



Mastering Photography and Multimedia Content Creation for Visual Storytelling

Course details

- 🕒 One week course
- € Starting from 480€ (Cultural activities included)*
- 👥 Min. 4 - max. 14 participants
- 📄 Certificate of attendance included (80% of attendance required)
- 📍 Available in Florence

* A 60 € late registration fee will be applied if you register less than 8 weeks before the course start date.

Course description

Are you ready to go beyond simply snapping pictures with your phone?

Photography is not just reproducing reality. It requires a keen awareness of what you see, both in terms of perception and its underlying meaning.

Through photography, your perception becomes a form of knowledge, revealing your unique perspective on the world. Mastering photography means becoming a storyteller.

This course introduces participants to the world of photography, videos, and audio. Participants will learn to observe reality in a way that helps capture subjects that tell a story and discover the power of communicating with multimedia content.

During the course, participants will be encouraged to walk around the city and take pictures with their phones. The next day, they will show what they saw on their tours, and discuss the technicalities of their shootings.

Thus, participants will learn to take professional-grade photos in a very practical way.

Moreover, once in the classroom, they will edit their shootings, and learn to modify them using free software. They will also learn to create digital content and short multimedia projects that they can use in their teaching or ask their students to create.

Course code ART.1.PHOT - <https://www.teacheracademy.eu/course/photography-and-content-creation/> - Last update 16/05/2023



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Finally, they will learn to create a web page that showcases their content. By the end of the course, participants will know how to combine images, videos, and words to tell a compelling story.

Moreover, they will leave the city with a personal portfolio of photos, video interviews, and audio recordings that blend interactively and engagingly.

Concept by: Fondazione Studio Marangoni

Learning outcomes

The course will help the participants to:

- Investigate the complexities of a city;
- Understand the technicalities involved in taking professional-grade photos;
- Discover how perception becomes a form of knowledge in photography;
- Use photography to reveal one's unique perspective on the world;
- Develop storytelling skills through photography;
- Use the power of multimedia communication to engage audiences effectively;
- Edit photos and digital content using free software and multimedia projects;
- Understand how to combine images, video, and words to tell a compelling story;
- Create an interactive web page showcasing their portfolio of multimedia content.

Tentative schedule

Day 1 – Course introduction

- Introduction to the course, the school, and the external week activities;
- Icebreaker activities;
- Presentations of the participants' schools.

Assignment of the topics

- Assignment of the topics to be developed during the course;
- Testing equipment.





Day 2 – Digital contents

- Inputs, examples, and group discussion;
- Shooting around the city;
- Editing of the contents.

Day 3 – First Editing

- Assembly of the first content on the digital platform;
- Discussion about the contents.

Day 4 – Shooting day

- Shooting around the city;
- Editing of the contents.

Day 5 – Final editing

- Editing of the digital content;
- Building the multimedia platform;
- How to bring your new competencies into your class: activities ideas.

Day 6 – Course closure and cultural activities

- Course evaluation: round-up of acquired competencies, feedback, and discussion.
- Awarding of the course Certificate of Attendance.
- Excursion and other external cultural activities.

*The schedule describes likely activities but may differ significantly based on the requests of the participants, and the trainer delivering the specific session. Course modifications are subject to the trainer's discretion. If you would like to discuss a specific topic, please indicate it at least 4 weeks in advance.

Our courses usually include two cultural activities. Further information is available on the webpage of each course location.





About the provider

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