation interviewees within both the *Digital Story* and *Interactive Map* mediums to provide a greater emotional impact and connection to the event, for its viewer.

## #2: 1974 Queensland Flood Photograph



**Image 2:**  
State Library of Queensland  
*Photograph of the Brisbane 1974 Floods. View from roof of Executive Building  
across South Brisbane and West End towards Mt. Coot-tha.*  
(Easton 1974)

Image 2 shows a photograph taken by Allan J. Eaton of the 1974 Brisbane floods and depicts the view from the roof of the Executive Building across the river from South Brisbane looking out towards Mount Coot-tha. This archival source will be used in conjunction with the recorded memories of the Boomer interviewees within both the *Digital Story* and *Interactive Map* mediums to highlight the proximity between locations in Brisbane, and the extent of flooding that occurred in 1974. This photograph can be accessed through the State Library of Queensland (Easton 1974).

### #3: Mick Richards 1990-2000 Fortitude Valley Photographic Collection



**Images 3-11:**  
State Library of Queensland  
Photographs from Mick Richards Fortitude Valley 1990s – 2000s collection  
(Richards 1990)

Images 3 through to 11 can be accessed through the State Library of Queensland (Richards 1990) and are a collection of images captured by photographer Mick Richards in Fortitude Valley during the 1990s. This archival source will be used in conjunction with the recorded memories of Generation X interviewees within both the *Digital Story* and *Interactive Map* mediums to spotlight to its viewer the seedy underbelly of life in Fortitude Valley during this era.

#### #4: Mt. Coot-tha Botanical Gardens Tropical Plant Dome Photograph



**Image 12:**

Brisbane City Council

*Photograph of Mount Coot-tha Botanic Gardens -*

*Two Boys Sitting on Brazilian Water Lily in the Tropical Plant Dome*

(Brisbane City Council 1985)

Image 12 depicts two young boys sitting on enlarged Brazilian water lily pads within the newly constructed tropical plant dome inside the Mount Coot-tha Botanical Gardens in 1985. This archival source can be accessed through the National Library of Australia's Trove database (Brisbane City Council 1985), and will be used in conjunction with the recorded memories of Generation X and the Boomer Generation interviewees for both the *Digital Story* and *Interactive Map* mediums to enhance the feeling of nostalgia within its viewer.

## #5: World Expo 88 Compilation Video Footage



**Image 13:**  
Queensland State Archives  
*Image from Expo 88 compile master footage*  
(Queensland State Archives 1988)

Image 13 is a screen capture from Expo 88 footage which can be accessed through the Queensland State Archives (1988), that depicts aerial footage of the exhibition site, including the monorail, various pavilions, and entertainment venues. This archival source will be used to confirm key elements discussed in the Generation X interviews within both the *Digital Story* and *Interactive Map* mediums.

## Rationale

The choice to use the *Digital Story* medium seemed obvious with the key theme of storytelling. A Documentary format was entertained earlier in the decision-making process, but later rejected due to the minimal opportunities it afforded its viewer to interact digitally. As Nielsen (2017, p. 448) states, a *Digital Story* allows multiple mediums, for example, video, photographic, animation and interactive activities, to interact together seamlessly; and to comprise in total, a single experience that enhances its viewers emotional response.

The decision to incorporate interviews into the *Digital Story* and *Interactive Map* was made to facilitate and encourage its audience to like, comment, share, and to empathise with the interviewees', profound experiences (Sturabotti & Surace 2019, p. 8). This derived empathic connection, leading its viewer to engage and comment on the *Blog* (Giaccardi 2012, pp. 153-154). Further engagement is made possible for the viewer, on a co-creation basis should they wish to contribute their own memory recording to the larger knowledge repository of the *GUWB Shared Album* within Google Photos. A link within the *Digital Story*, *Interactive Map* and relevant *Blog* posts will provide a hyperlink to this digital repository.

From a sustainability perspective, minimal administrative contact will be required once the website has been published online. However, a small fee is required yearly to ensure that both the web address and site remain operational. An additional *Visitor Remembrances* web page will require maintenance periodically to display new memory recordings from the *GUWB Shared Album* to ensure a connection to the project continues following first contact (Giaccardi 2012, pp. 153-154; Sturabotti & Surace 2019, p. 8).

## Conclusion

This project plan identifies the GUWB project theme as intergenerational storytelling, told through the mediums of *Digital Story* and an *Interactive Map*. Both reside on a website platform and target a digitally switched-on audience that want to be entertained and to interact with new technology and concepts, as well as families with a historical connection to Brisbane since the 1950s. Once published, the GUWB website should result in multi-generational interaction, spaces and past event research, the sharing and discussion of its *Blog*, and lastly, the co-creation of location-based memories performed by multigenerational family members.

## References

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- 2020b, *Growing up with Brisbane*, Google Photos, viewed 28 July 2020, <<https://photos.app.goo.gl/4wDPQpGMjJqeNzYAA>>.

Sturabotti, D & Surace, R 2019, *Museum of the future, museum sector alliance*, viewed 30 June 2020, <<http://www.project-musa.eu/wp-content/uploads/2017/03/MuSA-Museum-of-the-future.pdf>>.

## Appendices – GUWB Project Production Schedule

TASK	EXPENSES	WHO	PROGRESS	START	END
Decide on relevant medium(s) and the platform(s) that will carry the Storytelling theme	\$ -	SAR	100%	30/05/2020	6/06/2020
Develop a <b>Digital Story Concept</b>	\$ -	SAR	100%	30/05/2020	6/06/2020
Write a <b>Digital Story Outline</b> (aka Treatment)	\$ -	SAR	100%	30/05/2020	6/06/2020
Research <b>Archival Sources</b> (based upon the Outline)	\$ -	SAR	100%	30/05/2020	6/06/2020
Develop <b>Four Questionnaires</b> (Generation X & Y, Generation Z & the Boomers)	\$ -	SAR	100%	30/05/2020	6/06/2020
Interviewees and crew selection	\$ -	SAR	100%	30/05/2020	6/06/2020
Call interviewees and crew	\$ -	SAR	100%	30/05/2020	6/06/2020
Research weather conditions on proposed shooting days	\$ -	SAR	100%	30/05/2020	6/06/2020
Compile a <b>Shooting Schedule</b> (detailed scene by scene breakdown used during Production Phase)	\$ -	SAR	100%	30/05/2020	6/06/2020
Compile <b>Research/RECCE Notes</b> and reconnaissance performed on shooting location(s)	\$ -	SAR	100%	30/05/2020	6/06/2020
Compile an <b>Equipment &amp; Props Listing</b>	\$ -	SAR	100%	30/05/2020	6/06/2020
Compile a <b>Required B-Roll Footage Listing</b>	\$ -	SAR	100%	30/05/2020	6/06/2020
Generate & distribute <b>Release Forms</b> (Crew, Cast, Music & Location)	\$ -	SAR	100%	30/05/2020	6/06/2020
Put in place any required location Permits	\$ -	SAR	100%	30/05/2020	6/06/2020
Put in place any required government related training and/or certification (e.g. Workplace Health & Safety)	\$ -	SAR	100%	30/05/2020	6/06/2020
Request <b>Insurance Certificate</b> from UniSA for Production Phase	\$ -	SAR	100%	30/05/2020	6/06/2020
Send out <b>Daily Call alerts</b> via social media	\$ -	SAR	100%	30/05/2020	6/06/2020
Select, and/or acquire equipment, props, products & costumes	\$ -	SAR	100%	30/05/2020	6/06/2020
<b>Production Phase</b>					
Prepare <b>Sets</b> and <b>other locations</b> (e.g. parking area, public facilities, SD cards, PC storage), clean up/rubbish removal, furniture removal/addition, video/audio equipment check, natural lighting check & ensure that there is a sufficient amount of media storage	\$ -	SAR MRE	100%	10/06/2020	20/06/2020
<b>Interview Video Production Day 1 (Generation Z):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	MRE	100%	11/06/2020	11/06/2020
Interviewees preparation (hair, makeup and costume)	\$ -	CAE	100%	11/06/2020	11/06/2020
Layout refreshment buffett	\$ 50.00	CAE	100%	11/06/2020	11/06/2020
Shoot footage (Production Day 1)	\$ -	SAR MRE CAST	100%	11/06/2020	11/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	11/06/2020	11/06/2020

### CA1.3: Growing Up With Brisbane Project Plan

TASK	EXPENSES	WHO	PROGRESS	START	END
<b>Interview Video Production Day 2 (Generation X &amp; Y):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	MRE	100%	12/06/2020	12/06/2020
Interviewee preparation (hair, makeup and costume)	\$ -	CAE	100%	12/06/2020	12/06/2020
Layout refreshment buffett	\$ 50.00	CAE	100%	12/06/2020	12/06/2020
Shoot footage (Production Day 2)	\$ -	SAR MRE CAST	100%	12/06/2020	12/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	12/06/2020	12/06/2020
<b>Website Development Production:</b>					
Setup associated Social Media sites and Weebly blog for interactivity	\$ -	SAR	25%	23/06/2020	9/08/2020
Populate Weebly blog with educational and co-creation request posts	\$ -	SAR	0%	23/06/2020	9/08/2020
Develop Visitor Remembrances web page	\$ -	SAR	0%	23/06/2020	9/08/2020
Develop and code Digital Story narrative in Weebly	\$ -	SAR	25%	23/06/2020	9/08/2020
Develop and code Interactive Map with hotspots in Weebly	\$ -	SAR	50%	23/06/2020	9/08/2020
<b>Interview Video Production Day 3 (Boomers):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	MRE	100%	19/06/2020	19/06/2020
Cast preparation (hair, makeup and costume)	\$ -	CAE	100%	19/06/2020	19/06/2020
Shoot footage (Production Day 3)	\$ -	SAR CAE CAST	100%	19/06/2020	19/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	19/06/2020	19/06/2020
<b>Location Video Production Day 4 (New Farm Park &amp; the Powerhouse Art Precinct):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	CAE	100%	21/06/2020	21/06/2020
Cast preparation (hair, makeup and costume)	\$ -	CAE	100%	21/06/2020	21/06/2020
Shoot footage (Production Day 4)	\$ -	SAR CAST	100%	21/06/2020	21/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	21/06/2020	21/06/2020
<b>Location Video Production Day 5 (South Bank Parklands, Mt. Coot-tha Botanical Gardens &amp; Summit):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	CAE	100%	25/06/2020	25/06/2020
Cast preparation (hair, makeup and costume)	\$ -	CAE	100%	25/06/2020	25/06/2020
Shoot footage (Production Day 5)	\$ -	SAR CAST	100%	25/06/2020	25/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	25/06/2020	25/06/2020
<b>Location Video Production Day 6 (Fortitude Valley &amp; the RNA Showgrounds):</b>					
Set preparation (prop placement, lighting adjustment, equipment adjustment & final checks)	\$ -	SAR MRE	100%	26/06/2020	26/06/2020
Cast preparation (hair, makeup and costume)	\$ 20.00	CAE	100%	26/06/2020	26/06/2020
Shoot footage (Production Day 6)	\$ -	SAR MRE	100%	26/06/2020	26/06/2020
Check the rushes & manage safe storage and backup of footage	\$ -	SAR	100%	26/06/2020	26/06/2020

### CA1.3: Growing Up With Brisbane Project Plan

TASK	EXPENSES	WHO	PROGRESS	START	END
<b>Post-Production Phase</b>					
Assemble the footage (video and audio) into a series of Video sequences	\$ -	SAR	100%	27/06/2020	28/06/2020
Edit the Video content focussing on one element each time	\$ -	SAR	0%	27/06/2020	31/07/2020
Add Graphics & Special Visual Effects	\$ -	SAR	0%	1/08/2020	9/08/2020
Correct Video colour (colour grading)	\$ -	SAR	0%	1/08/2020	9/08/2020
Add or adjust audio (sound design, automated dialog replacement, mixing & music composition)	\$ -	SAR	0%	1/08/2020	9/08/2020
Record & add Voiceover ( <b>Digital Story Outline</b> aka Treatment)	\$ -	SAR	0%	1/08/2020	9/08/2020
Ensure that both Video & Audio are in sync	\$ -	SAR	0%	10/08/2020	16/08/2020
Lock the picture sequences!	\$ -	SAR	0%	17/08/2020	17/08/2020
<b>Distribution Phase</b>					
Embed the Video sequences into the website in an 1080p HD file format	\$ -	SAR	0%	9/06/2019	9/06/2019