Photojournalism/Digital Image
JOUR 3526-001
Semester/ Year: Spring/2012
TR 8:00 – 10:15 am. Room 202, Meeman Journalism Bldg.

Instructor: Jay Adkins
Email jay@jayadkinsphotography.com
Cell: 901-679-1162
Office hours: Before or after class period

COURSE REQUIREMENTS

COURSE DESCRIPTION:
Photograph as narrative; see, interpret and capture images that communicate information and have meaning and storytelling power; manipulation of digital media with software for use in broadcast, web and print; ethical problems related to digital manipulation.

PREREQUISITE:
JOUR 2121.

REQUIRED SOFTWARE:
1.   *Photoshop CS5*
Note: You may purchase the Photoshop CS 5 software at a student's discounted price from educational software vendors. A free 30-day trial is available for download for the Macintosh or PC platform.

TEXTBOOKS:
Digital Photography Masterclass by Tom Ang*, and *Photoshop CS5 for Dummies* by Peter Bauer (2010). Published by Wiley Publishing.

COURSE REQUIREMENTS:
1. One Flash Drive (also called Thumb Drive or Jump Drive) (At least 2GB capacity)
2. A working digital camera capable of manual manipulation of all features, including, but not limited to: exposure, ISO, white balance and image quality. Ideally the camera should be less than three years old (10 to 12 megapixels) with a 3 to 5 X **optical** zoom, and have all original cables and instruction book available. **Any question about the suitability of a camera for the course should be brought to the instructor's attention during the first class meeting.**

GRADING:
1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy:
   A=Outstanding work that would serve as an example of the highest quality;
   B=Good to excellent work that exceeds requirements;
   C=Satisfactory work that adequately meets requirements;
   D=Barely satisfies minimum requirement and is below average quality;
   F=Unsatisfactory work that does not meet minimum requirements.
3. Grades will consist of 40% on the first half assignments, 40% on the individual project, and 20% on class participation. Attendance is highly recommended on both the lecture

night and critique night*. You will get two grades for each assignment, one for content, and the other for quality. I will email you your grades after each assignment.

OTHER ISSUES:

1. All projects are mandatory and must meet the deadline specified.
   Late work may be downgraded. **Work more than two weeks late will only be accepted under special circumstances, such as serious illness. Family emergencies will require an explanation in writing.**
2. Photographs without captions will not be accepted.

JOUR 3526-001
Class Schedule for Spring 2012

Tuesday	Thursday
01/10	**01/12**
(Classes begin on 12th)	The Camera*
	The Computer
01/17	**01/19**
The Digital Camera*	PhotoShop: Cropping and Sizing**
From the camera to the computer	Lighting and Contrast**
01/24	**01/26**
Feature Photography*	*Test assignment due.*
Photoshop: Burning/Dodging**	PhotoShop: More Tools**
01/31	**02/02**
Portrait/Personality Photography*	**Feature Photos Due**
Gathering Cut-line Info	PhotoShop: **
02/07	**02/09**
Food/Fashion Photography*	**Portrait/Personality Photos Due**
Photoshop: Color Correction**	PhotoShop (yes, even more)**
02/14	**02/16**
Sports Action/Feature Photography*	**Food/Fashion Photos Due**
PhotoShop: Special Effects**	PhotoShop*
02/21	**02/23**
Spot News/News Photo*	**Sports Action/Feature Photography Due**
Editing/Layout	
02/28	**03/01**
Documentary Photography*	**Spot News/News Photo Due**
History of Photojournalism	
03/06	**03/08**
Spring Break	**Spring Break**

03/13
Feature Picture Story/News Picture Story
Photojournalism Law/Ethics in photography

03/15
Documentary Photos Due
Final Project Ideas Due

03/20
Intro into video shooting
Composition

03/22
Feature Picture/News Picture Story
Photos Due

03/27
Video Editing using iMovie
Sound, Lighting

03/29
Video Editing using iMovie
Video formats

04/03
Feature/News Story using multi-media
Web Publishing for stills and video

04/05
Multi-media in today's market

04/10
TBD

04/12
Multi-media Feature/News Story due
Working on Final Projects

04/17
Working on Final Projects

04/19
Final Projects due (half of class)

04/24
Final Projects due (other half of class)

05/01
Exam (final projects might serve as exam)

May move final projects due to last day of class.

* Digital Photography Masterclass

** Photoshop for Dummies

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR J3526:
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understanding concepts and apply theories in the use and presentation of images and information.

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communication professions in which they work.

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):
- Learn the basic elements of digital cameras – their capabilities and limitations
- Learn to think visually and tell the story in visual terms
- Understand spatial relationships, including the importance of depth, scale and the elimination of distracting elements
- To understand the relationship of people to their situation and surroundings as well as to be able to read their body language in order to capture insightful, significant movements
- To work within the digital computer framework and process images to their maximum potential while taking care not to alter fact or otherwise create unethical representations

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):
- Complete a series of photographic assignments which include people in various news and feature situations both posed and candid
- Demonstrate the ability to capture and process an image with a digital camera to make it suitable for publication
- Demonstrate proficiency with image editing software
- Create a photographic narrative with a series of still images

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET IN JOUR3526:
Application:

This class has been divided up into two sections, one for lecture, and one for lab, i.e. computers. Tuesday will be spent in lectures, instructions, discussion of photo assignments, and general conversation. Thursday will be used to critique your work, and for you to work on all your photographs using the computer. This will be a good opportunity to use the time to "develop" your photographs.

The first part of the semester will be used to familiarize yourself with the digital cameras and the computers. You will learn Photoshop in processing your photographs. You will be given specific assignments to photograph. Of the (7) seven still assignments. You must complete (5). In addition you will be given one video or multimedia assignment. You must complete that assignment.

You will need to turn in at least 4 (four) photographs for each of the still assignments, complete with cutline information, on a cd or jump drive for each assignment you choose. I would like them printable quality, in other words, good enough to print in a publication or on a printer. Each photo should be at least 300 dpi, with approximate measurement of 5x7 inches. Work in RGB mode.

The second part of the semester will be used to work on an individual project, one assignment. At the end of the semester, you will present at least 6 (six) photos to the class or one multimedia presentation. You must get your final project approved.

PROFESSIONAL VALUES AND COMPETENCIES FOR THE JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to
- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR THE JOURNALISM PROGRAM:
The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

EMAIL:
You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:
You must turn them off during class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.
"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:
You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:
All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.