



PHOTO
WORKSHOP

PDP Implementation Plan

PHASE ONE

Date	Description
January – February 2026 Johannesburg	Programme Preparation and Recruitment (Months 1 – 2) <ul style="list-style-type: none"> • Develop and finalise programme timelines, curriculum schedule, and assessment criteria. • Issue an open call for applications targeting emerging photographers from diverse and underrepresented communities. • Assess applications based on creative potential, community engagement, and commitment to ethical storytelling. • Select participants and confirm their formal linkage or partnership with recognised community-based organisations. • Onboard facilitators, mentors, and guest practitioners. • Conduct orientation sessions outlining programme expectations, ethics, community engagement, and safeguarding practices.
March – April 2026 Johannesburg	Technical Training and Skills Development (Months 3 – 4) <ul style="list-style-type: none"> • Deliver structured in-person and virtual workshops at the Market Photo Workshop covering: <ul style="list-style-type: none"> ○ Technical photography practice ○ News, photojournalism, and documentary photography ○ Visual literacy and ethics ○ Critical and creative writing ○ Multimedia storytelling and mobile journalism • Introduce participants to augmented reality, QR coding, and digital publishing platforms. • Facilitate regular critique sessions to develop visual language, narrative clarity, and critical thinking. • Provide technical demonstrations and supervised practical exercises. • Facilitate reflective sessions with participants to assess learning, challenges, and growth.
May - June 2026	Community-Based Project Development (Months 5 – 6), participants that have relocated to Johannesburg will implement their projects in Johannesburg <ul style="list-style-type: none"> • Participants return to their communities to implement projects in partnership with their linked community organisations. • Conduct research, story mapping, and narrative development rooted in local contexts and lived experience.

	<ul style="list-style-type: none"> • Participants produce photographic, written, audio, and multimedia content documenting community issues. • Mentors provide ongoing remote and in-person support through scheduled check-ins, feedback sessions, and ethical guidance. • Encourage experimentation with new media, including mobile journalism and augmented reality storytelling. • Facilitate reflective sessions with participants to assess learning, challenges, and growth.
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PHASE TWO

Date	Description
<p>July – August 2026 Johannesburg</p>	<p>Assessment, Masterclasses Technical Training and Skills Development (Months 7 – 8)</p> <p>Assessment processes will measure and evaluate outcomes against criteria including creative quality, ethical practice, demonstrated community impact, and participant development.</p> <ul style="list-style-type: none"> • Deliver structured in-person and virtual workshops at the Market Photo Workshop covering: <ul style="list-style-type: none"> ○ Technical photography practice ○ News, photojournalism, and documentary photography ○ Visual literacy and ethics ○ Critical and creative writing ○ Multimedia storytelling and mobile journalism • Facilitate regular critique sessions to develop visual language, narrative clarity, and critical thinking. • Provide technical demonstrations and supervised practical exercises. • Deliver structured in-person masterclasses at the Market Photo Workshop covering: <ul style="list-style-type: none"> ○ Visual Storytelling for Advocacy and Media ○ Exploring storytelling techniques in different formats ○ Media Advocacy and Ethical Storytelling ○ Visual Representation and Image Analysis ○ Analysing how gender is represented and constructed in visual media ○ Representation of Communities in Africa ○ Designing Visual Narratives for Social Change • Facilitate reflective sessions with participants to assess learning, challenges, and growth.
<p>September – October 2026</p>	<p>Community-Based Project Development (Months 9 – 10), participants that have relocated to Johannesburg will implement their projects in Johannesburg</p> <ul style="list-style-type: none"> • Participants return to their communities to implement projects in partnership with their linked community organisations. • Conduct research, story mapping, and narrative development rooted in local contexts and lived experience. • Participants produce photographic, written, audio, and multimedia content documenting community issues. • Mentors provide ongoing remote and in-person support through scheduled check-ins, feedback sessions, and ethical guidance.

	<ul style="list-style-type: none"> • Encourage experimentation with new media, including mobile journalism and augmented reality storytelling. • Facilitate reflective sessions with participants to assess learning, challenges, and growth.
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PHASE THREE

<p>October – November 2026 Johannesburg</p>	<p>Assessment (Month 10)</p> <p>Assessment processes will measure and evaluate outcomes against criteria including creative quality, ethical practice, demonstrated community impact, and participant development.</p> <p>Advanced Production and Professional Practice (Month 10)</p> <ul style="list-style-type: none"> • Facilitate advanced workshops focusing on: <ul style="list-style-type: none"> ○ Editing, sequencing, and narrative refinement ○ Professional practice, portfolio development, and industry navigation ○ Publishing strategies and platform-specific storytelling • Support participants in finalising bodies of work suitable for exhibition, publication, or broadcast. • Provide incubation support addressing sustainability, career pathways, and professional standards. <p>Public Engagement, Exhibition, and Dissemination (Month 11)</p> <ul style="list-style-type: none"> • Curate and present participant work through exhibitions, public screenings, digital platforms, and community-based showcases. • Integrate augmented reality and QR coding to enhance audience interaction and accessibility. • Facilitate public forums, discussions, and dialogues around the work to encourage critical engagement and community discourse. • Promote participant projects through media, networks, and partner organisations.
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Applicants are encouraged to contact Loyiso Oldjohn on +27 11 834 1444 with any enquiries. ENDS