

PLANNING FOR PARTICIPATORY PROJECTS



YOUR PEOPLE
with whom will you work?

PROJECT LEAD

How do you see yourself within your own project?
Insider? Outsider? Artist? Curator?

PARTICIPANTS

Who do you want to involve? Are they collaborators? Story-makers? Talent? Interviewees?

PARTNERS

Who do you need to help you make this happen?
Are they accountable to others?

INFLUENCERS

Who else will have an impact on the project? How will you manage this?

AUTHORSHIP

Who will own the work? When will this be decided? How will your guiding principles inform the decision making processes for the project?

AUDIENCE

What is the targeted audience for this project?
Will your targeted audience confront issues around access?

POWER

How will your guiding principles inform the decision-making processes? How will you hold yourself accountable to your guiding principles?

IMPACT

What is the desired impact of your work?
Changing behaviours, minds, structures?

METHODS

What method might best enable you to serve your goals?

OUTPUT

What is the output that will serve your target audience? What outputs might your partners want? Do you have the skills/finances to make this happen or do you need to team up with others who do?

OUTREACH

Where do you want this project to go?
For example: schools, galleries, conferences, community centres?



YOUR PROCESS
how will you work?

PLANNING PARTICIPATORY PROJECTS

Your name _____

NOTES

Date & place of project _____

Please write a short project description:

Why are you well-positioned to do this research? What kind of “contribution” will your research or research-creation make and for whom?

Which research, media, artistic, or political “conversations” are you entering? Do you want to enter, extend it, change the terms/rules of the conversation?

Do you have the necessary skills and finances to realize your project, or will you have to seek external support?

YOUR PEOPLE

who will you work with?



PROJECT LEAD	4
PARTICIPANTS	5
PARTNERS	6
INFLUENCERS	8
AUTHORSHIP	9
AUDIENCE	10

PROJECT LEAD

YOUR PEOPLE

How do you identify within your own project?
Select all that apply.

NOTES

- | | |
|---------------------------------------|----------------------------------|
| ☐ Artist/Director | ☐ Convenor |
| ☐ Activist | ☐ Curator |
| ☐ Educator | ☐ Researcher |
| ☐ Other _____ | |

In what ways are you an insider?

In what ways are you an outsider?

What are your priorities and/or guiding principles? (aesthetics, activist, design justice, feminist, community, environmentalist, anti-racist, etc.) How will they shape how you structure your work?

PARTICIPANTS

YOUR PEOPLE

Who do you want to involve in your project?
How do you see those involved? Are they:

- ☐ Partner/co-creator
- ☐ Subjects
- ☐ Participants
- ☐ Collaborators
- ☐ Story-makers
- ☐ Talent
- ☐ Interviewees
- ☐ Other _____

How might your participants benefit from being involved in your project?

When do you plan to involve participants?

How will you seek consent among participants? (Ethics protocol, community consultation, etc.?)

NOTES

Who do you need to help you make this happen?

NOTES

☐ Peers/Colleagues

☐ Volunteers

☐ Technical Support

☐ Outreach Partners

☐ Advisory Board

☐ Other _____

What sort of technical support will you need?

How will your guiding principles help determine who you hire?

What incentives will motivate people to get involved with your project?

How do you imagine the project being stronger based on your partner's involvement? How might your partners benefit from your project?

Are your partners accountable to others (ex. board of directors, local authorities, elders)? If so, how?

NOTES

How will you account for the additional time necessary to build and sustain meaningful partnerships?

Who will have influence on the project?

NOTES

- ☐ Academic Advisors
- ☐ Ethics Board
- ☐ Community Elders/advisors
- ☐ Funding Bodies
- ☐ Advisory Board
- ☐ Other _____

How will you manage the relationship between these influencers and your project? Will influencers have a say about how the project evolves?

Will you organize feedback sessions? How will you clearly explain the purpose of a feedback session and how their feedback might or might not be integrated in the final project?

Who will own the final product?

NOTES

- ☐ Individual Authorship
- ☐ Co-Authorship
- ☐ Open Source
- ☐ Other _____

Who will own or manage the raw data?

- ☐ Individual Authorship
- ☐ Co-Authorship
- ☐ Open Source
- ☐ Other _____

Who will make decisions about distribution?

- ☐ Individual Authorship
- ☐ Co-Authorship
- ☐ Open Source
- ☐ Other _____

When will this be decided and discussed?

AUDIENCE

YOUR PROCESS

What is the targeted audience for this project?

NOTES

- ☐ Local
- ☐ Regional
- ☐ International
- ☐ Intimate/Limited
- ☐ Informed
- ☐ Uninformed
- ☐ Decision Makers
- ☐ Other _____

Describe your ideal niche audience. How did you come to this?

Will your targeted audience confront issues around access?
If so, how? (Physical, geographic, economic, identity, etc.)



YOUR PROCESS

how will you work?

POWER	12
-------	----

IMPACT	13
--------	----

METHOD	14
--------	----

OUTPUT	16
--------	----

OUTREACH	18
----------	----

Which decision-making models will you employ? Often, these models overlap.

NOTES

- ☐ Horizontal (consensus/group determined)
- ☐ Vertical (executive decisions)
- ☐ Implicit (intuitive)
- ☐ Explicit (documented and shared)
- ☐ Other _____

How do your guiding principles inform the decision making processes for the project? When and how will you discuss decision-making methods with your partners and participants?

How will you hold yourself accountable to your guiding principles? I.e. What are the “checks and balances” in place?

Do you have protocols in place for resolving conflicts?

What is/are the desired impact/s of your work?

- | | |
|---|--|
| ☐ Build relationships and trust | ☐ Engage political process (vote, protest, etc.) |
| ☐ Empower your participants | ☐ Change people's way of thinking (culture) |
| ☐ Change the law or a policy | ☐ Shake up power dynamics (equity) |
| ☐ Educate a target audience | ☐ Build capacity / skill development |
| ☐ Capture media attention | ☐ Knowledge contribution |
| ☐ Shift a specific behaviour | ☐ Build awareness |
| ☐ Raise money for a cause | |
| ☐ Foster sustainable methods | |
| ☐ Other _____ | |

Is your desired impact focused on:

- ☐ The process
- ☐ The outcome
- ☐ Both

What impact are you hoping to make and how will you strive to achieve it?

A method is an approach to working. It can be conceptual or practical (such as an interview). What method/s might best enable you to serve your goals?

NOTES

How do your methods serve your message or form?

How will you use genre, form or aesthetics to approach the project?
(For example, informal/DIY/improv approaches versus formal/rehearsed/slick approaches)

Does your approach fit the expectations of your targeted audience?

How will you get feedback throughout the process and who will you get feedback from?

- ☐ Insider
- ☐ Outsider
- ☐ Individual
- ☐ Group
- ☐ Formal
- ☐ Informal

What might be your milestones throughout the process? Mark them on this timeline here, and make sure to include anticipated dates.



What is your desired output?

- | | | |
|--|---|--|
| ☐ Film | ☐ App | ☐ Poster |
| ☐ Zine | ☐ Graphic novel | ☐ Live event |
| ☐ Exhibit | ☐ Blog | ☐ Data visualization |
| ☐ Podcast | ☐ Social media campaign | ☐ Soundscape |
| ☐ Website | ☐ Manifesto | ☐ Workshop |
| ☐ Photography | ☐ Installation | ☐ Wearable |
| ☐ AR/VR | ☐ Publication | ☐ Open source code |
| ☐ Performance art | ☐ Game | ☐ Map |
| ☐ Educational tool
(syllabus) | ☐ Musical | ☐ Script |
| ☐ Other _____ | | |

From the above list:

Mark your desired output with an "T" (Instigator)

What is the output that will best serve your target audience? Mark this output with an "A" (Audience)

What outputs might your partners want? Mark this output with a "P" (Participant)

How might you negotiate if your partners, your participants, or your influencers are invested in different outputs?

Scale up! What is the project in its most expansive form?

NOTES

Scale down! What is the project in its most basic form?

Where do you want this project to go?

NOTES

- ☐ School
- ☐ Festival
- ☐ Community
- ☐ Government
- ☐ Gallery/Museum
- ☐ Online (social media)
- ☐ Journal/Publication
- ☐ Other _____

Describe your launch event/ideal first publication.

Have you considered any physical, economic or cultural barriers that might prevent your target audience from engaging with the work?

WRITTEN BY ELIZABETH MILLER AND DORIT NAAMAN

Elizabeth Miller, MFA
Full Professor, Concordia University
lizmiller.concordia@gmail.com

Dorit Naaman, PhD
Full Professor, Queen's University
naamand@queensu.ca

DESIGN BY NATASHA WHYTE-GRAY

natashawhyte.com