

**MCOM 3360 - Photojournalism**

**MWF 10:10 – 11:05**

**Instructor: Anita Brown**

**Email: Abrown@uttyler.edu**

**Phone: 903-566-7364**

**Best way to contact me: Email**

**Office: CAS 223**

**Office Hours: MWF 11:30 a.m. – 12:30 p.m., and by appointment**

**Course Description:** Photographs tell stories in ways that words cannot. The focus of this course is to utilize photography as a means of creating stories that reflect real life and culture, gain a better understanding of the art of storytelling, and gain a better understanding of theoretical application within photojournalism and photography. You will engage in the medium of photography, critically analyze examples of photojournalism, and learn about the theories and historical significance that your photography references. This class combines the application of photography techniques in photographic assignments, fieldwork, and an examination of the history and theory of photography and storytelling.

**Student Learning Outcomes**

By the end of this course, students will be able to:

1. Produce accurate photojournalistic pieces for the purposes of storytelling and publication in print and digital media.
2. Demonstrate an understanding of professional ethical principles and issues, especially as it relates to photojournalism.
3. Demonstrate an understanding of, and be able to apply, the principles and laws governing freedom of speech and the press.
4. Understand concepts and apply theories in the use and presentation of images and information using tools appropriate for public relations/integrated communication or multimedia journalism.
5. Write correctly and clearly using the formats and compelling storytelling styles for the audiences and purposes required for public relations/integrated and multimedia journalism.
6. Understand the field of photojournalism by evaluate and researching professional photojournalists and their work.
7. Engage in the language of photographic critique for an in-depth analysis of images, the theoretical application, and the significance of the story.

**Course Requirements**

1. Readings as assigned (provided on Canvas)

2. Technology/Software:

- a. DSLR or digital camera that takes quality images, a phone with quality camera capabilities, or the ability to check out DSLR cameras from the lab
  - i. You do not need to buy a new DSLR for this course – we have them available for check-out if your phone does not take quality images. You just need to be able to come to the school outside of class time to reserve, check out, and return the equipment.
  - ii. If you choose to use your phone, it must take quality images and have the ability to zoom without losing image quality. If you choose to use your phone over checking out camera equipment and it does not take quality images, you will lose points on your assignments for quality.
- b. Photo Editing Software or the ability to come to the school to use our photo editing software.
- c. Microsoft Office or other word processing software that allows exporting to .DOC/.DOCX (many word processors will export to this Microsoft Word format).
- b. SD card or card that is compatible with DSLR Camera
  - i. We do not have SD cards available for checkout with our equipment. If you are utilizing our cameras, you will need to have one for your photo assignments
- c. Flickr.com Account
  - i. This is a free account and will be utilized to submit photo assignments.

**Evaluation and Grade Calculation**

<b>Group</b>	<b>Percent</b>
Misc. Assignments	15%
Photography Assignments	60%
Final Project	25%
	Total = 100%

<b>Percent</b>	<b>Letter Grade</b>
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

**Assignments Overview**

- 1. Photo Assignments (60%) – SLOs 1, 2, 3, 4, & 5
  - a. Throughout the semester there will be a variety of photo assignments that require you to take images following guidelines and themes for the material that we are covering. You will be required to submit 5 images total. This total includes ONE

final image that you feel is the best that is accompanied by a well-written caption, and four additional images. You will be graded on the final image and caption. The additional images are required to show that you did not just take one image and call it a day – I want to see the effort you put into each assignment. You should utilize the techniques that we are covering, theoretical application for storytelling, knowledge of photo composition and lighting, and knowledge of image caption writing. **Images must have been taken during this semester and students MAY NOT use images taken prior to the beginning of the semester or utilize images taken by someone else. Both actions will result in receiving a zero for the assignment.**

2. Misc. assignments (15%) – SLOs 2, 3, 4, 5, & 6
  - a. Throughout the semester we will have a variety of assignments to examine material covered during lectures. These assignments include practice assignments, photo critiques, etc.
3. Final Project (25%) – SLOs 1, 2, 3, 4, 5, 6, & 7
  - a. For your final project, you will bring together journalistic storytelling and advanced photography skills to create a visually strong and contextually interesting photo story of the topic of your choice. The theme of your photo story must be something that tells an interesting, newsworthy story and you **MUST** receive permission from any business or individual you feature in your story. This is an assignment that you are urged to work on throughout the semester. There will be two parts: the pitch and preliminary research and the final, publish-ready story. Students will have the option to turn in a rough draft for critique, guidance, and extra credit.

## **Policies**

### **1. Classroom Policies and Expectations**

- A. Work hard & participate - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute and give effort outside of class to complete assignments.
- B. Treat each other with respect and display common classroom courtesies.
  1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.
- C. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples,

and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.

- D. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, check social media, view/work on material for another course, or simply browse the internet during class times.
  - 1. I understand emergencies and the need to take a call or text. If this must happen, be discreet, do not disturb others, do not let it get in the way of your learning, and DO NOT abuse this.
  - 2. If the only device you have to take notes on is your phone, I will provide you with a notebook to take notes during class.
- E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
- F. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- G. For classes that meet in CAS 101/102/106 - Food and drinks are not allowed in the classroom or studio. Food and drink can be left at the lab tech station or at the tables in the back room. Students are expected to clean up after themselves. If trash becomes an issue, food and drinks will have to remain completely outside in the hallway.

## **2. Attendance Policy**

- A. Attendance is not formally recorded, and there is no specific grade assigned for attendance. However, consistent attendance is essential for your success and engagement with the course material. Active participation in class discussions, activities, and lectures will significantly contribute to your understanding of the subject matter.
- B. While there won't be a direct impact on your grade based on attendance, it's important to note that the content covered in each session is integral to your overall comprehension of the course. Missing classes will result in a knowledge gap that could affect your performance in assignments and assessment.
- C. Please make a commitment to attend all scheduled class sessions. If you encounter unavoidable circumstances that may hinder your attendance, it is your responsibility to communicate with me in advance. This allows us to explore possible accommodations or discuss any missed content.

## **Assignment Policies**

- A. Assignments have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
  - a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
- B. Assignments and due dates may be changed at the instructor’s discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- F. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.
- G. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes.
- H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
  - a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes work copied from sources without proper attribution/citing, AI-generated content, and papers or other materials previously submitted in my classes or other professor’s classes.

### Course Schedule

Date	Agenda	Due
<b>Week 1</b>		
M 1/5	<b>Martin Luther King Jr. Day – No class meetings</b>	
W 1/17	<u>Course introduction</u> : Syllabus, schedule, studio policies, EUAs  <b>Assign</b> <u>Read</u> : Experience is the Best Teacher <u>Read</u> : A Brief History of Photojournalism <u>Read</u> : Pictures that Change History <u>Flickr.com Account</u> due Wednesday, 1/24	
F 1/19	<u>Lecture</u> : An introduction to photojournalism	
<b>Week 2</b>		
M 1/22	<u>Lecture</u> : An introduction to photojournalism	
W 1/24	<u>Lecture</u> : An introduction to photojournalism	<u>Flickr.com account</u>
F 1/26	<u>Lecture</u> : Camera and exposure basics  <b>Assign</b> <u>Read</u> : DSLR Beginner’s Guide <u>Camera test</u> due Friday, 2/9 by 5:00 p.m. with lab techs	
<b>Week 3</b>		
M 1/29	<u>Lecture/hands on</u> : Camera and exposure basics / learning cameras	
W 1/31	<u>Lecture</u> : Composition  <b>Assign</b> <u>Read</u> : 28 Composition Techniques to Improve Your Photos <u>Practice</u> : Composition due Wednesday, 2/7	

F 2/2	<u>Lecture:</u> Composition	
<b>Week 4</b>		
M 2/5	<u>Lecture:</u> Image editing in photojournalism <b>Assign</b> <u>Read:</u> Basic image editing	
W 2/7	<u>Lecture:</u> Image editing in photojournalism	<u>Practice:</u> Composition
F 2/9	<u>Lecture:</u> Captions, AP format, and news values <b>Assign</b> <u>Read:</u> What are the Seven News Values? <u>Read:</u> AP Style Highlights <u>Read:</u> Writing Photo Captions <u>Practice:</u> Writing captions due Wednesday, 2/21	<u>Camera test</u> (by 5:00 p.m. with lab techs)
<b>Week 5</b>		
M 2/12	<u>Lecture:</u> Captions, AP format, and news values	
W 2/14	<u>Lecture:</u> Photojournalism law and ethics <b>Assign</b> <u>Read:</u> Photojournalism: The Professional Approach – Law <u>Read:</u> Photojournalism: The Professional Approach - Ethics	
F 2/16	<u>Lecture:</u> Photojournalism law and ethics	
<b>Week 6</b>		
M 2/19	<u>Lecture:</u> Photojournalism law and ethics	
W 2/21	<u>Lecture:</u> Photojournalism law and ethics	<u>Practice:</u> Writing captions

F 2/23	<u>Lecture:</u> Lighting in photojournalism	
<b>Week 7</b>		
M 2/26	<u>Lecture:</u> Lighting in photojournalism	
W 2/28	<u>Lecture:</u> The language of the image <b>Assign</b> <u>Read:</u> The Photography Critique <u>Written critique:</u> Your choice due Wednesday, 3/6 <u>Photos:</u> A Day in the Life due Wednesday, 3/6	
F 3/1	<u>Lecture:</u> The language of the image	
<b>Week 8</b>		
M 3/4	<u>Lecture:</u> Photo stories <b>Assign</b> <u>Read:</u> What is a Photo Story in Photojournalism?	
W 3/6	<u>Lecture:</u> Photo stories <b>Assign</b> <u>Major:</u> Photo story pitch due Wednesday, 3/20 <u>(Optional) Major:</u> Photo story rough draft due on Friday, 4/5 <u>Major:</u> Photo story due Monday, 4/22 at the start of class <u>Major:</u> Photo story presentations Monday, 4/22 – Friday, 4/26	<u>Written critique:</u> Your choice <u>Photos:</u> A Day in the Life
F 3/8	<b>Workday – No full class meeting</b>	
<b>Week 9</b>		



<b>Monday, 3/11 – Friday, 3/15 Spring Break – No class meetings</b>		
<b>Week 10</b>		
M 3/18	<u>Lecture:</u> General news <b>Assign</b> <u>Photos:</u> General news due Wednesday, 3/27 <u>Written critique:</u> General news due Wednesday, 3/27	
W 3/20	<u>Lecture:</u> General news	<u>Major:</u> Photo story pitch
F 3/22	<b>Workday – No full class meeting</b>	
<b>Week 11</b>		
M 3/25	<u>Lecture:</u> Features <b>Assign</b> <u>Photos:</u> Feature due Wednesday, 4/3 <u>Written critique:</u> Feature due Wednesday, 4/3	
W 3/27	<u>Lecture:</u> Capturing interactions	<u>Photos:</u> General news <u>Written critique:</u> General news
F 3/29	<b>Workday – No full class meeting</b>	
<b>Week 12</b>		
M 4/1	<u>Lecture:</u> Portraits <b>Assign</b> <u>Photos:</u> Environmental portraits due Wednesday, 4/10 <u>Written critique:</u> Environmental portraits due Wednesday, 4/10	

W 4/3	<u>Lecture:</u> Portraits	<u>Photos:</u> Feature <u>Written critique:</u> Feature
F 4/5	<b>Workday – No full class meeting</b>	<u>(Optional) Major:</u> Photo story rough draft
<b>Week 13</b>		
M 4/8	<u>Lecture:</u> People without people <b>Assign</b> <u>Photos:</u> People without people due Wednesday, 4/17 <u>Written critique:</u> People without people due Wednesday, 4/17	
W 4/10	<u>Lecture:</u> People without people	<u>Photos:</u> Environmental portraits <u>Written critique:</u> Environmental portraits
F 4/12	<b>Workday – No full class meeting</b>	
<b>Week 14</b>		
M 4/15	<u>Lecture:</u> Sports, events, and entertainment <b>Assign</b> <u>Photos:</u> Sports, events, and entertainment due Friday, 4/26 <u>Written critique:</u> Sports, events, and entertainment due Friday, 4/26	
W 4/17	<u>Lecture:</u> Sports, events, and entertainment	<u>Photos:</u> People without people <u>Written critique:</u> People without people
F 4/19	<b>Workday – No full class meeting</b>	
<b>Week 15</b>		
M 4/22	<b>Photo Story Presentations</b>	<u>Major:</u> Photo story (due at the start of class)
W 4/24	<b>Photo Story Presentations</b>	

F 4/26	<b>Photo Story Presentations</b>	<u>Photos:</u> Sports, events, and entertainment <u>Written critique:</u> Sports, events, and entertainment
<b>Week 16</b>		
M 4/29 – F 5/3 Finals week – No class meeting		