



# Visualizing Development

## Three-Day Training Workshop

### Basic Photographic Skills for Development Professionals and Communicators

In contemporary communications, photography has graduated into an art, science and skill. A picture does not merely *convey* a message rather it can also *create* a message. Photography is used as a research, training, representation and communication tool in many development projects across the world.



In Pakistan, civil society organizations have played a dynamic and effective role in identifying, articulating and asserting development needs and demands of marginalized and disempowered areas, communities and social groups. Contemporary Pakistan is nurturing a number of diverse, plural and rights-based social movements and initiatives aimed at justice, peace and prosperity. It is historical imperative that the systems and processes of democratic, plural and rights-based development endeavors are strengthened and streamlined at all levels.



In line with this understanding, Rural Development Policy Institute (RDPI) has launched Civil Society Support Services (CIVISS) aimed at providing communication, research and training support to civil society organizations working to achieve rights-based development objectives at grassroots, policy and advocacy levels.

As its first initiative, RDPI in collaboration with Jill Hatzai, a Washington-based photojournalist/trainer has designed a three-day short-course on Basic Photographic Skills for Development Professionals and Communicators working with Non-governmental Organizations (NGOs), Community-based Organizations (CBOs) and Civil Society Organizations (CSO).



## Objectives of the Course:

- (a) To impart hands-on-knowledge on basic concepts, skills and processes of photography;
- (b) To educate as to how development needs, demands and dividends can be communicated through photography;
- (c) To orientate as to how photography can be deployed for advocacy, awareness, accountability and transparency; and
- (d) To facilitate as to how development-related organizations can develop their 'photo banks' on social and development issues;

**Date:** 30 May - 2 June, 2011

**Location:** RDPI Head office: House 755, Street 24, G-9/1, Islamabad.

**Fee:** PK RS: 5000

**Eligibility:** Research and Communication professionals engaged with social development sector

**Requirements:** Participants need to bring a camera

**Registration**

**Deadline:** 28th May 2011

## Trainer:

Jill Hatzai is a Washington-based professional photographer with a diverse experience of working with development, corporate and public sector in USA. Jill is a graduate in Communication (Photography Concentration) from Columbia College Chicago. She has worked with World Wide Fund (WWF) as a Staff Photographer and Senior Photo Editor, Environmental Defense Fund and Rotella Capital Management as a Photo Editor. She has also worked as a Freelance photographer with Oscar Einzig; Washington Hispanic Newspaper; Robert F. Kennedy Center for Justice & Human Rights/Kennedy Family; On Tap Magazine; Arlington Connection Newspaper; and John G. Shedd Aquarium.

Jill Hatzai has presented her art, skill and creative disposition in three Photography Exhibitions: Cambodian Genocide, 2<sup>nd</sup> Annual International Human Rights Conference, June 2003; MuLiberal Exhibit at the Hokin Student Gallery, Columbia College, March 2003; Eleventh Street Lounge, Arlington, VA, December 2006 to present. She has visited 27 countries and she carries a deep longing to know beyond her surroundings. She believes interaction is learning and art *sans* frontiers.



**For further detail please contact:**

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## Visualizing Development

Three Day Training Workshop (30<sup>th</sup> May – 2<sup>nd</sup> June, 2011)

Basic Photographic Skills for Development Professionals and Communicators

| Serial #       | Time       | SESSION THEME      | SESSION OBJECTIVES   | SESSION OUTLINE   | METHODOLOGY                           |
|----------------|------------|--------------------|--|---|---------------------------------------|
| <b>DAY ONE</b> |            |                    |  |   |                                       |
| 1              | 9:00-9:30  | Introduction       | Self-introduction of participants and trainer<br><br>Getting familiarized with the training course | Participants will introduce their respective organizations, role, responsibilities and share their expectations from the course<br><br>Trainer will introduce the outline and methodology to be used for the course   | Interactive                           |
| 2              | 9:30-11:00 | ABC of photography | To understand the basics of photography as an art, science and skill                               | What are the functions of photography?<br><br>What are the major terms and technical concepts of photography?<br><br>How and what can a picture communicate?<br><br>What are the elements of a good picture?<br><br>How pictures can generate and translate ideas?<br><br>What are the steps involved in photography - from taking a picture to disseminating a picture?<br><br>What are basic ethics of photography? | Ppt. Presentation and question/answer |
|                | 11:00-     | Tea Break          |  |   |                                       |

|              |             |  |  |   |                                       |
|--------------|-------------|--|--|---|---------------------------------------|
| 11:15        |             |  |  |   |                                       |
| 3            | 11:15-12:00 | Knowing your Camera  | To understand how to use your camera   | <p>What are the technical specifications of your camera?</p> <p>How to understand and operate your camera effectively and efficiently?</p> <p>How to capture your subject?</p>  | Ppt. presentation and question/answer |
| 4            | 12:00-13:00 | Covering the subject -- creating and conveying the message             | To understand the contours of your subject and core of your intended message | <p>How to approach and focus your subject for a photo?</p> <p>Your unique perspective on the subject</p> <p>How to create a message and make a story out of a photo?</p> <p>What are the basic elements of a photo-feature?</p>         | Ppt. presentation and question/answer |
|              | 13:00-14:00 | Lunch  |  |   |                                       |
| <b>DAY 2</b> |             |  |  |   |                                       |
| 5            | 9:00-9:15   | Recap  | To recall previous day's learning  | <p>Participants will share their feed-back on the issues discussed at the first day of the course</p> <p>Trainer will summarize participant's perspectives and explain if any question is raised</p>                                    | Interactive Discussion                |
| 6            | 9:15-13:00  | How photography can be an effective tool for development communication | To understand the linkages between photography and development communication | <p>What is development communication?</p> <p>How development needs, demands and dividends can be communicated through photography?</p> <p>How photography can be deployed for advocacy, awareness, accountability and transparency?</p> | Ppt. Presentation and Q/A             |

How development-related organizations can develop their 'photo banks' on social and development issues to be used as their documentation on these issues?

How the issues, concerns, fears and hopes of disadvantaged, marginalized and disempowered communities, areas and social groups can be effectively advocated and communicated through photography?

13:00-14:00  
Lunch

|   |             |                                |   |   |                     |
|---|-------------|--------------------------------|---|---|---------------------|
| 7 | 14:00-17:00 | Bringing Camera in real action | Provide a shooting opportunity to participants in the field | Participants will be given individual assignments to shoot in the field on the subject of their own choice and interest | Outdoor photography |
|---|-------------|--------------------------------|---|---|---------------------|

**DAY 3**

|   |            |                     |  |   |             |
|---|------------|---------------------|--|---|-------------|
| 8 | 9:00-11:00 | Recap and Feed-Back | To discuss and interpret individual photos taken by the participants | <p>What messages your photos brought from the field assignments?</p> <p>What message you intended to convey through your photo?</p> <p>How you interpret your photo?</p> <p>How others interpret your photo?</p> <p>What is the audience of your photo?</p> <p>What is the desired impact of your photo?</p> <p>How you could have improved your framing and your approach?</p> | Interactive |
|---|------------|---------------------|--|---|-------------|

|    |             |                             |   |   |   |
|----|-------------|-----------------------------|---|---|---|
|    |             |                             |   | How your photo is related to the broader theme of development communication?  |   |
|    | 11:00-11:15 | Tea Break                   |   |   |   |
| 9  | 11:15-12:00 | Elements in post-production | To understand the steps of post-production            | Editing<br>Captioning<br>Archiving/Storing/Backup<br>Collecting stock<br>Publishing<br>Building an in-house photo collection<br>Copyright law and model-release issues<br>How to use the right photo for your needs<br>Hi resolution vs. low resolution<br>Sharing/presenting -slideshow etc. | Ppt. presentation and Q/A   |
| 10 | 12:00-12:30 | Feed-Back                   | To collect feed-back of participants                  | General Discussion on what has been learnt  | An evaluation form would be distributed among participants to be filled in for organizational assessment of the course + General Discussion |
| 11 | 12:30-13:00 | Networking                  | To discuss and propose mechanism of future networking | How this learning would be used by the participants at individual and organizational level?   | Interactive   |

among participants

What could be the mechanism of developing a network for development organizations to establish and exchange their photo libraries?

13

13:00-  
13:15

Concluding Remarks

13:15

Lunch



## Rural Development Policy Institute (RDPI)

### Registration Form

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**Three Day Training Workshop (30<sup>th</sup> May – 2<sup>nd</sup> June 2011)**  
**Basic Photographic Skills for Development Professionals and Communicators**

#### **Personal Record**

Name: \_\_\_\_\_

Sex: Male  Female

Age: \_\_\_\_\_ years

E-mail: \_\_\_\_\_

Contact number: \_\_\_\_\_

Educational Qualification: \_\_\_\_\_

#### **Professional Record**

Present Employer: \_\_\_\_\_  
 (Name of Organization)

Designation: \_\_\_\_\_

Address of the Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

#### **Information:**

Q. Have you ever been involved in any Photography activity? Please provide details.

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Q. Have you received any formal training on Photographic Skills as a professional or a student?  
Please provide details \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q. Briefly describe your expectations from the workshop

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q. List how you and your nominating organization will benefit from the workshop

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have read the detailed outline of the course and agree to the terms and conditions. I am enclosing herewith a

Cross cheque

Demand Draft

Pay Order

worth Rs 5,000 as the workshop fee drawn in the name of RDPI

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

Application should reach the following address on or before **May 28<sup>th</sup>, 2011.**

**Envelope should be clearly marked**

Application of Basic Photographic Skills Workshop  
Rural Development Policy Institute (RDPI)  
House # 755, Street 24, Sector G-9/1  
Islamabad

For more details, please see the detailed course outline.