
**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**

Photojournalism for communicators

Course Outline

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INTRODUCTION

This workshop is tailored for both working professionals and student photojournalists, offering an immersive and practical experience. Participants will engage in intensive hands-on activities, including creating, shooting, and editing their own photo stories. Throughout the workshop, they will also analyse and discuss the work of acclaimed photojournalists to gain insights and inspiration.

Crafting a photo story presents a unique challenge, pushing photojournalists to observe more keenly and contemplate more deeply about the subjects they capture. These narratives not only enhance research, reporting, and editing skills but also elevate individual images to a more thoughtful and comprehensive level. Mastering the art of storytelling through photography enhances a photographer's marketability, as there is a significant emphasis on photo stories and projects in various competitions, grants, and agencies.

How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

Course Duration

Four to Five days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

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COURSE OUTCOMES

- Understanding the Social Media Landscape: Exploring various social media platforms, their evolution, and current trends.
- Integration with Brand/Organisation: Assessing how social media aligns with the brand or organisational goals
- Dangers and Pitfalls: Identifying risks associated with social media, including misinformation and best practices to avoid them.
- Setting up/Editing Social Accounts: Guidance on creating and managing social media profiles effectively. Enhancing Content with Photography and Videos: Tips for improving content quality through visual elements.
- Photo Editing and Sharing: Techniques for capturing and editing photos, as well as strategies for sharing them on social media.
- Writing for Social Media: Exploring fundamental principles of crafting engaging social media content, along with practical exercises.
- Advanced Techniques: Exploring creative elements such as GIFs, Canva, and other tools to elevate social media presence.

Who should participate

- Journalists seeking to enhance their visual storytelling skills
- Documentary filmmakers
- Freelancers or independent journalists incorporating photography into their work
- Communication professionals wanting to improve visual communication skills

Group Training: Courses may be designed to clients brief and set objectives

**Kindly note the course briefs are IAJ's intellectual property.*