

Syllabus

MDIA 3093 | Photo Storytelling I

(i.e., Intermediate Photojournalism)

Course Name: Photo Storytelling 1

Course Instructor: Terrance Armstard

Meeting Day/Time: 2 – 4:45 p.m. T/Th

Classroom: Ed/Com Building Room 218

Office: Ed/Com Building Room 358

Office Hours: 10 -11 a. m. M/T/W | *Other Office Hours by Appointment Only*

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***** NOTE: SYLLAYBUS SUBJECT TO CHANGE *****

Textbook and Materials Required:

- Kobre, K., & Brill, B. (2017). *Photojournalism: The Professionals' Approach*. New York; London: Routledge.
- Kent, T., Froke, P., Minthorn, D., Schwartz, J., & Associated Press. (2021). *The Associated Press Stylebook 55th Edition*. *
- NPPA Student Membership [JOIN](#) \$75 annually – Students will receive access to *News Photographer* magazine (ONLINE) and other benefits. NPPA will offer visual journalism students invaluable advice on scholarships and online education seminars, tips on entering the job market after college, and the opportunity to be mentored by successful professionals in our field. Photojournalists have three things they must accomplish with every image – 1) They must tell a story (inform), 2) educate the audience, and 3) visually excite (emotions) the viewer. In this course, the photographs you will make are going to communicate at a higher level. We will learn how to use photographs to reveal stories through actions, emotions, and diverse environments.

LinkedIn Learning:

- You will complete the LinkedIn Learning Course, "**Learning Photojournalism and Photo Essays**" by Paul Taggart (Oct. 2020). Because there is no longer a separate lab time, student will be required to complete the assigned *LinkedIn.com/learning* assignments outside of the classroom. The course contains 13 modules with short quizzes. These questions are also in your Chapter Week quizzes.

**Note: An online subscription to the AP Stylebook will suffice.*

Equipment

PHOTO	SOFTWARE	REGISTRATION
DSLR (entry level)	Adobe Creative Cloud	LinkedIn Learning
Wide-angle Zoom 18-55mm	Microsoft	DropBox
Telephoto Zoom 55-200mm	Apple Keynote	
Off Camera Flash		
UV Filter (each lens)		
CPL Filter (each lens)		
SD Memory Card (64gb or more)		
Tripod		
SD Memory Card (64gb or larger)		
Camera Bag		

Course Description: Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. All students are required to submit projects for student publications and cover news events.

Course Goal: To provide students with a deeper knowledge of photojournalism and visual storytelling techniques. To assist students in developing in-depth photo stories and multimedia packages.

Purpose and Goals/Learning Outcomes: Degree programs in the School of Media and Journalism are accredited by ACEJMC, which requires its accredited units to prepare students to be aware of, to understand, and to apply 12 values and competencies. The department has reduced these 12 values and competencies to three targeted foundations of learning and 8 learning outcomes for all of our students.

Think – We promote problem solving by enhancing students’ ability to:

Conduct research to write and produce content for a wide variety of media platforms; Explain how domestic and international diversity influence the production, dissemination and consumption of mass communications in a global society. Apply concepts and apply theories in the use and presentation of images and information;

Communicate – We promote strong communication skills by demanding students:

Write and edit in forms and styles appropriate for the communications professions; Apply current tools and technologies in the production and evaluation of media content for different platforms;

Be Professional – We promote professional conduct and integrity by requiring that students:

Apply the principles and laws that underlie different media systems; Summarize the history and role of professionals and institutions in shaping communications; Explain the legal and professional codes of ethics and conduct that undergird mass communication in a global society;

Photo Assignments

Note: All photo assignments:

- *Must be shot in manual mode.*
- *Must be placed in Dropbox folder.*
- *Must be submitted and approved by the course instructor before credit is given.*
- *Must include cutline/caption info in the file info metadata.*
- *Must be shared with the class.*

Photo Assignments list:

1. 1 qty Sporting event
2. 1 qty Community event
3. 1 qty Environmental portrait
4. 1 qty Photo story
5. 1 qty Photo essay

5 qty Total

NOTE: Absolutely NO opportunity for omissions.

NOTE: REFUSSAL to do 1 assignment drops CLASS GRADE a letter grade, i. e. 10 - 11 points.

NOTE: REFUSSAL to do 2 assignments drops CLASS GRADE 30 - 31 points.

NOTE: REFUSSAL to do 3 assignments drops Class grade 50 points

Weekly News Pics Self Assignments

One weekly news pic (12qty Total) will be required of you.

- 6qty news pics ON campus (In accordance with The Herald student newspaper)
- 6qty news pics OFF campus of your choosing for publishing on Delta Digital News Service

Note: Weekly News Photo Self Assignments for The Herald must be coordinated with The Herald Managing Editor.

Note: Photos in the community must be submitted within 24 hours of taking the photo to receive credit.)

Lecture/Lab Exams

There will be a total of 4qty Lecture/Lab Exams. The lab part is the LinkedIn Learning Assignment. Each exam grade is:

- 70% Lecture/Lab Combo
- 30% Weekly News Pic Self Assignment Submissions

100% Total

**In other words, 3 news pics for each one of the 4qty Lecture/Lab Exams for a potential total of a 100% grade.*

NOTE: The software for this course is Adobe Photoshop {Including Photo Mechanic or Adobe Bridge and Adobe Camera Raw}

Midterm Grade

Your midterm grade constitutes the average of your

- 1) Midterm Exam
- 2) Lecture Lab Exams 2qty
- 3) Assignments
 - Icon Photo Presentation
 - Labor Day/9-11 Photo Assignment
 - Sporting Event Photo Assignment
 - Community Event Photo Assignment

Final Class Grade

Your Class Grade will be the conclusion of your:

- Final Exam (Includes Test & Portfolio Presentation)
- Midterm Exam
- All (4qty) Lecture/Lab Exams
- All Photo Assignments (Including the below)
 - Portrait/Personality Profile Photo Assignment
 - Photo Book/Photographer Assignment
 - Photo Essay Photo Assignment

- Photo Story Photo Assignment
- 2qty Lecture/Lab Exams

1. Icon Photo Presentation	50 Points
2. Sporting Event	75 Points
3 Labor Day Assignment (Photo & Audio)	75 Points
4. Community Life (Document a community event)	75 Points
5. Portrait Personality/Profile	75 Points
6. Photo Book/Photographer (Deliver an oral presentation on a photographer from their photo book)	75 Points
7. Photo Essay Picture Package (Edit the images of an assignment down to 3-7 pictures which work together to tell the story)	75 Points
8. Photo Story: Find an issue to visually document and follow (At least 4qty encounters)	100 Points
Photo Assignments Total	600
Lecture/Lab Exams Total	400
Midterm Exam	100
Final Exam	100
Total Points	1200 Points

Goals/Learning Outcomes: This course will strive to achieve the following specific 4-unit goals and outcomes:

- 1) **Goal:** apply theories in the use and presentation of messages, images and information.
Outcome: Students will demonstrate awareness and understanding of the theory and principles of visual storytelling through photojournalism techniques.

- 2) **Goal:** apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.
Outcome: Students will convey visual storytelling and journalistic principles applying appropriate visual storytelling through still, video, and editing equipment.

- 3) **Goal:** critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Outcome: Students will research and critic historical photojournalists and the work they have produced, as well as those of their fellow students.

- 4) **Goal:** understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Outcome: Students will be able to critically evaluate and make sound ethical sound about photojournalistic case studies.

Assessment of Student Learning: Student learning will be assessed through
Assignments Grade Breakdown

STUDENT VISITS: Each student is required to visit with me for 30 minutes three times a semester. During our meeting we will discuss your progress, look at examples of your work and I will give you face-to-face feedback. If you are struggling with this course or have something else going on, these meetings are a good time to talk with me about it.

GRADING: The focus of this course is to grow, not just to earn a grade. Grading will be based on class participation, individual projects, assignments and tasks outlined by the course instructor. The instructor reserves the right to adapt, change or remove assignments. Makeup exams and quizzes will not be given unless documentation is provided and the instructor approves the documentation.

ASSIGNMENTS WILL NOT BE EXCUSED: Deadlines are sacred in photojournalism. Unexcused late assignments will not be accepted. Any assignment not turned in by the assigned deadline will receive a letter grade reduction for each day the assignment is not turned in. not be accepted and assigned a grade of zero. However, since you are in this class to learn and to grow, any photo assignment submitted on time can be re-shot for a different grade. Re-submissions are due two-weeks after the student receives their returned assignment. The student must notify the instructor in advance when they plan on re-shooting an assignment. (Please note: The final portfolios are not a part of this agreement.)

NEWS ASSIGNMENTS: Each student is required to photograph and publish two assignments for the A-State Herald and Delta Digital News Service.

POLICIES

Disability Statement: Any student in this course who has a disability that may prevent him/her from fully participating in this course should contact Disability Services (972-3964) as soon as possible so we can make the necessary accommodations to facilitate your educational opportunity.

Attendance: Attendance is mandatory. Attendance will be taken at the start of each class. If you are ill, a note from the health center or other evidence can be brought to me to excuse the absence. There are some reasons for excused absences, but you must discuss them with me prior to the absence occurring. Email notification that you are not coming to class does not automatically equate to an excused absence. Three or more unexcused absences in a semester will result in a **letter grade reduction**.

Communication: My office hours are posed on the syllabus and my door. I check email at least twice daily and generally will respond to an email within 24 hours. If you haven't received a response from me within 24 hours, please resend your email and/or come by my office during office hours.

Lectures and Critiques: Students will participate in lectures, critique, and discussions that examine their work and the work of their colleagues. Early semester lectures will cover some photo basics for those new to photography. As the semester advances, so will the lecture content, which means the lectures will consist of increasingly abstract material only sensible to a basically competent photographer. If students give your best, complete the assignments, and focus on growing you will be alright.

Additional Notes: Students may keep group notes on reading assignments and classroom discussions. You may consider using Google docs or Blackboard to take notes. I must have access to any shared documents. Also, please ask IN ADVANCE if family members or other guests can attend class.

Respect: Respect is essential in a class like this: respect for each other and respect for your subjects. We won't always agree with each other, which will bring our discussions to life. There is a difference between being respectful and agreeing. Respect is also related to paying attention and engaging when other students show work. Please don't edit your own pictures while someone else is presenting. Please plan to shut your laptops when class starts, unless we are working on a project together.

Ethics: **Friends, family members or co-workers** are off limits for subjects of class assignments. Also, any organization that you are involved in, including fraternities, sororities, club sports or student groups are **NOT ALLOWED** to be used as the subject(s) of class assignments. In this academic setting, ethical violations will result in a grade of zero on that assignment.

Work Outside of Class: This class will require lab and photographic work outside of class time. You may work from your own computers, if you have the appropriate software. But you must sign in and attend during each class. However, technical difficulty on any computer other than these in the lab is NOT an acceptable excuse for a late or poorly executed assignment. Students should plan to spend at least 5 hours each week shooting photographs outside of class time.

Field Trips: TBD

Supplies: Each student should have his or her own (Digital Single Lens Reflex) digital camera. Cell phone/Smartphone cameras are unacceptable. A few cameras are available to A-State students on a first-come, first-serve basis.

Other equipment, such as flashes and tripods, are also available. Students are responsible for the care of the equipment and will be required to reimburse the University for its loss or damaged. Failure to do so will result in a hold on grades, transcripts, etc. If you run into any problems with any equipment, please let me know immediately.

Students should also supply their own digital storage devices, such as an external drive. You will be producing a lot of images and they will be large files. Please check out the specs for storage devices listed below carefully.

Note: *Each student must bring their camera to every class. Failure to do so will result in a one-point letter grade reduction on each assignment.*

Photo Assignments: All photo assignments must be digital jpeg files (unless noted). Student's assignment images will be submitted in their Dropbox Folder unless instructed. There are specific naming conventions that need to be followed. Details for how your work should be submitted will be explained in class and must be followed precisely. Improperly named and/or formatted files will not be accepted and will be considered a **missed deadline**. Students will be graded on a scale of 1-5 in four areas:

1. Fulfilled Assignment;
2. Technical Proficiency;
3. Visual Literacy [Communicating Message]
4. Ethics and Integrity
 - Weekly assignments are due at the beginning of your assigned class.

- All assignments must be photographed during the fall 2021 semester.

Success in This Class Means:

Attend Class

- 1) You pick up a lot just by listening.
- 2) Have readings done in advance. The lectures offer more insight to what you already may know.
- 3) Ask questions! A lot of others probably have the same questions you do.

Turn in work on time

- 1) Late work, without a valid excuse, will bring a deduction in your grade.
- 2) Once you fall behind, it's hard to catch up.
- 3) If you're rushed in order to try to catch up, you WILL NOT do your best work.

Study

- 1) Review class notes first, book and supplementary materials second.
- 2) Think critically. Think of what things do or mean or how they function.

CALENDAR of EVENTS

DATES TO REMEMBER

- Regular Classes Begin | Aug. 24 12 (Tu)
- Labor Day Observed | Sept. 6 (M)
- Mid-Semester Examinations | Oct. 6 - Oct. 12 (Tu - M)
- Thanksgiving | (Nov. 22-26 (M-F))
- Last Day to Drop a Course or Withdraw from the University | Nov. 26 (F)
- Last Day of Class | Dec. 9 (Th)
- Study Day | Dec. 10 (F)
- Final Examinations | May 3-7 (M-F)
- University Final Examination Make-Up Day (if necessary) | Dec. 18 (Saturday)
- Grades Due | Dec. 17 (Tu)

Tentative Class Schedule

WEEK	DATE	READING	LINKEDIN LEARNING	ACTIVITIES	ASSIGNMENTS
Week 1	Aug. 23 - 27 <i>Note: Classes begin Aug. 24th</i>	Chapter 1 Assignment	Celebrating Photoshop: A 25th Anniversary Retrospective	Lecture Presentation Iconic Photographs	Assignment 01 Iconic Photo [Deliver a PowerPoint or Keynote presentation about a historically iconic journalistic photograph.]
Week 2	Aug. 30 to Sept. 01		Insights on Photojournalism by Paul Taggart [00:26:00]	Lecture In-Class	Assignment 02 Sporting Event [Take action and reaction photos of a sporting event.] <i>*NOTE: Due by the last class day before Thanksgiving break.</i>
Week 3	Sept. 6 - 10 <i>No class on Sept. 6/Labor Day</i>	Chapter 2 News		No Class on Labor Day	Assignment 03 Labor Day/ 9-11 Day [Take photos of Labor Day activities or a 9-11 Day recognition ceremony.]
Week 4	Sept. 13-17			Lecture Community as Source of Information Captions	Assignment 4 Community Life [Take photos of a community event.] <i>*Note: Documentary Project preliminary proposal due September 13.</i>
Week 5	Sept. 20 - 24	Chapters 3 General News	Storytelling through Unconventional Portraiture By Paul Taggart	Lecture In-Class Activity Making portraits	
Week 6	Sept. 27 to Oct. 1			Lecture In-Class Activity	Assignment 5 Portrait Personality/ Profile [Take

					multiple portraits from 3 or more days that tell a story.] <i>*Note: Documentary Project final proposal due September 20</i>
Week 7	Oct. 4 - 8 <i>Note: Midterm Exams begin Oct. 6th</i>	Chapter 4 Features	“Learning Photojournalism and Photo Essays” by Paul Taggart	Lecture Midterm Review Photo Editing	MIDTERM EXAM / PHOTO STORY PROJECT PRESENTATION
Week 8	Oct. 11 - 15 <i>Note: Midterm Exams end Oct. 12th</i>	Chapter 5 Portraits		Lecture	Assignment 6 Photo Book Presentation [Deliver a presentation on a photojournalist from their book.]
Week 9	Oct. 18 - 22	Chapters 6 Sports	Talking Eyes Media: Multimedia Social Activism by Julie Winokur and Ed Kashi	Lecture Photo Story Continued	

Tentative Class Schedule

WEEK	DATE	READINGS	ACTIVITIES	ASSIGNMENTS
Week 10	Oct. 25 - 29		Lecture	Assignment 7 Photo Essay [Choose a topic related to an issue to photograph.] <i>*Note: Edit the images of your assignment down to 5-9 pictures which work together to tell the story.</i>
Week 11	Nov. 1 - 5	Chapter 7 Photo Editing	Lecture In-Class Activity	
Week 12	Nov. 8 - 12		Lecture Prepare Portfolios	
Week 13	Nov. 15 - 19	Chapter 8 Camera Bag	Lecture In-Class Activity	Assignment 08 Photo Story [Find an issue to visually document and follow.] <i>(*NOTE: You must have at least four separate encounters with your subjects.)</i>

Week 14	Nov. 22 - 26	THANKSGIVING HOLIDAY WEEK		
Week 15	Nov. 29 to Dec. 3	Chapter 15 & 16	Lecture In- Class Activity	Present and Prepare Portfolios
Week 16	Dec. 6 -10 <i>Note Thursday, Dec. 9th is the last day of Class</i>	Workday		
Week 17	Dec. 13 - 17 <i>Note: Final Exams All Week!</i>			

Grading Scale

{A = 100 – 90% | B = 89.9 – 80% | C = 79.9 – 70% | D = 69.9 – 60% | F = Less than 59.9 – 0%}

Notice Concerning the Possibility of Interruption of Instruction Due to Emergency: While it is the goal of Arkansas State University to offer face-to-face classes for its on-campus programs, the university recognizes that in the event of emergency it may become necessary to shift courses into hybrid or online delivery modes. The recent experience of the COVID-19 pandemic made this necessary; however, the same need to shift could be the product of other natural or civil disasters, and could be for short or extended periods of time. **To prepare, this means nearly every course offered will have a component where high-speed, reliable internet access is essential to course success. Other technology such as web cameras or specific software may be required by instructors to facilitate remote instruction (please consult the A-State Internet and Technical Services website for more details). Students are strongly encouraged to secure broadband access they can use for the semester either on or off campus. In the event of the need to change the mode of instruction, A-State will endeavor to keep as many on-campus facilities and support areas open as possible dependent on the circumstances of the emergency.**

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.