

**Photojournalism/Digital Imaging**

JOUR 3526-002

Spring 2014

MW Noon-2:15 p.m.

Meeman 202

Prof. Matt Haught

Office: Meeman 326

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**COURSE REQUIREMENTS****CATALOG/COURSE 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:**

JOUR 2121

**TEXTBOOK:**

Digital Photography Masterclass by Tom Ang

Photoshop CS6 on Demand by Steve Johnson (2012).

**REQUIRED SOFTWARE:**

Adobe Photoshop CS6

Note: You may purchase the Adobe Creative Suite 6 Design Standard (which has Photoshop CS6, InDesign CS6, Illustrator CS6 and Acrobat X Pro from the Adobe.com website at the student's discounted price of \$349.)

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB capacity)

SD Memory Card (At least 8 GB capacity)

**CAMERAS:**

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.

**CLASSROOM FORMAT:**

Lecture with access to lab computers for editing.

Class instruction: This course is designed to introduce digital imaging skills for mass communicators. Students will learn techniques and the principles behind them to execute images for work in the creative industry. Further, students will build a portfolio of work to show potential employers. Some sessions will require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time. Students are required to complete photography and video projects throughout the semester, as well as a final project.

**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	No.	Points	Total
Photo activities	10	10	100
Photo projects	10	50	500
Exams	2	100	200
Final project	1	200	200
Total			1000

Final exam time:

10 a.m.-Noon, Wednesday, May 7

**ATTENDANCE & CLASS CONDUCT**

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. University 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.

Mobile and electronic devices:

The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

**DEADLINES**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will be deducted a letter grade for each day late. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to or on the due date. Work will be collected at the beginning of class, and must be printed and mounted or prepared for presentation before class.

## **DIVERSITY**

Students will be 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. Visual communications created in this course, and in the field, 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.

## **COMPUTER USAGE**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

## **ASSIGNMENT GUIDELINES**

**Writing:** While this is primarily a visual course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide.

**Submissions:** All assignments are to be submitted electronically via eCourseware. Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0. All projects (except the final) can be resubmitted with corrections and revisions one week after it is returned to you. Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

**Academic Integrity and Intellectual Property:** Copyright and intellectual property law are important values in mass communication. You are to complete your own work. Dishonestly will result in an AUTOMATIC grade of 0/F for the course. Plagiarism is considered a form of dishonesty. You are never to use other's work without attribution, nor are you allowed to use other's original ideas without attribution. You are to capture your own photos and video for work in this course, and you must take them during this semester. You may not use photos you have taken previously. You must also create your own graphics, logos or branding. You also are required to obtain model release forms for persons in all of your images (exceptions will be noted). If you choose to incorporate music into a project, you must obtain permission from the music creator.

**CLASS SCHEDULE:**

Class	Content	Due	Readings
Week 1	Introduction		
Mon. Jan. 20	Martin Luther King Day (No Class)		
Wed. Jan. 22	Introduction. What is digital imaging? Using the camera and tripod.		
Week 2	Photography Basics		
Mon. Jan. 27	Lighting. Flash. Shutter Speed. Aperture. ISO.	PA1	Ang 1-3
Wed. Jan. 29	Composition. Rule of Thirds.		Ang 6
Week 3	Digital Darkroom I		
Mon. Feb. 3	Photoshop tools. Metadata.	PP1	Photoshop 1-3
Wed. Feb. 5	Selections. Sizing. Photo files.	PA2	Photoshop 4
Week 4	Photo storytelling		
Mon. Feb. 10	Portraits.	PA3	Ang 4, 14
Wed. Feb. 12	Available Light.	PP2	Ang 7-9
Week 5	Digital Darkroom II		
Mon. Feb. 17	Color correction. Toning. Red eye.	PP3	Ang 5, 10-11, Photoshop 8

Wed. Feb. 19	Effects. Layers.	PA4	Ang 12, Photoshop 5-7, 12-14
Week 6	Creative Photos		
Mon. Feb. 24	Character Study	PP4	Ang 15
Wed. Feb. 26	Photo Illustration.	PA5	
Week 7	Slideshow		
Mon. March 3	Photo Slideshows/Au dio	PP5	
Wed. March 5	Midterm Exam		
Week 8	Spring Break		
Mon. March 10	Spring Break (No Class)		
Wed. March 12	Spring Break (No Class)		
Week 9	Photo Presentation		
Mon. March 17	InDesign Crash Course.	PA6	
Wed. March 19	Headline and Caption Writing.	PP6	
Week 10	Feature Photography		
Mon. March 24	Sports. Food.	PA7	Ang 17, 20
Wed. March 26	Outdoor photos. Flash.	PP7	Ang 16
Week 11	Audio Video tools		
Mon. March 31	Final Cut Pro/iMovie I	PP8	
Wed. April 2	A/V recording guidelines	PA8	Photoshop 20
Week 12	Video Editing		

Mon. April 7	Final Cut Pro/iMovie II	PA9	
Wed. April 9	Videos for Web.	PP9	
Week 13	Mobile Media		
Mon. April 14	Mobile Devices.	PA1 0	
Wed. April 16	Social Media.	PP10	
Week 14	Work week		
Mon. April 21	Freelance work.		
Wed. April 23	Work Day		
Week 15	Finals		
Mon. April 28	Work Day		
Wed. April 30	Final presentations		
Wed. May 7	Final Exam	Final	

NOTE: Schedule and syllabus subject to change. Changes will be discussed in class.

**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