

28/7/22

# 'WE BLEED THE SAME' MASTER CLASSES

## FAQs

This is an opportunity to work with industry professionals to create and exhibit art and media coverage about combating racism and celebrating diversity.

### Who is this master class program for?

The master class program is for ANU students enrolled in any ANU program, either undergraduate or postgraduate.

### Will I get course credit for participation in the master classes program?

No. This is an extracurricular program, funded by The Freilich Project for the Study of Bigotry at ANU.

### Is there a cost for participation in the program?

Selected participants will be fully subsidised by The Freilich Project for participation in the master classes. There may be some costs associated with materials and production of final art/media projects.

### What is the purpose of these master classes?

These Master Classes have been developed to empower students, offering a vehicle to share experiences and stories by utilising the arts and media to combat racism and celebrate diversity. The classes explore racism, cultural diversity, identity, belonging and its impact on people and society. The classes also explore how to effectively create positive change and engage people on a subliminal and profound level using the tools of arts and media. Students will be encouraged to share their stories/experiences and learn how to best utilise the arts and media platforms to express themselves in their fight to quell racism, fight for human rights and equality. The aim is to empower young people to use their voice and call out racism on their terms and gain confidence to become active global citizens fighting for positive change.

### What can I expect to learn by participating in this program?

Many things! The program is designed to help you learn:

- The power of shared storytelling on varied platforms to create positive change, combat racism and fight for human rights.
- Analyse and explore how the arts and media inform and engage audiences.
- How to affectively research for content/storytelling
- Interview technique, sourcing the right talent & managing talent
- The power each person has in creating affective change and healing in powerful storytelling.
- How to develop and deliver strong and powerful content to be an agent of change.
- How to deliver works to deadline and to exhibit professionally.

- Becoming active and affective global citizens through the arts and media.

## Who is Liz Deep-Jones?

**Liz Deep-Jones** has been a media professional for over 20 years, spending most of her career as an on air- journalist, presenter and producer at SBS TV. She's also worked at ABC TV, Channel 10, Al Jazeera and VICE News. Liz has met and interviewed some of the world's most influential people including the late Nelson Mandela, the Dalai Lama, politicians, Olympians, Sport stars, Rock stars and celebrities. She's also appeared in movies and TV programs including, Gibson's Mad Max Beyond Thunderdome and Home & Away. Liz has also exhibited a photographic show during the Chinese New Year Festival a show called, 'My Chengdu' which featured pics taken on her mobile phone while reporting in China for SBSTV. Liz is currently the proud creator and producer of the 'We Bleed The Same' exhibition and documentary, combating racism - exhibited at the ANU.

## Who are the guest lecturers?

You will also have the opportunity to learn from Ms. Deep-Jones' collaborators on the "We Bleed the Same" exhibition. They will each be joining the group for one of the master classes.

**Tim Bauer** is one of Australia's leading international photographers, having travelled the world over the past 30 years photographing some of the planets leading stars and models including the likes of Audrey Hepburn, Andy Warhol, James Bond star - Grace Jones, politicians, sport stars and celebrities. Tim's works have featured in leading magazines around the world and regularly seen in Australia including the Good Weekend cover. He also photographed and produced all the stunning portraits in the 'We Bleed The Same' exhibition.

**Brenda Dwyer** is a leading graphic designer and art director who has worked in some of the best agencies across Australia and Europe. Brenda also ran her own gallery called 'Ludo' in Singapore featuring artists from around the world and publishing Bulletins including 'The Barking Dog'. She also designed all the art works and style of the 'We Bleed The Same' exhibition currently showing at the ANU.

## How much time will I need to commit to the master class program?

Participants will be expected to attend all five of the masterclasses, which vary from 2 to 3 hours in length each. You must be able to commit to the following times and dates:

1. Tuesday 23rd August, 1-4pm
2. Tuesday 30th August, 1-3pm
3. Tuesday 20th September, 1-3pm
4. Tuesday 27th September, 1-3pm
5. Tuesday 11 October, 1-4pm

Participants will also be developing their own art/media works, either solo or in a group, and have the exciting chance to publicly exhibit in a group show utilising platforms of your choice including; social media, TikToc, Podcast, photography, film making and sculpture. This will require Personal Research / Production time in addition to the time .

## What subjects will be covered in each master class?

The program of the master classes is as follows:

## **MODULE 1: THE ART OF COMBATING RACISM THROUGH THE ARTS & MEDIA**

Pre Production; exploring racism, sharing stories, experiences and ideas. The art of storytelling, media and photography in an instant society. Exploring platform options to affectively research and produce how to express stories / concept /works. Producing a budget and how to work within the framework. What's your message and how do you share it affectively?

Guest lecturer - Photographer, Tim Bauer, will give an insight into the processes of professional photography from pre-production to postproduction, delivery, publishing and exhibiting. How to create works that stand out and demand attention. And explore how photography has changed over the past 30 years to its current form.

## **MODULE 2: DEVELOPING AND RESEARCHING CONTENT FOR PRODUCTION**

Pre Production; Choosing & securing suitable talent, interview preparation and research. The importance of identifying the right mix of talent / content / platforms to share stories, preparation and building trust. Presenting/discussing a draft concept and how to apply arts / media framework to full production and delivery. And sourcing the right /preferred platform and team to deliver vision of concept.

Guest lecturer - Art Director/Designer, Brenda Dwyer, will explore and discuss the process of design /art concepts for show delivery - importance of space, platforms, identifying how to apply design to a brief and affectively share stories / works, maximising images /stories in a space or on a platform.

## **MODULE 3: REFINING AND PRODUCING ARTS/MEDIA WORK**

Production: Exploring the essential art of producing, editing and delivery. How to deliver works in a professional and succinct manner, staying on topic to deliver messages, stories, art works to engage the public. Discuss and workshop concepts for further development and delivery.

## **MODULE 4: THE ESSENTIAL ART OF POST PRODUCTION**

Ensuring strong, affective and refined messaging. Discussing the production of works, editing and refining to consolidate final concept for highest quality delivery and most affective works. How to manage the works and keep to consistent and powerful messaging.

## **MODULE 5: HOW TO BE A GLOBAL AND ACTIVE GAME CHANGER**

Inspiring students to be active participants in creating positive change. Showing how each person has the power to tackle racism, act for human rights and a more equal society. Deliver powerful content and final works for exhibiting and ultimately in the process they become game changers.

## **How can I find out more?**

Ms. Deep-Jones will be available to meet potential participants for informal discussion of the program at the RSSS Foyer, 1.30pm Friday 12th August 2022. She also invites prospective participants to attend the [We Bleed the Live Storytelling event](#) held throughout the weekend of the 13th-14th of August (and in parallel to the Canberra Writers Festival), if they would like to see the role that art and media can play in social activism.

## **How do I apply to participate in the master class program?**

Please submit the [Expression of Interest form](#) by Monday 15<sup>th</sup> of August 2022. Contact Dr Melissa Lovell at [Freilich.Project@anu.edu.au](mailto:Freilich.Project@anu.edu.au) if you experience difficulties accessing or submitting this form.