

ANNOUNCEMENT OF SELECTION

## **Summer Masterclass**

### **Visual Storytelling**

***Build your vision while developing narrative skills.***

Turin | June 27 – July 28 | 2018

The ICP and CAMERA Masterclass in Visual Storytelling encompasses all the elements of working in today's digital world as a visual storyteller. Thanks to the Masterclasses in *Visual Storytelling* you'll learn how to tell a refined story, develop a "media kit" stocked with both technical and artistic tools, seamlessly edit and sequence imagery, and explore best practices for approaching subjects.

The Masterclass in *Visual Storytelling* is designed to guide you through consecutive stages of fulfilling a project idea, with the ultimate goal of creating a thought-provoking story. Along the way, you will find meaning in your work and discover informed communication strategies, which are key to any photographer's success.

Students may apply for the entire 4-week program of courses and receive a certificate of completion for the ICP-CAMERA Masterclass in Digital 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. These flexible courses, or "modules," are tailored to meet your needs.

Two scholarships will be assigned on merit by a committee from  
the International Center of Photography  
and  
CAMERA – Centro Italiano per la Fotografia.

## ***COURSE DATES AND DESCRIPTIONS***

FOUR MODULE (month-long) PROGRAM*	JUNE 27–JULY 28
MODULE.1 STORYTELLING AND WORKFLOW	JULY 2-6
MODULE.2 MULTIMEDIA BASICS WITH SOUND	JULY 9-14
MODULE.3 CONTEXTUAL EDITING AND SEQUENCING	JULY 16-20
MODULE.4 FROM STILLS TO VIDEO	JULY 23-27

\* Includes a three-day orientation and final diploma ceremony

### **FULL TIME PROGRAM OVERVIEW**

Beginning with an Orientation to the program in late June and a themed scavenger hunt across the city that will be published as a group project in the local paper—ICP faculty will break down all aspects of Digital Storytelling, day by day over 4 weeks. Students will track through visual storytelling strategies, audio and ambient recording, video, mapping, editing, workflow, archival research and technical idiosyncrasies in new media to acquire knowledge and practice of successful advances for working with sound and images in the field. While photographing, recording and editing during the month-long program, students working on their own individual projects will receive one-on-one as well as group feedback along the way from well-known ICP faculty working professionally. Bringing a project idea to light and expanding digital storytelling skills while enhancing technique will culminate with a final multi-media presentation to the public at the end of the month along with graduation. Lectures on the Art of Storytelling, Best Practices, and Book-Making as well as artist lectures by faculty will facilitate each student's learning objectives.

## **MODULE.1 STORYTELLING AND WORKFLOW**

Discover a context to help frame your work. This course focuses on exploring themes and ideas by grouping, editing, and sequencing to make a coherent body of work. Through student-centered learning techniques and exercises, we work together to build an individualized storyline. You are expected to bring works in progress, and faculty will guide you to organize your workflow, timeline, and, ultimately, a basis for individual vision. The class includes one-on-one critiques with faculty.

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

## **MODULE.2 MULTIMEDIA BASICS WITH SOUND**

Combining sound with images to create compelling multimedia stories generates a potent context for visual imagery. Using your work, archival research, samplings, and gathered materials, this class leverages Adobe Premiere Pro to frame and create a short trailer or multimedia story that exemplifies the power of voice. The art of making a good interview and recording involves a technique crucial to successful storytelling. Together, we practice with subjects and/or friends with recorders, microphones, and video.

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

### **MODULE.3 CONTEXTUAL EDITING AND SEQUENCING**

Learning to hear your own voice is more difficult than you may think; editing images becomes easier when you can clearly contextualize them; choosing and ordering your images affects the ways in which they are viewed. This course closely examines how to build a narrative visually, listen to pitch, and explore strategies that clearly communicate your vision. Through guidance, exercises, examples, critiques, and self-examination, students will discover ways to make sense of their visual worlds.

**Requirements:** Adobe Lightroom software and same-sized printed imagery (Inexpensive machine quality prints – roughly 10/15cm.); digital archive of all files—still, video, and/or audio.

### **MODULE.4 FROM STILLS TO VIDEO**

You have all the components of an unedited story—stills, video, audio, archival photographs—and now you just need to edit and slice them together. In this course, you will create a polished multimedia story on someone, someplace, or something you find interesting. By enhancing your editing skills in stills/video/audio, you will complete a full digital presentation ranging from 59 seconds to 5 minutes. Lectures on advanced media interactivity and best practices punctuate the week.

**Requirements:** Students must have advanced 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 along with a recorder and headphones.

## 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: 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<sup>th</sup>*

## DEADLINES:

Applications due by:	<u>APRIL 30</u>
Communication of admitted students:	<u>MAY 15</u>
Scholarships assignment:	<u>MAY 15</u>
Tuition payment due by:	<u>JUNE 05</u>

## APPLICATION PROCESS

1. Complete the Application Form, save it and send to: [didattica@camera.to](mailto: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).  
Or via Pay Pal clicking here  **PayPal**
3. Send via wetransfer to [didattica@camera.to](mailto:didattica@camera.to)  
Application to one or more modules or the entire month-long program require:
  - Project Idea that is achievable during the program (500 words)
  - 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)

Have questions or need more information?

Email: [mariacristina.araimo@camera.to](mailto:mariacristina.araimo@camera.to) or [masterclasses@icp.org](mailto:masterclasses@icp.org)

Phone: + 39 011 0881150 | [www.camera.to](http://www.camera.to)

## **PROGRAM OVERVIEW**

- Each module is more advanced than the previous one.
- Each module begins with an orientation and ends with a final class review.
- 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:**

- An early start, three-day orientation, which includes a themed exploration on location with faculty.
- Students will receive on loan: a Zoom recorder and head phones.
- Students will be individually observed through each module and grouped in an accelerated class for most of the program activities.
- 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 the Masterclass.)

## **TRAVEL AND HOUSING**

- Students are required to find their own transportation to Turin.
- Nearby housing will be notated upon request to students applying to the month-long program.
- All accepted students will receive information and suggestions to find accommodations in Turin.

**APPLICATION FORM**  
**Masterclass Visual Storytelling**  
**July 2018**

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 STORYTELLING AND WORKFLOW \_\_\_\_\_

MODULE.2 MULTIMEDIA BASICS WITH SOUND \_\_\_\_\_

MODULE.3 CONTEXTUAL EDITING AND SEQUENCING \_\_\_\_\_

MODULE.4 FROM STILLS TO VIDEO \_\_\_\_\_

1. COMPLETE THIS FORM, SAVE IT AND SEND TO: [didattica@camera.to](mailto: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](mailto:didattica@camera.to)

If you need more information, please contact:  
[mariacristina.araimo@camera.to](mailto:mariacristina.araimo@camera.to) | +39 011 0881150