



COURSE INSTRUCTOR:

Greg A. Cooper
Buzzard Hall 1837
gacooper@eiu.edu

OFFICE HOURS:

Monday-Thursday 2pm - 3pm
Or by appointment

DESCRIPTION: (2-2-3) On Demand. Study of design, communication and visual communication theory, principles, and techniques that are essential to understanding photojournalism and journalism visual design. Students will test their understanding by applying theory to journalistic photography and design assignments. 3.000 Credit hours

LEARNING OBJECTIVES:

- To provide an understanding of basic design and compositional approaches to photographic and print media
- To develop a basic understanding of practical digital photography
- To develop an understanding of layout and design principles
- 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

REQUIRED EQUIPMENT: You are expected to have regular access to a digital camera for this course. A DSLR (Digital Single Lens Reflex) camera is ideal and the ability to capture RAW file format is especially beneficial. EIU provides a camera kit for semester-long checkout. The kit includes a camera, battery, charger, USB cord, memory card, and camera case. You are responsible for the equipment for the entire semester.

You are expected to have and access and familiarity with image editing software in order to resize your images to specifications for assignment uploads. The school

provides an Adobe Creative Cloud subscription for students including Photoshop and Bridge.

You are expected to have regular access to a computer and internet connection (high speed broadband is ideal).

REQUIRED TEXT: None

TOPICAL OUTLINE (subject to change without notice):

Week 1 Course, Student, Instructor and topic Introductions and equipment checkout

Week 2 Equipment familiarization, proper camera handling techniques and further introduction to photography. Final project introduction

Week 3 Principles of light, exposure and camera settings to achieve proper exposure. Design basics for publication

Week 4 Digital photography workflow and post production techniques. Modern caption gathering and writing techniques

Week 5 Digital photography workflow and post production techniques

Week 6 Selective focus and capturing motion. Ethics in photojournalism

Week 7 Digital photography workflow and post production techniques

Week 8 Pre-visualization and ISO. Photojournalism in today's society

Week 9 Point of view. Visual communication and design theory

Week 11 Digital photography workflow and post production techniques

Week 12 Dramatic light and final project discussion

Week 13 Composition and final project discussion

Holiday - No Class

Week 14 Digital photography workflow and post production techniques

Week 15 Review of course material

Week 16 Final exam

ASSIGNMENTS: You will be given a number of photographic, written assignments, along with a final project during this course. Quizzes and your final exam will be administered online and must be completed by deadline.

GRADING POLICY: Final course grade formulas are factored as follows

Grade Weighting		Grading Scales	
		Percent	Letter
Quizzes	10%	100-90	A
Activities	25%	89-80	B
Weekly Photo Assignments	15%	79-70	C
Final Photography Project	10%	69-60	D
Portfolio	25%	59-0	F
Final Exam	15%		
Total	100%		

DEADLINES: All photography assignments must meet posted deadlines. Late photography assignments are for only one week past the due date and will be graded at a maximum of 60% (though lower grades are possible depending on the quality of the work.) Assignments submitted late are NOT eligible for REDO. THERE ARE NO EXCEPTIONS TO THIS POLICY.

EXTRA CREDIT: If your work is published this semester online, in a newspaper or magazine you will receive extra credit for the class. Your name must be printed along with the picture. Bring a copy of the tear sheet (or e-mail link) for credit. There may be other opportunities for extra credit pictures with some assignments in this class.

REDO'S: Any on-time assignments are eligible for redo for a POSSIBLE grade increase by Week 14. Grade increases are not guaranteed; the point of submitting a redo is to produce an improvement upon your previous work. Redo's will NOT be accepted or graded after Week 14.

METADATA PRESET-FILE INFO/IPTC CAPTION: All images must be captioned following the guidelines given and include all original EXIF data. You ARE required to include the full names of your subjects.

ORIGINAL WORK: All work submitted in this course must be your own. You must shoot your own images, use your own gear, submit your own digital files and shoot within the timelines of the class. Your assignment must be shot on camera RAW but turned in as a .jpg. You may be called upon to provide the camera RAW original files so keep those files in your archive. If you cannot provide the original camera RAW file upon request, you will not receive credit for the assignment and may be reported to the School for academic dishonesty. Contributions from anyone or anything else – including AI sources – must be properly quoted and cited every time they are used. Any text generating software is not permitted, and it will be treated as plagiarism. Failure to comply with this policy will be considered an academic integrity violation and will be subject to EIU's academic dishonesty process. The EIU Student Code of Conduct is available from the Dean of Students.

QUIZZES AND EXAMS: MUST be taken before the posted deadlines. Failure to do so will result in a grade of zero which may not be "made up." Students experiencing an extraordinary problem with completing an exam before the deadline must contact the instructor BEFORE the deadline to make other arrangements.

ACTIVITIES: There will be weekly written homework assignments called 'Activities.' These take-home assignments are designed to foster discussion in the class. Activity topics are similar to what will be discussed in classroom lecture. Research the topic, write 250-500 words on the given topic and upload to D2L. Be prepared to discuss your findings in a classroom discussion.

D2L/BRIGHTSPACE: D2L will be used for this course and you are expected to login to this D2L course page at least once a week for the following reasons:

- a. Access to all course documents and lectures can be found on D2L
- b. Uploading of all photo assignments will be done via D2L
- c. Quizzes and weekly Activities
- d. Course grades will be maintained on a weekly basis and can be checked via D2L
- e. News, announcements and weekly updates will be posted on D2L

PLAGIARISM: Anything plagiarized will receive a failing grading. Second offenses may result in an automatic course failure. Plagiarism is the "the practice of taking someone else's work or ideas and passing them off as one's own."

ACADEMIC INTEGRITY: Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

STUDENTS WITH DISABILITIES: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Accessibility & Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

THE ACADEMIC SUPPORT CENTER: Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support Center (www.eiu.edu/success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Academic Support Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.