

LESSON 1 ANALYSING PHOTOGRAPHS

KS4 media studies

Equipment required

- Projected display of Plan-ed.org website - Internet Access
- Or, Print outs of winning images / contact sheet (worksheet 1)

Learning Objectives:

- Students to critically analyse photographs as a source and medium for communication
- Students to gain an overview of global project / campaign and how they can be involved

Starter Activity

Class to Look at main winning image (Activity Sheet 2) and ask students to consider

1. What is the message that the photo is trying to convey?
2. Is it effective in doing so?
3. Was the photo staged?

Pull up all winning images from Shoot Nations either on projector or distribute Activity Sheet 1

Main Activity

Introduce Shoot Nations project:

International youth photography and advocacy project – 1500 young people from 85 countries taking 3 photos on the following briefs:

- What upsets you?
- What can you do about it?
- Who listens to you?

Winning images were presented to the United Nations as a symbol of global youth opinion in 2007 – ‘the smallest family or community issue can reach the highest level of global government’

Distribute the shoot nations winning images, ask students in pairs to pick one particular photo make notes on:

1. What is the message that the photo is trying to convey?
2. Is it effective in doing so?
3. Was the photo staged?
4. What was happening directly before and after the photo was taken?
5. How does the framing of the photo effect the message – what can you not see?
6. What influence did the perspective of the photographer have on the image? - Consider gender, age, race, nationality, political viewpoint
7. Could the image be used for a campaign / to push a particular agenda? If so, what agenda? If not, why not?
8. Does the photograph have a commercial value? – what companies / charities / campaigns may align with this image and why?
9. What channels could this photo reach a mass audience via? - Consider community poster campaigns, local press, internet, screen savers, TV, merchandising

Plenary

Summarise discussions into bullet point notes

Extension Activity / Homework

Take a digital photograph that highlights a local or global issue – this will form the basis of a campaign over the next 2 weeks – Print it out and bring to next lesson, with brief description of why they took it.

LESSON 2 PHOTOS THAT CHANGED THE WORLD

KS4 media studies

Equipment required

- Projection facilities for www.plan-ed.org website - Ideally PC with projector and internet access
- Or, Worksheet 2 - Famous photographs through history

Learning Objectives

- Students to learn about constructing a campaign based on photography
- Students to consider the global reach of successful campaigns

Starter activity

Review notes and photographs from lesson one. Having established the power of photography as a tool for communication, ask students to write down 3 things that they would not take a picture of and why.

Main Activity

View worksheet 3 or (URL) of famous pictures through history. Brief class discussion on why and how these images changed the world.

In pairs, decide on one of their 2 photos (taken as homework task from previous lesson) and prepare a marketing plan for a campaign, based on the analysis completed in lesson one. The budget for the campaign is £1000.

Students need to consider:

- What are they trying to achieve with their campaign?
- Who is the target audience?
- How can they measure success?
- Who they may partner with to promote / push the image?

Once the plan is complete, students prepare presentation of the photo and proposed marketing campaign.

Plenary

Briefly review lesson, discuss as a class some famous campaigns through history including: anti-slavery, anti-apartheid and the suffragette movement. Summaries can be found at:

<http://www.plan-ed.org/getinvolved/campaigns/famous/>

Extension Activity / Homework

Prepare Power-point presentation / OHP presentation – maximum of 4 slides that outlines their campaign, what they hope to achieve and how they are going to go about it.

Curriculum Links	AQA GCSE media studies curriculum (England)
Media Studies	10.5, 10.6, N1.1, 14.2 - c1.1, c2.1a W01.2, W02.2, 15.4

LESSON 3 CAMPAIGN PRODUCTION

KS4 media studies

Equipment required

- Computer with projector with and internet access

Learning Objectives:

- Develop presentational skills + group work
- Class debate / collective decision making
- Expand simple photo into global campaign

Starter Activity

Review first 2 lessons in series – look over Shoot Nations original photos, review some of the messages being portrayed and the perspective of the youth photographers. Quick class mind-map on this.

Main Activity

Each groups presents their campaign activity (completed as last homework) plan to the rest of the group. Maximum 5 minutes for each group – students encouraged to use powerpoint

Class discussion and vote on 3 top campaigns to back

Plenary

Class mind map around how the class could use the 3 winning photos and associated campaigns to make a difference in

1. The school
2. The community
3. Nationally
4. Globally

Extension / Homework

Write a summary of the class campaign – include analysis of the photographs, structure of campaign, success criteria and global potential

Curriculum Links	AQA GCSE media studies curriculum (England)
Media Studies	C2.1a, C2.1b, N1.1, IT2.3, W01.2, W01.3, W02.1, W02.2, 15.4

LESSON 4 LOOKING BEYOND THE DESCRIPTIVE

KS4 media studies

Equipment required

Projector / web access
Print outs of photos (Activity sheet 4)
Drawing equipment + exercise books

Learning Objectives:

Critical assessment of photos as a source – developing descriptive skills beyond visual explanation

Starter Activity

Hand out 8 alternative winning photos from shoot nations project to 8 students (Activity Sheet 4). Each student has to describe their photo to the rest of the class in 3 sentences, without showing it to them. Descriptions should be based around:

- Subject of photo
- Context – where and when was it taken
- Messaging – what does the photo say about the subject?

Main Activity

Class to sketch what they think photos look like based on descriptions given by classmates.

Once completed, students to swap sketches with partner and identify which photo description each sketch represents

Plenary

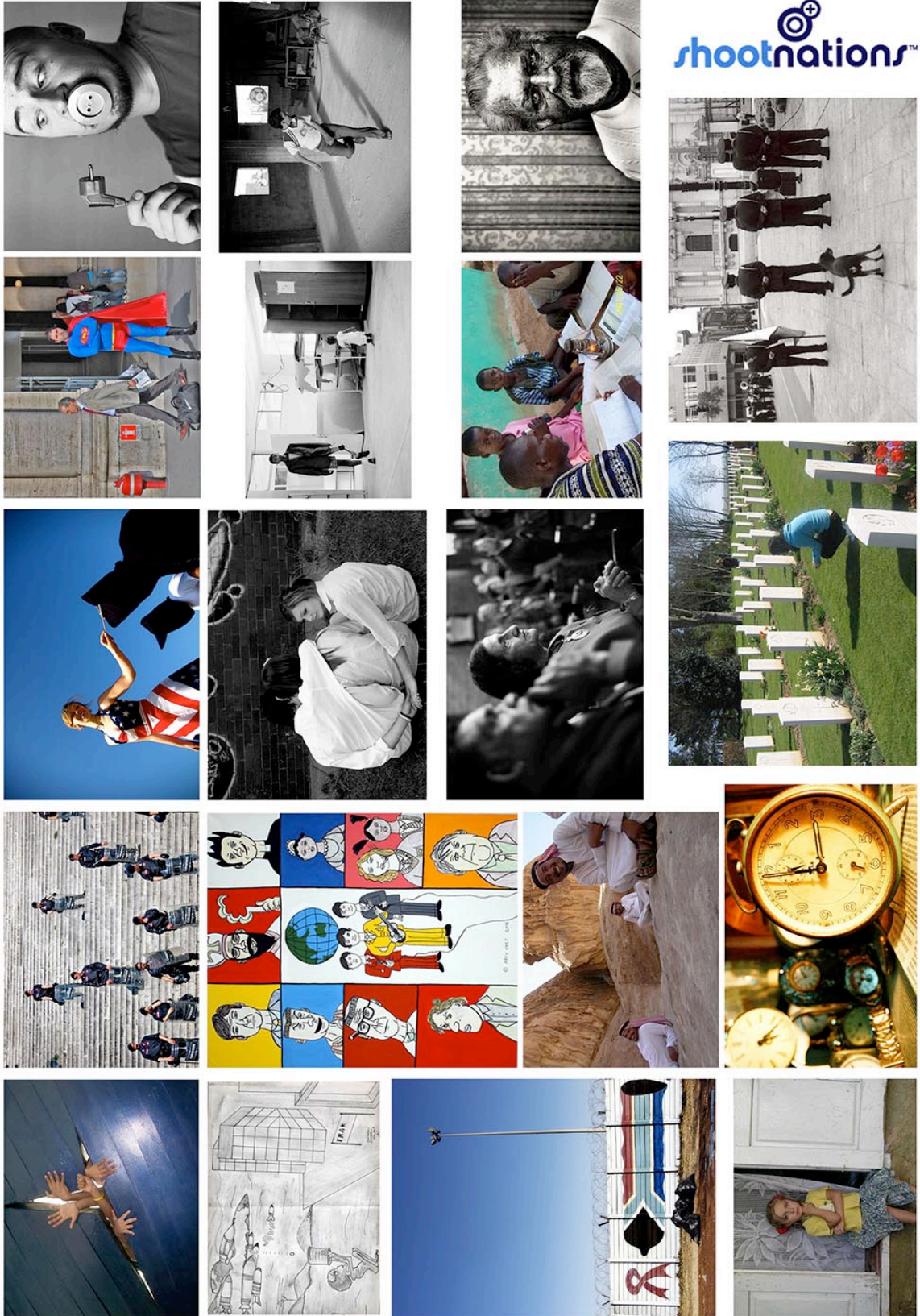
Reveal original photos on main projector and link to initial descriptions – who was describing which photography

Extension / Homework

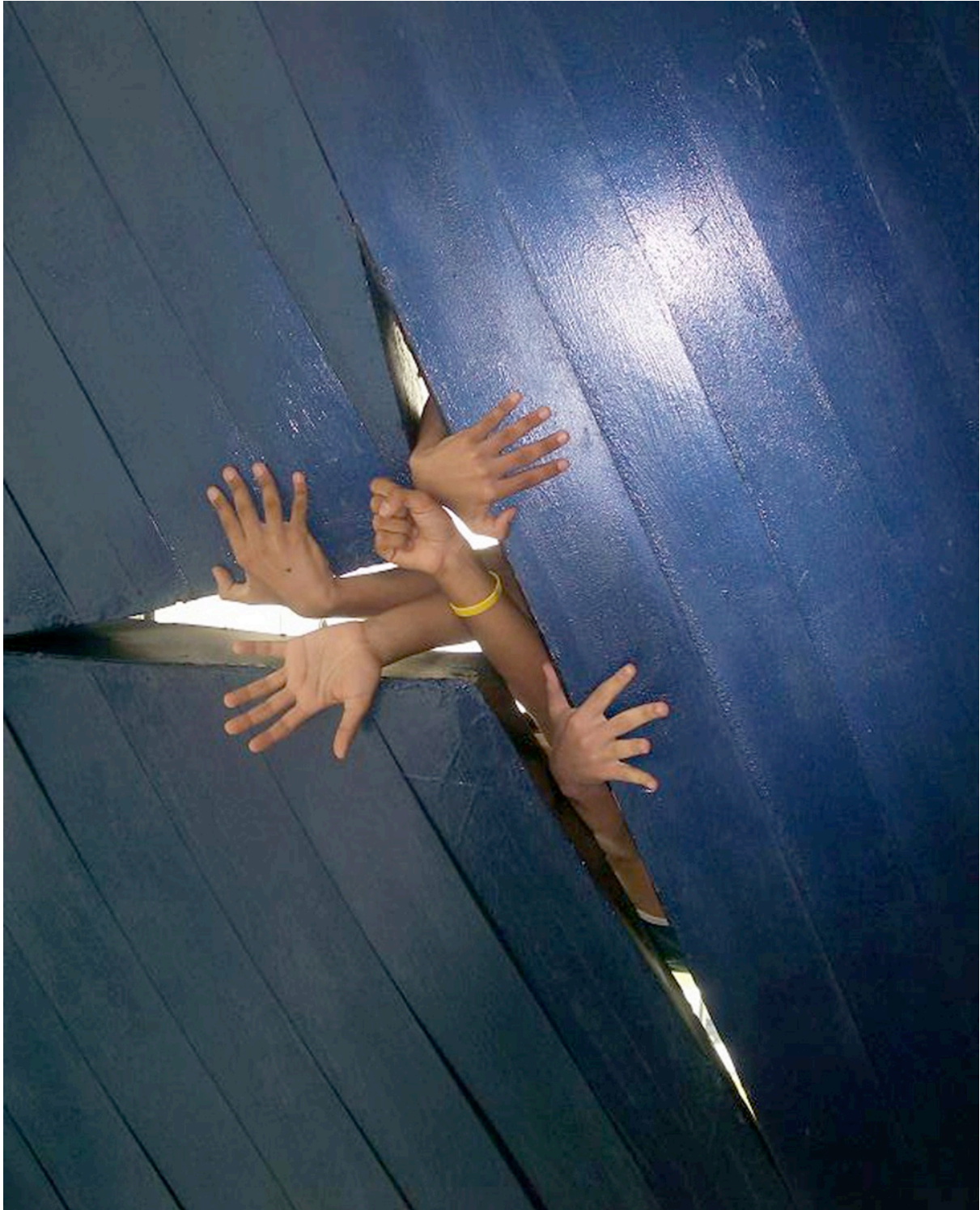
Write a short analysis of photography as a source. Consider 5 strengths and 5 weaknesses.

Curriculum Links	AQA GCSE media studies curriculum (England)
Media Studies	13.5, 14.2, C1.1, N1.1, IT2.3, 15.4

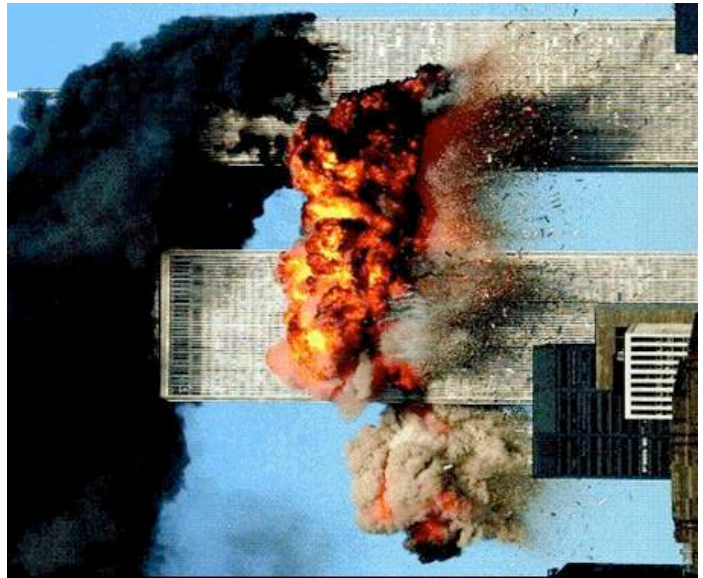
Contact Sheet of Shoot Nations Winning Photographs



Shoot Nations Winning Photograph



Globally famous photographs



Photos for 'blind description' class exercise

shootnations™

