

CHANGEMAKER CAMPUSES

CALL FOR PHOTOGRAPHY-BASED PROJECT PROPOSALS



# InSights

PAST PRESENT AND FUTURE SELF THROUGH PHOTOGRAPHY

## Call for project submissions:

*Propose a photography-based, interdisciplinary project on **Changemaker Campuses** for an opportunity to receive up to \$5000\* in funding. Selected projects will also be showcased at the 2014 Ashoka U Exchange at Brown University.*

**Deadline: September 18th, 2013**

## Online Application:

[www.ashokau.photowings.org](http://www.ashokau.photowings.org)

## About PhotoWings:

PhotoWings' mission is to highlight and help facilitate the power of photography to influence the world. We help photography to be better understood, created, utilized, seen, and saved.

## About Ashoka U:

Ashoka U's global network of 150 colleges and universities advances an education that develops interdisciplinary, entrepreneurial, and solutions-oriented skills. Ashoka U helps break down barriers to institutional change and fosters a culture of social innovation in higher education. Over the last five years, more than 20 colleges and universities from around the world have become Changemaker Campuses including Brown, Duke, Dublin City University, Arizona State, and the University of Maryland.

## Overview

Ashoka U will partner with PhotoWings for a unique, funded opportunity called *InSights: Past, Present, and Future Self through Photography*. Faculty, staff, or students (or teams with a combination of perspectives) are eligible to receive \$1,000 - \$5,000 grants to host interactive photography-based projects to spark dialogue about big ideas through interdisciplinary connections. Through this process, participants will strengthen their photographic thinking skill set – storytelling, visual literacy, empathy, communication, earning trust, ethics, resilience, critical thinking, perspective, context and legacy.

Ashoka U endorses the PhotoWings' *InSights: Past, Present, and Future Self* grant opportunity as a way to complement Ashoka's tradition of the "life history" interview where social entrepreneurs share their personal history and motivations to describe why they pursue social change. The goal of this project is to build a strong changemaker community by discovering underlying values and motivations for pursuing social change through cross-discipline, cross-cultural, and cross-generation connections, while articulating a vision for the future.

## Why *InSights: Past, Present, and Future Self through Photography*?

We believe that to be a changemaker, it is important to understand the context of your personal history and the source of your passions in order to have a better sense of who you are now and what you will need to do to become the person you want to be. Additionally, as a changemaker, it is important to effectively convey stories thoughtfully and creatively through a variety of different media that appeal to diverse audiences.

## Why Photography?

Photography's full potential is underutilized in education. It is a universal language that people from all disciplines and generations can employ as conversation starters to connect and engage with the world.

In addition, successful photographers use many skills and modes of thinking that are valuable, not only in photography, but in many aspects of life. Some of these include: thoughtful, in-depth research; effective communication with their subjects and their audience; earning trust and building relationships; keen eyes for detail; the ability to synthesize complex information into compelling stories or ideas; and thinking outside the box.

## Project Proposal Criteria

**Campus-Based Projects:** All projects need to take place on campus (or between Changemaker Campuses) to promote networking and community building.

### Diverse Engagement:

Plan to engage a broad range of university stakeholders (such as students, faculty, staff, alumni, trustees). Seek out partners from a wide variety of departments and/or disciplines (e.g. photography, psychology, sociology, art, design, English, theater, music, communication, journalism, history, film, cultural anthropology, and disciplines as diverse as engineering or international relations).

### Photography-based Media:

Use photography-based media (existing photographs or ones made for the project) in the event or project to communicate a story or idea. This includes, but is not limited to, a photography display, a website, an exhibit, multi-media, videos, performance (musical or dance), projections, print displays, and/or a photo collage presentation.

### Incorporates Photographic Thinking Values:

The project embodies and explores some of the aptitudes utilized by photographers to tell powerful stories and share big ideas: visual literacy, empathy, communication, earning trust, ethics, resilience, critical thinking, perspective, context, photographic preservation and legacy.

### Permissions:

Grant permission for Ashoka U and PhotoWings to use the *InSights: Past, Present, and Future Self through Photography* materials for educational purposes, including sharing projects through social media. To do so you must own your project photos or obtain the written permission of the owner to use photographs that do not belong to you. We encourage you to be original in creating your project. If you choose to participate in an existing project such as those listed below, that project may place limitations on the use of your project materials. Prior to participating in existing projects, you should obtain written permission from the respective organization for PhotoWings and Ashoka U to use the materials.

## Requirements

- Submit a **1 page final report** that details the outcome of your project and includes: the number of people involved, number of participating disciplines/ departments, and type(s) of media utilized by January 6, 2014.
- Submit **final budget and receipts** detailing how funds were spent by January 6, 2014.
- Project leaders participate in the **introductory conference call** with Ashoka U + PhotoWings and **at least one mentor conference call**.

## Timeline

**Applications Open:** August 21, 2013

**Applications Due:** September 18, 2013

**Grantees Selected & notified:** September 30, 2013

**Projects completed by:** December 13, 2013

# F.A.Q.

## How much funding can I apply for, and how does the funding need to be used?

PhotoWings will offer applicants from Changemaker Campuses the opportunity to receive \$1,000 grants (and up to \$5,000 for exceptional projects) to enable their *InSights: Past, Present, and Future Self through Photography* projects. We encourage students, faculty, and staff to collaborate and share ideas. If multiple strong applications are submitted, then more than one grant may be offered per institution.

Funding can be used to purchase materials necessary for the success of the PhotoWings' *InSights* project, such as supplies, food, room rentals, technology needs, live-streaming equipment, printing, and display costs. The selection committee values evidence of creative efforts to leverage existing or in-kind resources as appropriate, and your plans to do so should be outlined in the online application. As part of your application, you will also be asked to submit a budget on intended use of the grant funds.

*In determining grant amounts, extra weight will be given to applications that include at least one of the following:*

- A clear plan to continue activities throughout the academic year, with in-person events, through clubs, or via social media efforts
- A proposal to integrate the proposed project as a part of a course, or towards academic credit
- An ambitious initiative that will involve over one hundred students, faculty, and staff across 3+ disciplines
- A cross-campus plan to collaborate between multiple Changemaker Campuses

A **final report** will be due at the end of the grant period, as well as receipts confirming how the funds have been spent.

The amount of funding allocated will be based on the proposed budget and alignment with the grant criteria. A selection committee will review completed applications and may ask for clarifications from the applicant before finalizing the agreement and dispersing the funds. *Note: Funding cannot be used for travel or for alcohol.*

## How should I envision the scope of my project? For how many people? For how long?

The goal of the *InSights* project is to bring together a wide range of students, faculty, and staff from diverse backgrounds, disciplines, generations and cultures, including those who are and are not currently involved in Changemaker Campus activities. However, the size of the event or project, how long it lasts, and how many people attend is up to the applicant.

We encourage you to explore the possibility of a larger, campus-wide activity to incentivize a wide array of participants to discuss big ideas, as well as smaller discussions that allow participants to interact in other ways. Part of your proposal should include ideas about how to share the results from your campaign within the broader university community, through social media and other approaches.

## How does *InSights: Past, Present, and Future Self through Photography* relate to Changemaker Campuses?

The Changemaker Campus network is a group of colleges and universities at the forefront of social innovation in higher education. The changemakers on these campuses – including students, faculty, and staff – are constantly engaged with the question of how to make a difference in the world. We believe that the PhotoWings' *InSights* project can support this community to better understand their history and motivations to pursue social change.

## Who are the Changemaker Campuses?

Arizona State University	Duke University	Tec de Monterrey - Campus Guadalajara
Babson College	George Mason University	Tulane University
Boston College	Johns Hopkins University	University of Colorado at Boulder
Brigham Young University	Marquette University	University of Maryland
Brown University	Middlebury College	University of Northampton
College of the Atlantic	The New School	University of San Diego
Cornell University	Portland State University	
Dublin City University	Rollins College	

## Food for thought - Existing Projects

### *Dog Food*

A collaborative, freeform zine that collages writing, poetry and prose, with photographs. For *Dog Food*, Fulbright and Guggenheim Fellow Jason Eskenazi assembled international photographers to express a love for photography and to promote Greek Cynical philosophy.

### *University of the Pacific's One Word*

The Pacific One Word Project began in the fall of 2008 as an innovative idea to provide first year students a common point of personal reflection in the classroom that would help them express their level of self awareness and connect to future aspirations. Those who choose to join the Pacific One Word Community are asked to write a personal reflection as to why they selected their particular word and discuss it with a close group of friends and family members.

### *Why Do You Do What You Do?*

A social-media meme of people answering the simple question "why do you do what you do?" by combining an image and text in a creative way.

### *Risktaking = Changemaking*

The New School-Ashoka U Changemaker Campus Initiative presented its culminating event of the year, Risktaking = Changemaking, that united multiple divisions of the university through the common thread of creativity and the visceral need to make change in the world.

### *Inside Out*

On March 2, 2011, photographer JR won the TED prize at the TED Conference in Long Beach, California, and called for the creation of a global participatory art project with the potential to change the world. This project is called *INSIDE OUT*. Inspired by JR's large format street "pastings", *INSIDE OUT* gives everyone the opportunity to share their portrait and make a statement for what they stand for. It is a global platform for people to share their untold stories and transform messages of personal identity into works of public art.

### *Ask Big Questions*

Ask Big Questions brings diverse college students together for conversations that help people understand themselves and others. These conversations create community and spark action.

### *Literacy Through Photography*

Literacy Through Photography is a multi-lesson curriculum program combining visual literacy and writing. Teachers are trained to incorporate visual imagery and writing into core classroom teaching.

## Big Ideas & Starting Points

In addition to the above, we would like to share some prompts and ideas to help you develop your event:

- A **photographic scavenger hunt**: How can you enable people to look deeper at a photo?
- **Sharing each others personal spaces**: How can you capture someone's essence without putting their face inside the frame?
- **Metaphors and symbols**: Is there a larger story that can be told through visual cues inside of images?
- **Context and perspective**: How do different points of view inform the way we can understand images?
- **Beyond the image**: How can we utilize non-visual senses in the projects?

Additional questions?

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