

# MCOM 3360: Photojournalism – Spring 2015

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and by appointment

**COURSE DESCRIPTION: Catalog:** A study of use and layout of photographs in newspapers, magazines, and websites with emphasis on news judgment. Practical skills in caption writing, picture story, and multi-image presentations for web. Students must provide their own camera as approved by instructor. **Mine:** Visual Journalism is an integral part of storytelling journalism. Still photojournalism is the foundation of visual journalism. Master the art and science of photojournalism and you'll become a well-rounded multi-platform journalist.

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

1. Produce accurate news, feature and sports photography for publication in print and digital media.
2. Demonstrate an understanding of professional ethical principals 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. Evaluate current and historical trends affecting professional photojournalists in today's workplace.

## REQUIRED READING:

1. "Photojournalism: The Professionals' Approach" Kobre, Kenneth 6th edition
2. "Truth Needs no Ally" Chapnick, Howard
3. "The Associated Press Stylebook 2014"

## RECOMMENDED READING:

Immerse yourself in visual journalism to get the most out of this class. Read newspapers and magazines daily in print and online. Follow photojournalists on Instagram, Facebook, Twitter, Tumblr and on their blogs. Bring in clips, photos, articles and ideas to class for discussion.

Here are some suggested things to read:

**Newspapers:** The Tyler Daily Telegraph, The Patriot Talon, Wall Street Journal, New York Times, Dallas Morning News, Fort-Worth Star-Telegram, Christian Science Monitor

**Magazines:** Time, National Geographic

**Online:** [lens.blogs.nytimes.com](http://lens.blogs.nytimes.com), [boston.com/bigpicture](http://boston.com/bigpicture), [framework.latimes.com](http://framework.latimes.com), [photography.nationalgeographic.com/photography](http://photography.nationalgeographic.com/photography), [photoblog.nbcnews.com](http://photoblog.nbcnews.com), [MediaStorm.com](http://MediaStorm.com), [lightbox.time.com](http://lightbox.time.com), [photographyblog.dallasnews.com](http://photographyblog.dallasnews.com)

**Social Media:** Eric Seals, Joe McNally, Amy Toensing, National Geographic, Charles Apple, thewellspoint, photojojo, nationalpostphotos, timelightbox,

## **THINGS TO KNOW ABOUT MY CLASS:**

**Attendance:** Attendance is mandatory. This class requires your participation. I treat our class like a business. We're partners and as such, I expect you to show up as you expect me to show up. I don't need excuses when you can't make it. Just let me know. However, our attendance together is what makes this class work. So, more than four (4) absences and your final grade will drop by 5 percent. Six (6) absences and your final grade will drop by 10 percent. More than 10 will result in your final grade being lowered by 20 percent.

- Students who anticipate being absent due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.
- You are responsible for turning in all assignments by the designated deadline even though you may be absent. You are also responsible for any lecture materials, announcements, and assignments made during any absence. Ask your editing partner, not the professor for missed info/assignments.
- 10 minutes late or leaving considerably early may be considered absent.
- No make-up tests will be allowed unless you must be absent the day of the exam and have notified the instructor at least three (3) days in advance. Any make-up test must be taken before the absence.
- Students late to class on test days may not be allowed to take the exam if students have already completed the exam and left the room.

### **Assignment policy:**

- Photos are to be posted on your Flickr page by deadline.
- Typed and printed critiques are due in class by deadline
- Assignments and due dates may be changed at the instructor's discretion with fair notice.
- Students must complete all assignments in order to pass the course. This does not mean that merely completing all assignments guarantees the student will pass the course.
- All assignments must have student name, date, assignment name, course name.
- Assignment subjects (unless approved by instructor) must be people NOT well known to the student. This includes family members, boyfriends, girlfriends, friends, co-workers, bosses, teachers, clergy and other types of relationships. The goal is to expose you to realistic journalistic situations.

### **Classroom Courtesies:**

- "Stay focused. No devices in class unless required." Clay Shirkey says so\*
- Laptop and tablet use is for note taking and class-related research. Other uses will be noted and these devices can be restricted in class.
- Talk, debate, ask questions, challenge but stay on topic.
- No eating, unless there is enough for everybody. Beverages are allowed. (EXCEPT IN LAB)

### **Access to Technology:**

- I use Blackboard to communicate, post assignments and readings, present feedback, and provide a space for you to communicate with your classmates. Check Blackboard regularly.
- Use of a camera is required for this class. You may checkout Canon cameras through the Department of Communication. Forms and rules are available on BlackBoard. While using and understanding technology is important to this class, this is not a class about the technology.
- Storage devices. I suggest you have some form of removable storage – jump drives, portable hard drives, or a cloud solution. You will need these to store and backup your images.
- SDHC cards will be required if you check out a camera.

### **Academic Honesty:**

- It is in your best interest as a student and developing professional to act ethically and maintain your own integrity. The journalism, communication and academic world judges harshly those who are unethical and once your integrity is damaged, it really is hard to repair.

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.
- **PLAGIARISM WILL NOT BE TOLERATED.** This includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.
- Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

**GRADING:** Here's what you'll be graded on: There are 1100 points possible.

- **Attendance** (100 points): You are expected to be at all classes. You get 100 points for that. Any class you don't make, you subtract three (3) points. You are still subject to University Policies regarding attendance. Excessive absences will not be tolerated in this class or university. Please understand and adhere to the UT-Tyler attendance policy.
- **2 tests** (100 points): These will be based on the readings and lectures and given roughly at midterm and at the end of class.
- **Assignments** (500 points): There will be 10 photojournalism assignments worth 50 points each.
- **Presentation** (100 points): You will select one of the 29 photojournalists featured in chapter 12 of Chapnick's book and provide a 10-15 minute class presentation.
- **Final photostory** (200 points): You will propose a photostory in an area of your interest (news, sports or features) and complete your final project by the end of the semester. The project is broken down into four parts: proposal (25), first edit (25) final edit (100) written text (50).
- **Final Portfolio** (100 points): A final portfolio of 10 images
- **Extra Credit:** You will have the opportunity to earn extra credit throughout the semester. As things come up I will pitch ideas, or you can approach me with an idea.
  - **Any above assignment** published in a media outlet before the end of class will receive extra credit points.
  - **Talon assignment** (up to 30 EC points): You will attend a Talon staff meeting and complete one assignment by deadline for the *Patriot Talon*. This will be a photojournalism assignment to be determined between you and the editor. To get credit, submit the published clip to the instructor.

Grades are based on the overall points available for you to earn.

**A:** 990-1100+ **B:** 880-989 **C:** 770-879 **D:** 660-769 **F:** 0- 659

**Grading rubrics:** Most assignments will have a basic rubric to help guide you in completing the assignment. However, the following apply to all assignments:

- **Clean copy is important.** Your grade for each assignment will be reduced depending on how many errors you have: 3-6 errors (grade drops by 10 percent); 7-10 (grade drops by 20 percent); 11 or more (grade drops by 30 percent).

- **Facts are important.** Your grade for each assignment will be reduced depending on how many errors of fact you have: One error (grade drops by 20 percent); 2-3 errors (grade drops by 30 percent); Three or more errors results in a zero for the assignment.
- **Names are important.** If you misspell a name once in this class, the most you can get is a 'C'. Two or more name misspellings will result in failure of the class.
- **Plagiarism will not be tolerated.** Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.
- Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

**COURSE OUTLINE, MEETING DATES, TOPICS:** *(subject to change at instructor's discretion)*

W	DAY	TOPIC	READINGS	DUE	NOTES
1	M 1/12 W 1/14 F 1/16	Introductions – to the class, the syllabus, each other & photojournalism Talking about photos	Syllabus, Kobre 1,8 Chapnick 1,2,3,5 13		Set up Flicker this week.
2	M 1/19 W 1/21 F 1/23	NO CLASS Discuss final project	Kobre 7, handout, Chapnick 16	#1 – Day in the Life	Sign up for photogs
3	M 1/26 W 1/28 F 1/30	Critique: Day In Life Law & Ethics	Kobre 15,16; Chapnick 20, 21; NPPA code of ethics		
4	M 2/2 W 2/4 F 2/6	Capturing Character	Kobre 5; Chapnick 18, 23	Project Proposals	
5	M 2/9 W 2/11 F 2/13	Interaction/Emotion Critique: Portraits	Kobre 4; Chapnick 14	#2 - Portraits	
6	M 2/16 W 2/17 F 2/20	General News Critique: Interaction	Kobre 2,3	#3 -Interaction/ emotion	
7	M 2/23 W 2/25 F 2/27	The Sporting Life Critique: News	Kobre 6	#4 – General News	
8	M 3/2 W 3/4 F 3/6	Sense of Place Critique: Sports TEST #1	TBD	#5 - Sports	
9	M 3/9 W 3/11 F 3/13	NO CLASS – Spring break all week			

<b>10</b>	M 3/16 W 3/18 F 3/20	Making multiple photos Soundslides	Kobre 10, 11	#6 – Sense of Place	
<b>11</b>	M 3/23 W 3/25 F 3/27	People without People Critique: Multiple Photos	TBD	#7 – Multiple Photos Project 1 <sup>st</sup> Edit	
<b>12</b>	M 3/30 W 4/1 F 4/3	Point of View	TBD	#8 – People w/o people	
<b>13</b>	M 4/6 W 4/8 F 4/10	Critique: Point of View NO CLASS – TIPA NO CLASS - TIPA		#9 – Point of view	
<b>14</b>	M 4/13 W 4/15 F 4/17	Photographer Presentations All Week	Chapnick 12 (choose 1 photographer)		
<b>15</b>	M 4/20 W 4/22 F 4/24	TEST #2	Chapnick 7	All EC due #10 – Your choice	
<b>16</b>	M 4/27 W 4/29 F 5/2	FINAL EXAM WEEK, FINAL TBD		Due this week: Final portfolio and final story. TBD	

**WRITING CENTER:** Take advantage of writing help. The UT Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. 903-565-5995.

**UNIVERSITY POLICIES:**

**Students Rights and Responsibilities:** To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:<http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

**Grade Replacement/Forgiveness and Census Date Policies:** Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment

- Completing the process for tuition exemptions or waivers through Financial Aid

**State-Mandated Course Drop Policy:** Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

**Disability Services:** In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to [cstaples@uttyler.edu](mailto:cstaples@uttyler.edu)

**Student Absence due to Religious Observance:** Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

**Student Absence for University-Sponsored Events and Activities:** If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

**Social Security and FERPA Statement:** It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

**Emergency Exits and Evacuation:** Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.