

# duckrabbit



## Training

Duckrabbit has designed and run multimedia production training courses worldwide, including in Canada, Ethiopia, Holland, Kenya, Pakistan, Bangladesh and in Tanzania. Training clients include Oxfam, The Times, Medecins Sans Frontieres, The British Council, Radio Netherlands Worldwide, Avaaz, The International Livestock Research Institute, The WorldFish Center, Christian Aid, Greenpeace International, Bioversity and the University of Cambridge. In the past year duckrabbit has also trained over 150 freelance journalists, photographers and communications specialists in regular multimedia storytelling workshops in the UK.

Duckrabbit staff teach on the London College of Communication Photography Masters course and lead the University of Falmouth Press and Editorial Photography Degree course. They are regularly asked to deliver guest lectures in multimedia, photography and journalism to organisations such as to the University of Kingston Journalism degree course, the Frontline Club, Arles Photography Festival, Durham University, Coventry University, Polis (London School of Economics), at the Dutch National Photojournalism Awards and at the BBC Academy.

The work of duckrabbit trainees has featured across mainstream online media, including the BBC, The Observer, The Guardian, Sky News, TIME, The New York Times, The LA Times, the London Times, Boing Boing and other major news and current affairs outlets.

## Training Testimonials

"I learnt an incredible amount in a short space of time. It was informal and fast paced at the right times and more importantly it was really enjoyable."

**Phil Catchpole, British Council**

"Duckrabbit were thorough, approachable, collaborative and knowledgeable, and this shone through in their work with us. The training was exceptional."

**Jeremy Chermas, Bioversity International**

"I just sold my first multimedia feature to the BBC. It just shows what a good decision I made by training with duckrabbit. I love what they're about and would love to capture even a tiny bit of that spirit in my own work."

**Ciara Leeming, Freelance journalist.**

"Duckrabbit is true to its name - they challenge, inspire, provoke and encourage over three days of practical and theoretical learning. An informal teaching style pushes you to chase after quality stories." **Anna Ridout, Press Officer, Oxfam.**

"Before doing this training I felt I could have a decent stab at recording audio in the Congo. I now know that it would have taken some sort of miracle for me to get really useful audio. I now have the tools to come back with something a bit special. Thank you." **Robin Meldrum, Publications Officer, Medecins Sans Frontieres**

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## 4-Day Digital Storytelling Workshop. 8-11 July 2013 Addis Ababa.

### Day 1: ADDIS ABABA

- Introductions/Icebreaker
- Explanation of training
- Deconstruction and review of multimedia features
- GROUP EXERCISE: Identifying the story
- PRACTICAL SESSION: Photographic approaches for shooting stills in digital storytelling
- Interview skills
- Building drama in digital storytelling

### Day 2: RECORDING, ON LOCATION

- Travel to fieldwork location
- PRACTICAL SESSION: Field recording
- Photographic skills on location
- Recording on location in groups
- Return from fieldwork location

### Day 3: ADDIS ABABA

- Recording debrief. Lessons learned
- GROUP EXERCISE: Rethinking production planning
- Building powerful narratives in digital productions
- Introduction to audio editing in Reaper
- Audio edit in groups, supported by duckrabbit

### Day 4: ADDIS ABABA

- Introduction to picture editing for digital productions
- Introduction to production editing in Soundslides
- Production edit in groups, supported by duckrabbit
- Dissemination – getting content out to audiences.
- Groups present their draft productions.

