

This lesson material belongs to:



WORKSHOP

THE POWER OF THE MEDIA

HOW IS REALITY BEING MANIPULATED, AND HOW BAD IS IT?

Motivation

These days, many pupils are probably aware of the fact that photos in advertisements are often manipulated and that people are made prettier than they actually are. That those same techniques are regularly used in news items as well, is something fewer pupils will realize.

Goal

Pupils will be made aware of manipulation of sources, and will manipulate a source themselves with a photo-editing program. That way, they will be able to recognize photos that have been manipulated easier.

Target group

Children from 10 years of age and adults.

Materials

Computers, digital board, pens, printed manuals about Pixlr, photo cameras (1 camera for every 2 pupils), internet connection to open <http://pixlr.com/>.

Duration

3 hours



WORKSHEET



1. Look at the photo and indicate how many parts are manipulated.

2. What do you think? When is it ok to edit or manipulate a photo?
Getting rid of the pimples of the model in a commercial? This is/is not ok because

Adding extra plumes to explosions in a news photo? This is/is not ok because

HOW TO SET UP YOUR CLASS:

1. Preparations - place the following items on the desktop of the computers:

- The link <http://museum.fb.se/girlpower/section1/index.html>
- The link <http://www.portraitprofessional.com/> (paid) or the free tool <http://modiface.com/makeover.php>
- The link to www.pixlr.com
- A file with background pictures for the photo collages.

Plus printouts of the brief manual for the editing program Pixlr.

2. Let the pupils take two pictures of each other as soon as they enter the classroom:

- One picture of their face, with their mouth closed, so no teeth are shown. Make sure that no hair is covering their face. This will be used for a makeover of their own face later.
- One picture of their whole body. This can be a cheerful pose!

If possible, try to upload the photos to the computers before the start of the class.

3. Introduce the subject of this workshop with a PowerPoint presentation that will make the pupils reflect on the authenticity of photos they see. Use the following link: <http://museum.fb.se/girlpower/section1/index.html> to show them how photos of fashion models are edited before they appear in magazines. Have the participants open this link on their own computer and click on the various body parts themselves to see all the adjustments that have been made to the photo of the model.

4. Show this video where a woman is transformed into a supermodel: <http://www.youtube.com/watch?v=xKQdwjGiF-s> . Show and explain to your pupils again how much is manipulated.

5. Give them task #1: Do a makeover of your own face. The pupils will digitally edit their face and do a makeover on <http://modiface.com/makeover.php> (free) or <http://www.portraitprofessional.com/> (paid).

6. One step further in image manipulation is the editing of news images. Watch the PowerPoint on the digital board with examples of manipulated news photos. Discuss with the pupils why the photographer has performed these manipulations and ask them what they think of the manipulations.

7. Give them task #2: Place yourself in front of a different background. The pupils will be set to work with the program Pixlr: <http://pixlr.com/> They cut out the photo of themselves and paste it in one of the photos that are in the file on their desktop.

8. The final task is filling out the worksheet.

This workshop aligns with the following media literacy competences:

Comprehension: Having insight in the 'medialisation' of society Understanding of how the media are made See how the media colour reality

Use: Use devices, software and applications

Communication: Be able to find and process information Create content

Strategy: Reflect on their own use of the media

And with the following key objectives of primary education:

- The pupils learn to reflect on their own work and that of others.
- The pupils learn - in line with the goals for 'oral language education' and 'written language education' - to recognize, express, use and review strategies.

TIPS:

Watch more videos with commercial makeovers:

- A Dove face is being transformed: <http://www.youtube.com/watch?v=iYhCn0jf46U>

Let your pupils practise more with photo editing. On YouTube you will find more manuals on how to use Pixlr:

- Do a makeover: <http://www.youtube.com/watch?v=yawAZrvTJU4>
- Cut out an image: <http://www.youtube.com/watch?v=06LXxTZKZno>
- Delete a background: http://www.youtube.com/watch?v=cFue_aVVVpQ
- Paste an image in a background: <http://www.youtube.com/watch?v=RrtppwgZieU>



Make the colour the water of a river bluer in a landscape photo for a travel advertisement? This is/is not ok because

Reduce all wrinkles in a photo of grandmother to make her look 30 years younger? This is/is not ok because

3. With which of the following statements do you agree?
Mark with a cross:

- Photo manipulation can never be used for news photos.
- Photo manipulation can be used for news photos, but it must be indicated beneath the photo.
- Photo manipulation of news photos is always acceptable. After all, the most important is the story you want to tell with the photo.

COLOPHON

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