

## **Photojournalism/Digital Image**

JOUR 3526-001

Spring/2015

MW 9:10-11:25am

Instructor: Jay Adkins

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Cell: 901-679-1162

Office hours: Before or after class period

212 Meeman

### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION:**

Understanding the photograph as narrative; learning to 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. One lecture hour, four laboratory hours per week.

#### **PREREQUISITE:**

JOUR2121

#### **TEXTBOOKS:**

*Digital Photography Masterclass* by Tom Ang

#### **COURSE REQUIREMENTS:**

The use of a digital single lens reflex (DSLR) camera is required in this course. The Department of Journalism has provided cameras with 30-55mm lenses for students in this course. Cameras are limited to a 24-hour checkout. Students may use their own DSLR cameras with approval from the instructor. Lost, stolen, or broken cameras and equipment will be the financial responsibility of the student; the Department of Journalism will put a financial obligation hold on your registration until the camera/equipment is replaced. Cameras and equipment must be returned on time. Failure to return a camera on time will result in penalties deemed appropriate by the instructor. Students with unreturned/broken cameras will receive a grade of 0/F until the financial obligation is met. Cameras can be checked out through the Journalism Office, Meeman 334.

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. YOU MUST HAVE A CAMERA. Cell phones will not be accepted.**

*\*The Department of Journalism has purchased 20 Nikon DSLR cameras for students to check out for assignments. Details will be provided in class. You WILL be expected to understand how to shoot with a DSLR. Most assignments require the use of a DSLR camera.*

#### **CLASSROOM FORMAT:**

Lecture with access to lab computers for editing

**GRADING:**

- A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
- 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.

How you will be graded. Students will receive up to 100 points each for each photo assignment, 100 points for the video/multimedia assignment, 100 points for the final project, and 100 points for class participation. There is also the possibility of a written/oral final exam.

Each photo assignment will be graded according to adhering to the required content as well as the overall quality of the work. Effort is key in this class. Photography is a learned art and takes time to master so each student will be graded, not in comparison to other students' work, but on their own individual effort, and their adherence to the assignment guidelines, which will be apparent.

There will be no dropped grades. You must complete each assignment. Please note that there are no due dates for a couple of assignments, which means there could be IN CLASS assignments turned in the same day.

**ATTENDANCE & CLASS CONDUCT FOR JOUR3526**

- Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. The University's policy for excused absences apply to this course.
- Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy.
- Attendance will be determined by signing the daily sign-in sheet for the course.

**TENTATIVE TIMETABLE:  
Class Schedule for Spring 2015**

**Monday**

**01/19**

MLK Day

**01/26**

How A Camera Works

*First Assignment*

**02/02**

More on the camera - white balance, ISO

First Assignment Due (1)

Photoshop: Color Correction

**02/9**

More on the camera - depth of field

**02/16**

Feature Assignment Due (2)

Photoshop: levels and curves

**02/23**

Marketing Assignment Due (3)

**03/02**

Sports / Action Photography

The idea of shutter speed

*FINAL ASSIGNMENT IDEAS DUE*

**03/09**

Spring Break

**03/16**

Sports/Action Photography

Portrait Assignment Due (4)

*Fifth Assignment*

**03/23**

Ansel Adams / landscapes

Sports Assignment Due (5)

**03/30**

**Revisiting Features**

Photojournalism Law/Ethics in photography

**04/06**

Landscape Assignment Due (6)

**Wednesday**

**01/21**

Welcome to Class

**01/28**

Lighting and Contrast

The idea of composition

**02/04**

Feature Photography

GET THE SHOT

*Second assignment - feature*

**02/11**

The idea of a Workflow

**02/18**

Product/Marketing Photography

Styling images for marketing / publication

*Third Assignment*

**02/25**

Video production with Adobe Premiere

**03/04**

Portraits

Telling a story in one shot

*Fourth Assignment*

**03/11**

Spring Break

**03/18**

Documentary Photography

History of Photojournalism

**03/25**

possible guest speaker

**04/01**

Final Project Reviews

**04/08**

TBD

**04/13**  
Video Editing using Premiere

**04/15**  
Premiere Project Due (7)

**04/20**  
Feature/News Story using multi-media  
Web Publishing for stills and video

**04/22**  
free day to work on final

**04/27**  
FINAL PROJECT PRESENTATION

**04/29**  
FINAL PROJECT PRESENTATION

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

### **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 <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific 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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

### **ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic

dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. 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 to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

**AP STYLE AND GRAMMAR:**

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**FIVE PILLARS OF JOUR3526**

- *Professionalism:* Students learn the professional standards and routines of the photography industry by discussing and preparing photo projects, using DSLR and video cameras, and learn industry vocabulary. Students learn the ethical guidelines for editing photographs for photojournalism, as well as for other forms of mass communication. Students learn legal issues associated with photography and videography. Finally, students will develop a professional portfolio of their photographic and video work.
- *Writing:* JOUR3526 addresses writing skills related to outlines and descriptions. In addition, students write artist statements for creative work.
- *Multimedia:* Students prepare photographic media for print, web and digital applications, and video media for web, television and digital applications.
- *Critical Thinking:* Students must demonstrate an understanding of the audience that will consume visual work, and explain this connection in artist statements.
- *Media Literacy:* JOUR3526 addresses media literacy by exposing students to the vocabulary and tools of media production. Students learn how visual media is researched, planned, and created visually through multiple photographic projects.

**ASSESSMENT****PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3526:**

- 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;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

**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 communicate 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 presentation
- Demonstrate proficiency with image editing software
- Demonstrate the ability to capture and process video with a digital camera to make it suitable for presentation
- Demonstrate proficiency with video editing software

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

This class is designed to develop the skills needed to capture and edit digital images.

*Awareness:*

- Becoming aware of photo and video development and ethics of visual communication.

*Understanding:*

- Process of photography and editing, including the presentation requirements for multiple media.

*Application:*

- Creation of at least five photo projects addressing different strategies in photography; creation of at least two video projects addressing video capture and editing; to show proficiency in Adobe Photoshop and Adobe Premiere.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR 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 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.