

The Birth of Image is a 4.5 Youth in Action long term project, founded by European Commission. More information: [www.birthofimage.com](http://www.birthofimage.com)

# RE-MEDIA

## Birth of Image in Hungary

**1**  
13 - 17 September,  
2010 Hollókő,  
Hungary



**2**  
18 - 22  
Budapest,  
Hungary



### **What is Birth of Image?**

It is an 18-month project where young people develop their *active media literacy*.

**The main goal is** to develop visual and media competences, critical thinking about accessing and consuming media, and the knowledge of producing media. The activities are based on intercultural cooperation, focusing on media tools, the role of media in the life of youth

and youth work, as well as personal and social development.

### **The organiser is Egyesek Youth Association.**

Our members are professional trainers, educators, youth workers and active youngsters. Egyesek runs non-formal and informal education activities; to contribute to the development of personal skills, competences through professional trainings and coaching.

## Dear friends,

We are happy to welcome you to the **RE:MEDIA Workshops and Conference**, which will take place in Hungary, between 13-17 and 18-22 September 2010.

In this information letter you will find information you might need about this activities, including the goals, the programme and the practical information about accommodation, dates, countries included, money reimbursement and others.

Attached you will find the application form for **Supervision - online media competition**.

We hope to answer all your questions and looking forward to seeing you in Hungary!



## Table of Contents

What ?.....	.....
Our Vision.....	.....
Goal and the purposes.....	.....
About the programme.....	.....
When?.....	.....
For whom?.....	.....
Supervision .....	.....
Team.....	.....
Where?.....	.....
How to get to Hungary?.....	.....
Money Reimbursement.....	.....
Reimbursement of travel cost.....	.....
Participation fee.....	.....
Practical information.....	.....
What to bring.....	.....
Contact information.....	.....
How to Apply?.....	.....
Application form for Supervision.....	.....

## What ?

**Egyesek Youth Association** and the **partnership of Birth of Image** invite participants from 5 countries for an international media training and conference called **RE: MEDIA in Hungary**. Participants are invited to join both the visual workshops and the conference **OR** only one of them.



The **Citizen Visual Workshops** is a new media training developed by trainers in and outside of the Synergy Group, focused on expressive and quality visual media. The workshops will empower the participants to explore video making, story telling and expression with guidance and feedbacks from media trainers and professionals. The aim is to use audiovisual tools, to develop technical skills and to express yourself. We will be working with learning by experience method.



The **Citizen Visual Response** is an explorative conference and practice on social media. The participants will meet professionals engaged with social media, flash mobs, media ethics and innovative new media. The program consists of lectures, urban media practices and screenings of media productions by non-professional youth. The aim is to practice critical thinking, develop the habits of inquiry and skills of expression that are needed for effective

communicators and active citizen's in today's world. This activity combines formal learning with learning by experience method.

## Our Vision

*"It depends on you and me, on what you and I do..."*

*"Saving our civilization is not a spectator sport."*

(Lester R. Brown)

*and*

*"The challenge in this (social) media space is no longer how to get the word out, it's how do you actually do something worthy of good words..."*

(Douglas Rushkoff)



## Goals and purpose

***The purpose of the activities is to create space for social growth while practicing self-expression with audiovisual media***

***The goals are:***

- To create space and playground to experiment with media
- To work out of personal accountability
- To develop tolerance

- To access and create media
- To understand the world of media
- To widen horizons of media
- To experience self-expression through visual activities
- To raise awareness on media and on the psychological impact
- To support social issues through media

**During the activities you will have opportunities to improve your skills in:**

- leadership
- planning
- cooperation
- communication
- organization
- flexibility
- working in international groups
- ability to assess and use your own potential
- accessing and analysing media
- using creative ways to send visual messages
- advanced usage of video
- composing and spreading messages for global issues



**We will empower you to:**

- Be an inspiring leader, which we understand as inspiring others to go into action by being the example yourself
- Create results beyond your imagination
- Work in an international, intercultural team
- Work out of excellence, through taking risks and correcting mistakes
- Work by the 'learning by experience' method – that is to reflect on your actions and act out of these reflections
- to read visual images and messages
- to learn to ask questions who, what, how, when, where and why created a message or product
- to put this into practice through media and back home

## About the Programme

***During the 5 days of the Citizen Visual Workshops we will have a full schedule:***

8:00 – 9:00 Breakfast  
 9:30 – 12:45 Programme  
 13:00 – 14:00 Lunch  
 14:30 – 17:45 Programme  
 18:00 – 19:00 Dinner  
 19:30 – 22:30 Programme

***During the 5 days of Citizen Visual Response we also have a full schedule:***

8:00 – 9:00 Breakfast  
 9:30 – 12:45 Urban actions: shooting, field trips  
 13:00 – 14:00 Lunch  
 14:30 – 17:45 Lectures from media speakers

18:00 – 19:00 Dinner

19:30 – 22:30 Screenings and productions

Length of the programme parts, number of breaks, starting and finishing times will change according to the actual content, e.g. in case of off-site program parts the schedule can look different.

## When?



### Citizens Visual Workshops

**Arrival day:** 13<sup>th</sup> September 2010, Budapest

**latest by 14:00 p.m. (for transfer reasons)!**

**Start of the program:** 13<sup>th</sup> September 2010 at 18:00 p.m, Hollókő

**End of the program:** 17<sup>th</sup> September 2010 at 23:00 p.m.

**Departure day:** 18<sup>th</sup> September 2010 (we're back in Budapest at 12:00)



### Citizens Visual Response

**Arrival day:** 18<sup>th</sup> September 2010, Budapest

**Start of the program:** 18<sup>th</sup> September 2010 at 18:00 p.m, Budapest

**End of the program:** 21<sup>th</sup> September 2010 at 23:00 p.m.

**Departure day:** 22<sup>th</sup> September 2010



If you plan to *arrive earlier or leave later*, and you need to find an accommodation, let us know, so that we can support you. Your expenses out of the days of the training will not be reimbursed by the organizers. As soon as you get the tickets, inform the organizers ([birthofimage@gmail.com](mailto:birthofimage@gmail.com)) about your arrival and departure times!

## For whom?

### Citizen Visual Workshops & Conference

in total 40 participants

- \* aged 15-30
- \* young people and youth workers
- \* from **Greece (5 places), The Netherlands (5 places), Lithuania (5 places), Italy (5 places) and Hungary (20 places)**
- \* able to work in simple English
- \* interested in working with youth and media
- \* proactive participation on Supervision (see below)

**Participants will be selected based on some unique criteria:**

**1. If you want to be selected for this activity, you must participate in Supervision online media competition. Information here:**

<http://www.birthofimage.com/blog/supervision-online-media-contest/>

**2. Priority will be given to youth with fewer opportunities.**



### **About Supervision: Online Media Contest**

<http://www.birthofimage.com/blog/supervision-online-media-contest/>

You are invited to submit your photos, graphics or videos on the theme *Be the change you want to see*. All materials sent in should represent the idea of sharing local, personal actions, ideas for a broader, global audience. The question you have to focus on is *“How to show, communicate local themes to be understandable, interesting everywhere?”*

### **What to do?**

Choose one or more of the 4 categories

[1] Photography

[2] Graphics

[3] Video

[4] 48-hour Fast and Furious Actions

Create your production, share it online, promote and when you're done, send the application form to [contestssupervision@gmail.com](mailto:contestssupervision@gmail.com)!

**MORE INFO:** <http://www.birthofimage.com/blog/supervision-online-media-contest>

Final selection of participants for RE:MEDIA in Hungary will be made by the Jury of Supervision and the partner organizations based on the productions.

If you intend to participate and you don't fill the above mentioned criteria contact the organiser and in some cases you might get the chance to participate on your own cost.

## **Team**

**The team** guiding the workshops, will consist of 2 experienced head-trainers with a media education profile, 1-2 practising and experienced visual professional during workshops in Hollókő and 5-10 during the exploratory conference in Budapest 3-5 team members – from each involved country.

The **head-trainers** are experienced in working with international groups and with the method of learning by experience.

## Where?

The workshops will take place in **Hollókő, Hungary** in the Creative Space ([www.kreativ-ter.hu](http://www.kreativ-ter.hu))  
The exploratory conference will be held in **Budapest, Hungary** in the centre using the urban space to learn about social media.

## How to get to Hungary?

Use the cheapest mean of travel (plane, train, bus) to get to Budapest. There will be a rented bus transporting the whole group to Hollókő on the arrival day, that is 13th September. It is planned that the bus leaves at 3 o'clock in the afternoon. **It is very important that you arrive to Budapest before this time!** In any other case, you will have to find your own way to get to the venue to be on time for the start of the programme!

*The exact times and meeting point will be communicated by the team and the country coordinators!*

## Money Reimbursement

### Reimbursement of travel cost

1, First of all, you must **keep all your tickets, boarding passes and receipts (originals)**. ONLY if you have the travel tickets, boarding passes and receipts we are able to reimburse your travel costs. The reason for this is that we only get money for your travel cost from the Youth in Action Programme, if we can prove that you have really travelled. This we do by showing your travel documents (tickets, boarding passes, invoices). If we don't have your documents, we will not get money from the Youth program and therefore we won't be able to reimburse your travel cost.

2, We will only reimburse your travel cost if you participate in **the whole program**.

3, The Youth in Action Program is going to refund **65 % of your travel costs in this program**.

4, You have to choose the **cheapest way** of travelling and **buy return tickets**.



See the table below for the highest price from which we will reimburse you full **65%**.

## Participation Fee and Travel Money

For the participation fee see the same following table.

Country:	Max. Travel cost 100%	Max. Refund 65%	Participation fee*	Full participation fee
Greece	350	227	40	<i>If you intend to participate, but you don't fit the criteria contact the organisers for full participation fee. This will be based on personal decision.</i>
Italy	290	188	40	
Netherlands	290	188	50	
Lithuania	290	188	30	
Hungary	10	6	30	

Participation is free if the person took part in Supervision and was selected as winner/s!

## Insurance as a Condition

You must book a travel and health insurance for the duration of the program. We ask you to bring this with you and we will keep a copy to prove that you have been present and insured.

## Practical information

### What to bring (general)

- ☛ Sleeping bag
- ☛ Towel
- ☛ Comfortable clothes for shooting outdoor & indoor
- ☛ Backpack (not necessary, but very practical for the outdoor production)
- ☛ Medicine
- ☛ Passport or other official identification
- ☛ Copies and originals of passport, invoices and travel tickets
- ☛ Video camera if you have
- ☛ Photo camera if you have
- ☛ Sound recorder if you have
- ☛ Laptop and editing software if you have
- ☛ Tripod if you have
- ☛ All cables, chargers, card-readers you need

## Know and Bring Your Equipment!

It is essential that you bring with you personal equipment. We will only provide the basic equipment, so the effectiveness of your personal learning and the training itself can be increased if you work with tools you already know and have.

## Contact information

If you have questions, something is not clear or you want to know more contact Kriszta at [zsidaykriszta@gmail.com](mailto:zsidaykriszta@gmail.com) with subject: **Birth of Image - RE: Media** or call her at +36 30 2319 819 (Hungary).

## How to Apply?

If you want to join us in the programme:

Participate in the Supervision online media competition with creating, sharing and registering <http://www.birthofimage.com/blog/supervision-online-media-contest>

Send an email with describing your situation for the organiser, contact person in case you don't fit the criteria ([zsidaykriszta@gmail.com](mailto:zsidaykriszta@gmail.com))