

Course Syllabus

HLTH S350/FILM S340: Visual Approaches to Global Health

2019 Yale University Summer Session

Johannesburg, South Africa and Mbabane, Swaziland

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Overview

Visual Approaches to Global Health is a novel global health course that explores the intersection between public health and visual media, where students will learn to analyze global health issues through the prism of film, media, and storytelling. Students will learn to understand global health and filmmaking not simply as a representative medium, but through the use of aesthetics and emotional narratives that reach a level of professionalism both as academic scholarship and as works of art.

Learning Objectives

The course seeks to combine academic public health research with visual literacy in order to prepare students to better advance public health issues in a multimedia format. Students are educated on contemporary global health issues, as well as discuss the art of visual literacy in order to strategically advance global health issues.

By the end of the course, each student will possess the skills needed to:

- Identify ways visual media can explain complex global health scholarship and make it more accessible to the general public
- Analyze the research, theory, method of global health policy and epidemiology
- Identify arguments for global health issues in both literature and visual media, and discern methods that are appropriate for each
- Translate complex epidemiological data and research into a narrative, story driven message approachable by a wide audience
- Recognize ethical dynamics and considerations when working with individuals on public health issues

Course Format

This course will be offered as a study abroad course in both Johannesburg, South Africa and Mbabane, Swaziland. The course will be 6 weeks in total. Students will learn through a combination of traditional, didactic lectures and hands on “labs.” The daily course will be broken into two parts. The first half of the class will be a lecture on the week’s global health issue. Each week will address a contemporary global health issue, and how such an issue affects both the global and local community. The instructor will discuss the issue, epidemiology, and other

aspects in both a global and local setting. Students will be required to have a firm academic of the topic at hand, including knowledge of epidemiological methods, public health policy, and implementation. Strengths and weaknesses in the current approach to addressing the issue through traditional public health discourse will be analyzed. In the second part of the daily course, students will work in groups of 4-5 on a short film investigating a selected public health topic. Students will learn storytelling fundamentals and techniques, get hands-on learning in camera and sound operation, as well as editing and post production. Students will learn to analyze films and visual approaches to other global health issues that address contemporary global health topics. The lecture will break down components of the selected film or visual media as it pertains to public health, policy, and research. Students will discuss the methods used and approaches taken, as well as the effectiveness of advocacy efforts stemming from the film.

At typical day will have a 1h 15min lecture in the morning, and a hands-on lab in the early afternoon. By the end of the course, students are expected to have a firm grasp on analytical analysis of global health issues (academic literacy) and how to construct arguments through the medium of film (visual literacy).

Required Readings/Screenings

*Students must bring a laptop **and** install the latest version of Adobe Creative Cloud on their laptop **before** traveling to southern Africa. It is recommended that all main programs are installed, but at **minimum** students **must** install: (1) **Adobe Premiere CC**, (2) **After Effects CC**, (3) **Photoshop CC**, (4) **Audition CC**, and (5) **Adobe Media Encoder**. Adobe software discounts for Yale students can be found at <https://yale.onthehub.com>*

Prior to coming to class students will be expected to complete the required weekly public health readings and/or screenings of relevant films. Readings include a combination of selected empirical and/or review articles in medical, public health, and health psychology journals relevant to their topic, as well as those pertaining to film concepts. Screenings will be of films (of relevant public health value) in a broader context. Specific journal articles will be defined one week prior to classes.

Additional recommended reading/screening list:

- 1) Lancaster, Kurt. HDSLR Cinema. Focal Press.
- 2) Pappas, et al. "Infectious Disease in Cinema: Virus Hunters and Killer Microbes." *Clinical Infectious Dis.* 37(7);2003:939-942.
- 3) List of Films that may be of interest: *How to Survive a Plague* (2012), *Miss HIV* (2008), *50/50* (2011), *War Dance* (2007), *We Will Not Die Like Dogs* (2005), *In It To Save Lives* (2011), *They Go to Die* (2012), *Story of a Girl* (2012), *The Weight of the Nation* (2012)

Guest Lecturers

For selected topics, esteemed public health professionals, local citizens of the community, local NGO workers, and/or filmmaking professionals will accompany class discussion to allow students to benefit from their expertise. When guest lecturers are scheduled, students are reminded that they represent Yale University and should act with decorum and professionalism.

Organizational Partnerships

Students will work in student-led groups to create their own film projects. However, given the challenge of establishing rapport with health organizations in a brief period of time, course instructors have coordinated partnerships with local and international NGO and other organizations. The purpose of this pre-established partnership is to facilitate the production of film projects and provide the students with an initial local contact and area of interest. Student groups will collaborate with their partner organizations to develop and complete the film project.

Course Requirements

- 1) **Individual Blog Posts:** Students will be required to complete **five** short individual blog posts on the class website throughout the course based on the week's discussion and activities. Although each individual student is only required to complete 5, the class as a whole **must post at least two new blog posts every day.**
 - a. *Purpose of grading measure:* To ensure students are able to convey global health issues and work as a group to coordinate production tasks.
- 2) **Weekly Assignments:** Each week, students will be expected to complete small, informal assignments, such as participate in 'Dinner Journal Club,' write a short story, or edit a short video. Professors will ensure this work is not busy work.
 - a. *Purpose of grading measure:* To engage students in continuous discourse and ensure they possess the technical skills for other assignments.
- 3) **Group film project:** At the end of the semester, students will be evaluated on the group film project. Evaluation is based on the group's efficiency, ability to work together, and quality of the products created.
 - a. *Purpose of grading measure:* To ensure students understand filmmaking concepts and work expeditiously towards their final goal.
- 4) **Final Exam:** Students will be given a final exam addressing the public health issues addressed in the course.
 - a. *Purpose of grading measure:* To ensure students retain understanding of global health topics covered throughout the course
- 5) **Draft Grant Proposal:** At the end of the semester, students will be required to submit to the instructor a mock proposal to the Fledgling Fund Rapid Story Development Fund (<http://www.thefledglingfund.org/special-fund/>) for up to \$10,000. Students may write a mock proposal on a global health issue of their choosing but are not required to formally submit to the Fledgling Fund.
 - a. *Purpose of grading measure:* To ensure students are able to apply the skills learned in the course to additional topics of their own choosing.
 - b. For students interested in formally submitting (not required), professors will assist with this process after the course ends.
 - c.

Grading

Blog Posts	15%	Final Exam	25%
Draft Proposal	15%	Film Project	25%
Weekly Assignments	20%		

Lecture Themes Overview

Themes are subject to change based on student interest, contemporary topics, etc. Themes often overlap and are interconnected with one another. Below is a **guide** of the course's general themes, and themes may slightly change to tailor the dynamics of the student population. In the below schematic, the degree of focus of each theme on any given week is reflected by the density of the color. These densities are drawn from data from previous courses.

Week	Global Health Theme					Visual Literacy Theme					
	Epi research and methods	HIV	TB	Other inf. disease/ WASH	Human Rights	Story structure/ camera basics	Making a GH argument using film	Program training (Creative Cloud)	Ethics	Dissemination & messaging	Final Project
Week 1	Dark Blue	Light Blue	White	Light Blue	White	Dark Red	Light Red	Light Red	Dark Red	White	White
Week 2	Medium Blue	Dark Blue	Medium Blue	White	Light Blue	Dark Red	Dark Red	Light Red	Dark Red	White	Light Red
Week 3	Light Blue	Medium Blue	Dark Blue	Light Blue	Light Blue	Light Red	Dark Red	Dark Red	Dark Red	Light Red	Light Red
Week 4	Light Blue	Light Blue	Light Blue	Dark Blue	Medium Blue	Light Red	Light Red	Dark Red	Light Red	Dark Red	Light Red
Week 5	Light Blue	Light Blue	Light Blue	Light Blue	Dark Blue	Light Red	Light Red	Light Red	Light Red	Dark Red	Dark Red
Week 6	White	White	White	Light Blue	Light Blue	White	Light Red	Dark Red	Light Red	Dark Red	Dark Red

Readings for each topic are TBA as they are typically based on contemporary literature.