

**Advanced Photojournalism**

JOUR/ART 4526-001

Fall 2018

5:30-8:20 p.m., MW

ACB 152

Prof. Jim Weber

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Advanced skills and photojournalism techniques for online and publication photography; emphasis on portraiture, sports, features, and general news.

**PREREQUISITE:**

JOUR3526

**CLASS INSTRUCTION:**

JOUR4526 builds upon the skills taught in JOUR3526, leading to proficiency in critical thinking, application of advanced photography skills, and editing techniques used in visual story telling.

This course is designed to advance the understanding of photography and editing techniques. Students will learn about general news photography, portraiture, features, sports photography, and picture stories. Students are required to complete multiple activities and projects throughout the semester which will be combined into a final portfolio. The activities reinforce principles of the software and photography techniques. The projects allow students to work creatively for various applications of photography skills. The final portfolio will combine all the skills learned throughout the class into a practical representation of the student's ability.

**Required Reading:**

- Kobre, Kenneth, *Photojournalism: The Professionals' Approach*; 6th edition (*This is the only required text and must be purchased.*)

Any other reading materials will be provided as handouts, in PDF format or links and will be updated throughout the semester.

**REQUIRED SOFTWARE:**

Adobe Photoshop CC

Note: You may purchase Photoshop on a month-to-month basis from [Adobe.com](http://Adobe.com).

**OTHER REQUIREMENTS:**

One Flash Drive (At least 16GB capacity)

**GRADING:**

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

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

**Grade Distribution:****Assignment Point Value**

Photo Assignments (8)	30 pts. each (total 240 pts.)
Midterm Test	30 pts
News Assignments (3)	10 pts. each (total 30 pts.)
Picture Story Proposal	30 pts.
Picture Story	70 pts
Final Portfolio	100 pts.
Class Participation	50 pts.

A = 495-550 pts.

B = 440-494 pts.

C = 385-439 pts.

D = 330-384 pts.

F = < 330 pts.

**READING DISCUSSION, QUIZZES, AND CLASS PARTICIPATION:**

Class participation and discussion is an important part of this course with reading assignments as a key component to begin the discourse. As such, quizzes may be given following a reading assignment to evaluate comprehension of the material. These will be folded into an overall class participation score for the course which will constitute a substantial part of the overall grade. A test will be given midway through the term covering reading material and discussion in the first half of the course.

**ASSIGNMENTS:**

Weekly assignments will be given meant to build experience in the different areas of photojournalism, storytelling, and technical skills covered in class. These assignments will be the core of the course and the final grade will reflect this. Deadlines for the various assignments must be met, but each assignment may be resubmitted any time after the original but before the due date of the final portfolio. Submissions must be JPEGs with a minimum of 12 inches along the largest dimension at a resolution of 300 pixels/inch. The files should not exceed 6MB. Complete captions are mandatory for each photo written in the IPTC field in Photoshop along with the photographer's credit and the date the photo was shot. Ethical guidelines as defined by the NPPA code of ethics must be followed when shooting and submitting assignments or the assignment will receive a grade of 0.

**CLASS PORTFOLIO:**

A final portfolio for the class will consist of images fitting the categories covered in class, a final picture story of at least 7 images (not exceeding 15), and a short video. The final portfolio is meant to demonstrate skill in the different areas of photojournalism so it must contain at least one image to fit each category but may contain more (not exceeding 15 images.)

**PORTFOLIO:**

- All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.
- Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.
- Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.
- All portfolios must contain the following items:
  - Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
  - A current résumé
  - A personal profile
  - Contact information/means of contact
  - Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to create a section on your portfolio site for the multimedia work you've completed for JOUR 4526. We will take time in class for you to update your site.

## **ASSIGNMENT FORMAT:**

- All assignments are to be submitted electronically via eCourseware.
- Each assignment will come with unique formatting guidelines.
- Be sure to follow these guidelines exactly. Work that does not comply with these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.
- All work must be printed and turned in the day of class.
- All weekly photo assignments can be resubmitted any time before the final portfolio for a revised grade. However, all original deadlines must be made or the assignment will receive a grade of 0.
- Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments. Students are also encouraged to reshoot assignments for an improved grade before the final portfolio is due.

## **SCHEDULE**

*Schedule and syllabus are subject to change based on the needs of this class.*

### **WEEK 1** **(8/27,29)**      **Introduction Photojournalism: photographing people**

- Overview of tools used for class
  - Visit <http://www.nppa.org> for discussion about photo categories.
  - Technical focus - simple portrait lighting demo (studio)
- Reading for Monday 8/27
  - *Photojournalism*, Chap. 15 "Ethics" (pp 399-409 and pp 428-436)
  - *Photojournalism*, Chap. 16 "Law" (pp439-458)
- Photo Assignment #1 – Portrait part I: Simple Mugshot (Due 9/03)

### **WEEK 2** **(9/3,5)**      **People and Their Environment**

- Edit mugshot assignment and class critique
- Review Adobe CC and computer usage
- Captioning discussion
- Technical focus - location lighting demo
  - Reading for Monday 9/3
    - *Photojournalism*, Chap. 5 "Portraits"
    - *Photojournalism*, Chap. 9 "Lighting"
  - Photo Assignment #2 – Portrait Part II: Environmental Portrait (Due 9/10)

**WEEK 3**  
(9/10,12)

**Feature Pictures Part I**

- Edit, tone, and submit environmental portrait assignment
- Class critique
- Technical focus – composition demo
  - Reading for Monday 9/10
    - *Photojournalism*, Chap. 11 “Photo Editing”
    - *Photojournalism*, Chap. 4 “Features”
  - Photo Assignment #3 – Pictorial Feature (Due 9/17)

**WEEK 4**  
(9/17,19)

**Feature Pictures Part II**

- Edit, tone, and submit pictorial feature assignment
  - Class Critique
  - Technical focus – Lens selection
  - Reading for Monday 9/17
    - *Photojournalism*, Chap. 8 “Camera Bag”
- Photo Assignment #4 – Action Feature (Due 9/24)

**WEEK 5**  
(9/24,26)

**Assignments**

- Edit, tone, and submit action feature assignment
- Class Critique
- Introduction to Photo Story project requirements
- **Wednesday TEST on reading material up to this point**
  - Reading for Monday 9/24
    - *Photojournalism*, Chap. 1 “Assignment”
    - *Photojournalism*, Chap. 11 “Photo Story”
  - Written Assignment #1 - Three event assignments to be shot between 10/9 and 10/22 (Due 10/8)
  - Written Assignment #2 – Picture Story Proposal (Due 10/8)

**WEEK 6**  
(10/1,3)

**Sports Action**

- Guest photographer (Mark Weber) – Discussion and critique of picture story proposals
- Guest photographer (Mark Weber) – Sports Action
- Reading for Monday 10/1
    - *Photojournalism*, Chap. 6 “Sports”
  - Photo Assignment #5 – Sports Action (Due 10/10)

**WEEK 7**  
(10/8,10)

**Sports Feature**

- One-on-one discussion of three event assignments and picture story proposals
- In-Class Studio Time/ Editing
- Edit, tone, and submit sports action assignment
- Class Critique
- Photo Assignment #6 – Sports Feature (Due 10/17)

**WEEK 8**  
(10/15,17)

**General News**

- Discussion topic: newsworthy photos
- Technical focus – overalls, seeing the wider picture
  - Reading for Monday 10/8
    - *Photojournalism*, Chap. 3 “General News”
- Photo Assignment #7 – General News Photo (Due 10/22)

**WEEK 9**  
(10/22,25)

**Filling an Assignment**

- Edit, tone, and submit general news assignment
  - Class Critique
  - Reading for Monday 10/22
    - *Photojournalism*, Chap. 10 “Covering the Issues”
- Technical focus – details, sweating the small stuff
- Technical focus – slide shows for more depth
- Photo Assignment #8 – Filling an Assignment (Due 10/29)

**WEEK 10**  
(10/29,31)

**Picture Story Part 2**

- Edit, tone, and submit filled assignment photo
- Class Critique
- Discussion of requirements for final picture story project
- Photo Assignment #9 – Picture Story (Due 11/19 at the beginning of the class)

**WEEK 11**  
(11/5,7)

**Video**

- Class Critique of Student Picture Stories
- Technical focus – turning good photo skills into good video skills
  - Reading for Monday 9/17
    - *Photojournalism*, Chap. 12 “Sound”
    - *Photojournalism*, Chap. 13 “Video”
- Photo Assignment #10 – News Video (Due 11/12 at the beginning of class)

**WEEK 12**  
(11/12,14)

**Picture Story Part 3**

- Class Critique of Videos
- In class editing of picture story assignment
- Discussion of requirements for final portfolio

**WEEK 13**  
(11/19)

**Ethics Revisited**

- Class Critique of student picture stories
- Revisit ethical considerations with discussion of taste, morality, and sensitivity
  - Reading for Monday 9/17
    - *Photojournalism*, Chap. 15 “Ethics” (pp 409-436)

**WEEK 14**      **Final Project Presentations**  
(11/26,28)

- Final reshoots due at beginning of class Monday 11/26
- Class Critique of student portfolios

**WEEK 15**      **Final Project Presentations**  
(12/3,5)

- Class Critique of student portfolios

**FIVE PILLARS FOR JOUR4526**

- *Professionalism*: Students will develop the skills of a professional photographer through assignments and instruction in business practices.
- *Writing*: Students will write about their photography through captions, scripts, and portfolio pieces.
- *Multimedia*: Students will create multiple photography and video projects.
- *Critical Thinking*: Students must demonstrate an understanding of the skills needed to tell a story through images and video.
- *Media Literacy*: Students demonstrate knowledge of the ways photos and videos can tell stories independently or as part of a larger media package.

**ASSESSMENT**

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4526:**

- 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 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;
- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

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

***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Acquire a technical awareness of skills needed for studio and action photography
- Enhance knowledge of photojournalism techniques
- Understand advanced principles of videography
- Use photos and video to tell a story
- Understand the planning process associated with photo and video production.

***Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):***

- Create multiple photographs from action and studio settings
- Create a video documentary
- Create an interactive photo project for the Web
- Create video for the Web
- Create a portfolio of images

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

***Awareness:***

- Becoming aware of skills and equipment used by photographers and videographers operating as advanced professionals

***Understanding:***

- Understanding the process of shooting and editing photos and videos to tell a story
- Understand the various ways to capture and manipulate images

***Application:***

- Creation of at least five projects that show photo and video expertise
- To show proficiency in software tools

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

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#### **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.

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

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“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 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.

**DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class 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.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

**DIVERSITY:**

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

**WEATHER POLICY:**

Always 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.