# Workshop: Images and Communication for Cooperation

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The workshop aims to offer students an overview and concrete tools on the use of images in the world of cooperation and the foundations to design a communication campaign in the field of cooperation and the third sector.

In addition, the workshop aims to give students the opportunity to experiment different tasks involved in creating a campaign (writing texts, creating images, graphic layout, analysing strategy) through some practical activities.

The workshop is divided into two modules. The first will present the topic of documenting and telling in images; the second will explore the point of view of NGOs.

*Knowledge and understanding*

By analysing some of the main sector campaigns and practical activities, students will develop a critical approach on the use of photographs in the communication campaigns of NGOs and the third sector and will evaluate the relationship between the image used, the representation of the reality that springs from it and the impact it generates.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to evaluate how effective images can be in third sector communication in relation to the communication and positioning objectives of non-profit organisations.

***COURSE CONTENT***

Module 1: Documenting and narrating through images

* Short history of documentary photography: role and function of images as documents.
* The objective and subjective value of images: reading images and representing reality.
* The role of the photographer on the field: relationship and responsibilities with the subject and the client.
* Analysis of communication campaigns in the world of cooperation from a photographic point of view: photography’s ability to portray cooperation.
* Practical activities.

Module 2: NGOs’ point of view

* Review of material created in the first part of the workshop.
* The tools available to NGOs (policy on use of images, release notes, agreements with photographers).
* The involved key figures (publishers, newspapers, photographers, donors, audience, beneficiaries).
* Analysis of works from the NGOs’ point of view, from reportage to fundraising.
* The use of images (from magazines to social media).

***READING LIST***

Lecture notes and material.

Any additional information on the reading list may be indicated in the lecturers’ virtual classroom.

***TEACHING METHOD***

The workshop is taught through classroom lectures with practical guided group work, focusing on the elaboration and/or analysis of communication and photography campaigns on social and humanitarian topics.

Attendance is compulsory due to the practical nature of the workshop. There will be no alternative arrangements.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will take into account both active student participation in class and an essay that students will have to complete at the end of the course. The essay may consist, for example, in an analysis of a communication campaign on humanitarian issues, in a plan development or in a documentary collection of examples on a topic of social and/or humanitarian intervention. Assessment will take into account completeness of the essay in relation to the given instructions, appropriateness of specific methodologies and terminology and students’ analytical skills.

The final evaluation will be out of thirty and will take into account students’ level of knowledge, understanding, written and oral presentation skills of the course topics demonstrated during the exam.

Further details on the assessment will be provided by the lecturers at the beginning of lectures.

***NOTES AND PREREQUISITES***

As it is an introductory course, there are no prerequisites to attend this course. However, students are expected to show interest and curiosity towards social communication, social photography and reportage and usage of images in the third sector.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.