

Visual Communication and Media Production

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Objectives

We will focus on the learning potential of visual communications and create digital media productions (mainly video, photo).

The aim is twofold. One is to overview basic, yet important specific skills that can be learned and used in schools, NGO-s, youth initiatives during learning processes. We will also discover how these simple media activities can be used to build teams, to tell difficult/interesting stories to engage participants actively. Having fun and challenges along the path is inevitable. The outcome of becoming able to create nicer photos, videos for promotion or for yourself is an added extra.

Please note, that we do not focus on professional, high quality media work, but rather the learning potentials in creation. In line with accessibility we will use tools that do not require financial investments or high level of special media expertise.

Target Group

Anyone who would like to 'read' images, who would like to be more conscious about what makes an image nice. We welcome those who love playing with media and would like to see, share, discuss options how these can become tools for group building, reflection, tackle challenging topics and have fun.

Results

Be aware that because of the time limit you will not become a professional moviemaker/photographer. What you can expect is to get inspired, to acquire specific technical skills and knowledge useful for visual communication and to participate in open debates and experiences in the usage of media for learning processes.

- Knowledge on the basics of media literacy
- Experiences on creating media
- Discovering easy, ready to be used activities

Competences gained by using the method

- Digital skills, especially related to visual media
- Facilitating and understanding the potential of simple media activities for learning
- Collaborating successfully in teams while creating