

Course Title					
Opening New Horizons // Let's Develop a Photo Festival					
Course Leaders and Contacts					
Course Leader: Szilvia Mucsy szilvi.mucsy@gmail.com					
Code B-KF-401-MI-232401-06 M-KF-301-MI-232401-06 M-KF-E-101-MI-232401-03	Place web	in	Recommended semester BA2-3, MA1-2	Credit 5	Contact hours: 24 Individual work: 126
Connected codes	Type: seminar lecture, practice, consultation		Optional course: No	Precondition if optional: -	
Course Connections (preconditions, synchrony)					
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Goal of the Course					
<p>The course is conducted in partnership with the Budapest Photo Festival for a comprehensive research for developing the Festival in many areas including brand ID, new ways for representing photography artists and renewing its visual image/communication.</p> <p>MOME students can get to know the Budapest Photo Festival, which operates as a non-profit organization in the domestic cultural institutional system. They can research actual themes and discourses related to contemporary photography by giving possible solutions, innovative ideas how to develop the Festival's open calls, professional programs and symposia. They examine how the genre of photography can innovatively contribute to current social and global discourses, focusing on actual tendencies, current photoart discourses, concepts and mainly European, secondly overseas photofestivals. Beside mapping the new paths of photography they also involved to give creative solutions to renew the Festival's visual communication.</p> <p>During the course, they will gain insight into the current contemporary photography dialogue, actual theoretical and visual trends and international photofestivals.</p> <p>The aim of the course is to improve the students' skill to research in the actual theoretical and visual topics, so they can offer creative solutions and contribute into the Festival's development. It conveys the complex way of thinking about showing new direction in photoart, representing photographers by the possible tools of a professional organization and realize their visual ideas. It aims at broadening the creative thinking related actual photography topics, visibility of photoartists, brand ID elements, visual ID, communication and developing new programm elements like open calls, exhibitions, activities etc. This will enable the participants to apply creative and strategic methods together inspired by their creative side.</p>					
Learning Outcomes (professional and general competencies to be developed):					
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The course broadens the horizons of creative thinking and encourages the verbalisation of a concept, inspires creative thinking and provides the participation in professional discourse.					
The students, coming from different fields can get an insight into the current topics in the visual arts and current social and global discourses. Bringing their creative ideas they help to develop the visibility and the efficiency of the Festival. The students can get an overview of working with other individuals in cooperation (curator, graphic designer, exhibition organiser, PR officer, public relations officer, writer...). They can add new horizons by conclusion of their research about current photographic trends.					

Knowledge

Familiarise with current topics in the visual arts and current social and global discourses. / Understand the importance of those possibilities (festivals, open calls) which give opportunities for visual artist. / Get insight into the world of the international photofestivals. / Understand the means of communicating on the national and international scene. / Understand how to reach the widest possible audience platform. / Collaborate with other professionals involved in the project.

Ability

Ability to collect information by research and translate into new concept. / Knowledge of creative and innovative thinking. / Ability to communicate the creator's message to the receptive audience. / Ability to think creatively and innovatively about exhibition programmes and exhibition publications in an individual way. / Ability to apply innovative ideas in verbal communication. / Understanding the importance of artists' visibility. / Ability to formulate and solve problems independently / Ability to manage and develop one's creativity / Ability to think effectively in practical areas. / Ability to understand the importance of brand ID. / Ability to build international contacts and to cooperate with colleagues or students abroad in professional processes.

Attitude

Experimenter, able to be flexible and discretionary / Thinks creatively. / Confident, tenacious. / Strives to find problems independently and to participate in the creation of collaborative artistic productions in which he/she works with other disciplines. / Seeks to create authentic, empathetic opinions. / Reflects on the social implications of their work. / Strives to comply with the ethical standards of his/her profession / Has a creative attitude that seeks to participate creatively in the creation of designs, artistic productions and independent works. / Value-oriented. / Actively seeks new knowledge, new methods, and creative and dynamic ways of realisation.

Autonomy and responsibility

Professional self-concept is characterised by creative strength, autonomy and self-awareness / Regularly initiates, leads and shapes projects / Independently plans and manages medium-scale visual arts projects.

Themes and Problems Addressed in the Courses

Acquiring comprehensive knowledge about international photography scene including current topics and discussions, curatorial activities, photofestivals, open calls, fellowships etc. Examining contemporary photo professional brand ID and visual ID trends related to the current visual art discourses and visual communication. Focusing on possible innovative ways of promoting photographers (open calls, exhibitions, activities, workshops etc. Developing a professional event series in order to serve visually of the domestic photographers better.

Schedule

8 September: Demonstration of the curatorial and festival management process through examples of Budapest Photo Festival.

15 September: Demonstration of the current international art discourses, photofestivals, professional organizations related to art photography. Giving tasks related to theoretical development.

22 September: Collecting results of the theoretical research and discussion related to possible new activities joint to the Festival.

29 September: Collecting results of the theoretical research and discussion related to possible new activities joint to the Festival.

6 October: Discussion of the innovative ideas how to develop the Festival's open calls, professional programs and symposia, summary by the examined results.

13 October: Explore new innovative ideas for realize these new activities. Giving task about brand ID and visual communication.

27 October: Collecting results of the brand ID research and discussion related to possible new activities joint to the Festival.

3 November: Collecting results of the brand ID research and discussion related to possible new activities joint to the Festival.

10 November: Review and selection of projects ideas, topic suggestions, brand ID/visual designers and organisers, assignment of tasks.

17 November: BPF / Finalizing design and creation of the brand ID / visuals prepared by the students.

24 November: BPF / Finalizing design of the new, developed activities by the students.

1 December: summary and evaluation

Evaluation:

Five-point grading system

Last class is a presentation of the individual contribution to the group projects (AM, BPF)

Hand in

Presentation (horizontal A4 format PDF file) containing the research stages of the semester and the final work