

JOU 2950 Spring of 2018 (3 credits)

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“The Question is not what you look at, but what you see.”

~Henry David Thoreau~

Study of design, communication and visual communication theory, principles, and techniques that are essential to understanding photojournalism and journalistic visual design. Students will test their understanding by applying theory to journalistic photography and design assignments.

The core 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:

- To provide an understanding of basic design and compositional approaches to photojournalism and print media.
- To develop a basic understanding of practical digital photojournalism
- To develop an understanding of layout and design principles as applied to journalism
- To provide a primer in visual communication
- To develop an awareness of the impact of the media and their obligations in a diverse, multicultural society and global world.
 - 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.

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 Test

In journalism (and most other professions) being on time and hitting deadlines is assumed. Because the lesson that take place in class cannot be duplicated outside of class, you will be tested on this skill. You have been given 100 points a – perfect score on this test. You will lose ten point every time you are late or fail to attend a class. The only exceptions are university excused absences (ex: weather cancellations, collegiate sport competitions, or approved academic absences.)

There will be at least 20 points available via extra credit to all students, allowing you to make up points should you miss a class or two.

Turn off cell phones during class. The reading or sending text messages/chat during class will result in you being marked absent for that class. Checking your phone during class will result in you losing five of your 10 points for attendance that day.

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.

We will be using *Microsoft OneDrive* and *OneNote* in this class.

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 Gregg Technology Center 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.

Photo Notebook:

You must keep a separate Notebook for this class. In it you will keep notes, cheat sheets and our reminders of your best approaches for working with the equipment, software and other tools you use. These notebooks will be collected two times during the semester. Each time, you may receive up to 50 points if your notes are complete and in good order. Make sure you date your material.

Adopt-a-Photographer:

In addition to your photo project, you will be asked to “adopt a photographer”. It is your task to choose one professional photographer outside of Coles County, and clip, or photocopy, 10 examples of his/her photos. You are to: 1. mount them on a sheet of typing paper and TYPE a paragraph discussing each photo as an example of Photojournalism. 2. You will provide a 700 word (minimum) typed critique of the photographer’s overall work. This project is due by the beginning time and date of the scheduled final exam.

Submission Requirements for Photographic Assignments:

You will be shown how to hand in your assignments electronically via a drop-box server. ALL must be submitted WITH CAPTIONS written in the AP style.

Deadline for Photographic Assignments:

Assignments are due at the beginning 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:

Assignments 1	Pass/fail
Class Notebook 1@ 50 points	50 pts
Assignments 2-8	700 pts
Poster: photo/design	200 pts
Final project	400 pts
Midterm	200 pts
Adopt a photographer	100 pts
Attendance	100 pts
Total possible	1,750 pts

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. How to use <i>OneDrive</i> & <i>OneNote</i> Class two: Your brain, your eyes. What makes a good photo?
Week 2	Class one F-Stops and Shutter Speeds, BE HERE! Class two: Blur, Pan, & Freeze (DO NOT MISS)
Week 3	Class one: MLK day no class Class two: How to use Photoshop (DO NOT MISS) (Stanger Assignment give)
Week 4	Class one: Printing lab Class two: Printing lab
Week 5	Class one: Critique Class two: Critique Lighting assignment given
Week 6	Class one: Lighting Exercise Lighting Paper, Assign. #4 given Class two: Lighting Exercise
Week 7	Class one: Lighting lab Class two: Assign. #5 DUE (Lighting photo),
Week 8	Class one: Mid Term Review, Assign. #6 (News) given Class two: Mid-Term
Week 9	Class one: ETHICS in class assignment Class two: Cellphone photography (in class exercise)
Week 10	Spring Break
Week 11	Class one: News photo lab. Poster Assignment given Class two: Critique of News photos
Week 13	Class one: Combining Text with photos IMPORTANT CLASS. PHOTOSHOP Class two: TEXT/PHOTO LAB
Week 14	Class one: Poster Lab Class two: Poster Due/Critique
Week 15	Class one: Photo <u>Lab</u> for photo essay (for final project) Class two: Photo <u>Lab</u> for photo essay (for final project)
Week 16	Class one: Photo <u>Lab</u> for photo essay (for final project) (Notebooks due) Class two: <u>Final Project DUE (at beginning of Class)</u>

Attendance is part of the final project requirement

Drop off your *Adopt a Photographer* by Monday, April 29 at 2:45- 3:15
(Your final time). You can also turn it in early by putting it in my mailbox located in the Journalism Department OR slide it under my office door (located in the Daily Eastern News Offices.