

[www.criticalnarratives.com](http://www.criticalnarratives.com)

[info@criticalnarratives.com](mailto:info@criticalnarratives.com)



CRITICAL NARRATIVES  
highlight your research

Storytelling, strategic communications  
and audiovisual production **workshops**  
for researchers

Critical Narratives is a creative agency that combines academic expertise, strategic communications and advocacy with award-winning filmmaking & design.

We offer the following fast-paced, hands-on workshops that empower academics and their communications staff to create compelling media content and increase the impact of their work:

- Storytelling
- Communications Strategy
- Addressing Policy Makers
- Photography
- Podcast & visual essay production
- Basics of Graphic Design
- Video orientation
- Video production intensive

## Storytelling - 3 hours, (EN - NL - FR)

Whether facing a journalist, a policy-maker, a grant jury or an audience, storytelling helps you connect with your audience.

This workshop puts participants to work with the tools of storytelling, encouraging them to break out of the academic paradigm and think of their work more creatively.

By analysing various examples of creative academic dissemination

(including video, podcast, graphic novel, performance lecture), we will see how storytelling elements are applied and discuss what makes them work (or not). Participants will look for an effective story within their research and explore which medium and style are best to reach their audience.

### Aims for participants:

- > understand benefits of different media
- > identify audience and ideal communication medium
- > define ideal storytelling medium for your research
- > gain work method for future projects

## Communications Strategy - 3 hours (EN)

Researchers are increasingly called upon by their universities, funding grants and professional networks to communicate or disseminate their research more effectively to wider audiences.

Unlike other workshops on communications strategy, this one is specifically for researchers and university communications staff. Participants will identify goals for who they need to reach and what they need to achieve when communicating their research. The focus will be on communicating strategically according to the skills, time and resources available to you.

### Aims for participants:

- > identify target audiences, determine goals and objectives
- > select the right communication methods and tactics
- > avoid common problems in communicating research
- > create a draft communications strategy

## Addressing Policy Makers – 3 hours (EN)

Research often identifies problems and proposes solutions – and these often require action from governments in order to have real-world impact. Yet to researchers great frustration, policies are often based on emotions and politics rather than evidence.

This workshop will equip participants with the tools and skills to efficiently find their way through the world of government, politics and advocacy, and influence those who make the decisions in their field of expertise.

### Aims for participants:

- › identify where your research fits into the policy process
- › determine which policy and decision makers to target
- › identify a network of allies
- › select the right approach and communication methods
- › set realistic goals, priorities and expectations
- › create a draft plan for addressing the relevant policy makers



## Photography – 3 hours (EN)

Photography is an excellent complementary skill for researchers, particularly during field work. High quality images can document the research process, represent the subjects of research with dignity and make the research far more effective and attractive in publications and presentations, both within and beyond academic contexts.

This workshop gives a crash course in camera techniques and photographic principles. It also analyses examples of effective documentary photography and gives participants useful tips for shooting in the field.

### Aims for participants:

- › grasp the essentials of camera, lighting, lens
- › choose style and approach for own work
- › learn to avoid most common mistakes
- › gain confidence to photograph in the field





## Podcast & visual essay production

- 2 hours (EN - FR)

Many researchers think audiovisual productions are too far beyond their budget and technical ability to even consider. Affordable and technically accessible, podcasts and visual essays are two excellent media for researchers to create high quality audiovisual content.

This workshop looks at excellent examples of both, analyses different styles and helps participants sketch out how to translate their work to this format. Technical information will be concise, the focus will be on narrative development and field production tips.

### Aims for participants:

- > understand specificities of different media
- > grasp production basics (technical tools) & necessary resources (partners, budget)
- > gain confidence to start production alone

## Basics of Graphic Design - 3 hours (EN - NL)

As researchers are compelled to present their work and themselves on ever more competitive digital platforms, a grasp of graphic design is a great asset. This workshop is tailor made. Depending on participant's needs, it can address how to make publication layouts, infographics, powerpoint presentations and/or websites as effective and attractive as possible.



Participants are invited to bring concrete projects along for professional feedback.

### Aims for participants:

- > grasp basic principles of graphic design
- > understand where graphic design can help you
- > improve your visual communication and avoid common mistakes



## Video orientation - 2 hours (EN - NL)

Video is omnipresent and can be the most effective way to reach large audiences. It can also be very expensive to produce and hard to circulate. This workshop helps researchers understand how they can make the most of their available resources by choosing the right type of video and by setting realistic production goals.

It also looks at some innovative partnerships and which funding opportunities are available outside of academia.

### Aims for participants:

- > understand different video formats, markets and budgets
- > consider ethical components of filmmaking (participatory film making?)
- > discern best format to reach audience
- > identify necessary partners & how to approach them

## Video production intensive - 7 hours (EN - NL)

This hands-on workshop covers the essentials for researchers to film alone. Using professional video equipment, researchers learn about camera technique, shot composition, lighting, audio recording, interview techniques.

Drawing on their decades of professional experience, the workshop leaders discuss filming in various situations and locations and give other valuable production advice from the field.

### Aims for participants:

- > grasp camera, light & sound essentials
- > gain ability to go out and produce quality video and audio
- > assess where extra help might be necessary



## Modalities & pricing

Each workshop can be booked individually or combined with others into a one or two day program. Workshops can be adapted to fit particular needs of the hosting institution or department.

A 10% reduction will apply to the total when multiple workshops are booked together in a program.

### Storytelling

3 hours, 2 instructors, max 25 participants, €1800 excl. vat

### Communications Strategy

3 hours, 1 instructor, max 15 participants, €1500 excl. vat

### Addressing Policy Makers

3 hours, 1 instructor, max 15 participants, €1500 excl. vat

### Photography

3 hours, 1 instructor, max 10 participants, €1250 excl. vat

### Podcast & Visual Essay

2 hours, 2 instructors, max 20 participants, €1500 excl. vat

### Video Orientation workshop

2 hours, 2 instructors, max 20 participants, €1500 excl. vat

### Basics of Graphic Design

3 hours, 1 instructor, max 10 participants, €1250 excl. vat

### Video Production Intensive (Masterclass)

7 hours, 2 instructors, max 10 participants, €3000 excl. vat

The workshops do not include lunch or coffee. For workshops given outside of Belgium a transport fee will be added.

