

Visual Media Theory & Practice

JRSM 7530-S50

Fall 2024

Class Meeting: Monday 5:30-8:30 p.m.

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Office Hours: Tuesday / Thursday 1 p.m. – 4 p.m. & Wednesday 9 a.m. – 10:30 a.m.

I am available for in-person, phone or video chat during office hours. I'm also available by appointment during normal business hours (Monday through Friday, 9 a.m. – 5 p.m. CT). Contact me via email for an appointment or for questions or comments relating to our class. Your messages via Canvas and email will get responses within 24 hours.

Catalog description

Familiarization with in-depth interviews, focus groups, participant observation, and content analysis; practical experience in collecting and analyzing qualitative data.

Textbooks, Software and Required Materials

Adobe Creative Cloud or other design software

Classroom format

Class time will primarily be spent in discussion of theories, issues, and applications. To that end, students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

This course is designed to explore the fundamental theories of visual media, as well as the tools for their use in practice. Students will learn advanced techniques and the principles behind them to execute ideas for work in the creative industry. Further, students will build a portfolio of work. A typical class session will consist of a lecture, discussion, and assignment/lab time.

Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 7530 – S01 to enter your course and read the instructions on the welcoming page

Course Requirements

Virtual Classroom Format

This class will use Zoom, a web-based video conferencing platform. All students, whether in the on-campus or online section, will be in class synchronously, with everyone meeting at the same time via

Zoom. I will not be in building during class time, and I do not expect anyone else to join the class live in a classroom. All students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.

Repetition of Courses and Coursework

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

AI/ChatGPT

You are permitted to use ChatGPT and other AI tools to assist you in gathering information, writing drafts, and revising your writing in this course. However, you are expected to include a disclosure statement at the end of your assignment describing which AI tool you used and how you used it. For example, "*ChatGPT was used to draft about 30% of this assignment and to provide revision assistance. AI-produced content was edited for accuracy and style.*" Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

Grading and Course Assignments

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on Canvas. Deadlines are also listed in the Class Schedule. All work should be turned in via Canvas unless otherwise noted. All work is due at the start of class, 11:59 p.m. CT on the Saturday of the week assigned, unless otherwise noted.

Discussion Papers, 15 percent

Students will write a 200-word reaction to each week's readings. As part of the reaction students will also pose two questions in relation to the readings/topic of the week to help guide the class discussion.

Visual Activities (Various deadlines), 20 percent

Assignments meant to reinforce various visual skills.

Visual Projects (Various deadlines), 25 percent

Assignments meant to show creativity.

Research Paper (Various deadlines), 25 percent

Minimum 10-page (maximum 8,000 words) research paper addressing a visual media issue. The paper must use primary research for most of the research, and appropriately use supporting secondary sources. Students must complete a professional presentation of research paper in class. Students will prepare a 15-minuted audio-visual presentation and be prepared for question

and answer.

Portfolio (April 24), 15 percent

All Department of Journalism and Strategic Media students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. Your final portfolio will be graded on these measures.

Grading Scale

Assignment

Discussion papers	15%
Research paper	15%
Visual activities	20%
Visual projects	40%
Portfolio	10%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

I am completely aware that you might face some stress, challenges, or conflicts during our time together. What does that mean for you? That you may need help outside of the “classroom.” I’m 110 percent committed to seeing you succeed, and I’ll help you in whatever way possible. But you have to take the initiative to ask, to come to office hours, and to contact me if you have questions.

What grades are not

They are not a reward or punishment; they are not a measure of effort; they do not represent the essence of who you are; they do not define what you can or cannot achieve.

COURSE SCHEDULE

The instructor reserves the right to change the schedule with notice in advance of assignments. Information on the topics covered in this course can be found in the course calendar document which is available on the Course Canvas site.

COURSE POLICIES

Office Hours

Office hours are a chance for you to get help with your work, go over and ask questions about material covered in class, talk about connections you’re making between class material and what you’re passionate about outside of Class, and to talk about how I can help you succeed both inside our classroom and in other journalism-y things you’re doing, too. Office hours are generally student-directed (e.g. you decide what we talk about), but we can also help you formulate questions to ask. You are always welcomed to bring a friend to office hours if that makes you

more comfortable!

Communication

I expect there will be times when you wish to communicate with me outside of class, either by phone or email. Per university policy, class-related email must come from your UM student email account. Please remember this is a professional communication setting. You should compose your communications appropriately. That means:

- Messages should have a clear and concise subject line.
- Messages should begin with an appropriate salutation (not “Hey”).
- Write in clear, grammatically correct sentences with proper punctuation.
- Avoid abbreviations associated with texting, and no emojis.
- Make the overall message clear. I don’t necessarily need the minute details of an emergency situation, but I do need to know what’s going on to assess how it impacts you and your class performance. Make sure it’s clear what you’re asking.
- End your message with an appropriate signature. (your full name is fine.)

For more, see:

<https://www.insidehighered.com/views/2015/04/16/advise-students-so-they-dont-sound-silly-emails-essay>

Inclusivity and Classroom Civility

It is my intention to make our classroom an anti-racist, anti-sexist, anti-oppressive space. Every student in this classroom, regardless of personal history or identity categories, is a valued member of our community. Your experiences are valuable and important, and you should feel free to share them as they become relevant to our class. No student is ever expected or believed to speak for all members of a group. In this classroom, you have the right to determine your own identity. You have the right to be called by whatever name you wish, and for that name to be pronounced correctly. You have the right to be referred to by whatever pronouns you wish. If you find there are aspects of my course, instruction, or our classroom environment that result in barriers to your inclusion, please contact me privately without fear of reprisal. I firmly believe that you are valuable, important, and necessary. I promise to treat you as such, and help you see in yourself throughout the semester that you have a unique contribution to make in the world.

I hope you will join me in this mission. As such, respecting the time, backgrounds, experiences and identities of your fellow classmates is required. Any biased, racist, sexist, homophobic, transphobic, or intolerant behavior or writing is unacceptable. I reserve the right to ask you to leave the classroom for the day as a result of any such speech or behavior, and you will lose any points for in-class work you miss. I expect a respectful, civil atmosphere in class at all times. I will expect you to contribute to class discussions. I or other students may present points of view that you do not agree with. We can disagree politely. I will expect everyone to respect other students, myself and the TAs in all our interactions, whether face-to-face or electronically. That includes arriving to class on-time and not departing early. Packing up while course content is still being presented is disrespectful and distracting to others.

Accessibility

We all learn differently. If there are aspects of this course that prevent you from learning or exclude you, please let me know as soon as possible, so we can collectively make the classroom and the course more accessible. If you have emergency medical information to share with me, or

if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible.

If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the Disability Resources for Students, <https://www.memphis.edu/drs/>, 110 Wilder Tower, 901.678.2880, and then notify me of your eligibility for reasonable accommodations. ***Additionally, there are a range of free resources available to all students on campus, including the Center for Writing and Communication and the Educational Support Program (ESP).***

On Power

A university setting creates situations where certain people have power over others. Not everyone uses that power responsibly. If a professor, TA, grad student, job supervisor, or anyone with whom you should have a professional, academic, or peer relationship seems to be pushing the boundaries of that relationship in a way that makes you uncomfortable (whether that's sexual or not), or in a way where you're not sure if you "should" be uncomfortable or not, and you need help figuring out what to do, reach out and talk to me. I will listen, and either help figure out what to do, or point you in the direction of someone who can help.

I am what is called a "mandated reporter." This means that if you tell me about someone's behavior that is targeting and harming you because of your identity, or if I witness this kind of behavior myself, I am required to report that to the Title IX office. However, you are not committed to any mandatory next step based on me contacting this office: The University of Memphis Office for Institutional Equity. Learn more about your rights and options at <https://www.memphis.edu/oie/title9/index.php> or call 901.678.2713. You also may make an anonymous report online. I promise to support you, stand with you, and advocate for you, whatever you choose to do.

If you are struggling with this class, with your University of Memphis experience, or any aspect of your life, you must let me know you're having an issue to get help or accommodations as it pertains to class. Do not wait until the end of the semester to try to pull together your life/health/grade in this class. Come talk to me, and I will do my best to help get you back on track.

Copyright in course materials

The materials you encounter in your coursework at the University of Memphis is subject to many different types of copyright protection, depending on the author as well as how it is used. In a single course you may encounter materials created by your instructor, an article that is shared with you in an extemporaneous way under the Teach Act, and materials such as course packets where each copy includes a royalty payment to the author. As a student, you are responsible for how you use course materials and must ensure that the rights of copyright holders are not violated by sharing them, posting materials online, etc.

Student work and copyright

Just like materials created by your instructor are protected by copyright, the things you create as a student are owned by you. For example, if your instructor uses TurnItIn to check for plagiarism in student papers, the University has an agreement with TurnItIn so that no papers are shared with that company and are only used to cross-reference.

Academic Freedom

Some students may consider some of the material covered in this course to be controversial or even offensive. It is not my intention to upset you but I do want you to routinely question what you know and how you came to think the way you do. If anyone becomes uncomfortable with any of the topics we cover, please come to see me before or after class. An alternative assignment can be arranged if needed.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the

bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.