

CALL FOR APPLICATION

Summer Masterclass in Italy

Visual Storytelling

Turin | 1 – 26 July | 2019

This modular month-long master class will examine what it means to make visual stories that address the social, cultural, or emotional space of people and the places they inhabit. We will discuss strategies for photographing in the field and explore how a group of photographs seen in concert with one another can create an affective narrative. Adding to the further complexity of visual storytelling, participants will be encouraged to play with the collaborative tools of audio, video, and web based platforms while considering how best to construct a particular story. Using Turin as our sketchpad, students will become more proficient storytellers. Through fieldwork, critiques, and the honing of editorial and multimedia skills, participants will gain a deeper understanding of their personal motivation and unique perspectives. Through experimentation they will *examine* their mistakes, and applaud successes. Some students will emerge from the month with a well-edited essay of still images or video, while others will weave multiple media together and explore new ways to push the boundaries of the visual essay. Students will have the option to collaborate on multi-layered stories about the same location and community, while others will work on individual projects.

Though the most effective experience will be to partake in the month-long process, the individual modules can be purchased separately. Students can apply to take any one-week module or a combination of week-long classes. These flexible courses, or “modules,” can be tailored to meet your needs.

Students may apply for the entire 4-week program of courses and receive a certificate of completion for the ICP-CAMERA Masterclass in Visual Storytelling as well as acceptance to ICP's One-Year Certificate Program. Students may also apply to take any one-week module or a combination of week-long classes.

All admitted students participate to the awarding of two scholarships assigned
by a committee composed by representatives of ICP and CAMERA

COURSE DATES

FOUR MODULES PROGRAM	JULY 1-26*
MODULE.1 WORKFLOW + SENSE OF PLACE	JULY 1-6
MODULE.2 PHOTOGRAPHING PEOPLE + STORIES IN THE SOCIAL LANDSCAPE	JULY 8-12
MODULE.3 CREATING STORIES + MIXING MEDIA	JULY 15-19
MODULE.4 EDITING IT ALTOGETHER	JULY 22-26

*on July 26 final projects presentation and diploma ceremony

COURSE DESCRIPTION

MODULE.1 WORKFLOW + SENSE OF PLACE

In the first week, the honing of digital workflow skills will ground students in post-production, encouraging best practices for working efficiently in the Adobe suite. Students will define what “sense of place” means in a photograph and develop a deeper understanding of what it takes to tell stories about the social landscape. In search of narratives, be they personal, political, or metaphoric, participants will start to lay the framework for understanding the key elements that make a visual story successful. Lectures on ethics and storytelling will support picture making. The program of this module includes Saturday.

Goal: Explore what it means to illuminate a sense of a place within a photograph and gain advanced workflow skills.

Requirements: same-sized printed imagery (inexpensive machine quality prints roughly 10/15cm.) and Adobe Lightroom software.

MODULE.2 PHOTOGRAPHING PEOPLE + STORIES IN THE SOCIAL LANDSCAPE

Week two focuses on fieldwork and the beginning of story development. Confronting what it means to make connections with people through the lens of the camera, students will begin to create meaningful environmental portraits of strangers they encounter. Concurrently they will start to research and consider the stories they want to pursue. The week will culminate with a better understanding of what makes an environmental portrait successful, and the formation of concrete plans for long-term stories. A lecture on audio and the art of the interview will complete this intensive week with the added addition of basic audio/video tools.

Goal: Overcome your fear of photographing people and learn how to tell stories in the social landscape.

Requirements: Proficiency with Adobe Lightroom software; students must have working knowledge of Lightroom before the class begins along with a recorder and headphones. (Tutorials will be delivered after student’s acceptance to the program.)

MODULE.3 CREATING STORIES + MIXING MEDIA

Week three focuses on storytelling. Time will be spent out in the field shooting and back on campus editing and critiquing work. Video editing instruction will help hone the skills of those that want to work on several media platforms. Some students will choose to work collaboratively in the same location on a related story, while others will work independently.

Goal: Creating visual stories in the contemporary world: From still photography to multimedia

Requirements: Proficiency with Adobe Premier Pro and Lightroom software, and have completed tutorials in Premier Pro before the week begins, along with understanding the zoom recorder and headphones. Bring same-sized printed imagery (Inexpensive machine quality prints – roughly 10/15cm.); digital archive of all files—still, video, and/or audio.

MODULE.4 EDITING IT ALTOGETHER

Week four is about putting together visual stories. The power of the sequence, the craft of multi media editing, and the aesthetic choices of how to work with innovative media will be considered. Some participants will build traditional photographic narratives seen as prints in a sequence, while others will make short videos, or work with a multitude of highbred tools combining still images, audio, text, video, and website platforms. Ultimately, students will be asked to consider what material and tools best articulate the type of story they want to create. The week will culminate with an exhibition/slide show presentation of participants completed work.

Goal: Learn the craft of putting a visual story together

Requirements: Students must have a working knowledge of Adobe Lightroom and Premiere Pro, and have updated versions loaded before the class begins. Students must bring an external hard drive archive of all vital elements to complete a multimedia story.

INFORMATION AND DEADLINE

Location: CAMERA – Centro Italiano per la Fotografia, Via delle Rosine, 18 - Torino

Class times: 10am – 5pm; evening lectures at 7pm.

Age limit: from 18 to 90

Number of selected students: max 30

Equipment: All Students are required to have their own laptop, external hard drive and relevant updated software as well as a DSLR camera and tripod.

Application fee: 50€ (application fee will not be reimbursed to non selected applicants).

TUITION:

One Module:	800€
Two Modules:	1.300€
Three Modules:	1.650€
Four Modules:	1.900€
Four Modules	(including accommodation): 2.300€

10% DISCOUNT TO EARLY APPLICATIONS ARRIVED BY MARCH 30

DEADLINES

Applications due by:	<u>MAY 3</u>
Communication of admitted students:	<u>MAY 15</u>
Scholarships assignment:	<u>MAY 15</u>
Tuition payment due by:	<u>JUNE 15</u>

PROGRAM OVERVIEW

- Each module is more advanced than the previous one.
- All accepted students will receive tutorials for the software that they are expected to go over prior to coming to the class.
- Each module includes lectures, exercises, and group critiques.
- All students receive one-on-one feedback from the instructor.
- Evening lectures address pertinent topics related to that module.

Students who participate in a month-long program will receive the following benefits:

- Students will receive on loan, a zoom recorder and head phones.
- Students will be individually observed through each module and given individual advisement tailored to their needs.
- Group presentation of each completed multimedia story at a public screening
- Graduation ceremony and celebration.
- Upon completion of all four modules, students will receive ICP Masterclasses in Visual Storytelling certificate. Students will also receive automatic acceptance to any of ICP's three full-time One-Year Certificate programs (application fees will be waived for three years from completion of Masterclasses.)

TRAVEL AND HOUSING

- Students are required to find their own transportation to Turin.
- Nearby housing will be notated upon request to students applying to four module program.
- All selected students will receive information and suggestions to find accommodation in Turin.

APPLICATION PROCESS

1. Complete the Application Form, save it and send to: didattica@camera.to
2. Pay the subscription fee of 50€ via bank transfer to:

Fondazione Camera

Intesa Sanpaolo, Torino, Piazza San Carlo.

IBAN: IT18S0306901000100000075623

SWIFT: BCITITMM

Please remember to indicate the reason for payment:

ICP Masterclass – Participant: (first name and family name).

3. Send via wetransfer **didattica@camera.to**

Application to one or more modules or the entire month-long program requires:

- Personal Goals (500 words)
- CV
- Work in progress: Maximum 20 images and/or a link to video or multi media (each image must not exceed 2mb)
- I have a project idea which is achievable during the program _____
Send the project idea (500 words)
- If you do not have a project idea to be developed in Turin you will be assigned a project that focuses on one of the following areas. Please indicate your preference: (you can choose up to three)

Social issues _____

Technology and health _____

Performing art and music _____

Art _____

Food and wine culture _____

Fashion _____

Have questions or need more information?

Email: KMarshall@icp.edu and mariacristina.araimo@camera.to

APPLICATION FORM
Masterclass Visual Storytelling
July 2019

FIRST NAME _____

FAMILY NAME _____

BIRTH DATE _____ / _____ / _____

ADDRESS _____

CITY _____ STATE _____

COUNTRY OF RESIDENCE _____

EMAIL _____

PHONE NUMBER _____

FISCAL CODE / VAT NUMBER _____

EMERGENCY CONTACT: _____

CHECK THE MODULE(S) YOU WOULD LIKE TO APPLY TO:

MONTH-LONG PROGRAM _____

MODULE.1 WORKFLOW + SENSE OF PLACE _____

MODULE.2 PHOTOGRAPHING PEOPLE + STORIES IN THE SOCIAL LANDSCAPE _____

MODULE.3 CREATING STORIES + MIXING MEDIA _____

MODULE.4 EDITING IT ALL TOGETHER _____

1. COMPLETE THIS FORM, SAVE IT AND SEND TO: didattica@camera.to

2. MAKE APPLICATION PAYMENT VIA BANK TRANSFER (AS NOTED ABOVE)

3. SEND ALL MATERIALS (AS NOTED ABOVE) VIA WETRANSFER TO: didattica@camera.to