

Digital Imaging

JOUR 3526-001

Spring 2017

MW 9:10-11:43

212 Meeman

Instructor: Jay Adkins

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Office hours: Before or after class period

COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Understanding the photograph and video as narrative through photojournalism techniques; learning to see, interpret and capture images that communicate information and have meaning and storytelling power; editing of digital images and video with software for use in broadcast, web and print; legal and ethical issues in photography. One lecture hour, four laboratory hours per week.

PREREQUISITE:

JOUR 2121

TEXTBOOKS:

Photojournalism: The Professionals' Approach, 6th Edition by Kenneth Kobre

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.**

All 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 examples of the student's

work from their courses and / or professional experience and should develop as the student builds skills. Portfolios undergo a final review while students are enrolled in the capstone course for their concentration.

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.

Students will be graded on a 100-point scale for each assignment. The assignments typically will be in the form of photo assignments, which will be then submitted via school dropbox. **The number of assignments can vary, but will include at least one Premiere video submission, a portfolio submission, and one or more on campus, same day, shoots. There will also possibly be a WRITTEN, IN CLASS, exam.**

All undergraduate students are required to develop Students will be required to maintain a running portfolio of their best work in the form of a personal web site. The portfolio must contain samples from your courses and/or professional activities, a current resume, a personal profile, contact information and social media links and content. This site will be reviewed during the semester. **This on-line portfolio will count for part of your grade.**

Each photo assignment will be graded according to adhering to the required content as well as the overall quality of the work. Effort is important 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. That being said - there will be a baseline standard for each assignment, which **MUST** be met for an image to be considered for grading.

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.

TENTATIVE TIMETABLE:

Monday

01/16

MLK Day

01/23

How a camera works
Please take notes

01/30

Light and composition
First assignment handed out

02/06

Depth of field / White Balance / ISO
First Assignment Due in dropbox
Second assignment – news photography

02/13

Editing in Photoshop
Third assignment handed out

Second Assignment due (2)

02/20

Photo gear – lenses and flashes

02/27

Video Production with Premiere
Third assignment due (3)

03/06

Spring Break

03/13

Documentary Photography
History of Photojournalism

03/20

Photographing Children

03/27

Revisiting Features
Photojournalism Law/Ethics in photography

Wednesday

01/18

Welcome to Class

01/25

Workflow / Photoshop / Premiere
Please take notes

02/01

Feature v. News Photography
GET THE SHOT

02/08

Portrait Photography

02/15

Product/Marketing Photography
Styling images for marketing /
publication

02/22

Sports and Action photography

03/01

Landscapes / Nature
Final feature story ideas due

03/08

Spring Break

03/15

On line presence/professionalism

03/22

possible guest speaker

03/29

Final Project Reviews
portfolio review

04/03
Editorial Board review day
(we all look at your portfolio work)

04/05
Photo portfolio due (5)

04/10
Video Editing using Premiere

04/12
TBD

04/17
Lab Day / Possible Written Exam

04/19
TBD

04/24
Finish Premiere Videos

04/26
Last Day / Present Videos

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 cutlines 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.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media 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 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.

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 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.

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 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.

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.