

**II EDITION**

# GR ANT

The  
**FRAGMENTS**  
Production

---

 Unió de  
Periodistes  
Valencians

---

**DKV**  
SALUD Y SEGUROS MÉDICOS



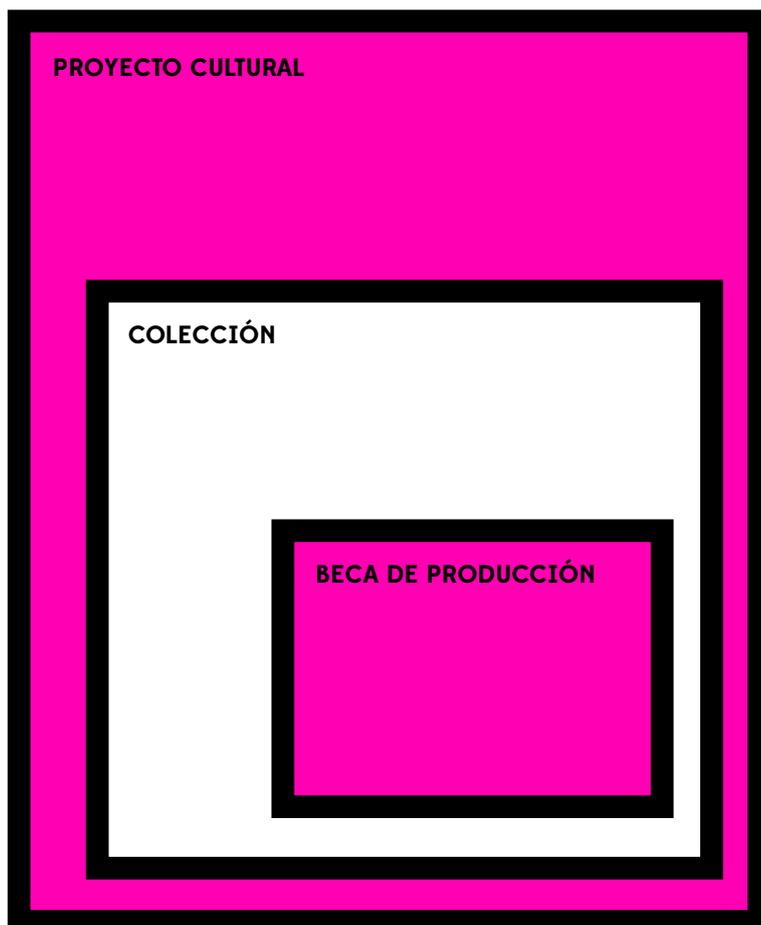
**FRAGMENTS**

## **THE FRAGMENTS CULTURAL PROJECT**

Fragments is a cultural project, promoted by the Unió de Periodistes Valencians (Union of Valencian Journalists). It is committed to investigating the relationship between visual languages and information, in order to encourage a better use of images in this context and foster best practice in photojournalism.

## **THE FRAGMENTS CULTURAL COLLECTION**

An integral part of the Fragments Cultural Project is the Fragments Collection, an editorial project dedicated to the photo essay. The focus of the Collection is to investigate the contemporary reality of the autonomous community of Valencia via the visual languages proper to photojournalism.



## **THE FRAGMENTS PRODUCTION GRANT**

This is the means by which the photo-essays and photographers that make up the catalogue of the Fragments Collection are chosen.

The objective of the grant is the production of a photo-essay in accordance with the criteria established in the following guidelines.

# BA SES

**1.TERMS OF THE CALL FOR APPLICATIONS**

**2.OBJECTIVE  
OF THE GRANT**

**3.INCLUSION  
IN THE FRAGMENTS COLLECTION**

**4.EVALUATION  
CRITERIA**

**5.PARTICIPATION  
CRITERIA**

**6.PRESENTATION  
OF CANDIDACY AND JUDGING**

**7.FORMAT  
FORMAT FOR THE PRESENTATION  
OF PROPOSALS**

# 1.

The Union of Valencian Journalists invites applications for the 2nd Fragments Production Grant.

The objective of the grant is the production of a photo-essay in accordance with the criteria established in the following guidelines.

Now in its second year, the call is open for submission of proposals between 1st November and 15th December 2017.

## **THE OBJECTIVES OF THE PRODUCTION GRANT**

The Fragments Collection and the production grant have two fundamental objectives:

- to explore the contemporary reality of the autonomous community of Valencia via the photo-essay
- to foster the high-quality production and sustainable distribution of visual information content, thus improving the use of images in informative contexts and the practice of photojournalism

To achieve these objectives a specific project model is proposed.

## **PROJECT MODEL**

Candidates should produce a photo-essay. This format has been chosen for its capacity as a visual research tool. The photo-essay allows for engagement with social, emotional, political, creative, aesthetic or technical affairs or phenomena, in a manner in keeping with the subjectivity of the photographer and his/her cultural and ideological stance.

Moreover, we believe that this can be a suitable professional model for the future practice of photojournalism, in terms of its independence, its capacity for transformation and its economic viability.

## **THE SPIRIT OF THE PRODUCTION GRANT**

This grant, as part of the Fragments Cultural Project, does not aspire to represent or reward the best journalistic practices, but rather to serve as testbed for investigating the relationship between visual languages and reportage, and in so doing encourage a better use of images in this context.

Given this experimental quality, there are hardly any limits on participation or use of techniques, methods and media beyond the formats established in these guidelines.

By the same token, assessment criteria will reward the most sensitive and balanced practice.

# 2.

## **OBJECTIVE OF THE GRANT**

The objective of the grant is the production of a photo-essay in accordance with the following conditions.

### **GENRE: THE PHOTO-ESSAY**

Candidates are required to produce a photo-essay: a clearly structured body of work made up of a number of images with a consistent style, and which expound, through visual language, the opinions and viewpoints of the creator on a theme of his/her choosing in accordance with his/her subjective cultural and ideological position, enabling close examination of said theme.

### **PUBLICATION FORMATS**

The photo-essay will be published in at least two formats: an exhibition, and a photography book in conformity with the criteria of the editorial project "The Fragments Collection", which are defined further on in these guidelines.

Additionally, candidates have the freedom to propose the separate or simultaneous use of any other channel of communication or method of diffusion, whether digital or physical, including complementary cultural activities such as educational or participative events

### **USE OF TECHNOLOGY**

The body of work must be based on a collection of photographic images but the use of video, audio and other documentary formats will be accepted in a complementary capacity.

Whilst no further restriction is placed on the use of technologies or formats, those used will be assessed in terms of how coherently they support the narration and relate to the topic under investigation.

### **OBJECT OF STUDY**

The object of study of the Fragments Collection is the contemporary reality of the autonomous community of Valencia. Candidates have free reign to treat any aspect or reality of our surroundings, with no geographical or thematic restriction.

### **WORKING GROUP**

The aspiring candidate must be able to design a suitable strategy and to inspire and coordinate the necessary professionals for the successful completion of the project. It is not expected that the candidate realise all content by him/herself; rather, that he/she focuses on the development of the visual research as a whole and has recourse to specialists in each discipline as and when necessary to the project.

The Union of Valencian Journalists and the working group from the Fragments Cultural Project will offer advice on these aspects throughout the period of the grant.

### **PANEL AND JUDGING PROCESS**

Each year the panel is comprised of a range of industry professionals, covering from start to finish the production process of a photo-essay.

They will choose the winning project based on the selection criteria established in these guidelines and their own professional experience.

## **TIMELINE**

The jury's verdict will be made public on 28th February 2018, and will mark the start of the production phase of the project. This lasts until 1st February 2019, when the photo-essay produced as a result of the grant will be handed in. The grantee will have 11 months to carry out and produce the photo-essay.

Key dates are as follows:

### **01.11.17 - 15.12.17**

Submission of proposals

### **26.02.18 - 28.02.18**

Judging period

### **01.03.18 - 31.12.18**

Realisation of the photo-essay (estimated)

### **01.01.19 - 15.02.19**

Production of cultural products (estimated)

### **02.19**

Presentation of the photo-essay as part of the Fragments Cultural Project, in the MuVIM (the Museum of Illustration and Modernity, Valencia).

## **CULTURAL PROGRAMME AND DISTRIBUTION**

The photo-essay will be presented as part of the Fragments Cultural Project which takes place annually in the MuVIM, and will be the main exhibit of the same.

Content will be distributed according to its character and in keeping with the Union's strategy for the Fragment Collection, which envisages a touring plan for the exhibition and an editorial distribution plan for the photography book.

## **BUDGET AND RESOURCES AVAILABLE**

The winning recipient of the Fragments Grant will have the right to the following resources:

**Cash grant** of 6000€ for the grantee's honorarium and the production expenses pertaining to the development of the project.

**Budget for the production of the exhibition and the book:** a minimum of 9000€.

The cultural project will cover the production costs of the photo-essay including at least:

- the production of an exhibition based on the photo-essay
- the production of a photographic book based on the photo-essay
- all the professional services necessary to the overseeing, design and production of the above. This amount will be established upon the signing of the editorial production contract and will be subject to the finances of the cultural project.

This budget may increase should additional sources of finance be found.

**Advice and services:** The recipient of the grant will be entitled to advice and support from the Union of Journalists and from the Fragments cultural project working group, including the following professional services::

- Editorial design
- Graphic design
- Post-production, prepress and printing services
- Further professional advice and services necessary to the production of the photo-essay or the carrying out of field work.

# 3.

## **INCLUSION IN THE FRAGMENTS COLLECTION**

The production grant and content arising from the same are subordinate to the Fragments Collection, an editorial project presided over by the Union of Journalists.

Upon acceptance of the grant, the recipient will sign an Editorial Production Contract with the Union of Journalists which will set out the rights and obligations of each party. The signing of this contract is an essential condition for receiving the grant. The contract has been drawn up in conformity with manuals of best practice in journalism and the visual arts.

## **EDITORIAL CRITERIA**

The Union of Journalists reserves the right to the editorial supervision of the winning project as stipulated in the production contract. The Fragments Collection editorial team is charged with carrying out this task and with assisting the grant-recipient throughout the process of production. Once the grant is accepted, the grant-recipient and the Fragments Collection editorial team will work together to refine the details of the project until a final version is agreed upon, and this will be the version brought to completion. The goal of this supervision process is to guarantee the economic viability of the project and to ensure that it is in keeping with the editorial context of the Fragments Collection.

## **ASSIGNMENT OF RIGHTS AND ROYALTIES**

All rights over the images and content ensuing from the production grant will be ceded to the Fragments Collection in accordance with the editorial production contract. The photographer will be titleholder of the same, and will always be duly remunerated where any income is generated from any activity realised with the works under his/her ownership.

## **DISTRIBUTION STRATEGY**

The Union of Journalists reserves the right to establish and develop such distribution strategies as it considers necessary for the proper achievement of the objectives of the editorial project.

The photographer, who will be duly informed in good time and in the appropriate manner, agrees to participate in promotional events and activities pertaining to the distribution of the works under his/her ownership.

# 4.

## **EVALUATION CRITERIA**

### **A. Main criteria**

The jury will come to a verdict based on the following criteria:

- the ability of the photographer to create a project that fulfils the structural criteria of the photo-essay
- the ability of the photographer to expound his/her thesis in an original and subjective way
- the depth with which the topic will be analysed
- the use of visual image to investigate the topic
- mastery of photographic language

### **B. Use of technology**

In terms of use of technology, the applicant will be assessed on the following:

- balance and coherence in the use of any technology
- the suitability of technological means and formats used to execute the project
- the treatment given to each image or component part of the essay, especially in the post-production phase

### **C. Approach to the object of study**

Regarding the approach to the object of study:

- the relevance and appropriateness of the proposed theme in relation to the contemporary reality of the autonomous community of Valencia
- the depth and quality of the reflection and research proposed
- knowledge of the aforementioned social reality or previous experience in similar circumstances

### **D. Ethical considerations**

The ethical aspects of the whole photo-essay production process will be taken into account, including the approach to the object of study, respect for the viewer and best practice.

Only where content is presented as an authentic portrayal of reality must ethical photojournalistic standards be strictly adhered to.

**E. Development of the project and working team**

The candidate must show sufficient ability to plan, co-ordinate and professionally manage a project of this scope and the team necessary for its successful execution.

It is not necessary to produce a budget justification for the project but proposals that are unrealistic in this respect will be rejected.

**F. New media and distribution channels**

The compatibility of the project with new media and distribution channels will also be assessed.

In every proposal, it must be indicated how each aspect relating to the communication process of the photo-essay will be treated. Credit will be given to proposals that consider the secondary aspects necessary for their successful completion, such as graphic design, communication or production strategies.

In cases in which the candidate wishes to employ more than one method or means of diffusion, the jury will consider how well the project lends itself to transmedia narrative.

# 5.

## **PARTICIPATION CRITERIA**

Only the proposals that comply exactly with each and every one of the following conditions will be accepted.

### **ACCEPTANCE OF THE TERMS AND CONDITIONS**

Participation in the call presupposes acceptance of the present terms and conditions, along with the express submission of participants to the Union of Journalists' interpretation and application of these terms, where necessary, for the resolution of any doubt or conflict that may arise.

### **CONDITIONS FOR RECEIPT OF THE GRANT**

Eligibility for the grant is as follows:

- individuals must be aged 18 or over
- groups and collectives may apply, as long as the proposal is accompanied by an agreement signed by each of the participants
- freelancers, non-profit organisations, co-operatives and companies whose regular activity relates to the reach of this project
- given that the only criteria to be taken into account for selection purposes are the quality and viability of the proposals presented, no other demographic, social or professional variable will weigh into the assessment process

As such, the call is open to participants of any origin, nationality, and residential or professional status, as long as they are aged 18 or over and comply with the technical requirements when presenting their proposal.

## **PROPOSAL REQUIREMENTS**

Only proposals that comply with the following requirements will be considered:

- proposals must be original, unpublished, and specific to this call. Content that has been previously published, exhibited, printed or recognised with an award will not be admitted.
- this does not exclude the use of materials that have been produced or worked upon prior to the presentation of candidacy, as long as they have not been exhibited and / or published
- the applicant must be the intellectual property owner of the material, or have the right to its use
- adhere to the timescale and format as described in these terms

# 6.

## **PRESENTATION OF CANDIDACY AND JUDGING**

Those aspiring to receive the grant must present a project proposal, in accordance with the stipulations of the following section, entitled “Format for the presentation of proposals”, which demonstrates his/her capacity to produce a photo-essay as per the model previously defined in this document.

### **PERIOD AND METHOD OF PRESENTATION (01.11.2017 – 15.12.2017)**

Proposals must be submitted by email to: [beca@projectefragments.com](mailto:beca@projectefragments.com), between 08:00 on 1st November, 2017 and 24:00 on 15th December, 2017.

The candidate’s name must be indicated in the subject line of the email.

Each application will receive an email confirming his/her registration.

### **JUDGING PERIOD AND DECISION (26.02.18 – 28.01.18)**

An expert jury will select the winning proposal.

The verdict will be communicated via the same communication channels used to promote the grant, and individually to each participant, on 28th February, 2018.

### **PRESENTATION AND INAUGURATION (02.2018)**

The successful applicant will be invited to take part in the official launch of the project, in early 2018, in the MuVIM (the Museum of Illustration and Modernity), Valencia.

# 7.

## **FORMAT FOR THE PRESENTATION OF PROPOSALS**

Candidates must formalise their proposals by presenting the following documentation:

### **CANDIDATE INFORMATION**

- CV and / or brief biography of the candidate(s) or entity applying
- portfolio in digital format (1 PDF file)
- a signed copy of the form confirming acceptance of the terms, which can be found on the project website (1 PDF file)

### **PROJECT INFORMATION**

(1 PDF file)

Statement / summary of the proposed project, explaining as a minimum:

1. The choice of the object of study (topic to be investigated)
2. The idea behind the photo-essay and an outline of the visual structure that you hope to create
3. A narrative proposal, or in its absence an indication of how each aspect relating to the communication process of the photo-essay will be treated
4. A basic production plan, including the composition of the working group required for the successful completion of each part of the project.

