

**MCOM 3360 - Photojournalism**

**MWF 10:10 – 11:05**

**Instructor: Anita Brown**

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**Office Hours: T/Th 11:30 a.m. – 1:00 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
  - a. Provided on Canvas

2. Technology/Software:

- a. DSLR or other digital camera that takes quality images, phone with quality camera capabilities, or 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.
  - i. The photos you submit for assignments must be edited for quality. There are a variety of free photo editing software available, or you can utilize Adobe Photoshop on our PC lab computers.
- 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 (Journals, review exercises, critiques, and activities)	25%
Photography Assignments	40%
Photojournalist Presentation	10%
Final Project (Pitch/research, rough draft, final product)	25%
	<b>Total = 100%</b>

<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 (40%) – **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. This will result in an automatic zero for the assignment.

2. **Misc. assignments (25%) – 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 review exercises, activities completed in class, photo critiques, etc. If you are absent during a day that we complete an activity in class that is required to be submitted for a grade, it is your responsibility to complete the assignment outside of class.
3. **Photojournalist Presentation (10%) – SLOs 4, 6, & 7**
  - a. You will be required to “teach” the class about a prominent photojournalist. You should focus on notable works and achievements, history, experience, etc. – anything that would be included in a biography. You must also show examples of the photojournalist’s work.
4. **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 three parts: the pitch and preliminary research, rough draft for critique and guidance, and the final, publish-ready story.

### **Spring 2022 Covid-19 Information**

Students are expected to wear face masks covering their nose and mouth in public settings (including classrooms and laboratories). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code \(Links to an external site.\)](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, digestive issues (e.g. nausea, diarrhea), or a higher than normal temperature should stay at home and are encouraged to use the [UT Tyler COVID-19 Information and Procedures \(Links to an external site.\)](#) website to review protocols, check symptoms, and report possible exposure. Students

needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu).

## **Class Policies and Expectations**

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

- A. Work hard - 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.
- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. 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.
- D. 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.
- E. 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.
- F. 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.
  1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.

- G. 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.
- H. Hold me to the same standards and expectations that I hold you to.

## **2. Attendance Policy**

- A. Attendance will be taken for each meeting. Students are expected to attend class during each scheduled meeting. If you miss a meeting, it is your responsibility to make up anything you may have missed outside of meeting times, such as completing in-class activities at home, getting any material that may have been handed out during class, and ensuring you are aware of anything that may have been assigned or discussed. Additionally, if you miss a class and want lecture notes, you are responsible for getting these from a classmate (with the exception of special accommodations set up through the university). I will not be recording lectures this semester.
- B. If you must miss an exam period, it is your responsibility to inform me that a make-up exam will be needed. No make-up exams will be allowed if the reason for missing does not fall within the exceptions below.
  - i. Exceptions to this include illness supported by a doctor's note, a school sponsored event that the student has given prior notice for, religious observances that the student has given prior notice for, a death in your family, or an emergency that can be documented. Additional exceptions will be handled on a case-by-case basis and must be discussed with me.
- C. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

## **3. Assignment Policies**

- A. Assignments do 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. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize APA (American Psychology Association) format for any assignment that requires the utilization of outside sources and AP (Associated Press) format for all photo captions/journalistic stories.
- G. 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.
- H. 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.
- I. 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 the use of papers or other materials previously submitted in my classes or other professor’s classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.

### Course Schedule

Date	Daily Agenda	Assign in Class	Due
<b>Week 1</b>			
M 1/10	<b>Course introduction</b> <ul style="list-style-type: none"> <li>Syllabus overview</li> <li>Schedule overview</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>Experience is the Best Teacher</li> </ul> <b>Assignment:</b> <ul style="list-style-type: none"> <li>Syllabus quiz (due 1/14)</li> </ul>	
W 1/12	<b>Lecture</b> <ul style="list-style-type: none"> <li>An introduction to photojournalism</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>A Brief History of Photojournalism</li> <li>Pictures that Change History</li> </ul>	
F 1/14	<b>Lecture</b> <ul style="list-style-type: none"> <li>An introduction to photojournalism</li> </ul>		<b>Assignment:</b> <ul style="list-style-type: none"> <li>Syllabus quiz</li> </ul>
<b>Week 2</b>			
M 1/17	<b>Martin Luther King Jr. Day</b> – No class meetings		
W 1/19	<b>Lecture</b> <ul style="list-style-type: none"> <li>Camera and exposure basics</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>DSLR Beginner’s Guide</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Camera test (due 2/4 with lab techs)</li> </ul>	
F 1/21	<b>Lecture</b> <ul style="list-style-type: none"> <li>Composition</li> </ul>		
<b>Week 3</b>			
M 1/24	<b>Activity</b> <ul style="list-style-type: none"> <li>Composition practice</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>Composition practice (due 1/30)</li> <li>Photos: A day in the life (due 2/6)</li> </ul>	
W 1/26	<b>Lecture</b> <ul style="list-style-type: none"> <li>Image editing</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>Basic Image Editing</li> </ul>	

F 1/28	<b>Activity</b> • Image editing	<b>Assignment</b> • Image editing (due 2/6)	
Sun 1/30			<b>Assignment</b> • Composition Practice
<b>Week 4</b>			
M 1/31	<b>Lecture</b> • Captions, AP format, and news values	<b>Read</b> • What are the Seven News Values? • AP Style Highlights • Writing Photo Captions	
W 2/2	<b>Lecture</b> • Captions, AP format, and news values		
F 2/4	<b>Activity</b> • Caption writing	<b>Assignment</b> • Caption writing (due 2/13)	<b>Assignment</b> • Camera test
Sun 2/6			<b>Assignment</b> • Image editing • Photos: A Day in the Life
<b>Week 5</b>			
M 2/7	<b>Lecture</b> • The language of the image	<b>Read</b> • The Photography Critique <b>Assignment</b> • Photo Critique #1 (due 2/20)	
W 2/9	<b>Lecture</b> • Lighting in photojournalism	<b>Assignment</b> • Practicing with light (due 2/20)	
F 2/11	<b>Lecture</b> • Photo stories		
Sun 2/13			<b>Assignment</b> • Caption writing



<b>Week 6</b>			
M 2/14	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Photo stories</li> </ul> <b>In-class Activity</b> <ul style="list-style-type: none"> <li>• Photo story pitch and research</li> </ul>	<b>Project</b> <ul style="list-style-type: none"> <li>• Photo story pitch (due 2/20)</li> <li>• Photo story (due 4/17)</li> <li>• Photo story presentations (4/18 – 4/29)</li> </ul>	
W 2/16	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Photojournalism law &amp; ethics</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>• Photojournalism: The Professional Approach – Law</li> <li>• Photojournalism: The Professional Approach - Ethics</li> </ul>	
F 2/18	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Photojournalism law &amp; ethics</li> </ul>	<b>Project – Presentation</b> <ul style="list-style-type: none"> <li>• Research and select a photojournalist to present over (due 2/25)</li> </ul>	
Sun 2/20			<b>Assignment</b> <ul style="list-style-type: none"> <li>• Photo critique #1</li> <li>• Practicing with light</li> </ul> <b>Project</b> <ul style="list-style-type: none"> <li>• Photo story pitch</li> </ul>
<b>Week 7</b>			
M 2/21	<b>Lecture</b> <ul style="list-style-type: none"> <li>• General news</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Photos: General news (due 3/6)</li> <li>• Photo critique #2 (due 3/6)</li> </ul>	
W 2/23	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Black and white photography</li> </ul>	<b>Read</b> <ul style="list-style-type: none"> <li>• How Contrast Affects Your Photos</li> </ul> <b>Project</b> <ul style="list-style-type: none"> <li>• Photo story rough draft (due 4/3)</li> </ul>	

F 2/25	<b>Lecture</b> • Features	<b>Project - Presentation</b> • Photojournalist presentation Material (due 3/21 at the start of class) • Photojournalist presentations (3/21 – 3/28)	<b>Project – Presentation</b> • Research and select a photojournalist to present over
<b>Week 8</b>			
M 2/28	<b>Lecture</b> • Interactions		
W 3/2	<b>Activity</b> • Interaction	<b>Assignment</b> • Observing interactions (due 3/6) • Photos: Interactions (due 3/20)	
F 3/4	<b>Workday</b> • Projects and assignments		
Sun 3/6			<b>Assignment</b> • Observing interactions • Photos: General news • Photo critique #2
<b>Week 9</b>			
M 3/7 – F 3/11 <b>Spring Break – no class meeting</b>			
<b>Week 10</b>			
M 3/14	<b>Lecture</b> • Features - portraits	<b>Assignment</b> • Photo critique #3 (due 3/27)	
W 3/16	<b>Lecture</b> • Features – portraits	<b>Assignment</b> • Photos: Portraits (due 3/27)	
F 3/18	<b>Lecture</b> • People without people	<b>Read</b> • Street Photography without People <b>Assignment</b> • Photos: People without people (due 4/3)	

Sun 3/20			<b>Assignment</b> • Photos: Interactions
<b>Week 11</b>			
M 3/21	Photojournalist presentations		<b>Assignment</b> • Photojournalist presentation material (due at the start of class)
W 3/23	Photojournalist presentations		
F 3/25	Photojournalist presentations		
Sun 3/27			<b>Assignment</b> • Photo critique #3 • Photos: Portraits
<b>Week 12</b>			
M 3/28	Photojournalist presentations		
W 3/30	<b>Lecture</b> • Features - places	<b>Assignment</b> • Photos: Place (due 4/10) • Photo critique #4 (due 4/10)	
F 4/1	<b>Lecture</b> • Sense of place	<b>Read</b> • How to Give your Photos a Sense of Place • How to use “Sense of Place” to Build Stronger Photographic Images	
Sun 4/3			<b>Assignment</b> • Photos: People without people <b>Project</b> • Photo story rough draft
<b>Week 13</b>			
M 4/4	<b>Lecture</b> • Sense of place		

W 4/6	<b>Workday</b> • Photo story		
F 4/8	<b>Lecture</b> • Capturing action		
Sun 4/10			<b>Assignment</b> • Photos: Place • Photo Critique #4
<b>Week 14</b>			
M 4/11	<b>Lecture</b> • Sports	<b>Assignment</b> • Photos: Sports, events, and entertainment (due 4/24)	
W 4/13	<b>Lecture</b> • Events and entertainment	<b>Assignment</b> • Photo critique #5 (due 4/24)	
F 4/15	<b>Workday</b> • Photo story		
Sun 4/17			<b>Project</b> • Completed photo story
<b>Week 15</b>			
M 4/18	<b>Project</b> • Photo story presentations		
W 4/20	<b>Project</b> • Photo story presentations		
F 4/22	<b>Project</b> • Photo story presentations		
Sun 4/24			<b>Assignment</b> • Photos: Sports, events, and entertainment • Photo critique #5
<b>Week 16</b>			
M 4/25 – F 4/29			
Finals week – Class meeting day dependent on publication of final exam schedule and number of remaining project presentations			