



University of Minnesota Duluth

JOUR 2300: Visual Journalism

College of Liberal Arts, Spring 2017

Instructor: Daniel R. Turner
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Office Hours: Tuesday & Thursday 1:00pm – 02:00pm
Friday 9:00am – 10:00am *...or by appointment.*

Class Times: 03:30pm – 4:45pm TTh Humanities 484

Required

Texts: Photojournalism: The Professionals' Approach by Kenneth Kobré, Ed. 6
The Associated Press Stylebook by The Associated Press, 2015 or 2016

Course

Website: See Moodle.

Description

This course introduces students to the tools, skills, and strategies to produce publishable journalistic visuals, such as photographs and video. Students will have the opportunity to develop their personal vision while implementing professional techniques and equipment for researching, editing, storytelling, and publishing. The course will also explore questions of the role of the modern multimedia journalist in an increasingly demanding and varied field.

The learning outcomes (LO) of this course are... (1) To plan, process, and publish original visual journalism while developing a personal style and philosophy; (2) To understand the technical and ethical challenges of visual journalism; (3) To make informed decisions when creating visual narratives through composition, captioning, writing, and editing; (4) To accept and engage in the responsibilities of a news creator in the community, journalistic world, and online; (5) To become an intelligent and discriminating consumer and producer of media, including social media; (6) To begin to develop a set of marketable technical skills in using professional equipment and software for capturing, editing, and publishing visuals online and in print.

Equipment & Software

Please make full use of the DSLRs, HD camcorders, tripods, strobes, light kits, backdrops, mics, etc. available for checkout from the Multimedia Hub, located in the library. If you already own any of the equipment required for this class (most of which is listed above), then you are welcome to use it if the functionality is similar to that which has been provided. Keep in mind there will be a high demand for this equipment, so please return your items as soon as you can. Similarly, required software (such as Adobe Lightroom, Adobe Premiere Pro, Adobe InDesign) is provided free of charge in the Multimedia Hub.

All students are required by UMD to own a laptop. Please bring it to class every day. Additionally, some projects will require mobile technology that is typically found in smartphones and tablets. Students should have access to a current IOS or Android-based device, but I am willing to work with students who do not to develop alternative assignments. If you believe this applies to you, please let me know.

Requirements & Evaluation

This course has 10 assignments (10-20 points per), 10 reading responses (5 points per), **2 presentations** (50 points per), and **1 cumulative exam** (50 points). Assignments are due almost every Friday and will mostly appear on public web pages maintained by the student. A tentative list of assignment topics & emphasized associated learning objectives is as follows:

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| 1. Mobile Media (LO 1 2 5 6) | 6. Shooting Video (LO 1 2 3 5 6) |
| 2. Shooting a Portraits (LO 1 2 3 4 6) | 7. Editing Video (LO 1 2 3 6) |
| 3. Adobe Lightroom Basics (LO 1 2 3) | 8. Sports Photography (LO 1 2 3 6) |
| 4. Planning Your Approach (LO 1 4) | 9. Print Layout (LO 1 3 6) |
| 5. Shooting a Feature (LO 1 2 3 4 5 6) | 10. Advanced Lighting (LO 1 6) |

Students will regularly be required to capture stills, video, audio, and conduct interviews and research outside of class time and off campus. It is also the case that planning, drafting, editing, and other common journalistic tasks will often take place outside the class time, which is primarily for instruction, discussion, critique, and workshops. Budget at least 2 hours per week.

You are required to attend every class. Attendance will be checked regularly and will account for 200 points. Students will have the opportunity to critique one another's work regularly. This constructive feedback will account for 50 points. **Late work will not be accepted.**

Respect & Diversity

As a journalism student, you are expected to be highly respectful to other students, the instructor, the equipment, and the University. We have a wonderful opportunity in this course to explore perspectives different from our own, and it would be a shame if we did not embrace the chance to grow as thinkers, creators, and members of a vibrant community through the experience. To that end, I will not tolerate any bullying based on ideology, gender, background, race, or any other part of one's identity.

Along these lines, I expect students to avoid using distracting technology, especially mobile phones, during class unless specifically sanctioned.

Grading Scale

93 - 100: A	80 - 82: B-	67 - 69: D+
90 - 92: A-	77 - 79: C+	60 - 66: D
87 - 89: B+	73 - 76: C	59 or less: F
83 - 86: B	70 - 72: C-	

Academic Integrity & Conduct

Academic dishonesty tarnishes UMD's reputation and discredits the accomplishments of students. UMD is committed to providing students every possible opportunity to grow in mind and spirit. This pledge can only be redeemed in an environment of trust, honesty, and fairness. As a result, academic dishonesty is regarded as a serious offense by all members of the academic community. In keeping with this ideal, this course will adhere to UMD's Student Academic Integrity Policy, which can be found at <http://www.d.umn.edu/conduct/integrity>. This policy sanctions students engaging in academic dishonesty with penalties up to and including expulsion from the university for repeat offenders.

The instructor will enforce and students are expected to follow the University's Student Conduct Code (<http://www.d.umn.edu/conduct/code>). Appropriate classroom conduct promotes an environment of academic achievement and integrity. Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor's ability to teach, or student learning, is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom, such as texting, watching videos, playing games, checking email, or surfing the internet.

Accessibility and Special Circumstances

It is the official policy and practice of the University of Minnesota Duluth to create inclusive learning environments for all students, including students with disabilities. If there are aspects of this course that result in barriers to your inclusion or your ability to meet course requirements such as time limited exams, inaccessible web content, or the use of non-captioned videos, please notify me as soon as possible. See <http://www.d.umn.edu/access> for more information. If you have a Letter of Accommodation, please make an appointment with me before Week 2.

It is my personal policy and practice to create a classroom that is inclusive, safe, and flexible. I do not want anything to get in the way of you learning linguistics. With this in mind: [1] If any health concerns, physical or otherwise, arise during the semester I highly encourage you to make them known to me so that we can minimize its impact on your academics and grades. [2] If there are any concerns about the accessibility of any material, project, or exercise, please contact me.

Publishing & Ethics

All work for this class must be publishable, meaning it must be your original work or feature proper credit (AP Style) where due. Trust is the most important feature of a journalist. Submitting work that has been unethically altered, produced by someone other than you without accreditation, or has been published elsewhere may draw heavy penalties to your grade and the possibility of a Student Conduct Code citation. Similarly, to be credible, your work should be free of typographical and stylistic errors. Sloppy work will be graded down; proof all your work.

Tentative Schedule

Weeks 1-2	Preview of the course Web publishing History of photojournalism	Set up a Wordpress & Instagram
Weeks 3-4	Mobile journalism Portraits	Assignments 1 & 2
Weeks 5-6	Lightroom Features Legal issues	Assignments 3 & 4
Weeks 7-8	Photo stories Including sound	Assignment 5 Midterm portfolio presentation
Week 9	Spring Break	
Weeks 10-11	Video & editing Premiere Pro	Assignments 6 & 7
Weeks 12-13	Sports Print layout InDesign	Assignments 8 & 9
Weeks 14-15	Advanced lighting techniques Life as a pro Working on the road	Assignment 10
Weeks 16-17	Final Exam	Final portfolio presentation