Advanced Photojournalism

CRMM 4526-001, 6526-001; ART 4526-001

Fall 2020

Monday 5:30-8:30 p.m., MJ 208 (Zoom to begin semester)

Prof. Justin Fox Burks

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COURSE REQUIREMENTS

Catalog description

Advanced skills and photojournalism techniques for online and publication photography; emphasis on portraiture, sports, features, and general news.

Prerequisites

JOUR 3526 or permission of instructor

Textbooks, Software and Required Materials

Kobre, Kenneth, Photojournalism: The Professionals 'Approach; 7th edition (This is the only required text and must be purchased.)

Any other reading materials will be provided as handouts, in PDF format, or links and will be updated throughout the semester.

Adobe Photoshop CC
Note: You may purchase Photoshop on a month-to-month basis from Adobe.com.

Classroom format

CRMM/ART 4526 builds upon the skills taught in JOUR3526, leading to proficiency in critical thinking, application of advanced photography skills, and editing techniques used in visual storytelling.

This course is designed to advance the understanding of photography and editing techniques. Students will learn about general news photography, portraiture, features, sports photography, and picture stories. Throughout the semester, students are required to complete multiple activities and projects, which will be combined into a final portfolio. The activities reinforce principles of software and photography techniques. The projects allow students to work creatively for various applications of photography skills. The final portfolio will combine all the skills learned throughout the class into a practical representation of the student's ability.

Accessing the course website

1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
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 CRMM/ART 4526/6526-001 to

enter your course and read the instructions on the welcoming page

Grading

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
Photo Assignments (8)	30 pts. each (total 240 pts.)
Midterm Test	30 pts
News Assignments (3)	10 pts. each (total 30 pts.)
Picture Story Proposal	30 pts.
Picture Story	70 pts
Final Portfolio	100 pts.
Class Participation	50 pts.

A = 495-550 pts.
B = 440-494 pts.
C = 385-439 pts.
D = 330-384 pts.
F = < 330 pts.

Course Requirements

Reading discussions, quizzes and class participation

Class participation and discussion is an important part of this course with reading assignments as a key component to begin the discourse. As such, quizzes may be given following a reading assignment to evaluate comprehension of the material. These will be folded into an overall class participation score, which will constitute a substantial part of the overall grade. A test will be given midway through the term covering reading material and discussion in the first half of the course.

Assignments

Weekly assignments will be given, and these are meant to build experience in the different areas of photojournalism, storytelling, and technical skills covered in class. These assignments will be the core of the course, and the final grade will reflect this.

Deadlines for the various assignments must be met, but each assignment may be resubmitted any time after the original but before the due date of the final portfolio.

Submissions must be JPEGs with a minimum of 12 inches along the largest dimension at a resolution of 300 pixels/inch. The files should not exceed 6MB.

Complete captions are mandatory for each photo and to be written in the IPTC field in Photoshop along with the photographer's credit and the date the photo was shot.

Ethical guidelines as defined by the NPPA code of ethics must be followed when shooting and submitting assignments, or the assignment will receive a grade of 0.

- All assignments are to be submitted electronically via eCourseware.
- Each assignment will come with unique formatting guidelines.
- 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 weekly photo assignments can be resubmitted any time before the final portfolio for a revised grade. However, all original deadlines must be made or the assignment will receive a grade of 0.
- Work will be critiqued during class time and must be suitable for presentation. Students are encouraged to work ahead on assignments.
- Students are also encouraged to reshoot assignments for an improved grade before the final portfolio is due.

Class portfolio

A final portfolio for the class will consist of images fitting the categories covered in class, a final picture story of at least 7 images (not exceeding 15), and a short video. The final portfolio is meant to demonstrate skill in the different areas of photojournalism, so it must contain at least one image to fit each category but may contain more (not exceeding 15 images.)

COURSE SCHEDULE

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

Week 1, August 17: Introduction Photojournalism: Photographing People

Overview of tools used for class
- Technical focus - simple portrait lighting demo (studio)
- Reading for Monday 8/27:
  - Photojournalism, Chap. 15:" Ethics"
  - Photojournalism, Chap. 16:" Law"
- Photo Assignment #1 – Portrait part I: Simple Mugshot (Due 8/24/20)

Week 2, August 2: People and Their Environment

- Edit mugshot assignment and class critique
- Review Adobe CC and computer usage
- Captioning discussion
- Technical focus - location lighting demo
- Reading for Monday 9/3:
- Photojournalism, Chap. 5:" Portraits"
- Photojournalism, Chap. 9:" Lighting"
- Photo Assignment #2 – Portrait Part II: Environmental Portrait (Due 8/31/20)

Week 3, August 31: Feature Pictures Part I

- Edit, tone, and submit environmental portrait assignment
- Class critique
- Technical focus – composition demo

• Reading for Monday 9/10:
• Photojournalism, Chap. 11:" Photo Editing"
• Photojournalism, Chap. 4:" Features"
• Photo Assignment #3 – Pictorial Feature (Due 9/14/20)

Week 4, September 7: Labor Day – No class

Week 5, September 14: Feature Pictures Part II
• Edit, tone, and submit pictorial feature assignment
• Class Critique
• Technical focus – Lens selection
• Reading for Monday 9/17:
• Photojournalism, Chap. 8:" Camera Bag"
• Photo Assignment #4 – Action Feature (Due 9/21/20)

Week 6, September 21-25: Assignments
• Edit, tone, and submit action feature assignment
• Class Critique
• Introduction to Photo Story project requirements
• TEST on reading material up to this point
• Reading for Monday 9/24
• Photojournalism, Chap. 1 "Assignment"
• Photojournalism, Chap. 11 "Photo Story"
• Written Assignment – Picture Story Proposal (Due 9/28/20)

Week 7, September 28: Sports Action
• Discussion and critique of picture story proposals
• Reading for Monday 10/1:
• Photojournalism, Chap. 6:" Sports"
• Photo Assignment #5 – Sports Action (Due 10/10)

Week 8, October 5: Sports Feature
• One-on-one discussion of picture story proposals
• In-Class Studio Time/Editing
• Edit, tone, and submit sports action assignment
• Class Critique
• Photo Assignment #6 – Sports Feature (Due 10/12/20)

Week 9, October 12: General News
• Discussion topic: Newsworthy Photos
• Technical focus – overalls, seeing the wider picture
• Reading for Monday 10/8:
• Photojournalism, Chap. 3:" General News"
• Photo Assignment #7 – General News Photo (Due 10/19/20)

Week 10, October 19: Filling an Assignm,ent
• Edit, tone, and submit Filled Assignment photo

• Class Critique
• Discussion of requirements for final picture story project
• Photo Assignment #9 – Picture Story (Due 11/2/20) at the beginning of the class)

Week 11, October 26: Picture Story Part 2
• Edit, tone, and submit Filled Assignment photo
• Class Critique
• Discussion of requirements for final picture story project
• Photo Assignment #9 – Picture Story (Due 11/2/20) at the beginning of
the class)

Week 12, November 2: Video
• Class Critique of Student Picture Stories
• Technical focus – turning good photo skills into good video skills
• Reading for Monday 9/17:
• Photojournalism, Chap. 12:" Sound"
• Photojournalism, Chap. 13:" Video"
• Photo Assignment #10 – News Video (Due 11/9/20) at the beginning of class)

Week 13, November 9: Picture Story Part 3
• Class Critique of Videos
• In-class editing of picture story assignment
• Discussion of requirements for final portfolio

Week 14, November 16: Ethics Revisited
• Class Critique of student picture stories
• Revisit ethical considerations with discussion of taste, morality, and sensitivity
• Reading for Monday 9/17
• Photojournalism, Chap. 15:" Ethics"

Week 15, November 23: Final Project Presentations
• Final portfolio due by the beginning of class today
• Class Critique of student portfolios

ASSESSMENT AND OUTCOMES
Five Pillars in ADVR 3300
- *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.
- *Multimedia:* Students will create multiple photography and video projects.
- *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.

Professional Values and Competencies in CRMM 4526

- 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 assessment of student learning 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

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

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, 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
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing 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.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

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

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

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 résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating 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, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. 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. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; 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 very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. 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.

AP Style and grammar

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

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing
All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health
Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations
If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (https://www.memphis.edu/drs/index.php)

Student Resources
Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.