



## WORKSHOPS 2010



## INTRODUCTION

**The Multimedia Journalism Workshop** incorporates the tools of modern communication – video, digital imaging and the web, printed media and online presentation. This course is designed to help students integrate multimedia communication and to establish a tool to affect social change.

We will discuss strategies for developing projects built around visual evidence, testimony and stories, while using visual media to highlight and convey situations within the current social climate.

Focusing on domestic and international institutions, students investigate national government, regional commissions, other governmental decision makers, the local and international media, and internet based global public views.

The course will challenge students to question traditional perceptions of visualization as a specialized skill, inside the needs or experience of reporting, human rights work, media activism and its utility as a promotional or fundraising tool.

The objective will be for all students to leave with an expanded sense of their abilities and to use multimedia in their own advocacy efforts and to embed those ideas into what is specific to their visual interests.

## KEY OBJECTIVES

- A.) Provide students a range of effective strategies for using media reports in human rights documentation and advocacy.
- B.) Teach students to develop skills in visual analysis through practical exercises.
- C.) Teach students to develop an aesthetic, learned during the course and to incorporate it in their specific, visual field.

## PURPOSE

- Help diversify the face of an issue.
- Reach audiences beyond literacy.
- Help build advocacy with other interest groups in campaigns.
- Establish powerful emotional responses from viewers.
- Provide direct visual evidence of abuses.
- Find visual evidence to counter stereotypes.
- Help a campaign to reach new, different and multiple audiences.
- Connect viewers to compelling visual stories.
- Bring sources' testimonies to new audiences.

The following examples are effective ways that multimedia platforms can be integrated into advocacy work, which will be taught in the intensive four - week workshop:

- Printed Media | Online presentation.
- Digitization of visuals for the Internet and data transmission specifications.
- Multimedia presentations for Government or NGO decision makers.
- Public service announcements ( PSA ).
- Broadcast.
- Analysis of multimedia as a communication platform.



## COURSE DESCRIPTION

### ADVANCED DOCUMENTARY

*College and Adult Level Course in Kenya. Duration, 30 Days - 2 Credits:* Exploring the creation of multimedia reports for the international media marketplace, while developing a personal vision and aesthetic identity.

Students will acquire a strong sense of concepts and themes addressed in their own work. Classes will examine a multitude of reportage techniques, ethics of electronic journalism, digital workflow management, color correction and captioning.

Lectures and in the field shooting will drive the students to identify and diversify the face of an issue through a multimedia, documentary report produced independently through use of their own equipment. While examining current critical issues in the local media, students will also study compositional and post production data management techniques, to present to the international outlets. In addition, students will divide their days between on-site shoots, the digital darkroom, and classroom critiques / lectures taught by six internationally renowned text, photo, video and multimedia journalists:

**Julius Njogu** (Data Management – Digital Workflow)

**Tole Nyatta** (Journalism ethics – Reporting)

**Brendan Bannon** (Photojournalism - Composition)

**Georgina Godwin** (Photojournalism - Multimedia)

**Stephen Digges** (Multimedia Design – Digital Management)

**Charles Digges** (Human Rights Reporting – Image Captioning)

All work is to be done in colour or black and white with optional audio and video. Students need to have access to a digital SLR or range finder camera with manual settings, video capabilities.

\*Note: *This is an advanced level course. Class Meetings: (To be arranged) Monday through Friday 10am to 4pm with critiques and in the field mentoring.*

*Requisites: Jr. Level Entry, housing, meals, equipment, supplies and flights.*