



INTERNATIONAL  
CENTER OF  
PHOTOGRAPHY  
SCHOOL



## CALL FOR APPLICATION

### Summer Masterclass in Italy

#### Visual Storytelling

**Build your vision through stills, motion and sound**

**Turin | 6 – 29 July | 2022**

**Application deadline**

**May 31, 2022**

**Extra time until June 8th**

#### **What does it mean to make effective and meaningful visual stories in the year 2022?**

This summer's Masterclass challenges photographers to address the social or emotional space of people and the places they inhabit while providing them with the media tools necessary to make compelling and impactful visual stories.

Through fieldwork, critiques, and the honing of editorial and technical skills, this intensive program encourages a collaborative environment where participants engage in meaningful dialogue to broaden their way of working and seeing. Our aim is to produce content that has depth and substance while experimenting with the complimentary tools of audio, video, and text. Using Turin as a sketchpad, students will consider various strategies for photographing in the field while contemplating how a group of photographs seen in concert with one another and in conjunction with other media can create an affective narrative.



Participants will gain a deeper understanding of their personal motivation and unique perspectives. Some students will emerge from the month with a video or an essay of still images, while others will weave multiple mediums together and explore new ways to push the boundaries of visual practice via interactive web-design or book layout.

Instruction on imaging software, and trends in visual storytelling will be addressed.

This Masterclass is designed to be an immersive experience.

On the days classes do not meet students are expected to be out in the field gathering material for their projects.

We hope to build a supportive community that encourages creative inquiry, experimentation, and the commitment to create articulate visual stories about the world.

Students will have the option to collaborate on stories or work on individual projects.

**Though the most effective experience will be to partake in the entire program, students can choose to participate in any two sequential weeks separately.**

Students who attend the entire month-long program receive a certificate of completion for the ICP-CAMERA Masterclass as well as acceptance to one of ICP's full-time One Year Certificate Program.

**At the completion of the program, three outstanding student projects created during the month, will be awarded with a 1.000€ prize\*.**

The awarded projects will be selected by a committee composed by representatives of ICP and CAMERA. Awarding ceremony on July 29.

\*Must participate in all four weeks of the Masterclass



## COURSE DATES

### FOUR MODULES PROGRAM

JULY 6-29\*

#### MODULE.1

FRAMING IDEAS AND  
ACQUIRING BEST PRACTICES

JULY 6-10

#### MODULE.2

STORIES IN THE SOCIAL LANDSCAPE.  
STILLS, MOTION AND SOUND

JULY 12-15

#### MODULE.3

CREATING STORIES AND MIXING MEDIA

JULY 19-22

#### MODULE.4

EDITING IT ALL TOGETHER

JULY 25-29

\*on July 29 final projects presentation and awarding ceremony



## COURSE DESCRIPTION

### MODULE.1 FRAMING IDEAS AND ACQUIRING BEST PRACTISES

In the first module, 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 building successful visual stories. A strong emphasis will be placed on honing the digital workflow skills of Adobe Lightroom. This training will encourage best practices and efficient use of the post- production tools of Adobe software needed to complete this masterclass. Lectures on ethics and storytelling will support picture-making.

#### Goal:

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

#### Requirements:

A digital camera.

An updated version of the Adobe suite loaded onto laptop prior to attending the Masterclass.

An external hard drive is needed to archive all vital digital elements.

### MODULE.2 STORIES IN THE SOCIAL LANDSCAPE I STILLS, MOTION AND SOUND

This module focuses on fieldwork and the tools and strategies needed to build visual stories. Confronting what it means to create meaningful portraits about the human experience students will develop stories. The first part of the module will solidify their understanding of the meanings found within the individual photograph. As the week progresses audio and video basics will be introduced. Students will be encouraged to work across media platforms as they commit to a project they will focus on for the duration of the Masterclass.



**Goal:**

Learn how to photograph people while telling visual stories about the human experience.

Gain an understanding of shooting video and sound recording.

**Requirements:**

Proficiency with Adobe Lightroom software; students must have a working knowledge of Lightroom before the Module begins.

A digital camera that is video capable (if interested in shooting video).

An updated version of the Adobe suite loaded onto their laptops.

An external hard drive is needed to archive all vital digital elements.

\*Audio recorders and headphones can be loaned for the class

### **MODULE.3 CREATING STORIES AND MIXING MEDIA**

The third module focuses on building stories from the material students have captured out in the field and working with post-production tools. Time will be spent out 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. InDesign and Interactive Web Templates will be introduced. Some students may choose to work collaboratively in the same location on a related story, while others may work independently.

**Goal:**

Creating visual stories in the contemporary world through still photography, video, books, and more.

**Requirements:**

Proficiency with Adobe Premier Pro and Lightroom and InDesign software, and/or have completed tutorials in Premier Pro and InDesign before the week begins.

Updated versions of the Adobe Suite loaded onto their laptops before the class begins.

An external hard drive to archive of all vital elements needed to complete a multimedia story.

Basic understanding of Zoom recorder and headphones and shooting. Please bring same-sized printed imagery (inexpensive machine quality prints – roughly 10/15cm.); digital archive of all files, still, video, and/or audio.



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## MODULE. 4 EDITING IT ALL TOGETHER

The final week is about building on tools and content to create compelling visual stories. The power of the sequence, the craft of multimedia 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, or as a book/zine, while others will make short videos, or work with a multitude of hybrid 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, Premiere Pro, and InDesign

An updated version of Adobe Suite loaded onto their laptops before the class begins.

Students must bring an external hard drive archive of all vital elements to complete a multimedia story.

## **FACULTY**

**Karen Marshall:** Chair of the *Documentary Practice and Visual Journalism Program*

**Andrew Lichtenstein:** Core Faculty in the *Documentary Practice and Visual Journalism Program*

**Saul Metnick:** Faculty at ICP

**Gaia Squarci:** Alumna and faculty in the *Documentary Practice and Visual Journalism Program*

**Alessandro Ghirelli:** Alumnus of the *Documentary Practice and Visual Journalism Program*



## 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 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 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.



## INFORMATION AND DEADLINE

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

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.

Subscription fee: 50€ (subscription fee will not be reimbursed to non selected applicants).

## TUITION

Two Modules: 1.300€

Three Modules: 1.650€

Four Modules: 1.900€

10% DISCOUNT TO EARLY APPLICATIONS ARRIVED BY APRIL 30

## DEADLINES

**Applications due by:** MAY 31 **Extra time until June 8th**

**Communication of admitted students:** JUNE 10

**Tuition payment due by:** JUNE 10



## 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).

3. Send via wetransfer to [didattica@camera.to](mailto:didattica@camera.to)

- Work in progress: Maximum 20 images and/or a link to video or multi media (each image must not exceed 2mb)
- If you 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 \_\_\_\_\_



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## APPLICATION FORM

### STUDENT DATA

NAME \_\_\_\_\_

SURNAME \_\_\_\_\_

BIRTH DATE \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

COUNTRY OF RESIDENCE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMERGENCY CONTACT \_\_\_\_\_

### INVOICE DATA

NAME AND SURNAME or COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

FISCAL CODE \_\_\_\_\_

VAT NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_



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**CHECK THE MODULES YOU WOULD LIKE TO APPLY TO:**

## **MONTH-LONG PROGRAM** \_\_\_\_\_

**MODULE.1** FRAMING IDEA AND ACQUIRING BEST PRACTICES \_\_\_\_\_

**MODULE.2 STORIES IN THE SOCIAL LANDSCAPE; STILL MOTION AND SOUND**

**MODULE.3 CREATING STORIES AND MIXING MEDIA**

## **MODULE.4 EDITING IT ALL TOGETHER**

**Please note:** you can apply to a minimum of two consecutive Modules.

**MOTIVATION FOR YOUR PARTICIPATION (MAX 500 CHARACTERS)**



## HOW DID YOU KNOW ABOUT THIS PROGRAM?

Advertisement \_\_\_\_\_

Colleague/Teacher \_\_\_\_\_

Email/Newsletter \_\_\_\_\_

Family/Friend \_\_\_\_\_

ICP Alumni/Faculty \_\_\_\_\_

ICP Website \_\_\_\_\_

CAMERA Website \_\_\_\_\_

Social Media (Facebook, Instagram, Twitter, etc.) \_\_\_\_\_

Custom Answer Other: \_\_\_\_\_

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)

Have questions or need more information?

Email: [KMarshall@icp.edu](mailto:KMarshall@icp.edu) and [mariacristina.araimo@camera.to](mailto:mariacristina.araimo@camera.to)

Phone: + 39 011 0881151 | [www.camera.to](http://www.camera.to)