

Building Skills Through Making Together



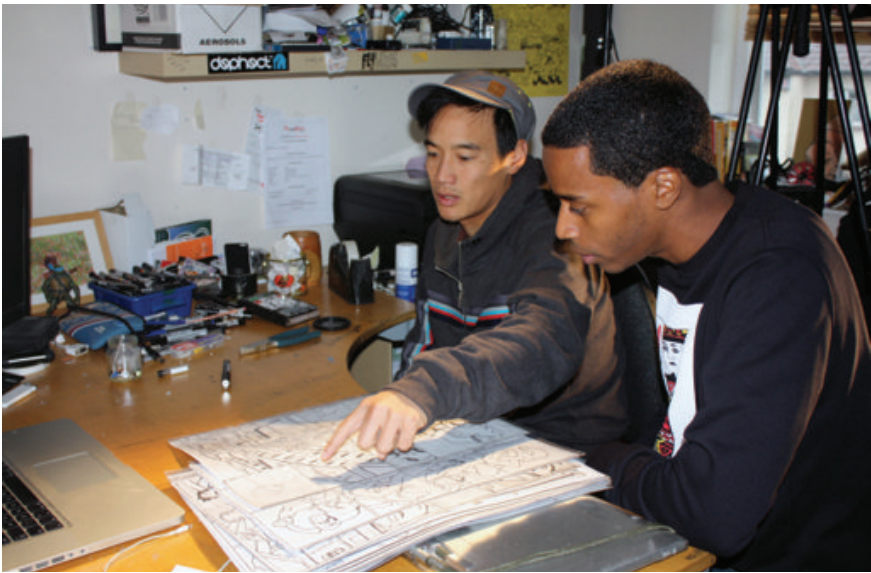
**Indigo Babies with South Blessed**

Emma Agusita, Jonathan Dovey  
and Shawn Sobers

## INDIGO BABIES WITH SOUTH BLESSED



*Indigo Babies creator, Vince Baidoo, and Jon Dovey from the University of the West of England, on a research 'walkshop'.  
Credit: Emma Agusita.*



*Indigo Babies creator, Vince Baidoo, with illustrator Silent Hobo.  
Credit: Emma Agusita.*



*Indigo Babies Graphic Novel #1. Credit: South Blessed/Crown  
Root Publications.*

# Indigo Babies

Indigo Babies,  
South Blessed,  
Bristol.

## Contributors

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**W** [theindigo  
babies.com](http://theindigobabies.com)

**T** [twitter.com/  
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**Y** [youtube.com/  
theindigobabies](https://youtube.com/theindigobabies)

## Digital Tools Used

YouTube,  
Twitter,  
Illustrator,  
Photoshop.

**Indigo Babies is a graphic novel, in both print and digital formats. It is published by the Bristol creative youth network South Blessed, to fund opportunities for young, creative people.**

## About

South Blessed is an online platform for young, creative talent in the South West. It works with young people to produce media content, and has an online file-sharing site. It showcases youth talent in music, fashion, skateboarding, news and journalism. The channel has a wide audience and has enabled the group to share their creativity. However, the network's highly informal and self-funded nature means it is quite precarious. South Blessed founder, Vince Baidoo, was interested to explore other ways to help South Blessed become more sustainable.

With support from the Digital Cultures Research Centre at the University of the West of England, Vince worked with renowned Bristol street artist Wei Ong (aka Silent Hobo) and up-and-coming young illustrators to produce a graphic novel called *Indigo Babies*. The publication produced in both print and digital formats, is being sold by South Blessed to fund future creative production and employment for young creatives in the South Blessed network. The comic's theme is 'The world is changing, the children have already changed.'

Vince saw the production of the comic as a chance to build new skills, spawn new collaborations and increase opportunities for the young people around him to develop their creative talents. He sees what they do as 'transmedia'—storytelling across different media, seeing both digital and physical media as complementary rather than an either/or choice.

### **What is the impact of the project?**

The project has enabled South Blessed to work with a team of creative collaborators to create and produce a richly illustrated comic to a professional standard.

### **How did digital media make a difference?**

Using new and existing online networks and platforms, South Blessed has been able to share their comic with a wider audience and connect with others to turn Indigo Babies into a microbusiness.

### **What next?**

South-Blessed has now created its own self-publishing arm. Crown Root Publications and Indigo Babies comic sequels have been planned. Vince intends to develop a 'transmedia storyworld', enabling *Indigo Babies* narratives to be produced and shared across different media formats and platforms.

# What Others Can Learn

## **Relationships and collaborations**

Collaborations between large, commercial organisations like Universities, and small, unpredictable creative groups are challenging. Clear expectations need to be established, relationships need a lot of attention, and resources need to be made available as equitably as possible.

## **Linking online and offline**

Having a vibrant online network and community is not the same as having an income stream. Creative community businesses also need to have goods or services they can sell, so that their online attention becomes part of a sustainable business plan.