

PKNTERERES

SELF IMAGE how you look, you're looked...

The image itself as material of creation and protest.

OBJECTIVES	METHODOLOGY	PARTICIPANTS	TIME
<ul style="list-style-type: none"> • Be aware of the value that the young persons give their image. • Enhance reflection in terms of image and its abilities, options, pitfalls, dangers... • Enhancing the critical and self criticism sense 	<p>Participatory, expressive and creative.</p> <ul style="list-style-type: none"> • Discussion. • Analysis of fictional characters. • Creation of fictional characters. • Taking photographs. 	<ul style="list-style-type: none"> • Number of participants: 10. • Ages: 14 – 18. 	<ul style="list-style-type: none"> • 4 sessions: 2 hrs.

Edita:



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GAZTEAREN FORU ERANUNDEA



INSTITUTO FORAL DE LA JUVENTUD

ESTA ES MI IMAGEN Y ASÍ SOY YO!

¿QUIERES SER LA PORTADA DEL PRÓXIMO PKT? ESCRIBENOS



Title page of PKT February 2007.

0. CONTEXT

This workshop is included within the *PKTexpreses* (2006-2008) expression and participation workshops programme. An initiative under the Department of Youth of the City Council of Vitoria-Gasteiz and aimed at undertaking participative, collaborative processes with different groups of young people of the city, encouraging their abilities to work together, analysis of their surroundings and spirit of (self) criticism.

The contents worked within the different workshops were published in the magazine *PKTenteres* (on the title page and a double page spread). *PKTenteres* (PKT) is an informative, dynamic and participative monthly publication orientated at teenagers between 14 and 18 years old under the Department of Youth of the City Council of Vitoria-Gasteiz and developed in coordination with the Municipal Youth Information Office (OMIJ).

+Info *PKTenteres*: www.vitoria-gasteiz.org/pkntenteres

+Info OMIJ: www.vitoria-gasteiz.org/omij

1. SELF IMAGE

The PKTexpreses workshops are part of a programme from the city council of Vitoria-Gasteiz. The debates and content that are produced in the workshops will become part of the PKTenteres magazine.

IMAGEN: cómo miras, te miran... ("IMAGE: how you look at people, how people look at you...") is a participatory and expression workshop that aims to make the participants aware of the ability to generate the content, i.e. the message. And how they are already developing this ability although in not in fully conscious manner or at least highly influenced by the group to which they belong.

The final name that appears as a result of the workshop in the *PKTenteres* magazine is: *ESTA ES MI IMAGEN Y así soy yo!* ("THIS IS MY IMAGE AND that's me!")

2. OBJECTIVES

The general objectives of the *PKTenteres* workshops are the following:

- Bringing together *PKTenteres* to young persons as a tool and means of own expression.
- Encourage the participation and cooperation between young Vitorians.
- Knowing and bringing together the needs of young persons
- Encourage and giving a voice to today's youth.
- Encourage team work.
- Encourage dialogue and critical thinking among teenagers.
- Create ways of bringing together young persons and institutions.



Final content in the magazine derived from the workshop

Download the *PKTenteres* no.45 (February 2007) www.vitoria-gasteiz.org/pkntenteres



Images generated by the participants.

- Create new participation ties among young people.
- Stimulating the analytical skills of the world around them.
- Stimulate them as active citizens by means of the creation and dissemination of contents.
- Be aware of the interests and concerns of teenagers.
- To stimulate their creative ability.
- Equipping them with emancipatory tools so that they can see out their activities.
- Strengthen values of solidarity and respect.
- Educate values such as equality and gender issues.

The specific objectives of the *Imagen propia* ("Image itself") workshop are:

- To have knowledge of the precise needs of a group of teenagers.
- Encourage good practices in their activity.
- Enhance reflection in terms of the image and its abilities, options, pitfalls, dangers...
- Educate values such as equality, gender issues and personal relationships that help the participants in the future.
- Stimulate the analytical skills of the participants of the world that surrounds them, especially language such as fashion, publicity, fame...
- Enhancing the critical and self criticism sense.

3. CONTENTS

"The image itself as material of creation and protest."

The topics to be discussed in the workshop will be with regards to the **image**:

The image itself and the ability **to communicate and transmit** this to others (albeit personality, moods, attitudes...).

The image as **another means for communication**.

Your image; way of wearing your hair, dress and attitude, as a clear and important method of presenting, expressing and communicating oneself.

Your image as a means to define **oneself individually or as part of a group**.



Images generated by the participants.

4. METHODOLOGY

Analytical, participatory and creative methodology. The approach to this workshop is to energize the participants in the activities in which their own image is the material tested. For this we put into play each aspect of every participant and relate it to examples taken from the world of advertising, public image, film and other references.

Fictional characters analysis.

Creation of fictional characters with their own image.

Photo shoot.



Images created in the workshop.

5. WORK GROUP

Number of participants: 7 – 15 people.
 Ages: 15 – 16.
 Gender: Mixed group.

It is a group of young persons mostly boys and of South American origin.

6. TIMING

4 Wednesday in January and February 2007.

11 January2.30 hrs (6 p.m. -8.30 p.m.).
 17 January..... 2.30 hrs (6 p.m. -8.30 p.m.).
 19 January.....2.30 hrs (6 p.m. -8.30 p.m.)
 XX February.....1.00 hr (6 p.m.-7 p.m.).



Images generated by the participants.

7. LOCATION

Premises of the Club Joven de Judizmendi (Youth Club of Judizmendi) in the Centro Cívico (Civic Centre).

8. MATERIALS

Material:

- Office material
- Tape
- Felt-tip markers
- Glue
- Small notebooks with blank pages.
- Various magazines and images
- The additional items brought by the group for thier images.
- Computer and projector.
- Tripod
- Camera
- Spotlights

Infrastructures:

- Work room with tables and chairs.

Materials that the participants must bring:

- Materials necessary fro the creation of the fictional character.



Images created in the workshop.

“The image itself as material of creation and protest.”

9. ASSESMENT INDICATORS

To assess the workshop we have to take into account in addition to the group assessment, the following indicators

- active participation level (attendance, motivation...).
- satisfaction of the youngsters (youngsters' assessment).
- level of camaraderie and empathy.
- type of personal relationships of the group.
- capacity of analysis of the group environment.
- creative capacity.
- level of critical and the group's sense of self criticism.
- level of results and products made in the workshop.

10. WORK APPENDICES

The following appendices are the road maps for each workshop session.

Appendix 1: Session 1

Appendix 2: Session 2

Appendix 3: Session 3

Appendix 4: Session 4



Images created in the workshop.

11. CONTACT

This workshop is part of the **CASI TENGO 18** (“**ALMOST 18**”), a programme of cultural action through which various proposals attempt to give the right to speak to teenagers, inviting them to participate as active citizens in the definition of the world in which they live: their imaginary one, their values, their interests and concerns etc.

CASI TENGO 18

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Sometimes the masculine gender is used in this file. This is not due to an intentional use of language with sexist overtures, quite the contrary. The difficulty of finding satisfactory words and expressions that encompass the meaning of a word and its different genders has forced us - not to saturate the reading – to use the masculine plural tense as a linguistic rule set by the Royal Spanish Academy

This file is licensed under a Creative Commons 3.0 Spain licence. Feel free to use it to prepare a workshop with your group, but remember that there is no master formula and it is preferable that you adapt the contents depending on the context and needs of the group.



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Images created in the workshop.

This file has been prepared with the assistance of the Department of Culture of the Basque Government.



1st SESSION

OBJECTIVES	Be aware of the value that the young persons give their image. Encourage good practices in their activity. Promote reflection in terms of image and their abilities.
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TIME	ACTIVITIES	CONTENTS	MATERIALS
10 min.	PKT Presentation.	PKTexpreses.	PKTenteres (previous copies).
10 min.	Explaining the workshop.	<i>Planning</i> the workshop.	
10 min.	Knowledge activity Portraits.	Relationships and contact.	Small notebooks with blank pages.
30 min.	Analysis of examples.	Content of the image.	Various magazines and images.
30 min.	Classify images in groups.	Ways to communicate. Image type. Attitudes and contents.	Necessary material: paper and pens, pens, tape, slide projector (ideal).
30 min.	Questioning the image itself.		

PKT Presentation ----- **10 min.**
Explaining the magazine. A brief presentation of the contents, collaborations, spirit...

Explaining the workshop ----- **10 min.**
Explaining the workshop: The image itself. Explaining what the workshop is about, a brief explanation of the planning.

Knowledge action ----- **10 min.**
PORTRAITS

Analysis of examples ----- **30 min.**
The group will provide specific examples of the use of the image taken from publications aimed at young people and related to fashion, music, trends, movies ...
Magazines such as: LOKA, Bravo (German edition), ESET, In Touch, Hip-Flow ... And other examples of artists such as Leight Bowery, Hannah Whilke or other graffiti ...

All this material will help us to reflect on the image.

Classification of images in groups ----- **30 min.**
The images are grouped into three groups:

The first group of images, an example of how the attitude and body language influences the message of an image. Photos will be shown where different people are dress and pose similarly before the camera.

In a second group are the photos of those whose attitude has been conveyed not only in the posture but in the way they dress.

The third group pays more attention to the context in which images are taken and which can be read or interpreted. Fixing the attention on aspects such as the age that we live in and when the photos were taken, and their purpose.

Thus we have three aspects and tools to take into account when speaking before a camera.

**Questioning the image itself ----- 30 min.**

The activity is put forward for the next meeting, a photo set where different attitudes before the camera will be played out and then work with these images of themselves.

The group sets conditions for the background of all images so that it is the same, as neutral as possible and that the more personal aspects and details become important.

It is appropriate that at the end of each session that each participant does not have a clear idea of how to appear in the photo, and who they want to direct them. They all have time to collect materials, clothing or accessories to bring to the second session.



2nd SESSION

OBJECTIVES	To stimulate their creative ability Enhance reflection in terms of image and its abilities, options, pitfalls, dangers...
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TIME	ACTIVITIES	CONTENTS	MATERIALS
30 min.	Refreshing ideas.	Concepts worked on in the first session.	First day material.
30 min.	Finalise details.	Sets and accessories.	The accessories brought by the group for their images.
60 min.	Photo set.	Technicians: Lighting, framing....	Necessary material: tripod, camera, spotlights and small background...

Refreshing ----- **30 min.**
Small reminder chat of the ideas worked in the first session and the postures, attitudes and images that each participant wants to convey.

Finalise details----- **30 min.**
The background of the pictures is made, the scenery and each participant will work out the details, accessories and/or positions of their images.
A small costume party, change of image, makeup, hairdressing, etc... Each participant must bring all the material that he/she believes necessary to alter their image depending on the terms set out in the first session.

Photo set----- **60 min.**
Then it comes to taking pictures of participants with different attitudes.
Taking into account factors such as lighting, the framing of the figures and other technical issues that emerge during the session.



3rd SESSION

OBJECTIVES	<p>Stimulate the analytical skills of the participants of the world that surrounds them, especially language such as fashion, publicity, fame...</p> <p>Enhancing the critical and self criticism sense.</p>
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TIME	ACTIVITIES	CONTENTS	MATERIALS
30 min.	Viewing the new images.	Image itself.	First day material.
30 min.	Discussion and analysis.	Contents of the images.	Computer.
30 min.	Reconstruction of the images.	Visual arts and discursive.	Necessary material: magazines, felt-tip markers, scissors, glue, tape...
30 min.	Idea-sharing session.	Images content transmitters.	

Viewing new images----- **30 min.**
Viewing the images created in the workshop and by the participants.

Discussion and analysis ----- **30 min.**
Discussion on sorting out points of view, desires and results.

Reconstruction of the images----- **30 min.**
Each participant shall select one of their photographs and post-produce it creating a new image (through collage, drawings, texts, etc ...) that has a format of a poster, publicity or simply a photo.

Idea-sharing session----- **30 min.**
The results will be shared and discussed. This last reflection proposes that the material to be published in the PKTenteres magazines.



4th SESSION

OBJECTIVES	<p>To have knowledge and bringing together the needs of young persons. Encouraging and giving a voice to today's youth. Be aware of the opinion of young persons with respect to what was raised in the workshop.</p>
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TIME	ACTIVITIES	CONTENTS	MATERIALS
40 min.	Discussion regarding the workshop.	The workshop: Image itself.	Pens. Questionnaires.
20 min.	Questionnaires.		

Discussion regarding the workshop-----**40 min.**
 Carry out a discussion to evaluate the workshop.
 Evaluation: what impression do they take from the workshop, what benefit have they drawn from the workshop?
 Drawing conclusions.

Questionnaires-----**20 min.**
 Carry out assessment surveys of the workshop