

# Your Future **me** Design Thinking Problem Brief

Department:

**Languages, Information and Communications**

## Opening question:

**How can we attract a wider and more diverse audience to the Department's Beyond Babel Film Festival in February 2023?**

## Context:

As a Man Met student in the Department of Languages, Information and Communications, your knowledge and skills will preserve the great accomplishments of the past, provides insight into and understanding of the world we live in, and provide the tools to imagine the future. As part of this future, the Department believes media and film to be a driving force for positive change. Film can be used to entertain, educate, and explore important social issues. Films have the power to make us sit up and take notice, learn about a new culture, experience a different perspective, or open our eyes to a world we know nothing about. Each year, the Department's **Beyond Babel Film Festival** aims to offer a cultural space to enjoy and appreciate multilingual films, and we are keen to expand its audience.

Last year the Beyond Babel Film Festival hosted 6 events with multilingual films in 9 languages over 5 days and was attended by 250 people, including groups from 8 local schools. Currently the main way audiences find out about the festival is through the [FILTA website](#), a festival [Facebook page](#), and the [FLAME research group blog](#) and direct links to schools. Your task is to devise ways in which the festival could reach an even bigger and more diverse audience, using the skills and resources available in your group.

## Starting points:

- To give you a deeper insight into the Beyond Babel Film Festival How you could read this [research](#).
- What skills do you have which could help to address this question?
- What do you think diversity means in Manchester?
- Which communities would you like to encourage to attend the Film Festival?
- What strategies and/or tactics could you use to attract more diverse audiences to the Film Festival?
- You will be working in groups with students from across the Department of Languages, Information and Communications, and so your group's skillset will be diverse and broad.