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Thursdays
2:20 – 5:05 pm
MMTH 127

INSTRUCTOR
Josh Meltzer
Assistant Professor

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OFFICE HOURS
Mondays – 10:30 - 11:30 am
Tuesdays –   2 -3 pm
Fridays – 10:30 am - 11:30 am

I'll be happy to make an appointment with you if you cannot see me during the above hours. It's best to email me to schedule an appointment.

IMPORTANT DATES:
Oct 2 – Fall Break (no class)
Oct. 15 – Last day to drop a class with a W
Dec. 11 @ 3:45 pm - Final

CELL PHONES
Do not use your cell phones at all in class. Please leave them in your bag or pocket. You will be asked to leave if you are using it in class for non-class related activities.

INTRODUCTION TO
Photojournalism

WKU *School of* Journalism & Broadcasting

MISSION

This course is designed to introduce you to two major concepts. First, you will learn the technical knowledge to operate your digital SLR and create techincally proficient images. Second, you will learn to interact within the community to find, develop and execute great stories with great images.

We will spend class time critiquing your work and giving one another feedback so that we can not only improve our craft but find and produce even better work with each assignment.

GOALS

1. To help you learn how to effectively use your digital SLR cameras.

2. To help you understand what makes a good photograph in terms of technical quality, light, composition, storytelling moments, captions and presentation.

3. To help you acquire and develop intellectual, technical and analytical skills to make photographs that communicate.

4. To help you understand the all-important contribution of the idea to the photograph; the critical element that separates the picture maker from the picture taker.

5. To learn digital workflow, using a digital camera, Photo Mechanic and Photoshop

6. To be creative, work hard and be successful.

Topics discussed

• Camera mechanics • Idea generation • Caption writing • Depth of field • Light • Composition • Color • Portraits • Picture packages • Electronic Flash • Photography history • Photographing your community • Action/Motion • Features • Events • Ethical boundaries • Digital processing and workflow

DEADLINES

All assignments are due at the beginning of class. You must be present on assignment deadline classes to receive a grade at all. Failure to be present in person will be equivalent to a reduction of one letter grade. End of story.

Late work will receive a reduction of a letter grade for every 24 hours it's late starting immediately after the beginning of class.

Some assignments will have preliminary deadlines which must be adhered to as well, and will be explained fully in the assignment.

You will have the opportunity to reshoot two of the weekly assignments. *The purpose of these reshoots is to give you an opportunity to better a grade of an assignment you shot or to make up an assignment that you didn't hand in. Your deadline for the reshoots will be announced later in the semester.*

ASSIGNMENTS

You will have several assignments during the semester. Each will receive a percentage of 1000 points that you may earn throughout the term. Remember that you start with zero points, so everything must be earned.

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All of your assignments, this syllabus, links to tutorials and other interesting information during the semester will be here. Visit the blog immediately and sign up to receive email updates OR visit the site at least twice a week.

REQUIRED EQUIPMENT

Digital SLR (DSLR) - Camera with detachable lens that can function in a completely manual mode where the user chooses ISO, shutter speed and aperture.

Camera Memory Card *depending on your model either a CF or SD card (should buy minumum of 8GB).*

One ream of bright white photo paper.

Portable Hard Drive (see following pages for details)

Detachable Flash (you may wait until we discuss this to buy it)

GRADE BREAKDOWN

Icon Photo	15 points	Composition	100 points
Camera Worksheet	10 points	Portrait	100 points
Photo Book	25 points	Picture Package	100 points
Making Exposures	25 points	Dig	100 points
Depth of Field	25 points	Flash	100 points
Community Life	75 points	Picture Story	175 points
Light	100 points	Participation	50 points

TOTAL   1000 POINTS

ASSIGNMENT 1 - ICON PHOTO

Write about an historically iconic photograph (must be journalistic).

ASSIGNMENT 2 - CAMERA WORKSHEET

Use your camera manual to learn how to set up and use your camera manually.

ASSIGNMENT 3 - PHOTO BOOK

Oral presentation on a photographer from a photo book.

ASSIGNMENT 4 - MAKING EXPOSURES

Techincal exercise to make correct exposures manually with your DSLR.

ASSIGNMENT 5 - DEPTH OF FIELD

Use your camera to demonstrate that you can manually control depth of field.

ASSIGNMENT 6 - COMMUNITY LIFE

Make images based off of community events.

ASSIGNMENT 7 - LIGHT

Making images which use light extremely well in a variety of situations.

ASSIGNMENT 8 - COMPOSITION

Use a variety of compositional tools to make visually sophisticated images.

ASSIGNMENT 9 - PORTRAIT

Make a portrait that tells a story.

ASSIGNMENT 10 - PICTURE PACKAGE

Edit an assignment to 3 pictures which work together to tell a short story

ASSIGNMENT 11 - DIG

Make or break assignment from this class. Get your shovel ready.

PARTICIPATION

Q: What I will count for participation?

A: Discussing work in class, providing feedback to fellow students, asking questions that you have based on readings or assignments and commenting on infographics and data visualizations that you see online and in print.

Q: What does not count for participation?

A: Simply showing up for class, showing up on time, only speaking when prompted, or in general, being a passive student.

ASSIGNMENT 12 - FLASH

Learn to use a flash for portraiture.

ASSIGNMENT 13 - PICTURE STORY

Take Dig, Picture Package, Portrait, and all the other assignments and combine them into one.

GRADING RUBRIC

• A = The work has exceptional merit: superior vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills all assignment requirements and goals in an exceptional and significant manner. Technical quality of work is excellent. It follows assignment instructions.

• B = Work is well done. Work exhibits good vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills assignment requirements and goals in a better-than-average manner; however, vision, storytelling, and/or aesthetic quality could be improved.

• C = Work is of average quality. Work exhibits acceptable but average vision, creativity, storytelling, thoughtfulness and effort, and fulfills assignment requirements and goals in an average manne. Story is of average interest.

• D = Work shows a barely adequate effort. Work demonstrates serious effort to fulfill the assignment requirements and goals but is unacceptable and poorly executed. Or, work shows little effort and does not meet professional standards. The work demonstrates that the student tried to fulfill the assignment but had serious technical problems or did not carry through with enough effort to produce a usable assignment.

• F = Student turned in something, but the work is unacceptable. Work does not fulfill assignment requirements and goals and demonstrates unacceptable effort and results. Or, work is incomplete technically, in content, or missed deadlines.

• 0 = Student turned nothing in at all.

GRADING CRITERIA

Grading your assignments will be based on the following criteria.

• Deadline met

• Technical superiority

• Vision and planning to meet the needs of each assignment

• Creativity

• Ability to push yourself into new sectors of the community with which you're unfamiliar.

• Adherence to assignment instructions

External Hard Drive

Buy a hard drives for your work. Don't lose it.

Though the work for this class will likely not be super large in file size, you can get more bang for your buck (including getting a drive that will serve you for future classes in video) if you buy at least a 500GB drive or even 1TB or 2TB sized drive.

The drive should be Firewire 800, USB3, or Thunderbolt connection. USB2 will NOT be fast enough. The two PJ labs have slightly different ports...see below

MMTH 121
• **USB3**
• **Thunderbolt** (you can use Firewire 800 with an adapter to thunderbolt)

MMTH 127
•**Firewire 800**
•**Thunderbolt**

Note: (USB3 drives will only operate at USB2 speed in 127.... not advisable in this lab)

CRITIQUES

One reminder about critiques in class. I want involvement from everyone. The critiques need to be honest and constructive. You can be tough without tearing people apart. A thin line often separates what is perceived to be constructive versus destructive feedback. Find the balance, and when in doubt, take the higher road.

Likewise, feedback that is full of hot air and praise does little to help one another grow. Speak positively when you really feel something is great, and critique when you have constructive feedback and suggestions. Participate, participate, participate. This will be part of your grade.

When receiving a critique, you need a similar balance. There is a fine line between defending your position and making excuses. Be a good listener. Don't be so connected to your work that you lose sight of how it could be better. You need to develop a thick skin and an open mind. We will use our time to focus on solutions instead of problems. I want you all to be successful.

Harsh and honest critiques aren't easy, and I understand that, but we have a limited time together and I want to use this time to make our work stronger and more compelling. Liken it to an athlete who has to suffer through training in order to perform at his or her best. My word is only one person's opinion (though I write your grade) so please don't take it as the only way.

SOFTWARE AND HARDWARE

The School of Journalism & Broadcasting supplies the software that you'll use in the course – Adobe Photoshop CC (2014) and Photo Mechanic – on the machines in the labs. You will be able to back up your work on your external drive (see notes at left) but you might want to have a second place to back up your best work, such as in the cloud like google drive or dropbox.

REPEAT AFTER ME

Back up your work.

Back up your work.

Back up your work.

Back up your work.

ATTENDANCE

Your attendance in every class is absolutely critical, as each lesson builds upon the previous one, and I will not be able to go back and repeat missed material. Attendance is taken at the beginning of each class. **Two or more unexcused absences OR severe lateness will lower your semester grade by one letter grade. I CANNOT be flexible on this policy.** Please do not come late or miss class, as it's disruptive to everyone.

PJ SERVER

You will have access to the Photojournalism server where you can store some files and turn in your work. This is NOT large enough for you to backup large amounts of data, but it can be a place to backup exported projects, or some smaller files should you need a 2nd or third place to back up your work. It fills up quickly and should not be considered a replacement for your external hard drive(s).

PLAGIARISM

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used.

To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Disposition of Offenses - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal.

Taking ideas and examples from others and using those to inspire your work is **NOT** plagiarism and should be encouraged. This is an important distinction

PROFESSIONAL VALUES AND COMPETENCIES

Association for Education in Journalism and Mass Communications (ACEJMC)

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

• understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

• demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

• demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

• demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;

• understand concepts and apply theories in the use and presentation of images and information;

• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

• think critically, creatively and independently;

• conduct research and evaluate information by methods appropriate to the communications professions in which they work;

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

• apply basic numerical and statistical concepts;

• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.