

Module 3.1

Hello everyone! Welcome to week 3 of our MOOC module 3 of Visual Journalism: looking at the other in the age of selfie.

This week we're going to do an overview of why strong visuals are so important and how people's memories are triggered by their still images in their minds.

So, if we look back at memories most of the time our memories are frozen in time, and that's because the power of photography, the power of a still photograph is able to stick in our memory the way other visuals or words aren't.

So, moving image and words don't stick as often to our head as photography does, and therefore, I think it's to me personally, it's really important to use that idea to develop my work that those frozen moments will often impact people's lives when they're looking at them, and because often photography or press photography is disregarded after one day or one week of the work being published in the newspaper or in the magazine.

And often those stories and those images die in those pages, and that's also what brings me here today, is the power of books and photo books in particular.

I am a sucker for books, I love books, I love the the objectality me of it, so I brought two examples of my two latest books.

The first one is Condor which is a book I published in 2014 with the word that I produced about the military dictatorships in South America.

Starts with archival imagery that I have reproduced, and it goes over to my own photography, to documents that I have found in archives, to stories that I have written on paper, to the victims of Operation Condor and the military dictatorships.

So, over the years I have studied not only photographing, but designing and deciding who did I want his book to be read, where did I wanted this book to be read, and so I did a number of try outs with the designer, and the result is this thick volume that I produced over the course of nine years.

But it's a fairly small book, one can just handhold it and read it, read the captions. Then there's some design aspects to it. I created a brochure with the with the captions of the photos. It's all here.

So this one, it took me great pleasure to produce, but I was mostly with this deep focus of how to frozen this moment, how to keep those memories alive, and I wanted to address that on a book.

And my other book, 46750 it's my latest book just published about six months ago in mid 2018 about Rio de Janeiro in Brazil and what has gone there over a 10 year period where I have worked around this issue there of violence and these hidden histories of the city.

Also I worked with a poet, and with the designer to create an object that would give us multiple layers and multiple aspects of these stories.

So this is an example of a poem that Vivian [poor audio] a Brazilian poet wrote for this photograph and the design of [poor audio] we found a way of interlace in them.

Which I'm really really happy. I often also work with fold outs, let me show you an example here. Fold outs are basically pages that one can open one side and the other.

They're quite strong images, but just to give you an idea of like how you can layer and create [poor audio] different layers to these stories and to these images and create them not only as photographs for the press which is very important and often reaches audiences than one could never do, but also to create an object that later will survive, will be in people's houses in their bookshelves and they often go to it, open the book, start reading and reading and reading it again.

I have myself a number of books that I mentioned some of them on the links and I show you some examples of books that really really impacted me and I often go back to them and reread them again and see the photographs again.

There is also our guest this week Steven Ferry who was actually my professor many years ago and who is a friend now and a tremendously good photographer and a very committed photographer.

And he's going to tell us about his practice, he's going to tell us how he works. He's going to tell us how he survives in terms of like finances and projects in his books.

So join me for that conversation Steven, and also don't forget about our second exercise.

This week's exercise is a simple one, not as simple as last week's, but it's quite beautiful in the way to surprise you so depends on where you are, but what I would like to you to do is to go to an area of your city or town that you don't know, that you've never been.

Just get on a train, get on a car, get on a bus, walk there, go to a place that you have never been, and simply go with your camera or with your phone and let yourself be simmered by that place. So walk there, walk to a place, take the subway and exit the last train station doesn't matter, and once you exit just take the time to look around and photograph what surprises you the most about that place.

So, often happens to me where I get to a new place with a eye, I'm like all looking around for light, I'm looking around for what surprises me the most, the colors the people, the places, the landscape.

Show me how you see that place, and please upload one photograph to the system, to the student lounge and we can go, I can look over it, you can you guys can discuss around the photos you've made, but I

want you to go to a place and simply look at what's around you and photograph what surprises you the most, ok?

It was again an enormous pleasure to be here today. Let's be tuned for next week. Don't forget to do the readings. Don't forget to watch the videos and stay tuned for next week for our final module here at our MOOC Visual Journalism: looking at the other end the age of selfie.

Thank you very very much again for registering and for being with us. Let's keep working. Let's keep doing this. Thank you.