

International course

Media design for social change



WAGENINGEN UR
For quality of life



Become an inspiring partner in commissioning media production

Wageningen, The Netherlands, 22 May – 02 June 2017



What if Rembrandt would be at work in rural communication?

This course provides a new look on graphics, text and visuals in media for social change. As a participant, you will gain a basic insight into key concepts of media, arts and creative industries and you will learn how to use concepts and models to improve and enrich media design and production in processes of social change in a context of rural development.

Organisations need competent staff in the changing media landscapes.

Rural development organisations are actively engaged in the creation of spaces of communication. They organise meetings with stakeholders; they promote the use of social media in rural communities and engage in advisory services on food security and agricultural production. Conventional linear and top-down information flows become obsolete with the increase of complexity and the changing media landscape. The message as the steering element in a process of innovation is replaced by drivers like participation, inspiration and social learning. This course is useful for rural development organisations searching for opportunities to upgrade the expertise of staff members in departments of communication, extension and advisory services and help them become competent and inspiring staff in designing inviting communication spaces and use creativity and media in learning and change processes.

Become an inspiring partner in commissioning media production

As a rural development professional you increasingly use media in facilitating processes of change in agriculture and rural development, you search for new ideas and knowledge to guide the design and production of media.

Fee:	3,500 Euro
Deadline subscription:	10 April 2017
Deadline NFP/MENA fellowships:	18 October 2016



You experience a need for new concepts to the design of media for social change. You want to be a competent and inspiring partner in commissioning and monitoring media production and using creativity and media in learning and change processes.



Exploring media – get the picture and make the tools work

Media studies, semiotics, representations, narratives, and audiences provide a theoretical point of departure in the course. The wider context of media studies focus on the interpretation of media products as reflections of assumed client perceptions and action, and also as reflections of contemporary patterns of technology and economy. You will learn about visual literacy and apply these insights to graphic material that is produced and used in a context of rural innovation, agricultural extension and communication for social change.



In the course you will explore key concepts of narratives and representations to emphasize that media are realistic not real. You will learn how things come to have significance and how people construct an identity in line with the signs and symbols surrounding them.

In the course you will learn about:

- demystification of media;
- critical analysis of media in development;
- media production process;
- creativity;
- conceptualisation and design.

Media studies are combined with workshops in art and design to provide access to the world of art and the dynamics of media design and production.

Experience the dynamics of a media production process

Participants will apply the new concepts in a commissioned media production. You will experience the dynamics of a media production process and study its different stages: developing and negotiating a brief, pre-production, production, post-production, distribution, exhibition / use / consumption. Specific attention will be given to conceptualisation and creation. The different roles and responsibilities of commissioners, producers and artists will be discussed.

A course for rural development professionals

The course is designed for international mid-career professionals and change agents in the field of rural development: staff of development programmes, government and NGOs active in agriculture and rural development.

Interactive course facilitated by professionals

The course will be facilitated by professionals who combine activities in communication research, education and media design and production in international settings.

Further practical information

- **Application**, the procedure is:
 - 1) Apply at the website of CDI, Wageningen**
UR: www.wageningenur.nl/cdi You will receive a confirmation and more information within a week. Candidates approved by our selection committee will received an admission letter.
 - 2) CDI is unable to assist you in obtaining financial support, however if you want to apply for a NFP/MENA Fellowship**, CDI will provide you with the full instructions and the web address for registration in **ATLAS**. You can check the eligibility at www.nuffic.nl/nfp or www.nuffic.nl/mena. A limited number of scholarships is available. As this application process takes time and requires several documents, we recommend that you **start as soon as possible**.
- **Accommodation:** Hof van Wageningen, Wageningen, The Netherlands. For prices, see the cost estimate on our website. **NFP Fellowships include** travel and full board and lodging.
- **Fee** includes all course related costs (materials, excursions, administration).
- Participants will be awarded with a **Certificate** of attendance. The programme of the course might be changed to incorporate new insights.

Proven concepts & state-of-the-art science and methodology

For an overview of all the courses visit our website: www.wageningenur.nl/cdi. More than 20,000 participants have gained access to the latest insights from research and best practices. From September 2013, all participants of our courses offered in Wageningen will use tablets as a learning tool.

