



Professional Development Workshop

“Viral Potential in Student Hands: Ruth Gruber’s Legacy”

An Interdisciplinary Workshop for Middle and High School Educators
Focusing on Visual Arts, and Social Studies

Sunday, November 12, 2017, 1:00 p.m. – 4:00 p.m.



Exhibit Summary:

The Jewish Museum of Florida-FIU offers this workshop in conjunction with our temporary exhibit: **RUTH GRUBER: PHOTOJOURNALIST**, on display from **October 16, 2017 – January 7, 2018**. This exhibition celebrates the remarkable life, vision and heroic tenacity of this 20th century pioneer and trailblazer, Ruth Gruber, born in Brooklyn on September 30, 1911. Gruber became the youngest PhD in the world at age 20, before going on to become an international foreign correspondent and photojournalist. Photographs included in the show span more than 50 years and four continents, from Gruber’s groundbreaking reportage of the Soviet Arctic in the 1930s and iconic images of Jewish refugees on the ship Exodus 1947, to her later photographs of Ethiopian Jews in the midst of civil war in the 1980s. She passed away in November 2016 at the age of 105. *This traveling exhibition is organized by the International Center of Photography.*

Photo Credit: Ruth Gruber, Alaska Territory Unidentified Photographer
© Estate of Ruth Gruber, courtesy International Center of Photography

Workshop Description: Art + Design are poised to transform our economy in the 21st century just as science and technology did in the last century. The “S.T.E.A.M.” inspired workshop informs, assists and supports “digitally immigrant” educators. The power and influence of the photojournalist today necessitates Social Media’s reach. Understanding the ethical, artistic and content structures are the continuing role of the educator.

Specifically, this Workshop:

- Offers insight into the character traits our exhibit subject manifested: resilience, determination, integrity.
- Provides educators with enhanced methods of contextualizing students’ visual campaigns and cross discipline references to public safety, narrative exposition and civic accountability.
- Combines formats of lecture, interactive exercises, group collaboration and lesson plan development

Workshop Goals: This interactive Problem Based Learning professional development

- Examines *Instagram* and how youth communicate with each other, discern subject matter, and project “good citizenship.”
- Provides educator tools for integrating and maximizing the educative potential of Social Media projects into the classroom.
- Enables educators to work collaboratively to explore components of effective instructional practices to engage ALL learners.
- To support students’ development of the skills to examine the effects of well-designed media campaigns that spread awareness, model coherent design and amplify positive democratic values.
- To encourage the use of visual and digital designs serving as state of the art modalities with unit structures and rubrics measuring current curricular standards.

Please see attached Workshop Agenda and return the Registration Form. **Workshop is FREE OF CHARGE. (4) Master Plan Points** awarded based on attendance & completion of follow up assignment. Open to all public and private school teachers. **Raffle Prizes:** 1). Free Museum Membership; 2). Museum Store Gift Certificate; 3). Free bus for student group field experience.

WORKSHOP RESERVATIONS: Due November 3, 2017 to Museum Educator. Jewish Museum of Florida-FIU, 301 Washington Ave., Miami Beach, FL 33139. Questions or School Group Reservations? Call: 786.972.3187 or Email: clieberp@fiu.edu



Professional Development Workshop

“Viral Potential in Student Hands: Ruth Gruber’s Legacy”

An Interdisciplinary Workshop for Middle and High School Educators
Focusing on Visual Arts, and Social Studies

Sunday, November 12, 2017, 1:00 p.m. – 4:00 p.m.

- | | |
|------------------|--|
| 1:15-1:30 | Registration Check-in & Light Refreshments |
| 1:30-1:45 | Welcome and Overview of JMOF-FIU: Susan Gladstone, Executive Director |
| 1:45-1:50 | Introduction of Workshop Format: Chaim Lieberperson, Museum Educator |
| 1:30-1:50 | Tour of <i>RUTH GRUBER: PHOTOJOURNALIST</i> |
| 1:50-2:00 | Break |
| 2:00-2:50 | Keynote Presentation: <i>“7 Years of Instagram: Will the Revolution begin on a touch Screen?”</i> This interface is proven to attract the younger generation with 90% of the 150 million users under the age of 35. What are the implications for verifiable events? For social intercourse? For curriculum and traditional modalities, the posted representations portray? Our expert facilitator recounts the birth, current life and potential for the impact of who and how images are transmitted to the community. |
| 2:50-4:00 | Collaborative Lesson Planning Opportunity:
Participants will work together in small groups to “Design Viral Photojournalist Campaigns.”
The “Social Good” intent of the campaign will reflect personal, cultural, school, and civic values. The activity will be based on information from the workshop. The group presentation, in a creative format (e.g. storyboard sketch, draft photos, skit, poster, other modality), will include a lesson plan for a project your students can create individually or in groups. An appropriate rubric to evaluate skills, application and educative value will be required. |
| 4:00-4:20 | Participants will share their group projects to assess effectiveness and discuss ways to apply the concepts to best practice across subject areas and grade levels. |
| 4:20-4:30 | Closure: Raffle Prizes are awarded and final instructions for credit. |



REGISTRATION FORM

PROFESSIONAL DEVELOPMENT WORKSHOP

“Viral Potential in Student Hands: Ruth Gruber’s Legacy”

An Interdisciplinary Workshop for Middle and High School Educators
Focusing on Visual Arts, and Social Studies

Sunday, November 12, 2017, 1:00 p.m. – 4:00 p.m.

NAME _____

SCHOOL AFFILIATION _____

ADDRESS _____

CITY _____ ZIP _____

DAY PHONE _____ EVE _____

CELL _____ EMAIL _____

WORKSHOP is FREE

For Miami-Dade County Public School Educators: To earn (4) Master Plan Points, register online under the Visual Arts, workshop title: Viral Potential in Student Hands: RG Legacy, AND ALSO submit this Registration Form to the Museum.

Raffle Drawings will be held for: 1). Free Museum Membership; 2). Museum Store Gift Certificate; 3). Free bus for “Field Experience” for youth group tours.

Please send your completed form and payment by *November 3, 2017* to:

Jewish Museum of Florida-FIU,
301 Washington Avenue, Miami Beach, Florida 33139
or via e-mail: clieberp@fiu.edu or fax: 305-672-5933.

Interested in “Field Experience” Youth Reservations? Call Chaim Lieberperson, Museum Educator 786-972-3187.