

Safer Internet Day 2017

7 Feb 2017



Photography project pack

The Power of Images

A photography project exploring the role of images in young people's digital lives

Photography project pack

The UK Safer Internet Centre co-ordinates Safer Internet Day in the UK every year.

Last year, Safer Internet Day 2016 reached 2.8 million young people! This year we want to reach even more.

This year the global Safer Internet Day theme is “Be the Change: Unite for a better internet”. As part of this we are encouraging everyone to consider what we can all do to make the internet a better place.

In the UK we are particularly focusing on the **Power of Images** in young people’s digital lives and we are running a national photography campaign to raise awareness around using images online in a safe and positive way.

Images can be extremely powerful. The internet is becoming more and more image-based and the pictures and videos we share and see can make a big impact, both on ourselves and on others. We recognise how important images are to young people and we want to hear their voice.

We’d like young people to create images that show **the impact online images make to your life** and use these to teach others about young people’s experiences online.

You could focus on:

- how important the internet and using images online are to you
- any pressures that taking and sharing images make you feel
- how you can use images to spread a message about safety or positivity online

Style tips:

- keep it simple
- exaggerate body language and facial expressions
- see the guidance sheet ‘How to take a good photo’ on page 15 for further advice

Share your photos with us:

Ask a teacher/leader to share your photos with the UK Safer Internet Centre through your school/organisation’s social media profiles.

Use the hashtag **#SID2017** and share with us on Twitter ([@UK_SIC](https://twitter.com/UK_SIC)).

There are six different briefs to choose from. You might like to work on just one, or all of them! Each brief has been given a recommended age.

Good luck and have fun! We can’t wait to see your images.

For more information on the UK Safer Internet Centre and Safer Internet Day 2017 visit: www.saferinternet.org.uk

Brief: Be the Change

Suitable for: All ages

Talking points:

- How does the internet bring us closer together?
- How we can use images to spread positivity online?
- Do images ever inspire you to take positive action online?

Create an image with a message that inspires others to 'be the change and unite to create a better internet.' It might show how the internet helps you work with others to make a positive difference, or it might show the way that images can help to spread positivity and kindness with others. Some images online go viral, and get shared all around the world. What makes these images so popular? Emojis and symbols are often used instead of words online – would these help your image to inspire change and create a better internet.



Example images:

- An online safety message communicated using emojis
- A group image of young people holding smiley emojis over their faces
- An image of young people using emojis or speech bubbles to communicate a positive message
- A group image of young people holding up various different devices and smiling/linking arms
- A group of young people campaigning to spread a message about a better internet

Get involved with our Safer Internet Day emoji charades at www.saferinternetday.org.uk/emoji-charades



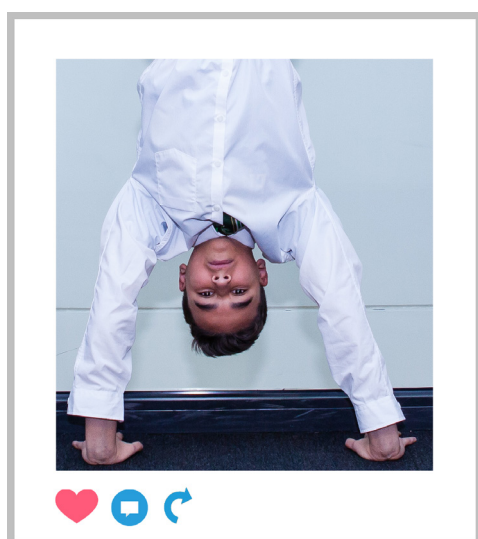
Brief: Look outside the frame

Suitable for: Ages 6 - 18

Talking points:

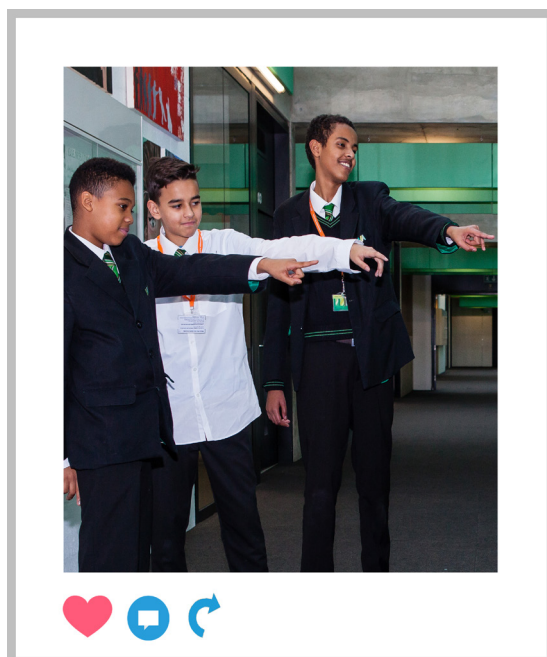
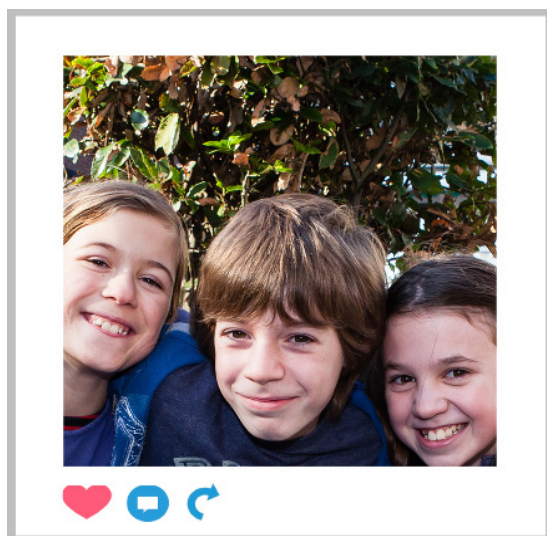
- How do you choose what to take a photo of?
- What sort of things do you decide to leave out of a photo?
- A photo shows a small part of one larger scene, but what about 'outside the frame'?
- What is the difference between a 'staged' photo, and a 'spontaneous' photo?
- Can we ever know what's happening without seeing the bigger picture?

Create an image that shows how things we see online may not always be what they seem. Taking a photo allows us to choose what other people get to see, and what information gets left out. Those decisions might affect how other people interpret the photo. If we were able to 'look outside the frame', what else would we know? Can you create an image that shows how what is included and what is left out of a photo can influence how well we understand what is going on?



Example images:

- Photo showing a young person taking a photo, e.g. a tidy corner of a bedroom, but the areas that are not in the photo are a mess.
- Photo showing an area that has been framed. The framed area shows a carefully staged scene, for example, a student working quietly; outside the frame it is more chaotic and messy, for example, students are sitting on tables and not working.
- A pair of photos: the first shows a small close-up, the second photo has zoomed out and you see the bigger picture, which is very different to what you were expecting.



Brief: Seeing is not always believing

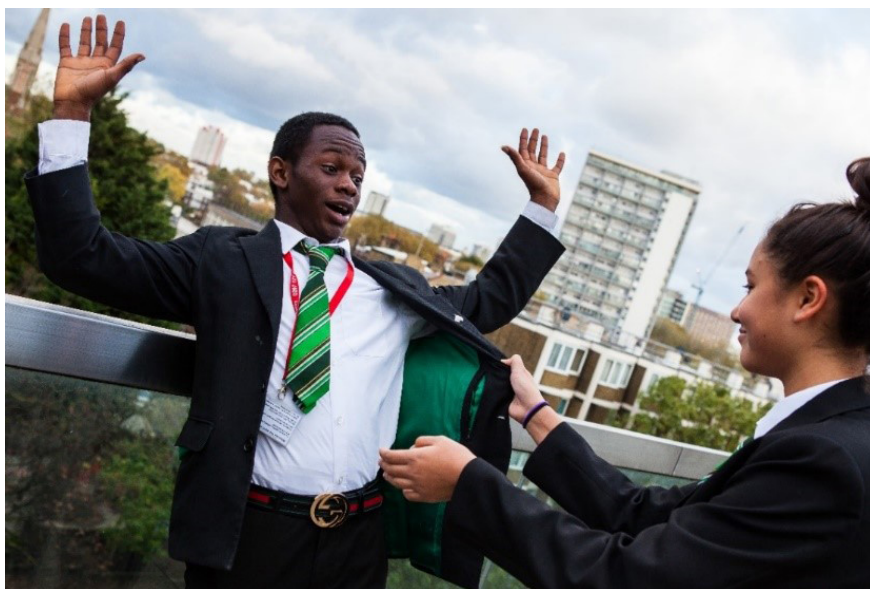
Suitable for: Ages 6 – 18

Talking points:

- Have you ever seen a photo online, thought you understood what it was showing you, but it turned out to be something completely different?
- What makes a photo confusing? What makes a photo clear?
- What do we base our first impressions on? Why can this sometimes be wrong?
- What effect might a confusing photo have on someone's online reputation?

Create an image that shows how the images we see online can be misunderstood. Without the story behind an image, sometimes the meaning can be unclear. A confusing image might cause others to jump to the wrong conclusions about the people in the photo, or those who shared it. It might be an image that requires a closer look to really understand the story behind it. If you wanted to be really creative, you could try using different angles and perspective to create the confusion in your photo.

Once you have created your confusing image, write two labels that could explain what is happening in the photo. Share these alongside your images. Viewers will have to guess what the correct explanation is.



Which label is true?

1. The boy is falling and the girl is trying to stop him.
2. The girl is trying to push the boy.

Example images:

- People look like they are arguing, but are actually just joking/play-fighting. Is there a clue in the background to help understand the situation?
- A photo of some painting on the wall. Is it art? Is it graffiti? Is it advertising? Is there a clue in the background to help us find out more?
- A pair of photos - the first photo is someone with head in their hands. Are they laughing or crying? The second photo shows what they are really doing, or makes the meaning clearer.
- An image taken at an angle where objects appear in a different place than they really are, causing confusion.



Which label is true?

1. The children are messing around in their playground.
2. The girl is chasing the boy because he annoyed her.

Brief: Picture perfect

Suitable for: Ages 13 - 18

Talking points:

- Do you like taking selfies? Why?
- Do you feel a pressure to look a certain way in the selfies you share online?
- What makes a 'perfect' selfie? Who decides what is 'perfect'?
- Do boys and girls face different pressures when it comes to the perfect selfie?

Create an image that demonstrates how young people can face pressure to look a certain way in the selfies they share online. Perhaps it could show what goes into creating a 'perfect' image, or expose the difference between the images young people choose to share and the ones they delete. What lengths do people go to, in order to take a 'perfect' selfie?

Example images:

- A series of selfies made up of lots of 'imperfect takes' of a photo, showing how many pictures it takes to get to the perfect one.
- Selfies with different edits/filters showing how an image can be changed
- A series of photos that show the decisions young people take before, during and after taking a selfie (e.g. change clothes, change position/location, try out filters, post or delete?)
- A pair of photos showing the difference behind what the selfie shows, and what's happening in real life. Has someone put themselves in an unusual or funny situation to try and get a good selfie?



Brief: Personal information clues

Suitable for: Ages 6 - 11

Talking points:

- What is personal information? Think of some examples.
- Why is it important to not share personal information online?
- How might someone accidentally share a clue to their personal information in a photo online?

Photos can sometimes hold clues that might give away yours or other people's personal information. It's important to remove these clues and not accidentally share them in the photos you take. To help explain what **not** to do, can you think of a photo someone might take that shares their personal information by accident?

Create a photo that holds a clue to a piece of personal information. Remember, the photo you take could be seen by lots of people as part of our campaign, so it's important **not to use your own or other people's real personal information**. Create an imaginary person, or choose a fictional character, and create imaginary personal information for them to share by mistake in your photos. It might be something very obvious and easy to spot, or it could be a more subtle, hidden clue in the background.



Example images:

- A photo that reveals a clue to where your character goes to school. Create an imaginary school and design a school logo to use on uniforms/bags/pencil cases etc.
- Think of a fake password, and create a photo that gives this away. It could be written on someone's hand, on a post-it note stuck to someone's computer, etc.
- A photo that gives away your character's address. It could be a street sign in the background, or an address written on a letter.
- A photo that gives away your character's full name. This might be on a name badge, letter, certificate etc.



Brief: Being Me

Suitable for: Ages 6 - 11

Talking points:

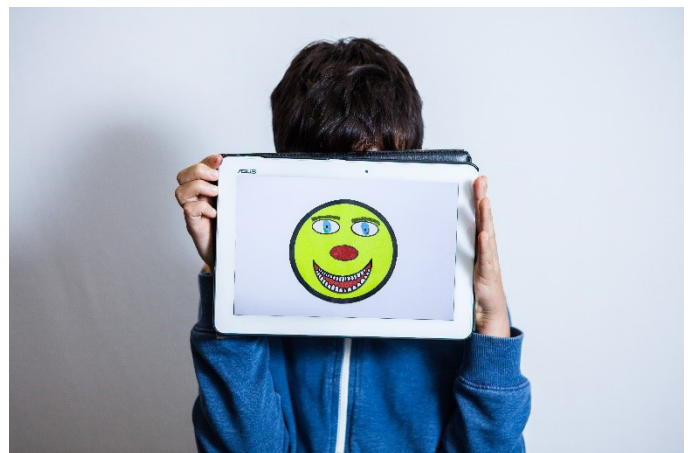
- Your face and how you look is a piece of your personal information. Why?
- What information is safe to share about yourself? (Think: favourite colour/food/animal/sport/hobby)
- How could you represent yourself and your personality without showing your face or any personal information?

Create an image that shows how else you can represent yourself online without showing your face.

You might like to create your own emoji that represents who you are and your personality. Or, you could create an *avatar*, or a character, cartoon or picture, to represent yourself online instead. How can you include your interests and personality? For some inspiration, have a look at the images below. They include the young people's favourite colours, hobbies and interests. What would you include in your avatar?

Example images:

- Your own emoji – a photo of the emoji by itself, or a photo of you holding your new emoji over your face.
- An avatar to represent yourself in a different way – you could draw yourself as a monster, a superhero, or something totally different – get creative!
- A cartoon version of yourself.
- A collection of your favourite shapes, colours and patterns to represent your personality.

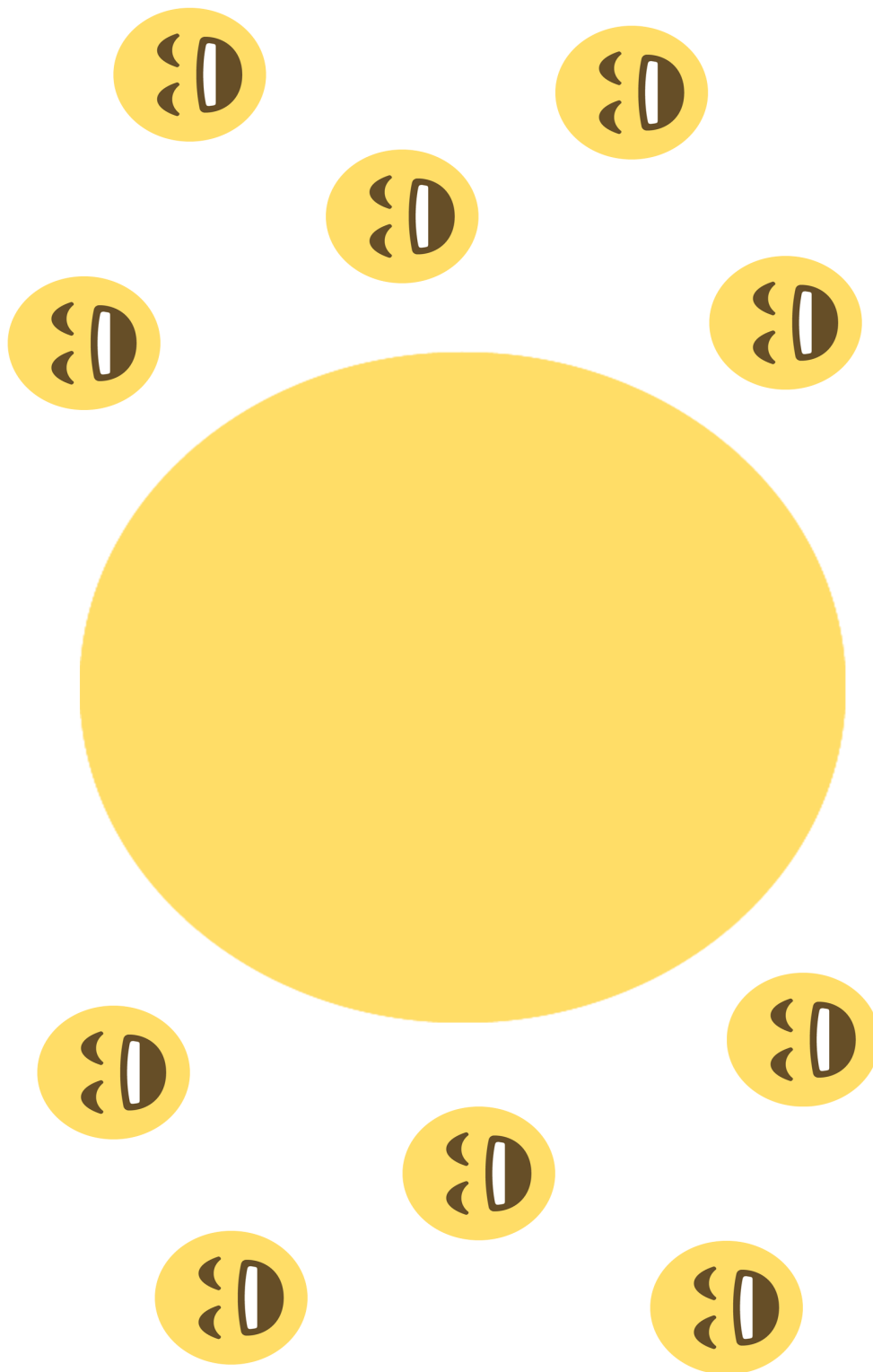


#giveasmile online campaign!

Fill in the blank emoji to inspire a better internet

Join our #giveasmile campaign and use our template to design your own emoji or write a message to inspire a better internet. Visit www.saferinternet.org.uk/give-a-smile to find out more and download templates.

#GIVEASMILE Be the Change: Unite for a better internet



#SID2017

www.saferinternetday.org.uk

Teacher/Group Leader Guidance

Safer Internet Day 2017 will be celebrated on the 7th February 2017, to raise awareness around using the internet in a positive and safe way.

The issues covered in this pack offer lots of opportunities to discuss with young people the key online issues that affect them, and a way in which they can add their voices to the biggest global social media campaign about the safe and positive use of technology.

Our Education Packs and SID TV film resources can help you further explore these issues. Visit www.saferinternetday.org.uk to access these free resources.

Share your images:

Once young people have used this pack to create their photographs, you can share these with the UK Safer Internet Centre on Twitter. Make sure you include #SID2017 @UK_SIC.

Any photos shared on Twitter using the above hashtag may be shared again by the UK Safer Internet Centre to our followers and is a great way to get your school/organisation's messages seen by a wide audience. Only photos sent from school/organisation social media accounts will be reposted.

Important: Please ensure that you have your school/setting's appropriate media consent from parents/carers for any children appearing in photographs.

Please ensure the young people taking part in this project understand that if they decide to share their photographs with us, that they may be seen by a very large audience. As some of the briefs mention, photos can be a medium in which personal information can be shared by accident. Please check your photographs before you share them, to ensure no personal information can be identified e.g full name on a lanyard.

As a result of discussing the issues in this pack, young people may mention they are active on social media. Please note, on many social media sites (like Snapchat, Instagram, YouTube, Twitter, Facebook) you must be 13 years old to have an account. If a child under the age of 13 discloses this to you, inform your Designated Safeguarding Lead. Your school/organisation may take the decision to inform parents/carers, and follow this up by delivering supporting education to children and parents/carers around the age restrictions on social media.

More ways to get involved:

- Download our free resources, including SID TV films, lesson plans and assembly scripts to help deliver the Safer Internet Day messages in your school/organisation
- Spread the word! Join the conversation online and share what you are doing to support Safer Internet Day 2017. Make sure you include #SID2017 @UK_SIC
- Add the Safer Internet Day logo to your website
- Register as a Safer Internet Day supporter and add your message and organisation logo to the online list

Download resources and register as a supporter at www.saferinternetday.org.uk

How to take a good photo

Stand still!

Use a steady hand, rest on something solid or use a tripod to avoid blur.

Angles

Explore using different angles and perspectives for an unusual point of view

Find your light!

Identify where the light is coming from to help illuminate your subject.

Frame your shot

Think about the composition and layout of your shots. Use things around you to frame the focus.

Focus

Focus your shot to get a crisp, sharp photo. Experiment with focusing on objects in the foreground or background.

Keep going

Check your shots and keep making changes until you are happy with the results. Take more than one photo so you have lots to choose from.