



7-DAYS WORKSHOP ON THE USE OF  
**VISUAL COMMUNICATIONS TOOLS**  
IN DEVELOPMENT ORGANIZATIONS



**community**  
WORLD service ASIA  
peace  
resilience  
dignity

**actalliance**

APPLY AT  
<http://bit.ly/2rQ2RPv>

16<sup>ND</sup> - 22<sup>ND</sup>  
JULY 2017



**45% SCHOLARSHIP**  
For women &  
under-represented groups

**20% EARLY-BIRD  
DISCOUNT**  
for applications received  
before 5<sup>th</sup> July 2017



# 7-DAYS WORKSHOP ON THE USE OF VISUAL COMMUNICATIONS TOOLS IN DEVELOPMENT ORGANIZATIONS

## Background:

Community World Service Asia is a regional organization implementing humanitarian and development initiatives throughout Asia. We aim to address factors that divide people by promoting inclusiveness, shared values, diversity, and interdependence. Marginalized communities are assisted irrespective of race, faith, color, age, sex, economic status, or political opinion. Respecting the right to choose how to live, we work with marginalized communities in order for them to overcome inequality and lead peaceful, dignified and resilient lives.

## Introduction

The Visual Communication training aims to impart the knowledge and technical skills required to translate development related messages (educational, behavior change or advocacy and campaigning) into visual language and suggest ways on when and how to apply them. The training will focus on skills required for storytelling with images, elements of a story, camera set-up, video shooting and editing. Participants will complete an office/home-based assignment period in the following eight weeks of the training.

**The training will comprise of the following two modules;**

**Module 1:** Seven days long residential workshop on Advocacy, Visual Communication and Tools of Visual Communication

## Post Training Assistance:

**Module 2:** Training is followed by eight weeks of continued online support and assistance for the participating organizations.

## Learning Outcome

By the end of the workshop, participants will be able to:

- Create their own targeted advocacy media content for specific audiences
- Understand strategic use of visual media
- Comprehend the important concepts of visual communication like professional photography and video making
- Develop an understanding of complete documentary making/campaigning process for advocacy including production and writing aspect
- Understand editing software and use it proficiently

## Lead Facilitator

Imran M. Lashari

Imran Lashari completed his Hons. degree in Film & Documentary in 2011 and has since been working in the development sector as a communications and media specialist. He has been working on videos and documentaries since 2007 and has produced numerous documentaries and short videos. Imran has also conducted visual communications trainings in the government sector across Pakistan. He has also worked in various humanitarian sectors as a communications and media consultant covering pressing issues on religious rights of minorities, infrastructure and education. Consultant has also gained experience in developing and executing numerous media and non media campaigns across the four provinces. His areas of expertise are photography, film & video, documentary film production, writing, developing communication strategies.

## Co-Facilitator

Sahar Zafar

Sahar Zafar completed her Hons. degree in Liberal Arts in 2011 and has since been working closely with the education, media and humanitarian sectors. She has also worked as a Producer for a national news channel covering local current affairs, culture, economic issues, politics, developing stories, live crosses and breaking news. She has been working as a Media Consultant and has gained experience in executing several media campaigns in initiatives for the protection of social and political rights of religious minority groups and their equality. Her areas of expertise are electronic media, public relations, new media, production, writing, development communication and mass media research.

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## How to Apply:

Kindly click on the following link for online registration:

<http://bit.ly/2rQ2RPv>

Or fill out the attached application form, along with a creative video/photo story stating why you want to be a part of this workshop? and send it to [lubna.bashir@communityworldservice.asia](mailto:lubna.bashir@communityworldservice.asia) by

**10<sup>TH</sup> JULY, 2017**

Selected applicants will be informed by 12th July, 2017. Please provide your complete contact details (postal address, e-mail and phone number.)

**Payment of the training fee will confirm your participation..**

## Training Dates:

**16<sup>TH</sup> JULY, 2017 – 22<sup>ND</sup> JULY, 2017**

## Venue:

**MURREE**

Registration Fees –

**PKR 30,000 PER PARTICIPANT**

**UP TO 45% SCHOLARSHIP**

is available for Women & under-represented group

**20% DISCOUNT**

for early-bird registration by 5<sup>th</sup> July 2017

## Cancellation/Postponement

Community World Service Asia reserves the right to cancel or postpone the event, if circumstances require. Registered participants will be informed with 100% fee refund. However, if the participant wishes to cancel the registration, he/she requires informing Community World Service Asia office at least one week in advance or else the fee will not be refunded.

## DISCLAIMER

Community World Service Asia shall not be made liable for any damage, loss, illness, injuries or death that may occur to or be caused by the participants during the courses or travel to and from the training venue.

For further details,  
please contact

Lubna Bashir /  
Nadia Riasat

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0345-5000817

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Lahore, Pakistan

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Website: [www.communityworldservice.asia](http://www.communityworldservice.asia)

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## TRAINING SESSION PLAN

DAY	Course Outline
1	<ul style="list-style-type: none"> <li>• <b>Introduction of training</b> (Why do we need visual media, what are the common tools and examples of visual media use around us).</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Understanding The Principles of Photography</b> (How do cameras Work, Understanding the elements)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Understanding The Basics of Photography</b> (How to use DSLRs)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Group Activity</b> (Basic Photography Exercise)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Q&amp;A</b></li> </ul>
2	<ul style="list-style-type: none"> <li>• <b>Understanding Composition</b> (The Rule of Thirds, Do's and Don'ts of composing a frame)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Lighting Your Subject</b> (Using natural or artificial light for your subject)</li> </ul>

DAY	Course Outline
2	<ul style="list-style-type: none"> <li>• <b>Using Mobile Phone For Photography</b> (Using Available medium of cell phones to take the best photos out)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Group Activity</b> (Exercise in Composition, cell phone photography)</li> </ul>
3	<ul style="list-style-type: none"> <li>• <b>Understanding Of basic Photo editing Tools</b> (basic Tweaking of photographs)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Understanding The Principles of Video-Film</b> (The workings of video camera, differences between photography and video)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Understanding the Basics of Video</b> (How do video cameras work, Dos and Don'ts of video)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Differences And Similarities in Video &amp; Photography</b> (The relationship of photography and video)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Group Activity</b> (Exercise in Composition, cell phone photography)</li> </ul>

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## TRAINING SESSION PLAN

DAY	Course Outline
4	<ul style="list-style-type: none"> <li>• <b>Understanding Composition</b> (The Rule of Thirds, Do's and Don'ts of composing a frame)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Lighting Your Subject</b> (Using natural or artificial light for your subject)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Using Cell phones for Video</b> (How to best use available technology to produce semi pro products)</li> </ul>
5	<b>1. Got a story to tell? Introduction to writing</b> CThe components that make up a great story.
	<b>2. Writing a Communication Brief</b> Brief History - Problem Statement - Objective of program or campaign - Target Audience - Key Messages - Functional & Emotional Messages (benefits).
	<b>3. Campaign/Public Service Messages/Advertisements</b> Drawing from the brief - Key Messages - Emotional vs Functional benefits - Problem -> Solution -> Promise.

DAY	Course Outline
5	<b>4. Documentary Script</b> Synopsis - One liner - Program-centric, theme-centric, character-centric.
6	<ul style="list-style-type: none"> <li>• <b>Basics of Video Editing</b> (Understanding the process and tools)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Group Activity in Making a Short Video</b> (Shooting and editing a short video in session)</li> </ul>
7	<ul style="list-style-type: none"> <li>• <b>Visual Media Advocacy</b> (Introduction &amp; Types of advocacy)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Quick Guide on using social media for advocacy</b> (Advocacy campaigning using social media tools)</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Q&amp;A</b></li> </ul>

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