

# **JOU 2950** (sections 02) | Fall 2013

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**“It is through living that we discover ourselves, at the same time as we discover the world around us.” ~Henri Cartier Bresson**

**The objective of this course is to give you a working knowledge of the fundamentals of visual communication, photojournalism and the graphic design of journalistic media. While these skills are crucial to all journalists, they are especially important for page designers, new media designers, videographers, photojournalists and editors.**

**In this class students will:**

- Demonstrate the ability to understand and utilize f/stops and shutter speeds (mid-term, photo assignments)
- Demonstrate the ability to understand and utilize depth of field and capture motion (blur, pan, and freeze) (mid-term, photo assignments)
- Demonstrate the ability to use and apply ethical standards related to the publication of visual images (mid-term, photo assignments, in class exercises)
- Demonstrate the ability to write journalistic photo captions (photo assignments)
- Demonstrate an understanding and application of basic compositional devices and theories (mid-term, photo assignments, in class exercises)
- Demonstrate the ability to shoot basic journalistic images and a basic photo essay (photo assignments, in class exercises)
- Demonstrate the ability to use photo editing and layout software (mid-term, photo assignments, in class exercises)
- Demonstrate an understanding of type (fonts, application, x-height, tracking, kerning and how to combine typefaces) (mid-term, photo assignments, in class exercises)
- Demonstrate the ability to combine photographs, graphics and text in a layout (mid-term, photo assignments, in class exercises)
- Demonstrate an understanding of visual communication and design theory (mid-term, photo assignments, in class exercises)
- Demonstrate an understanding of the design concepts of (1) contrast, (2) proximity, (3) alignment and (4) repetition. (Mid-term, photo assignments, in class exercises)
- Demonstrate, in journalistic decision-making, a sensitivity to diverse cultures and populations (mid-term, photo assignments, in class exercises)

**Academic Dishonesty**

You are responsible for knowing and following the Academic Integrity Standards including, but not limited to what follows.

Standard I.

Eastern students observe the highest principles of academic integrity and support a campus environment conducive to scholarship. Violations of this standard:

1. Conduct in subversion of academic standards, such as cheating on examinations, plagiarism, collusion, misrepresentation or falsification of data.
2. Theft or the unauthorized possession of examinations; alteration, theft, or destruction of the academic work of others, or academic records, library materials, laboratory materials, or other University equipment or property related to instructional matters or research.
3. Submitting work previously presented in another course unless specifically permitted by the instructor.
4. Conduct which disrupts the academic environment; disruption in classes, faculty offices, academic buildings, or computer facilities.

5. Complicity with others in violations of this standard.

**All work you submit must be shot by you, this semester and submitted for this class only (unless you receive permission otherwise)**

**The instructor reserves the right to modify the requirements of this class as necessary to achieve the objectives of this class during the course of the semester.**

**YOU ARE RESPONSIBLE FOR ALL THE EQUIPMENT ISSUED TO AND CHECKED OUT BY YOU.**

**Attendance and class participation:**

- Attendance is expected. You will lose 10 points for each class (up to 100) you are late or unexcused.
- All class work late will drop a minimum of one full class grade. You are expected to contribute to the class by asking questions and participating in class discussions.
- I do not accept assignments via e-mail. Do not expect extra help if you are not willing to come to class and participate.

**Disabilities**

If you need course adaptations or accommodations because of disability, please contact the Office of Disability Services at 581-6583.

**Textbooks:**

Photography, Eighth Edition, by London  
Graphic Communication Today, Fourth Edition, by Ryan & Conover  
A number of handouts will be distributed. It is in your best interest to save these.

**Supplies:**

The Journalism Department will make available a limited number of digital cameras. Use of these cameras is a privilege, not a right. If you misuse, damage, or return a camera late, it may result in the suspension of your access privileges. Fines are assessed by Greg Triad for returning cameras late. **YOU ARE FINANCIALLY RESPONSIBLE FOR THE CAMERA YOU CHECK OUT.**

You will be provided with one USB Flash Drive **YOU ARE STRONGLY ENCOURAGED TO CONSIDER BUYING AN ADDITIONAL USB FLASH DRIVE OR EXTERNAL HARD DRIVE.**

**Assignments:**

You will be given a number of photographic assignments, and a Final photo project. **Assignments are due at the beginning of the class.** In addition, you will be required to do a multiple photo (photo essay) project as your final. This is due at the **beginning of class on the last day of class.** There will be a written mid-term in this class. The final project is your final exam. The final project must be turned in on time. All other assignments drop a full letter grade per day late, or any fraction thereof.

All assignments are listed on aforementioned website and are subject to change as semester progresses.

**Deadline for Photographic Assignments:**

Assignments are due when specified on the day of class on which they are designated as "due". Work submitted late will be penalized one full letter grade. Assignments submitted after the next class day will receive an "F" grade. No exceptions will be made unless pre-approved by this instructor.

**Grades:**

Class Notebook	1@ 100 points	100 pts
Assignments 1-2		100 pts
Assignments 3-8		600 pts
Camera Test		100 pts
Poster: photo/design		200 pts
Final project		500 pts
Midterm		200 pts
Adopt a photographer		100 pts
Attendance		100 pts
Total possible		2,000 pts

There will be one extra credit assignment worth up to +50pts.

Grade scale:

A 100-91%  
B 90-80%  
C 79-70%  
D 69-60%  
F 59-0%

What follows is an approximation of what we will accomplish this semester, make sure to check the class website often for updates and changes.

### Assignments:

Week 1	Class one: Introduction to course Class two: Your brain, your eyes. What makes a good photo?   <b>Assignment 2 given</b>
Week 2	Class one F-Stops and Shutter Speeds, <b>BE HERE!</b> Class two: Blur, Pan, & Freeze, PhotoShop Intro Lab   <b>Assignment 1 given</b>
Week 3	No Class: Labor Day Class two: Photoshop/Printing Lab   <b>Assignment 1 due at end of class</b>
Week 4	Class one: Adopt a photographer presentations   <b>Assignment 2 due at beginning of class</b> Class two: Field trip/Adopt a photographer presentations   <b>Assignment 3 given</b>
Week 5	Class one: ETHICS EXERCISE/Lab   <b>Assignments 6 and 9 given</b> Class two: Critique Assignments 1 and 3   <b>Assignment 3 due at beginning of class</b>
Week 6	Class one: Lighting Exercise, Lighting Paper   <b>Assignment 4 given</b> Class two: Lighting Exercise
Week 7	Class one: PhotoShop Intro   <b>Assign. 4 due at beginning of class, Assign. 5 given</b> Class two: Text/Photo Lab
Week 8	Class one: Mid Term Review Class two: Mid-Term
Week 9	Class one: Text/Photo Lab Class two: Text/Photo Lab   <b>Assignment 5 due at end of class</b>
Week 10	Class one: Critique of posters   Photo Essay Review Class two: Studio Lighting Lab
Week 11	Class one: Lab for Assignment 6 and 9 Class two: Lab for Assignment 6 and 9
Week 12	Class one: Critique for Assignment 6   <b>Assignment 6 due at beginning of class</b> Class two: Photo Essay Plans Class Review

- Week 13      Class one: Walk about Feature Photo Exercise | **Assignment 8 given**  
Class two: Feature Photo Lab | **Assignment 8 due at end of class**
- Week 14      Class one: Photo Lab for Assignment 9 (final project)  
Class two: Photo Lab for Assignment 9 (final project)
- Week 15      Thanksgiving Break – No Classes
- Week 16      Class one: Assignment 9 (final project) presentations | **Assignment 9 due at beginning of class**  
Class two: Assignment 9 (final project) presentations

Attendance is part of the final project requirement