

Продвижение онлайн курсов

Инесса Роман-Погоржельская

Региональный менеджер по работе с партнерами

28,000,000+

Зарегистрированных учащихся

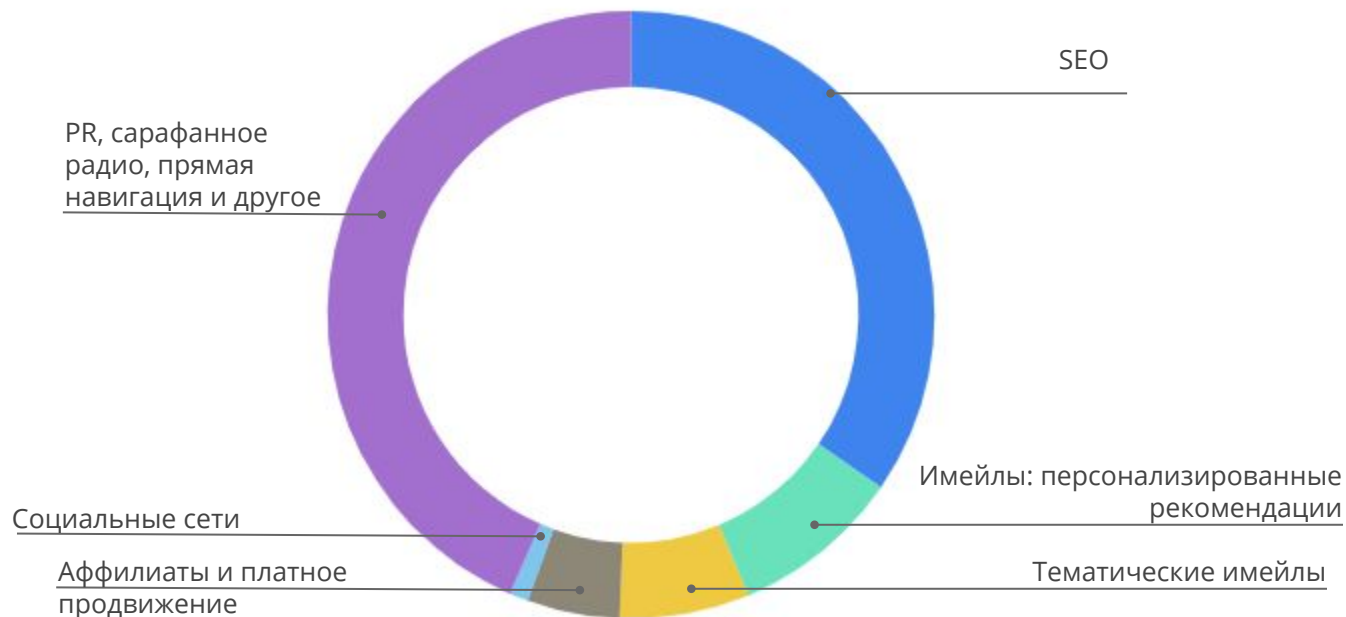
76%

За пределами США

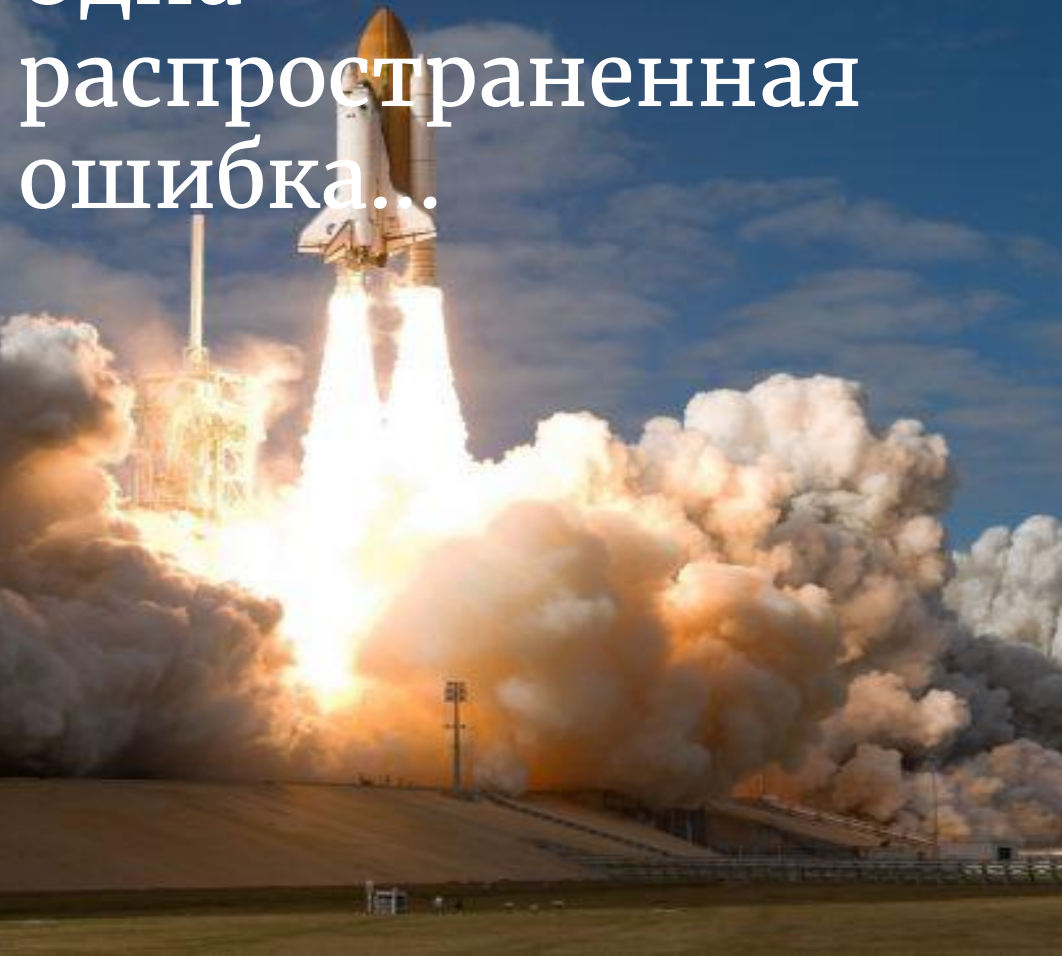
500,000+

Учащихся присоединяются каждый месяц

Откуда приходят учащиеся



Одна
распространенная
ошибка...



3 ключевые стадии развития курса

- До запуска
- Запуск
- После запуска



The MoMA logo consists of the letters "MoMA" in a bold, white, sans-serif font, centered on a solid black rectangular background.

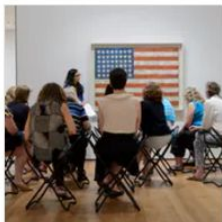
MoMA

The Museum of Modern Art

The Museum of Modern Art is a place that fuels creativity, ignites minds, and provides inspiration. With extraordinary exhibitions and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present, the established and the experimental. Our mission is helping you understand and enjoy the art of our time.



[In the Studio: Postwar Abstract Painting](#)
Starts Mar 24, 2017



[Art & Ideas: Teaching with Themes](#)
Starts Apr 03, 2017



[Art & Inquiry: Museum Teaching Strategies For Your Classroom](#)
Started Mar 20, 2017



[Seeing Through Photographs](#)
Started Mar 20, 2017



[透过摄影看世界](#)
Started Mar 20, 2017



[Art & Activity: Interactive Strategies for Engaging with Art](#)



[Modern Art & Ideas](#)
Started Mar 20, 2017



Tiered launch plan for unique audiences

Pre-Launch

All-Staff

Stakeholders e.g. MoMA Trustees, The Photography Council, Friends of Education, Trustee Committee on Education, International Council

Instagram

MoMA Members

Press

Featured artists

Launch

MoMA Coursera.org community

MoMA newsletter subscribers

General Public

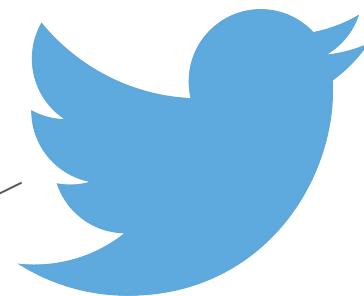
#seeingthroughphotographs



2.4M



180 тыс.
АКТИВНЫХ
УЧАЩИХСЯ



3.3M



1.9M



72K



▶ 39,436 views

themuseumofmodernart 📺 Learn to take a close and critical look at photographs with our new free online course. #SeeingThroughPhotographs uses works in MoMA's collection and interviews with artists, curators, and scholars to explore what a photograph is and the many ways in which photography has been used throughout history and into the present day. Tap the link in our profile to watch videos featuring artists @vikmuniz, @katygrannan, and others, and register for the course on coursera.com. Here, artist @hankwillisthomas talks about why he first got into photography.



themuseumofmodernart
Estádio Do Maracanã - Rio De Janeiro - ...



♥ 11,366 likes

themuseumofmodernart I have dedicated a life trying to understand images capable of simultaneously play for and against the viewer's



♥ 10,654 likes

themuseumofmodernart Although the moon isn't visible in this photograph by Eugène Atget, its presence and appeal are implied. The crowd gathered in Paris's Place de la Bastille on April 17, 1912 was observing a #solareclipse like the one happening tonight. Atget, rather than recording the astronomical event itself, turned his attention to its spectators. Though Atget made more than 8,500 pictures of Paris and its environs in a career that spanned over thirty years, this photograph is an unusual example that focuses on a crowd of people. 📺 Learn to take a close and critical look at photos with #SeeingThroughPhotographs, our new free online course on Coursera. Tap the link in our profile to get started. [Eugène Atget. "Pendant l'éclipse." 1912. The Museum of Modern Art, New York]



Although taking, sharing, and viewing photographs has never been easier, how can we truly understand photography and its nearly 180-year history? To tackle this question, MoMA is delighted to share [Seeing Through Photographs](#), our first free online course for general audiences, available on Coursera.

The course encourages participants to look critically at photographs through the diverse ideas, approaches, and technologies that inform their making. Original course content includes dynamic conversations, studio visits, and a close look at works from MoMA's collection.

Seeing Through Photographs

Curator Sarah Meister speaks with artists and scholars to reveal the many different factors that inform the making of a photograph. Learn more in our new, free online course: <http://bit.ly/1SUecHG>



Seeing Through Photographs

The Museum of Modern Art
18,359 views • 5 months ago

CC



Nicholas Nixon | The Brown Sisters

The Museum of Modern Art
24,867 views • 5 months ago

CC



Hank Willis Thomas | Unbranded

The Museum of Modern Art
3,749 views • 5 months ago

CC



Katy Grannan | Boulevard

The Museum of Modern Art
2,607 views • 5 months ago

CC



Vik Muniz | Equivalents (The Museum of Modern Art)

The Museum of Modern Art
3,850 views • 5 months ago

CC

Published on Feb 10, 2016

Ads, both vintage and contemporary, are a source of fascination for artist Hank Willis Thomas. In his series UNBRANDED, Thomas appropriates ads targeting black consumers and strips them down to reveal their stereotypes and assumptions.

Enroll in MoMA's new, free online course, "Seeing Through Photographs": <http://bit.ly/1KANpxB>

Subscribe for our latest videos: <http://mo.ma/subscribe>

Explore our collection online: <http://mo.ma/art>

Plan your visit in-person: <http://mo.ma/visit>

[#art](#) [#moma](#) [#museum](#) [#modernart](#) [#nyc](#) [#education](#) [#artist](#) [#photography](#)

MoMA PRESS

**THE MUSEUM OF MODERN ART LAUNCHES THE FREE ONLINE COURSE
SEEING THROUGH PHOTOGRAPHS, BEGINNING FEBRUARY 10 ON COURSERA**

**Six-Session Massive Open Online Course (MOOC) Explores 180 Years of Photography through
MoMA's Collection**

**Original Content Features Works by 48 Artists and Includes Short Films and Inside Views of
Artists' Studios and Processes**

Original course content includes dynamic conversations, artist studio visits, and a close look at works from MoMA's collection, and features:

Six short films featuring **Katy Grannan, Marvin Heiferman, Vik Muniz, Nicholas Nixon, Hank Willis Thomas, and Sarah Meister**

Four video conversations featuring *New Photography 2015: Ocean of Images* artists **Ilit Azoulay, Lucas Blalock, David Horvitz, and Anouk Kruithof**

16 audio slideshows featuring interviews with artists **Tina Barney, Iñaki Bonillas, Harrell Fletcher, Mike Mandel, Susan Meiselas, Nicholas Nixon, Walid Raad, Martha Rosler, Thomas Ruff, Carrie Mae Weems, and Akram Zaatari**, and curators **Sarah Meister, Roxana Marcoci, Quentin**

Photographs

[View as learner](#)[Content](#)[Grading](#)[Scheduling](#)[Messages](#)[Announcements](#)[Programmed](#)[Analytics](#)[Settings](#)[Groups](#)

- ▶ Meet up at MoMA is at capacity Jan 05, 2017
- ▶ Meet up at MoMA Jan 04, 2017
- ▶ Photography at MoMA and more Dec 19, 2016
- ▶ Being Thankful Nov 24, 2016
- ▶ Seeing Through Photographs... in Rio de Janeiro! Sep 27, 2016
- ▶ Behind-the-Scenes Event Happening Tonight on Facebook LIVE Jul 13, 2016
- ▶ Tune in to MoMA LIVE! Behind-the-scenes live stream happening 7/13 Jul 11, 2016
- ▶ Reminder: Sarah Meister is on Quora today! Jun 27, 2016
- ▶ Join Sarah Meister on Quora Jun 23, 2016
- ▶ Katy Grannan is taking over MoMA's Instagram May 09, 2016
- ▶ This Saturday at MoMA! Explore new photography during a special after-hours, half-price viewing

Photographs

[View as learner](#)[Content](#)[Grading](#)[Scheduling](#)[Messages](#)[Announcements](#)[Programmed](#)[Analytics](#)[Settings](#)[Groups](#)

Hello, everyone. Thank you once again for your continued interest in Seeing Through Photographs. Our team at MoMA is working on developing more opportunities for us to connect, both in person and online, and I'm delighted to announce the next one!

On Thursday, September 29, I will be giving a talk with my colleague Iatã Cannabrava in conjunction with an exhibition he organized of Brazilian modernist photography at the historic Paço Imperial in Rio de Janeiro (Rua 1º de Março, 19). The talk will take place from 6 to 7:30pm, and is free and open to the public. Tickets will be given out beginning at 5pm on Thursday, and there will be live simultaneous translation if you'd prefer to listen in Portuguese.

Iatã and I will be talking about the exhibition "Moderna para Sempre" (Forever Modern), and I will also discuss some of our current projects at MoMA that revolve around this work. As some of you might remember, when Vik Muniz took over MoMA's Instagram account in March in conjunction with Seeing Through Photographs he posted many terrific photographs from this era.

So for those of you who might happen to be in Rio later this week, I look forward to the opportunity to see you in person, and for those who can't be there, I promise we'll find other ways to connect in the coming weeks and months.

Sarah Meister

PS if you'd like to read more about the event, or perhaps share it



MoMA The Museum of Modern Art was live.

July 13 at 5:47pm · 🌐

WATCH LIVE! Curator Sarah Meister takes us on an after-hours tour of photography by Richard Avedon, Diane Arbus, and NASA astronauts.



22K Views

👍 Like 💬 Comment ➦ Share



Sarah Meister

FOLLOWS YOU

Curator, Department of Photography, MoMA

Sarah Meister is a Curator in the Department of Photography at The Museum of Modern Art and the lead instructor for the online course Seeing Through Photographs.

There are many things I love about b... [\(more\)](#)

Unfollow 846

Turn On Notifications Message LinkedIn



Feeds

Answers 10

Questions 0

Posts 0

All Activity

10 Answers

Most Recent / 30-Day Views

Do you feel that with technology photography has lost its relevance?



Sarah Meister, Curator, Department of Photography, MoMA

10.9k Views · Most Viewed Writer in Photography

Views on Sarah's Answers

1,304,917
↑ Last 30 Days

1,304,917
All Time

Highlights

Published Writer
The Huffington Post

Most Viewed Writer
Photography

Sessions
Jun 2016

About Sarah

[View More](#)





themuseumofmodernart

MoMA The Museum of Modern Art >



0:59



269,051 views · Liked by madeleinejane813 and lalipops

themuseumofmodernart Ever wondered how Agnes Martin balanced perfection and imperfection in her gridded compositions, why Jackson Pollock was dubbed "Jack the Dripper," how Mark Rothko sought to make viewers cry, or what a Willem de Kooning painting sounds like? Sign up for "In the Studio: Postwar Abstract Painting," MoMA's newest free online course—now open for enrollment at mo.ma/coursera.



YouTube



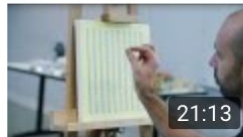
IN THE STUDIO

The Museum of Modern Art

Learn the techniques of the modern masters with these tutorials from The Museum of Modern Art, wit...



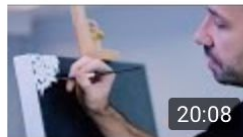
16 videos · 1,077 views · 1 hour, 12 minutes



How to paint like Agnes Martin | IN THE STUDIO

The Museum of Modern Art

21:13



How to paint like Yayoi Kusama | IN THE STUDIO

The Museum of Modern Art

20:08



How to stretch a canvas | IN THE STUDIO

The Museum of Modern Art

6:38



How to paint like Jackson Pollock



Спасибо

Вопросы?

inessa@coursera.org