



# Introduction to and Applying the Dóchas Code of Conduct

## On the use of Images and Messages

**Duration:** 2 days

**Date:** 8 & 9 March 2010

**Venue:** Kimmage Development Studies Centre, Dublin

**Cost:** €40 per day (Int'l Development Community Rate)

### Course Aim and Objectives

It is expected that participants will gain a greater understanding of and familiarity with the issues surrounding the use of Images and Messages in a development-related context and that they will be able to apply the principles laid down in the code of conduct in their work. Specifically the course aims:

- To develop participants' understanding of the use of images and messages
- To explore the significance of images and messages on a personal level and within the context of the Dóchas Code of Conduct on Images and Messages.
- To further understand the significance and practical application of the guiding principles of the Code of Conduct.
- To consider strategies for implementing the Code within organisations
- To enable participants to be able to apply the Code in a practical way

### Course Content

- Introduction to development representations and the use of images and messages in development
- Exploring examples of development images and messages, their purposes and effects
- Introduction and case study work on the Dóchas Code of Conduct
- A southern perspective on images and messages
- Organisational good practice on the use of images and messages
- Hands-on exercises in how to apply the Code

Who should attend?	Notes
This is relevant to all staff working in development, particularly those involved in writing and reporting; for communications, development education, marketing and fundraising personnel, and those who make public presentations	Participants are encouraged to read the Dóchas 2006 code of Conduct of Images and Messages ( <a href="http://www.dochas.ie">www.dochas.ie</a> ) before attending the course

### Short Bio of Facilitator

**Eilish Dillon** is a development activist and educator. She is a lecturer at the Kimmage Development Studies Centre and facilitates many courses in development issues, most recently for Dtalk. She has undertaken research/work in Southern Africa; Zimbabwe and South Africa and participated in solidarity work in Central America. She is a former Chair of both Comhlámh and Banúlacht.

### Facilitating Organization

**Dtalk** is a Training and Learning programme, supported by Irish Aid, for civil society development workers. The programme is managed by a consortium led by the Kimmage Development Studies Centre (KDSC). The other members of the consortium are the International NGO Training and Research Centre (INTRAC- UK), MDF Training and Consultancy (MDF- The Netherlands) and the Danish Association for International Cooperation (MS-TCDC Tanzania). **KDSC** is the lead agency for this course.

**To book a place or for further information contact:**

**Website:** [www.dtalk.ie](http://www.dtalk.ie)

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