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Spring 2-1-2017

### JRNL 257.03: Beginning Visual Journalism

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# JRNL 257 – Beginning Visual Journalism

**MW – 9:30-10:50**

**Spring '17**

**Syllabus** (subject to change)

## **Instructor:**

Katy Spence, Graduate Teaching Assistant

Don Anderson Hall 437

katy.spence@umontana.edu

Office hours subject to change within first two weeks: Tuesdays and Thursdays 1:00-4:00; available by appointment.

## **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 to shoot video, record audio and edit both still and video images. The course will also focus on the ethical issues of visual journalism.

## **Class Meets:**

Mondays and Wednesdays, from 11:00-12:20 p.m., in Don Anderson Hall-009

There are weekly online labs for Adobe Lightroom and Adobe Premiere, the two programs you will be using this semester. Come see me during office hours for additional help or questions with lab exercises.

## **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 understand diversity issues and building diverse voices in the newsroom
- 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 Adobe Premiere Pro CC and digital still images in Adobe Lightroom CC.
- To edit video using sequences to compress time

- To export video from Adobe Premiere Pro CC and to understand the program's file structure



## Graded Assignments

**65% of final grade**

1. Classmate portrait
2. Depth of Field
3. Caption exercise
4. Quality of Light
5. Composition
6. Walk across campus
7. Team sequence exercise
8. Team interview
9. Gibson package



## Final Project

**20% of final grade**

1. Final Portrait package
2. Sound bite package

## Lab Attendance –

You are required to watch the lab tutorials on digital workflow in Adobe Lightroom and Premiere.

**5% of final grade**

## Class Attendance & Participation

**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 online 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. There will be video tutorials you will need to watch on Moodle.

## 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 are due one hour before class – 10:00 AM. You have two weeks after a grade has been posted to contest it.

## Camera Equipment

Digital SLR cameras and essential equipment will be checked out to students for the semester.

### 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-** an SD card reader



## Building Access

Don Anderson Hall is only open from 8 a.m. to 5 p.m. every day. For after hours access to Don Anderson Hall, complete and submit a [form online](#) by Friday, February 3<sup>rd</sup> at 5pm. If you miss the deadline, you will not have after-hours access for the semester.

With 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.

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 request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit the [Disability Services website](#).

Week	Date	Class	Assignment Due	Labs and tutorials
1	1/23	Introduction - Syllabus Still vs. Video Digital SLR Cameras I		<b>ONLINE LABS Sessions</b>
	1/25	Digital Camera Instruction I <i>Assign Classmate Portrait</i>	BRING Camera To Class	Optional lab Camera
2	1/30	Exposure: Shutter Speed and Aperture	BRING Camera To Class	Lightroom tutorials 1,2 and 3 Digital Workflow
	2/1	Depth of Field	BRING Camera To class	
3	2/6	Captions Critique Classmate Portrait	Classmate Portrait	Lightroom tutorial 4 Develop Module
	2/8	Photographing People and Lenses		
4	2/13	Critique Depth of field Quality of Light	Depth of Field Caption Exercise	Lightroom tutorials 5 and 6 Advanced features
	2/15	Introduce Final Portrait Project Technical follow up help		Optional lab Advanced features
5	2/20	<b>NO CLASS – Presidents’ Day</b>		
	2/22	Critique Quality of Light Composition	Quality of Light	
6	2/27	The Art of Portraiture in Journalism Final Portrait Project Pitch		Upload final project pitch to Moodle
	3/1	Sports, Interaction and Emotion Critique Composition	Composition	
7	3/6	Ethics of Still and Video Photojournalism Understanding Diversity		
	3/8	Video 1 Types of shots for Video shooting What is editing? Sequences		
8	3/13	Critique Final Portrait package	Final Portrait Project	Premiere Tutorials 1 and 2 Intro to Premiere Watch before class on Weds. 3/15
	3/15	Adobe Premiere Pro	Walk across campus edit	

Week	Date	Class	Assignment Due	Labs and tutorials
	3/17		Walk Across Final Due Friday 9 a.m.	
<b>9</b>	3/20	<b>SPRING BREAK</b>		
	3/22	<b>SPRING BREAK</b>		
<b>10</b>	3/27	Critique Walk Across Cameras and equipment Review composition-framing-rule of thirds Bring charged camera to class <i>Assign Team Sequence for outside of class</i>		Premiere tutorials 3 and 4 Premiere Tools
	3/29	Shooting, lighting and mics for interviews Practice and troubleshooting Bring charged camera to class Hand out lights		
<b>11</b>	4/3	Shoot Team Interview exercise Bring charged camera to class	Team Sequence Due	Premiere tutorials 5 and 6 Audio and 3-point editing
	4/5	Critique Team Sequences and Team Interviews, Discuss final projects with an example	Team Interview Due	
<b>12</b>	4/10	Audio booth training-Gibson package		
	4/12	Shoot Gibson Package (sequence people coming in and out of doors) Bring charged camera to class	Gibson Audio Track Due	
<b>13</b>	4/17	3 point editing-Cutting pictures to words Adjusting audio levels- audio transitions Setting up interviews	Edit Gibson package	
	4/19	Critique Gibson package Final Sound bite Pitch	Gibson package due Final Package Pitch Due	
<b>14</b>	4/24	Choosing, Working & Editing sound bites and adding b-roll. In Class Exercises.		
	4/26	Edit lab	One-minute of interview	
<b>15</b>	5/1	Edited Interview Course evaluations	Edited Interview 90 secs to 2 minutes.	
	5/3	Critique rough cut Package should be 90% complete	Rough Cut of project. Interview with 3 sequences and B-roll.	
<b>Finals</b>	5/10	Package due by 5:00 p.m.	Final Sound bite	Package due!