

## Money, money, money

The Finance Manager should record all the project costs for your Wild Creation, but make sure all team members feed into this process!

You will need to:

- Work out the cost of the framework  
See **Information Pack** pages 8 & 9
- Work out the volume of your Wild Creation  
**Information Pack** pages 8 & 10
- Work out the area required by your Wild Creation and costs for flooring. **Information Pack** pages 8 & 11
- Work out the total area for the installation of the Wild Creation
- Cost any additional items you might want  
**Information Pack** page 12



**Wild Creations**

# Planning Workbook



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**What does culture mean to you?** Brainstorm words and thoughts to help communicate your ideas.

**What aspects of your culture do you want to celebrate in your Wild Creation?** e.g. science or engineering, people, environments, food, music.

## Marketing your Wild Creation

**What is the slogan or main message for your Wild Creation?**

**How will you let people know about your Wild Creation?**

**Which marketing tools would you use?**

Tick the boxes that would suit the marketing for your project. Provide examples for some of the marketing tools in your team presentation.

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Leaflets/flyers                | <input type="checkbox"/> Bus adverts |
| <input type="checkbox"/> Interviews                     | <input type="checkbox"/> Instagram   |
| <input type="checkbox"/> TV                             | <input type="checkbox"/> Twitter     |
| <input type="checkbox"/> Radio advert                   | <input type="checkbox"/> Facebook    |
| <input type="checkbox"/> Billboards/posters             | <input type="checkbox"/> Snapchat    |
| <input type="checkbox"/> Newspaper/magazine advertising |                                      |

## Make your Wild Creation

**Make a scale model of your Wild Creation** using the same scale that you used to draw your location on the graph paper.

**Make the supporting framework** for your Wild Creation using sticks, art straws or other materials.

**Cover the framework** with materials such as tin foil, tissue paper, paper, Blu tack or other craft materials to get the finished shape you want.

Remember to measure the amount of material you use, so you can work out the costs. Use the **Information Pack** to look up these costs.



## Who is your target audience?

See **Information Pack** page 6.

## Brainstorm & research your ideas

What  
will your  
Wild Creation  
do?

What is  
the cultural  
connection?

Is it  
permanent or  
temporary?

How big is it?

Are  
any extras  
needed at the  
location?

Is it inside or  
outside?

What  
materials are  
the best to use,  
and why?

How much will  
it cost?

## Brainstorming

Answering the questions from the previous page and using your ideas of culture, sketch out the details of your Wild Creation.

## Location

### Decide on your location.

See **Information Pack** page 5 for ideas.

- ☐ Civic centre
- ☐ School foyer or shopping centre
- ☐ Outdoor tourist venue or attraction

**Draw out a plan view of your location.** To do this you will need to accurately join 4 pieces of graph paper together.

### Next decide on a scale for your location

e.g. 5 x 5 little squares = 1m<sup>2</sup>.

Make sure you can also accommodate 200 guests at the launch event. To work out the area, you will need 0.5m<sup>2</sup> per person.

**Draw a plan view or footprint of your location** on the graph paper so you know where your Wild Creation will go.

Make sure there is enough room for people to walk round and see your Wild Creation!