

## PROMOTER ORGANIZATION/ ASSOCIATION

CENTRO CULTURALE FRANCESCO LUIGI FERRARI

### AIMS OF THE PROJECT "MEDIA FOR INCLUSION"

The general aim is to create an educational instrument/approach for the youth and their educators or teachers in order to involve them into the information and the communication system. It has to consolidate the access of the youth to the high quality information, stimulating in the same time their contribution to the development of the critical thinking and the value of the active participation. The project will contend with social inclusion directly involving youth that come from areas with a high risk of social marginalization. The project, through the youth organizations involved, is intended for youth that, because of their geographical location, live far away from the opportunities that are instead really accessible for their coetaneous that live in more central areas of the cities. It's clear that the risk of social isolation is raised up by the difficulties to get good opportunity of study, work and nice spare time. A good tool to contain this risk is certainly a correct use of information and communication, meant as inclusion instrument or as key for the participation to the own community life and democratic choices. The innovative element of the project consists of introduce a new educational and didactics methodology, the Media Education, in not formal educational contexts working on different levels: from the youth to the educators of the organizations involved. Also if the Media Education represents an innovative methodology, there are rare cases, even in the countries where it is a regular subject, of projects related to the alphabetization to the media and to promote the critical autonomy in the extra-school time.

### TITLE OF THE PROJECT

Tell with images

### ADDRESSED

Youth form 11 to 14 years old, users of centres Hip Hop and Apprendo

### DESCRIPTION OF THE PROJECT AND AIMS

The lab wants to place the base for the understanding of video language through the creation of a **Video of images**. The video offers the editing and the animation of images increasing their expressive power through the use of voiceover, music and sounds.

The lab offers the opportunity to think about the role that images in the process of building our way of thinking and act. A journey to discover the difference between the reality and its representation learning the photograph language and becoming media-skill when it develops in a

message to communicate. Learning the icon language and its grammar we learn to use the tools for our own story.

## CHARACTERISTICS OF THE PROJECT

### Aims:

- Realize a process of socialization among the participants;
- Promote the culture of integration in the group and in the territory;
- Increase the attention and the observation over reality;
- Contribute to build the critical sense;
- Realize new methods of learning through the iconic code;
- Express suggestions and personal experiences using images and music;
- Express the own perception and view of life in the centre creating the video with images.

### Phases and Course of actions

The lab is structured in meeting. With games and healthy competition the teams will go through different phases:

- **Reading and understanding** of motion images and soundtrack, then only a selection of images form a index
- **Framing/shot:** discovering one of the main elements of the movie and photograph language. Nothing is a coincidence in the creation of a picture, it's important don't forget the simple but decisive fact that beyond a lens there is an human eye that looks.
- **Soundtrack, music and sounds:** all elements that enforce the message.
- **The storyboard:** how to plan and design a story with pictures and drawing.
- **The youth tell** with music and pictures the place where they spend their afternoons creating in this way a video of pictures.

### Duration

Six meeting of 1h and 30 minutes.

### Materials and instrumentation

Camera or mobile phone with picture option, computer, projector, mp3 player or iPod, posters and drawing pen.