

*Global Workshop Comments*  
*file RT 27/12*

Media Production Processes and Products Demonstration  
for the  
Global PSC Workshop

Objectives:

1. To have all PSC officers with specialized skills in specific media production techniques share them with colleagues.
2. To use the joint pool of PSC officers' knowledge and skills to solve production problems faced by individual PSC officers.
3. To demonstrate and discuss field developed or field oriented innovative production techniques in several media.

Format:

1. An exhibit of a variety of media products and examples of problems and solutions related to various production in several of media forms and techniques will be held at the workshop site. All exhibited materials will come from PSC officers.
2. Exhibits will be arranged according to media type and production processes (listed below).
3. Questionnaires will be available to all workshop participants allowing them to indicate their interest in particular processes, problems or techniques.
4. Small group discussions, individual meetings, and larger demonstrations will be scheduled based on questionnaire responses and overall interest.

Method:

1. All PSC officers who will attend the workshop are requested to contribute to the exhibits with products and examples of various successful or helpful media production techniques and problems that they would like to share.
2. Problems are as important as solutions. Officers are encouraged to bring examples of what didn't work; those parts of various production processes that cause continual bottlenecks and overall quality problems will be as valuable as products and processes that demonstrate how to overcome production constraints in the field. This part of the workshop is intended as a learning experience, that can help each officer improve.
3. Those officers with specific skills in various media and production processes are encouraged to come prepared with products that can be used to demonstrate skills and techniques to others. (For example, one PSC officer will bring publications in which "photosketching" was used to convert poor quality, cluttered photographs into clear, concise line drawings for offset printing.)
4. Discussions of media equipment and materials procurement problems will also be arranged wherever possible.

Notes:

1. The messages, and contents of the productions are not of central concern in this particular workshop component. Although technique and production processes can not be separated from production goals and communication support strategies, the focus will be on techniques and problems within the production process that can constrain or improve the overall effectiveness of the messages.

2. The range of problems and techniques discussed will depend entirely on the participation of those who come with examples of problems and products that can be used to demonstrate innovative techniques.

3. Among the media and processes which appear to cause problems and see heavy use in PSC work are:

- a) Illustrations in printed materials.
- b) Photography (all aspects and uses).
- c) Headline and title making for print, video, and slides.
- d) Artwork in general.
- e) Audio production for video, and audio cassettes.
- f) Office newsletter design and production.
- g) Project support printing.
- h) Binding.
- i) Production planning; all media.
- j) Media production training.

4. These areas are by no means mutually exclusive, nor is the list by any means complete. PSC Officers should expand it as they see fit and bring with them products and ideas that demonstrate both their concerns and their ideas. Each of us can assume that each of their problems are shared by others, and that specific knowledge and skills will be most appreciated.



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Page 1  
Date 8/15/2007  
Time 6:34:51 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2007-000098

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000098**

External ID

Title

**"Media Production Processes and Products Demonstration for the Global PSC Workshop" by Revelians Tuluhungwa, informal note to the file relating to the Global Workshop held in Bangkok, 23 January - 3 February 1984**

Date Created / From Date  
**12/27/1983**

Date Registered  
**8/10/2007 at 2:21 PM**

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-09433 (In Container)**

F12: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2007-09433 (Upasana Young)' since 8/18/2007 at**

Date Published

F13: Record Copy? **No**

Record Type **A01 PD-GEN ITEM**

Contained Records

Container **CF/RA/BX/PD/CM/1986/T001: PSC Files - Programme Support Comr**

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Document Details **Record has no document attached.**

Print Name of Person Submit Image

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