

## **Photojournalism/Digital Image**

JOUR 3526-001

Semester/ Year: Spring 2014

MW 9:10-11:25am. Room 202, Meeman Journalism Bldg.

Instructor: Jay Adkins

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Office hours: Before or after class period

### **COURSE REQUIREMENTS**

#### **CATALOGUE/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:**

JOUR2121

#### **TEXTBOOKS:**

*Digital Photography Masterclass* by Tom Ang, and *Photoshop CS5 for Dummies* by Peter Bauer (2010). Published by Wiley Publishing. \*\*\*\*\* You do not need to purchase Photoshop book prior to first class.

#### **COURSE REQUIREMENTS:**

The use of a digital single lens reflex (DSLR) camera is required in this course. 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 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.

**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.
- My personal attendance policy. Your participation in this class WILL affect your grade. You can miss two classes, after that, you lose a letter grade for each additional miss.
- Your grade for each assignment will be posted in the assignment drop box.
- You will be expected to shoot photos for one graded assignment for the Helmsman.

**TENTATIVE TIMETABLE:**

**JOUR 3526-001  
Class Schedule for Spring 2014**

**Monday  
01/20  
MLK Day**

**01/27**  
How a Camera Works

**02/03**  
More on the camera - white balance, ISO  
**First Assignment Due (1)**  
Photoshop: Color Correction

**02/10**  
**Feature Assignment Due (2)**  
More on the camera - depth of field

**02/17**  
**Portrait Assignment Due (3)**  
Photoshop: levels and curves

**02/24**  
**Food / Fashion Photo Due (4)**  
Photoshop: Special Effects\*\*

DUE

**03/03**  
Workflow

**03/10**  
**spring break**

**03/17**  
Ansel Adams / landscapes

**Wednesday  
01/22**  
Welcome to Class  
BRING A CAMERA

**01/29**  
**Lighting and Contrast**  
The idea of composition  
Frst assignment - seeing light

**02/05**  
**Feature Photography**  
**GET THE SHOT**  
Second assignment - feature

**02/12**  
**Portrait Photography**  
Telling a story in one shot

**02/19**  
**Food / Fashion Photography**  
Styling images for marketing /  
publication

**02/26**  
**Sports / Action Photography**  
The idea of shutter speed  
FINAL ASSIGNMENT IDEAS

**03/05**  
**Sports Action/Feature Photo**  
**Due (5)**

**03/12**  
**spring break**

**03/19**  
Documentary Photography/  
History of Photojournalism

**03/24**  
**Revisiting Features**  
Photojournalism Law/Ethics in photography

**03/26**  
Final Project Reviews

**03/31**  
Intro into video shooting  
Composition

**04/02**  
TBD

**04/07**  
Video Editing using iMovie  
Sound, Lighting

**04/09**  
Video Editing using iMovie  
Video formats

**04/14**  
Feature/News Story using multi-media  
Web Publishing for stills and video

**04/16**  
Multi-media in today's market

**04/21**  
TBD

**04/23**  
TBD

**04/28**  
**final project presentation**

**04/30**  
**final project presentation**

**12/09**  
possible exam

## **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.

### **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 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 FOR JOUR3526:**

This class is conducted in an open, lecture style setting. We will discuss the fundamentals of camera function, the concepts of composition and lighting, the basics of editing, as well as broader subjects such as the differences between fine art and journalistic photography, the use of cell phone cameras and social media, and the role of a photographer in the journalism world.

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. You must complete all of them. In addition you will be given one video or multimedia assignment. You must complete that assignment. There is the possibility of a written exam.

In general, you will need to turn in at least 4 (four) photographs for each of the still assignments, complete with cutline information. Assignments will be posted on line in a drop box, where you will submit your work.

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 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**

**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 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 the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.