

1-2015

## JRNL 257.03: Beginning Visual Journalism

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# BEGINNING VISUAL JOURNALISM – JRNL257

Spring 2015 - Subject to change\_

CLASS MEETS Monday & Wednesday, 12:40-2 pm, Don Anderson Hall 009  
PROFESSOR Erik Petersen  
OFFICE DAH437  
OFFICE HOURS Monday 11:00-12:30 and Tuesday 1:30-2:30 pm or by  
appointment  
EMAIL erik.petersen@mso.umt.edu

## COURSE OBJECTIVES

This course will introduce you to the theory of visual storytelling and the tools to produce quality still photo and video narratives. You will learn how to handle a digital SLR camera and create a workflow in the digital darkroom. You will learn how to shoot and edit still images. You will learn to shoot video, record audio and edit video. The course will also focus on the ethical issues of visual journalism.

## LEARNING OUTCOMES

Successful JRNL 257 students will demonstrate an understanding of:

- Visual literacy skills
- Critical and creative thinking
- The use of appropriate tools and technology
- An introduction to journalism ethics including the importance of truth, accuracy and fairness

## LEARNING GOALS

- To develop the technical and intellectual skills to express stories through photography.
- To understand what photojournalism is and how to excel in the field.
- To know what makes a good photograph based on composition, lighting, content and technical quality.
- To build visual storytelling abilities with both still images and video.
- To write accurate and efficient photo captions.
- To produce publishable images .
- To shoot and record steady, well-framed, properly exposed video .
- To record clear, understandable audio.
- To edit video, audio, natural sound and voice narration in FinalCutPro 7 and digital still images in Adobe Lightroom CS 6.
- To edit video using sequences to compress time.
- To export video from FinalCutPro and to understand the program's file structure.

## GRADE STRUCTURE

Graded Assignments - 65% of final grade

1. Classmate portrait
2. Depth of field
3. Quality of light
4. Composition
5. Walk across campus
6. Team sequence exercise
7. Team interview
8. Gibson package
9. Sound Bite Proposal

Final Projects - 20% of final grade

1. Final portrait package
2. One-minute sound bite package

Lab Attendance - 5% of final grade

Class Attendance - 10% of final grade

## ATTENDANCE AND PARTICIPATION

Pre-registered students who fail to attend the first meeting of the class may be dropped. You are expected to attend every class. You can't succeed if you miss critique sessions, lectures and labs. Attendance will be a component of your grade. Attendance will be taken at the beginning of each class and lab section. If you come in late, you are responsible to let the instructor know. If you are late you will only receive half the attendance points for that day.

## MOODLE

I will use Moodle for this course. Your grades will be available there, along with some handouts and resources.

## DEADLINES AND PROFESSIONALISM

Professionals are under constant pressure to produce high-quality work in a short time. A great story is of little value if it's finished too late for publication or broadcast. Therefore, deadlines in this class will be strictly enforced. Unless you have an acceptable reason and make prior arrangements, an assignment submitted after the deadline will lose 10% of its grade for each day it is late.

No assignments will be accepted later than one week after the deadline.

If you can't meet a deadline due to illness or some other emergency, you must let me know before the deadline. All assignments due at 9 am on the due date, unless otherwise noted.

## CAMERA EQUIPMENT

Digital SLR cameras and essential equipment will be available for check out.

You will need:

1. A portable hard drive of at least 500 GB to store your digital photos and videos. You will also use this drive for future journalism classes.

2. A 16 GB SDHC memory card class 10 with a read speed of 80MB/s
3. Optional- a card reader

## ACCESS

For after-hours access to Don Anderson Hall, you will be able to enter the building using the Griz Card swipe at the front door. You will also be given a key code for the door to DAH 009 and the radio studios in DAH 307-311.

For after hours access to Don Anderson Hall, complete and submit a [form online](#) by Friday, February 7 at 5pm. If you miss the deadline, you will not have after-hours access for the semester.

Complete only one request form per semester – be sure to list all the Journalism courses you are taking. Codes will remain active until the last day of the semester.

## ACADEMIC HONESTY

I expect your honesty in presenting your own work for this course. Academic misconduct at The University of Montana is subject to an academic penalty ranging from failing the assignment to expulsion from the university. Students need to be familiar with the [Student Conduct Code](#).

## PLAGIARISM

As defined by “The University of Montana Student Conduct Code” plagiarism is: “Representing another person's words, ideas, data, or materials as one's own.” This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

## DOUBLE-DIPPING

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an F for the assignment and could result in an F for the course.

## ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

This course is accessible to and usable by otherwise qualified students with disabilities. To



**Class-by-class Topics and Assignments**  
**JRNL 257 Beginning Visual Journalism- subject to change**

<i>Week</i>	<i>Date</i>	<i>Class</i>	<i>Assignment Due</i>	<i>Lab</i>
1	8/25	Introduction - Syllabus Still vs. Video Digital SLR Cameras I		
	8/27	Digital Camera Instruction I		Camera Lab
2	9/1	Labor Day- No Class		
	9/3	Exposure: Shutter Speed and Aperture Bring Camera to class		Lightroom 1 Classmate
3	9/8	Depth of Field, Lenses Critique Classmate Portrait	Classmate Portrait	
	9/10	Photographing People Caption writing		LR 2
4	9/15	Using Quality of Light and Composition for Visual Storytelling		
	9/17	Critique Depth of field	Depth of Field Caption exercise	LR3
5	9/22	Interaction/Emotion Sports		
	9/24	Critique Quality of Light and Composition	Quality of Light Composition	
6	9/29	The Art of Portraiture in Journalism		
	10/1	Critique Interaction	Interaction	
7	10/6	Ethics of Still and Video Photojournalism		
	10/8	Critique Final Portrait package	Portraits	

<i>Week</i>	<i>Date</i>	<i>Class</i>	<i>Assignments</i>	<i>Lab</i>
8	10/13	Types of shots What is editing? Sequences		
	10/15	Final Cut Pro	Walk across campus edit	FCP1
9	10/20	Cameras and equipment Review composition-framing-rule of thirds	Walk across campus edit due	
	10/22	Shoot team sequence exercise	Team Sequence	FCP2
10	10/27	Interviewing and shooting interviews Lighting Final project ideas	Team sequence due	
	10/29	Shoot Team interview exercise	Team Interview	FCP3
11	11/3	Audio booth training	Team interview due	
	11/5	Critique team sequences and team interviews		
12	11/10	Shoot Gibson package (sequences going in and out of buildings)	Gibson Track due	
	11/12	3 point editing-Cutting pictures to words Adjusting audio levels- audio transitions Setting up interviews	One minute sound bite package with 3-sequences	
13	11/17	Critique Gibson package Choosing sound bites Working with sound bites	Gibson package due	
	11/19	Editing sound bites and adding b-roll		
14	11/24	Reporting Images and Video with Smartphones – pros and cons Using video and still photojournalism effectively to tell stories on the web		
	11/26	<u>No Class-Thanksgiving Break</u>		
	12/3	Review Final edit on Final Package		
Finals		Final pkg due ≈ Course evaluations	Final pkg	

Final Exam Monday 8:10-10:10 am, Dec 8th