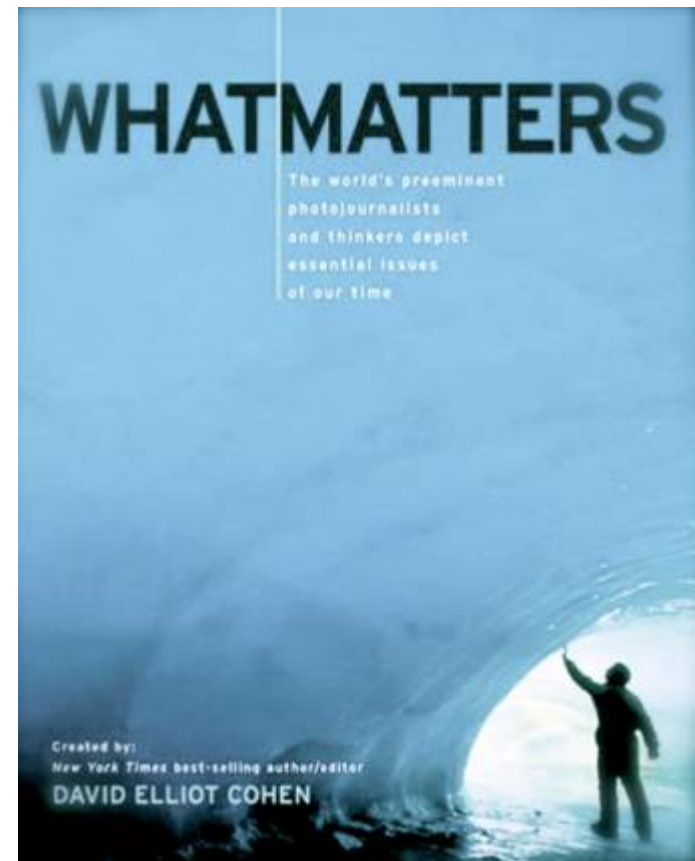


Photojournalism: *What Matters*

A student project based on the study of the book *What Matters: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time*.

Students **select a topic** that matters to them including; climate change, energy resources, wealth and equity, population shifts, women's rights, or wilderness preservation. They read a chapter from the text to focus their study, then research URL links in the back of the book on what we can do to effect positive change. They **write a statement of personal interest** sharing why the topic matters to them and why it should matter to all of us. They **select images that inspire** them, then **post the best** of their research on a Facebook group, a blog, and in a Powerpoint presentation **to share online to inspire and inform other viewers**.

As an extension of the project, we asked world-renowned photojournalist Ed Kashi to come to speak at our school and hosted a Photojournalism Forum to share this essential information with our school and the Bay Area community.



Book review on vewd.com:
http://vewd.org/index.php/news/article/book_review_what_matters_created_by_david_elliott_cohen/



Textbook Choices

Allowing students to select topic focus to engage personal learning

Students take a day to look through chapters of the book to engage personal interest. They sign up for chapter topics to do more extensive research on a topic of their choice. If they select the same chapter, student groups had to discuss different perspectives to do their research. Two groups selected the chapter on Consumerism, so one group focused on the effect on children, while the other group focused on distribution of wealth.

Students Select Topics

Students choose partners or groups to research a topic that “matters to them.” They read a relevant chapter from the text to understand how photographers and writers “picture” the topic.

This group of students selected women’s rights as their topic. They returned to the book several times to review the recommended URL resources in the appendix and then resource connections of their own online.

Students read their text chapter in class and around campus to decide on inspiring content.



Research Relevant Content

Students research relevant URLs from the book appendix, then search and compile other inspiring content online: YouTube videos, Facebook, websites, photographer sites. Their criteria guideline is to see if the resource is interesting or boring for them - and to choose only engaging resources on their topic to compile for their own audience.

Students research website links to test for accessibility and interest for their topics.



Books + Digital Research



The textbook is a starting point. After students read their topic chapter, they use technology to search the URLs in the book appendix to find relevant links that inspire them.

Once they test URL links, they write a personal interest statement to explain why the topic matters to them - and why it should matter to everyone. They find other engaging URLs and Internet images. They store their information in a digital folder on the desktops for use in a variety of digital applications: Facebook group account, blog, and Project Powerpoint presentation.





Students watch two YouTube videos on copyright and fair use to clarify ways in which images and Internet content can be used and shared. They copy-paste examples of photographer artworks into blogs with URL links to source websites for fair use.

<http://www.youtube.com/watch?v=8tWhKeb-fUQ>

Great example of stating fair use law and showing fair use

Copyright: Fair Use

It is essential in a digital world to teach students copyright laws and guidelines for Fair Use as artists, writers, and educators: nature, purpose, amount and effect of use.

The three keys: **repurpose**, **add value**, **transformative** use of copyright material.



<http://www.youtube.com/watch?v=59-oZm3VdWk> Stanford Law School compilation of Disney clips reciting copyright laws as a model of fair use.

Design a Topic Page



Images are essential in the Age of Information - students find their photographer's home page to copy-paste inspiring images into their own documents after reviewing the fair use video guidelines. They may use images in which they link and cite the original source material back to the artists. Each student writes a topic statement, with inspiring images, and URL links that they think will inspire others.

They keep all data in a digital folder on the desktop, then copy folders onto a USB stick to transfer for other formats.

Lauren connects with another book by the editor of "What Matters." His "24/7 Dogs" was her connection to a topic that mattered to her: she researched guide dogs and the work of a local photographer who raised puppies to be donated as disability-assist dogs.



Inquiry Based Learning & Content



Student designers add everyone in the class as a site administrator. They teach the class how to upload content and use tools to participate on a group website. Each day students add new content (URL, videos, posts) to the group *Facebook* page.

Internet Group Page



Students volunteer to create a group page on *Facebook*. Students have strong digital skills that can be applied to classroom research projects. The teacher is a digital immigrant while students in the class are digital natives,...so they lead the way!

Proud designers pose in front of the page that they created. Students lead the way in how to design old things in new ways and create new things in new ways. Hands-on learning and student collaboration in project design inspires the progress and process of the project.



Design Inspiring Content: Groups

Photojournalism – What Matters
Global

Basic Info
Name: Photojournalism – What Matters
Category: Common Interest – Beliefs & Causes
Description: A class collaboration compiling information and resources on the issues that we think matter – based on our exploration of the Book "What Matters: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time." Each student selected a topic from one selection for the book to explore and research. We wrote a personal statement of interest about the topic and why we think it matters for everyone. Find links and resources for inspiration and action so that we can all act upon "what matters" for us to make the world a better place.

"A single image has the power to change the world!"
David Elliot Cohen

Contact Info
Office: Palo Alto High School, Room 101
Location: Palo Alto, CA

Recent News
Posting photos and other things.

Members
Displaying 8 of 23 members [See All](#)

							
Renee Singh	Nittal Malchin	Margo Wixsom	Katie Causey	Caitlin Dazey	Star Rosas-Strul	Melanie Leng	Kimberley Hallsted



[View Discussion Board](#)
[Message All Members](#)
[Promote Group with an Ad](#)
[Edit Group](#)
[Edit Members](#)
[Invite People to Join](#)
[Create Group Event](#)
[Leave Group](#)


[Share](#) +

Group Type
Open: All content is public.

Officers

facebook Home Profile Friends Inbox

Photos from Photojournalism – What Matters
[Back to Photojournalism – What Matters](#) [Add Photos](#)




[Post](#)

Star Rosas-Strul (Palo Alto High) wrote at 10:01am on September 29th, 2010
AIDS IN AFRICA:
Michael Jackson tribute-We Are The World
<http://www.youtube.com/watch?v=2889911402>
[Write on Star's Wall](#) | [Report](#) | [Delete](#)

Tanya Jones wrote at 11:21am on September 29th, 2010
There is another group called What Matter created by David Elliot Cohen
<http://www.facebook.com/group.php?gid=177102865952>
[Report](#) | [Delete](#)

Photos
Displaying 1 of 10 photos [Add Photos](#) | [See All](#)



Links
Displaying 1 of 23 links [See All](#)

[Post a Link](#) [How?](#) [Post](#)

Facebook Group page designed and managed by students includes a group statement, photo albums, discussion posts, URL links, and video uploads on each topic.

<http://www.facebook.com/group.php?gid=177102865952>

Blog the Topics



Students select a template for their blog and pose for a group photo for their blog profile photo.

Check out their blog posts on:

<http://www.pjwhatmatters.blogspot.com/>

or <http://pjwhatmatters.blogspot.com>

Students watch a demonstration on how to post content to their blog and then help each other post their topic information, images and URL links to the blog on Blogspot.com



Design Inspiring Content: Blog

Students copy-paste & upload content information into blog.
Women's Issues
Effects of Consumerism



SEARCH BLOG FLAG BLOG SHARE Next Blog


What Matters

Wednesday, September 30, 2009

Shehzad Noorani- Daughters of Darkness



SHEHZAD NOORANI
Photography is a way to document peoples stories through a single frame. Shehzad Noorani uses his talent in photojournalism to bring the stories of the children of prostitutes to center stage. Child prostitution has been a taboo subject for too long. In the world's quest to create a utopia, the hardships of reality are ignored and the people who need our help are cast into the shadows. In these shadows, girls as young as 14 are thrown to the streets with prostitution as they're only means of income. Women are subjecting themselves to alcohol, drugs, and diseases just to make ends meet. Shehzad Noorani has finally exoosed



Blog Archive

- 2009 (13)
 - September (13)
 - [Shehzad Noorani- Daughters of Darkness](#)
We feel that consumerism is an important topic...
 - [The Bottom Billion](#)
 - [Child Consumerism](#)
 - [Thirsty World](#)
 - [The Lost Girls/Beloved Daughters](#)
 - [A \\$879000 toilet constructed in China, while ever...](#)
 - [Urban Population](#)
 - [The Great Migration - Squatter Settlements](#)
 - [Infected or Affected](#)
 - [Global Warming](#)
 - [Guide Dogs](#)
 - [Genocide- Darfur](#)

About Me



Photojournalism- What Matters

We are 30 students and 1 teacher exploring visual imagery in the 21st Century

[View my complete profile](#)

Child Consumerism



Consumerism: Consuming our culture, one child at a time

Consumerism is creating insecurities in children, who grow up to think that shopping is the answer to the void they may feel. Ads appear everywhere and we're exposed to several thousand a day, with digitally altered photos, so our children end up believing that

<http://www.pjwhatmatters.blogspot.com/>

File Sharing

Students compose a topic statement, a list of engaging topic URLs, and collect images illustrating their topic (in 72 dpi resolution). They load that information onto a USB stick and learn how to transfer data to other desktops and laptops.

File-sharing is an essential digital skill.



Using USB sticks to transfer data, students load data onto laptop Powerpoint presentations, and upload them to the Facebook group and blog.

Powerpoint Merge



Students transfer their topic data into a Powerpoint presentation. They title one page with their topic and copy-paste their personal statement, photo illustrations, and URLs. They worked on 4 different laptops for convenience, then merged pages into one document by transferring data on USB sticks.

They use graphic design principles to layout their page in visually engaging and accessible ways to inspire readers/viewers.



Collaborative Digital Document

Photojournalism: *What Matters*

I still believe in the power of a single photograph to change the world, ... and I still believe in the power of a single person to make a difference.

David Elliot Cohen

Advanced Photography students @ Palo Alto High School researched a topic from one chapter in the book **What Matters: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time** - a collection of 18 essays that explain the important issues of our time including; energy use and equity, climate change, population shifts, global wealth and resources. The book ends with an appendix that offers readers hundreds of ways to be part of the solution to these critical problems.

Each student selected a topic of interest, selected key images to illustrate their topic, and composed a statement of interest to engage readers/viewers to inspire them to get connected with what matters to them and inspire them to do what matters to make the world a better place.

Choose your topic and get started!

- [Global Warming](#): Melting
- [Oil Addiction](#): Black Gold
- [Genocide](#): Darfur
- [Consumerism](#): Spent
- [Consumerism](#): Wealth?
- [Habitat Preservation](#): Eulogy
- [Child Exploitation](#)
- [Child Brides](#): Lost Girls
- [Poverty](#): Bottom Billion
- [Water](#): Thirsty World
- [Population/Migration](#)
- [Population/Immigration](#)
- [AIDS](#): Infected or Affected
- [Dogs](#): Guide Dogs
- [Action Project](#) Olevolos Project
- [Inspiration: Online Resources](#)

Stanford's Aurora Forum that inspired this project
<http://auroraforum.stanford.edu/event/what-matters>

Students merged their pages into a single collaborative document with a home page return feature. Each page includes a topic title, personal statement of interest, URLs for topic connections and citation of websites for photo illustrations.

CONSUMERISM

Consuming our culture, one child @ a time

In a survey of ten to thirteen year olds across the socioeconomic spectrum, the statement that elicited the most enthusiastic and uniformly positive response was 'I want to make a lot of money when I grow up.'

Juliet B Schor


Consumerism is creating insecurities in children, who grow up to think that shopping is the answer to the void they may feel. Ads appear everywhere and we're exposed to several thousand a day, with digitally altered photos, so our children end up believing that real women should look "perfect." Children should not be under the pressure to "make" themselves into an imaginary ideal women or man. The **Evolution** video demonstrates that what you see in the media is not the true woman, but children daily see imagined ideal. We think this topic is important because parents and young adults should reach out and teach children that everyone is beautiful just the way they are - no makeover needed!

Lauren Greenfield Gallery
www.laurengreenfield.com/



Genocide

The Scorched Earth



Never again, we said. Never again will we let the corruption of a government destroy a people. But with the echoes of Rwanda's horrific history still hauntingly fresh in our minds, we are once again faced with another genocide. For six years now, villages in Darfur have been ethnically cleansed, the women raped, and children murdered. The United States and its allies have thrown nearly three billion dollars at the problem, but a solution will never come until specific, well-planned actions are made by the U.N. We must be committed to spreading awareness about Darfur, because only when the whole world has seen the grisly images of the mutilated carcasses will there be the drive to take the necessary actions against this heinous current genocide.

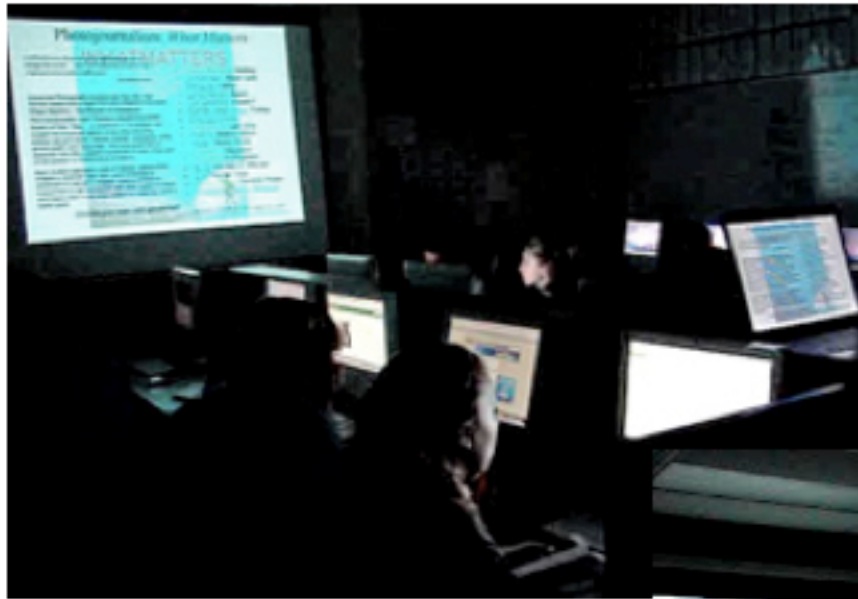
For more information:
<http://www.un.org/press/docs/2005/051505cr03.htm>
<http://www.un.org/press/docs/2005/051505cr03.htm>

How YOU can help:
<http://www.un.org/press/docs/2005/051505cr03.htm>
<http://www.un.org/press/docs/2005/051505cr03.htm>
<http://www.un.org/press/docs/2005/051505cr03.htm>

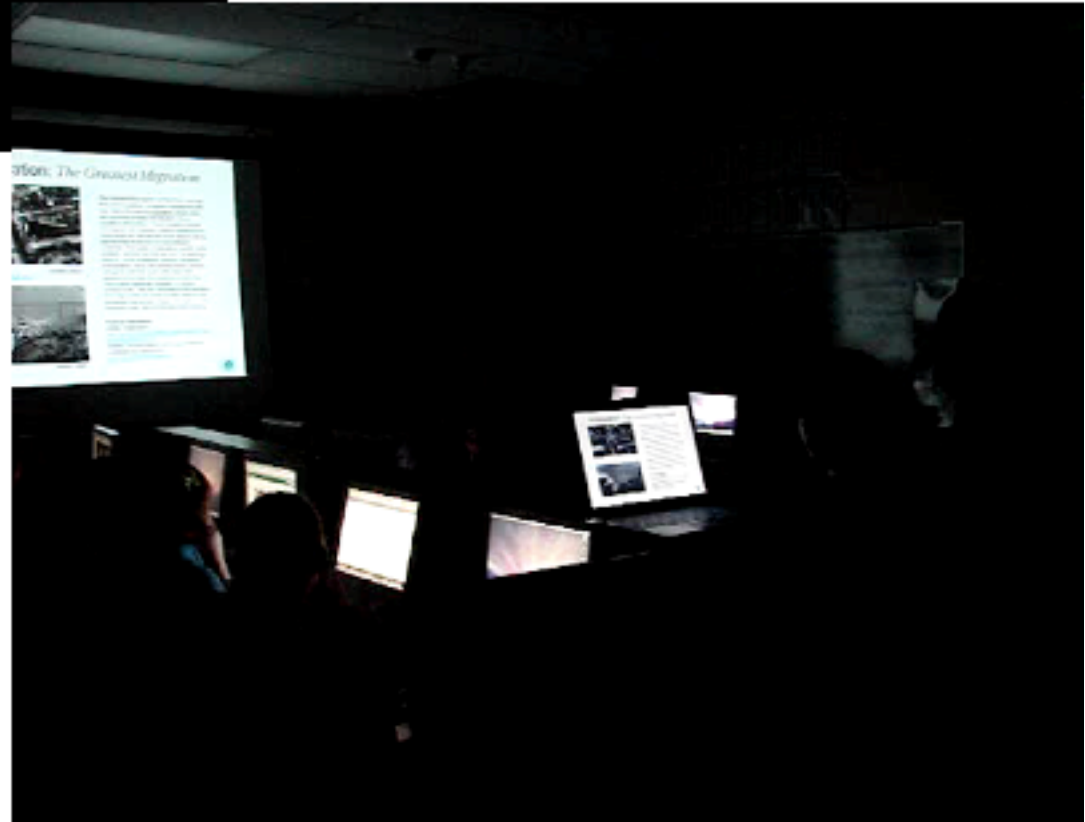


Processing What Matters

Students make group presentations in the media lab on their topic pages.



Students collaboratively design a Powerpoint presentation with the homepage feature, and share their topics with each other. They discuss why they selected their topic, and why it matters. They also explain how they designed their pages.



Action Project

Local photographer Cathy Gregory meets with students in the newly formed Olevolos Club which came out of one student's topic interest from "What Matters" chapters on AIDS and poverty. The club meets each Wednesday to discuss fundraising ideas and projects to make a difference.



Sahar was so engaged with her topic of AIDS in Africa and how to assist orphans in Tanzania, that she started the club the first week of the class project. She acts on what matters by mobilizing others to act for change.

Host a Schoolwide Forum



From connections made at the July Aurora Forum at Stanford, Photojournalist Ed Kashi and professor Michael Watts agreed to present the same forum at Palo Alto High School in October. Students plan the details to host the forum including flyers and website design for the school webpage:

www.paly.net/art/photography

<http://auroraforum.stanford.edu/event/what-matters>

Students prepare to host the community forum on Photojournalism - managing an array of details. They design and cut programs and verification tickets. Some teachers assigned attendance at the forum for extra credit.

Flyer image used with permission from Ed Kashi from his documentary "Curse of the Black Gold"

http://www.talkingeyesmedia.com/niger_delta.php



Classroom Display: *What Matters*

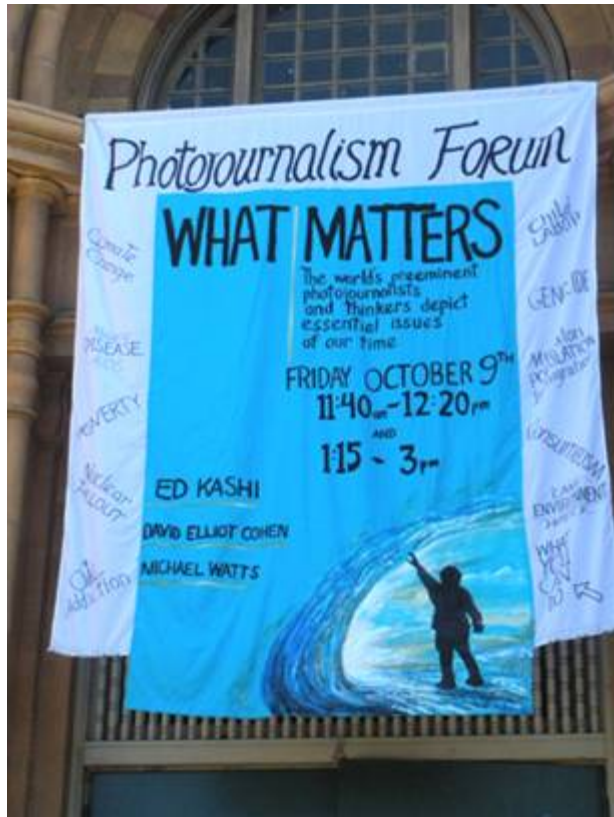


Each student printed out their favorite image from the book. Students cut images into the letters “What Matters” for a wall display highlighted with pages printed from their blog and Facebook group page.



Anxiously awaiting the arrival of our guest speakers: world-renowned photojournalist Ed Kashi and UC Berkeley professor Michael Watts, collaborators on a chapter for the book “What Matters.”

Forum Banner



We painted forum information on a white queen size sheet and affixed a blue twin size sheet painted to recreate the cover of the the book "What Matters" for the forum banner. It hung outside the Haymarket Theater where the forum was held.



Palo Alto High School to host photojournalism forum

Ed Kashi, Michael Watts to speak in Haymarket Theater

posted October 8, 2009

by Maya Shemtov of *The Paly Voice*

Many of Paly's art students and instructors will attend a photojournalism forum tomorrow afternoon, Oct. 9, in the Haymarket Theater.

According to a flier co-authored by Paly photography teacher Margo Wixsom and the speakers, the forum will feature two speakers, Ed Kashi and Michael Watts.

Ed Kashi, a world-famous photojournalist who has photographs published in *the New York Times Magazine*, *Times*, *National Geographic* and *Newsweek* will present parts from David Elliot Cohen's new book, *What Matters* and show a short documentary movie focused on the Niger Delta.

Michael Watts, Chair of the IJC



Campus News

Our campus online publication, **Voice**, posted this story the day of the forum:

http://voice.paly.net/view_story.php?id=8889

Photojournalism Forum Set-Up



On the day of the forum, Principal Jacquie McEvoy welcomes speakers Ed Kashi and Michael Watts as the Theater Tech crew adjust the sound and lighting equipment.

Photojournalism Forum

Michael Watts
UC Berkeley
Professor of
Geography



Ed Kashi
Photojournalist
www.edkashi.com



Co-authors of the video “Curse of the Black Gold: 50 Years of Oil in the Niger Delta” and contributors to the book “What Matters” with the chapter on “Oil Addiction.” They shared their experiences and perspectives in the field of “Advocacy Journalism.”

Forum Luncheon

We hosted two sessions of the forum: one during the lunch period and an extended sessions during 6-7th periods. Between sessions we hosted a luncheon for speakers, staff, students, and guests.

Local photographer Cathy Gregory transformed the classroom into an organic restaurant. In keeping with the spirit of the book she used locally grown and organic produce for our vegetarian reception. Our principal and school board members chat with Ed and Michael.



Almost the entire PAUSD School Board came to the luncheon and attended the second session of the forum.

What Matters: Action Project



Students organize a table with bracelets and donations for the club they formed for the Olevolos Project.



Book Table

Michael Watts and Ed Kashi sign books in the back of the theater. We bought 90 copies of three book sets to support the important work that they do. We'll sell them throughout the year as our Photography Program fundraiser.



PhotoJournalism Forum Online



Photography student, Melissa, video-recorded the second session for extra credit in the class. Click on the photo to see the video of the extended session of the Photojournalism Forum.

The event was an overwhelming success and we decided to make this an annual event at our school.

Special thanks to the staff at the Krause Center of Innovation
www.krauseinnovationcenter.org/kci/

and Kathy Gregory www.cathylens.com/

Click on these YouTube links to see the 2 forum session. Each segment is 10 minutes to fit on YouTube format:

Segment 1: <http://www.youtube.com/watch?v=5ZlQyfuX5b0&feature=related>

Segment 2 [Curse of the Black Gold video]: <http://www.youtube.com/watch?v=j4hr44DUIWo&feature=related>

Segment 3: <http://www.youtube.com/watch?v=X3fkTXlQqrQ&feature=related>

Extended Session Segment 1: http://www.youtube.com/watch?v=k1_TQKpclH4&feature=related

Segment 2 [Curse of the Black Gold video]: <http://www.youtube.com/watch?v=j4hr44DUIWo&feature=related>

Segment 3: http://www.youtube.com/watch?v=oCn54Tuu_4l&feature=related

Special Thanks

This project was made possible by the generous support, encouragement, technology assistance and funding from the following sources:
For the inspiration and invaluable technology instruction of the
Krause Center of Innovation staff and KCI Merit teachers

www.krauseinnovationcenter.org/kci/
<http://sites.google.com/site/meritprogram/>

Palo Alto PTSA and Viking Grants

For their generous funding of textbooks and technology equipment.

The 2009-10 Palo Alto Advanced Photography students
who made the many aspects of learning through technology pure joy!

**The PAHS Technology Support Team of
Pat O'Hara, Will Yu, and Van Simmons**
who made all things technological - possible!