



WEB EDITING: Narrative & Storytelling in the Digital Era. by Nicolas Janowski

at Verzasca FOTO Festival #verzascafoto17 // 31.08 – 03.09.2017

INTRODUCTION

Introduction of new communication technologies in photography and art implies new parameters in the way we manifest our abilities and thoughts. In this context, ICT's (information and communications technology) have come to tell us that we are not alone to express our ideas, and what is even more critical, we should not be alone if we want to have a presence in this world.

TEMARY

- 1/ Projecting our work in the context of a global market.
- 2/ Formalize and create specific formulas according to the receiver of the message.
- 3/ Thinking about the distribution context of our work.
- 4/ Understand the logic of communication that underlies social networks
- 5/ Finding the right voice in a context of cultural hybridization

REQUIREMENTS

Participants are encouraged to bring at least one personal project to edit during the workshop. I will review their portfolios and comment, trying to give editing suggestions and tips for future projects. Preferably from 30 to 40 images, minimum 15 photos.

Workshop begins Saturday, the 2nd of September, and finishes Sunday, 3rd of September 2017 at 12 midday.

Working hours Saturday: 8:30am – 5:00pm

Teaching language: English / Spanish

DETAILS

Day 1

Presentation of the tutor and participants.

Introduction: Exploring visual communication in the digital era. Overview of digital platforms. Case Study: Presentation of the Tutor and introduction to his projects

Project development: Organization and financing. Distribution in web platforms. Engagement with communities and audiences.

Case Study: Photography, Cross platforms and trans-media projects: Interactive web documentaries, multimedia journalism. Visual Storytelling: Narrative between art and documentary.



Day 2

Narrative in the digital era: Study Cases

Storytelling for the online: Grants, Publications & Editorial presentations.

Portfolio Reviews: Splitting into groups and One-to-one sessions with Participants

Essays. Picture Editing. Laying out towards interactive presentations or exhibitions.

Developing the production and strategy for each project.

CONDITIONS

Workshop attendance fee is 200 Swiss Francs (EUR 185). Included are:

- Workshop hours;
- Writing materials;
- Meetings / round tables attendance.

Optional:

- Board and lodge in the Colonia in Sonogno:

CHF 150 (EUR 140) per person, 3 nights, in a 6-bed dorm (full board)

CHF 200 (EUR 185) per person, 3 nights, in double room (full board)

Bring your own tent with breakfast only CHF 60 (EUR 55) per person, 3 nights

Single nights or meals may be possible. Contact us!

BIOGRAPHY of Nicolas Janowski

Nicolas Janowski, 1980, lives and works in Buenos Aires, Argentina.

Photographer, anthropologist and curator.

Among other awards he has received the Repsol ArtLima Prize 2014 and was distinguished as finalist of the Nacional Gallery of Arts in Argentina. In 2015, he was selected by TIME Magazine as one of the 9 photographers to follow in Argentina.

Beside his personal work as visual artist some of his activities includes since 2015 being adjunct curator and coordinator of the Educational Program at FOLA (Latin American Photo Museum) in Buenos Aires and Senior PhotoEditor for PH Museum since 2013, a virtual museum of contemporary photography.

As a teacher and lecturer, he has delivered workshops at different training centres as the Master Latinoamericano de Fotografia from Centro de la Imagen de Lima (Peru) and the Festival Paraty em Foco (Brazil) in several opportunities.

For booking or information write to booking@verzascafoto.ch or call +4177 452 97 99.

Payments can be done by wire transfer, paypal or settled on place by cash or debit / credit card.