Advanced Photojournalism
JOUR/ART 4526-001
Fall 2017
4:15-7:05 p.m., TR
208 MJ

Prof. Michael Mosby
Office hours: TR 7 to 8 PM
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COURSE REQUIREMENTS

CATALOG DESCRIPTION:
Advanced skills and photojournalism techniques for still and video; emphasis
on action, sports, fashion, food and portraits.

PREREQUISITE:
JOUR3526

CLASS INSTRUCTION:
JOUR4526 builds upon the skills taught in JOUR3526, leading to proficiency in critical
thinking and application of advanced skills and photojournalism techniques for still
photography and video used in digital storytelling methods.

This course is designed to advance the understanding of photography and videography
techniques. Students will learn about action photography, studio photography, narrative
videography, and video editing. Students are required to complete multiple activities and
projects throughout the semester, as well as a final project. The activities reinforce
principles of the software and photography techniques. The projects allow students to
work creatively for various applications of imaging skills. The final project should invoke
all skills learned in the course.

REQUIRED TEXT:
*   Kobre, Kenneth, Photojournalism: The Professionals' Approach; 6th
    edition *(This is the only required text and must be purchased.)*

All other reading materials (essays, criticism, interviews, etc.) will be provided in
PDF format and links for each reading will be included in syllabus, which will be
updated throughout the semester

Students are expected to read ahead for each section, which is why the required
readings are listed on the course schedule. Be prepared to discuss the readings in class,
as this will be reflected in the participation grade, and if necessary, quizzes will randomly
be administered to ensure individual involvement with the texts.

REQUIRED SOFTWARE:
Adobe Photoshop CC
Adobe Premiere CC
Note: You may purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

OTHER REQUIREMENTS:
One Flash Drive (At least 4GB capacity)

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 Point Value
Article Responses (3)	10 pts. each (total 30 pts.)
Class Assignments (5)	20 pts. each (total 100 pts.)
Unit Projects (3)	50 pts. each (total 150 pts.)
Final Project	100 pts.
Final Portfolio	10 pts.
Class Participation	10 pts.

A = 375-400 pts.
B = 350-374 pts.
C = 325-349 pts.
D = 300-324 pts.
F = < 300 pts.

READING RESPONSE PAPERS:
Three (3) 250-300 word response papers are due. Response papers should be written in 12 pt., with one inch margins, double-spaced. The title should be single-spaced and should include a word count at the end of your essay. Response papers should focus on one reading or video per week. Each paper must answer the following questions:
1. What is the author's thesis? What is the main point that the author is trying to make? Include any essential examples to clarify that point.
2. How does this argument relate to discussions in class and/or other readings? If you are an artist you can write about how the reading relates to your own art practice. Art historians can focus on how the essay or video relates to an art piece not included in the reading. Alternatively, you may write about how the reading/video relates to your own experience of viewing, or how it has altered your viewing experience. The point of this portion is to make logical connections between the source material and your own study or practice.
3. Follow example. [See Dropbox for example.]

ASSIGNMENTS:
Throughout the course assignments will be given that reflect the material and direction of the class. Students are encouraged to reflect on the material covered in class, as well as their own artistic interests and practices, as they complete the assignment's expectations. Assignment sheets will be handed out for each project, describing the project parameters in detail and providing interim and final due dates.

FINAL PROJECT:
Multimedia project: The multimedia project is a journalistic package that combines text, audio, photos, video, animation and other elements to tell one or several related stories. The text must follow AP style, although adaptations of those rules are acceptable, considering the nature of new media. The projects will be developed individually and each student will write a statement related to his/her project, describing its evolution. The project is a journalistic package compiled w/ Adobe CC, including text combined with multimedia elements, such as video, audio and photos.

PORTFOLIO:
- All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.
- Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.
- Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.
- All portfolios must contain the following items:
  - Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
  - A current résumé
  - A personal profile
  - Contact information/means of contact
  - Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to create a section on your portfolio site for the multimedia work you've completed for JOUR 4526. We will take time in class for you to update your site.

ASSIGNMENT FORMAT:
- All assignments must be submitted electronically via eCourseware before class begins on the day it's due.
- Be sure to follow these guidelines exactly. Work that does not comply with these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.
- All major 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.

SCHEDULE
Schedule and syllabus are subject to change based on the needs of this class.

WEEK 1   Introduction to Digital Storytelling
- Overview of tools used for class
- Visit http://www.storycenter.org/featured-blog to view examples of digital stories, discuss camera/photographer's impact on subject and context
- HW
  - Reading
    - *Photojournalism*, Chap. 1 "Assignments"
    - Szarkowski, *Photography and Mass Media*
      - Article Response due 9/5
    - *Photojournalism*, Chap. 7 "Photo Editing"

WEEK 2   Unit I- Your Story
- Discuss self as subject in constructing narrative
- Review *Self Portrait* project guidelines and expectations
- Introduce Adobe CC and computer usage
- Composition and lenses
- HW
  - Reading
    - *Photojournalism*, Chap. 5 "Portraits"
    - *Photojournalism*, Chap. 11 "Photo Editing"
  - Photo Assignment #1 - Portrait: Telephoto/Wide Angle (Due 9/07)

WEEK 3   Unit I- Your Story
- Incorporating Text into Visual Narrative
- Technical focus- Action Photography
- HW
  - Reading
    - *Photojournalism*, Chap. 6 "Sports"
    - Harris & Carbado, *Loot or Find: Fact or Frame?*
      - Article Response due 9/19
  - Photo Assignment #2 - Motion/Action (Due 9/14)

WEEK 4   Unit I- Your Story
                • Unit I Project Due
                • Quiz over textbook Readings (Chap. 1, 5, 6, 7, 11)
                • Class Critique of Student Work
                • Introduce Studio Lighting
                • HW
                     • Reading
                          • *Photojournalism*, Chap. 9 "Strobe"

WEEK 5   Unit II- Their Story
                • Discuss "other" as subject in constructing narrative
                • Review second project guidelines and expectations
                • Examples of Environmental Portrait
                • Technical Focus- unique lighting situations
                • Class Demonstration- Studio Portrait
                • HW
                     • Project proposal for Unit II Project Focus; Bring objects that relate
                       to your project proposal (Due 09/28)
                     • Reading
                          • *Photojournalism*, Chap. 12 "Multimedia"
                     • Photo Assignment #3- Environmental Portrait/ Lighting (Due
                       09/28)

WEEK 6   Unit II- Their Story
                • Class Demonstration- Studio Still-Life
                • In-Class studio time
                • Independent Review of Unit II Proposals
                • HW
                     • Photo Assignment #4- Studio Lighting: Portrait & Still Life (Due
                       10/12)

WEEK 7   Unit II- Their Story
                • Small group critique of Unit II project "sketches"
                • In-Class Studio Time/ Editing

WEEK 8   Unit II- Their Story
                • Unit II Project Due (10/19)
                • Class Critique of Student Work
                • HW
                     • Reading
                          • *Photojournalism*, Chap. 4 "Features"
                          • Manovich, *The Paradoxes of Digital Photography*
                               • Article Response due 10/24

WEEK 9   Unit III- Narrative in Motion
                • Introduction to Documentary Video
                • Review final project guidelines and expectations
                • HW
                     • Reading
                          • *Photojournalism*, Chap. 13 "Video"
                     • Project Proposal for Final Project Focus (Due 10/31)

WEEK 10   Unit III- Narrative in Motion
           • Audio/Editing/Camera/Planning Projects
           • Quiz over textbook Readings (Chap. 4, 9, 12, 13)

WEEK 11   Unit III- Narrative in Motion
           • Independent Review of Final Project Progress
           • In-Class Video Editing

WEEK 12   Unit III- Narrative in Motion
           • Unit III Project Due
           • Class Critique of Student Work

WEEK 13   Project Preparations

WEEK 14   Final Project Presentations

WEEK 15   Final Project Presentations

FIVE PILLARS FOR JOUR4526

- *Professionalism:* Students will develop the skills of a professional photographer though assignments and instruction in business practices.
- *Writing:* Students will write about their photography through captions, scripts, and portfolio pieces.
- *Multimedia:* Students will create multiple photography and video projects.
- *Critical Thinking:* Students must demonstrate an understanding of the skills needed to tell a story through images and video.
- *Media Literacy:* Students demonstrate knowledge of the ways photos and videos can tell stories independently or as part of a larger media package.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4526:
- 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 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;
- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):
- Acquire a technical awareness of skills needed for studio and action photography
- Enhance knowledge of photojournalism techniques
- Understand advanced principles of videography
- Use photos and video to tell a story
- Understand the planning process associated with photo and video production.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):
- Create multiple photographs from action and studio settings
- Create a video documentary
- Create an interactive photo project for the Web
- Create video for the Web
- Create a portfolio of images

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
Awareness:
- Becoming aware of skills and equipment used by photographers and videographers operating as advanced professionals

Understanding:
- Understanding the process of shooting and editing photos and videos to tell a story
- Understand the various ways to capture and manipulate images

Application:
- Creation of at least five projects that show photo and video expertise
- To show proficiency in software tools

DEPARTMENT POLICIES

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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.

MOBILE PHONES AND LAPTOPS:
Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

DEADLINES:
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:
All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:
Students are 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. Mass communications 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.