

# JOU4605 • ADVANCED PHOTOJOURNALISM I I

Class #15896

## CLASS MEETINGS

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LECTURE Tuesdays 11:45 – 2:45 p.m. in CBD 0238

## INSTRUCTOR

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Richard Shaw — richardshaw@ufl.edu I am available to meet on Mondays and Tuesdays.

## OVERVIEW

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This class explores visual storytelling techniques and principles of multiple-image still photography and motion videography. Advanced Photojournalism 2 is a top-tier course in journalism curriculum intended to prepare students for professional-level visual storytelling. The course studies construction of the visual narrative – documenting a central person, group or place that sheds light on a noteworthy social issue or cultural trend – by combining and juxtaposing a sequence of photographs into a thematic photo story or essay. The spirit of the class is a workshop format, informal in its approach, and yet heavily dependent on constructive feedback and open dialog among students.

## COURSE GOALS

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- **Generating ideas** – Improve awareness on the social issues, news events and cultural trends that touch our local community and impact our global society.
- **Story proposals** – Examine techniques to effectively research, write and pitch a story or project.
- **Marketing self** – Build a professional personality with advanced portfolio and business practices.
- **Capturing the human emotion** – Evolve your photography from shallow ‘point’ pictures to images that reveal the dreams, joy, despair, love, fear, compassion, mood, and hope of humankind.
- **Save the world** – Understand the impact that visual storytelling can have to shed light on our society, comfort the afflicted, effect change, and show ‘truth’ with a camera.

## CANVAS PLATFORM

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Canvas will be our central hub for the semester for all assignment submissions.

## RECOMMENDED EQUIPMENT

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- Digital SLR camera – professional level that is fully adjustable manual settings for shutter speed, aperture and ISO. Please note that the school’s equipment room has limited cameras.
- SD cards – minimum of two with 64 Gb of total storage capacity.
- USB flash drive – 64 Gb minimum for transferring files.
- External hard drive – 2 Tb minimum for career archiving.
- Books – There are no required textbooks. All readings will be provided via Canvas.

## ASSIGNMENTS & GRADING

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- Our Town Dawn or Dusk = 50
- Photo Story = 100
- Multimedia Story = 100
- Photo Project = 300
- Website & portfolio development (4/2) = 50
- Business practices & contracts (4/16) = 50
- National Geographic Live (date 4/26/2020) = 50

## **Class critique participation = 300 points**

Four exercises comprise your 'participation points' for the semester. Please note that your participation in these represents 30 percent of your grade.

- **Critique & Feedback:** Journalistic projects at any level, from this class to large news organizations, thrive on critiques and feedback from your editor or manager. Park your ego at the door and accept the feedback with a professional attitude. We will spend a lot of time this semester giving feedback on class projects. As your photo director, I will lead the critiques, but active participation by you is essential and I think you will find it to be fun and rewarding.
- **Readings:** Four reading assignments will start the semester. The pieces are conceptual analysis of how images work together, the perception of visual constructs, and the impact on audience. There are no tests or reflection papers. However, you are expected to engage in a knowledgeable conversation on each of the readings.
- **Tech Talk:** The final hour of six week's class session will be devoted to hands-on learning of software and equipment, such as Lightroom, Premiere, Video Settings and Audio Levels.
- **Eye-Opener:** At the beginning of six week's class session, we will explore the work of renowned photojournalists. You will each be assigned a photographer to research once a week.

## **ATTENDANCE / PARTICIPATION**

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Two absences are waived as a courtesy during the semester. No explanation necessary. Of the 16 weeks, there are 15 total class sessions. Points are accumulated for 13 sessions, each worth about 23 points towards the 300 possible participation points. Please note the "Class critique participation" points above – attendance and participation are directly related. Merely showing up for class is not enough. During the critique sessions, engage with laptops closed. Missing or being late for final project presentations on the last class of the semester is not permitted.

## **DEADLINES**

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Deadlines are a necessary part of the communication world and a missed due date represents an empty page and lost clients.

The primary goal of this course is to find opportunities to improve your photojournalism and not make excuses for missed deadlines.

Each story project assignments includes four crucial due dates for in-class critiques and feedback. Points are deducted if you do not provide fresh, new content for each deadline.

'First Takes' = -10 points for Photo Story and Multimedia Story; -30 for Photo Project

'First Edits' = -20 points for Photo Story and Multimedia Story; -60 Photo Project

'Final Edits' = -10 points for Photo Story and Multimedia Story; -30 for Photo Project

Due date to Canvas = -10 points for Photo Story and Multimedia Story; -30 for Photo Project

## **FINAL GRADING SCALE**

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A	1000 - 940	A-	939 - 900		
B+	899 - 870	B	869 - 830	B-	829 - 800
C+	799 - 770	C	769 - 730	C-	729 - 700
D+	699 - 670	D	669 - 630	D-	629 - 600

## **UF POLICIES**

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**Honesty:** All students are required to adhere to the University of Florida Honor Code.

**Plagiarism,** such as turning in or altering the work of others, will result in a failing final grade.

There is a huge difference between inspiration and blatantly copying someone's work.

All photographs submitted for class assignments must be made during the 2019 fall semester. On all work submitted for credit by students at the University of Florida may not receive unauthorized aid with assignments for this course.

## STUDENTS WITH DISABILITIES

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Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

## COURSE SCHEDULE

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### Week 1 • Jan. 7

Lecture:

Portfolio reviews  
Class overview & syllabus

Assignment:

Our Town: Dawn or Dusk

Reading:

'Why We Do It:

Photographers and Photo Editors on the Passion That Drives Their Work' – TIME Lightbox

### Week 2 • Jan. 14

Due to Canvas:

Our Town: Dawn or Dusk

Lecture:

Reading discussion

Critique:

Our Town: Dawn or Dusk

Assignment:

Photo Story

Reading:

Chapter 8: Photo Story, pp 139 - 159, 'Photojournalism: the Professional Approach', by Kenneth Kobre

Tech Talk:

Organization software  
Lightroom, Photo Mechanic, Bridge. Plus, archiving

### Week 3 • Jan. 21

Lecture:

Reading discussion  
Photo story examples

Critique:

Photo Story proposals

Assignment:

First Takes: Photo Story

Reading:

Image, Deconstructed

Tech Talk:

RAW or JPG or both?

### Week 4 • Jan. 28

Lecture:

Reading discussion  
Photo story examples

Critique:

First Takes: Photo Story

Assignment:

First Edits: Photo Story

Reading:

The Third Effect and  
Gestalt Philosophy

Tech Talk:

Editing software  
Photoshop and IPTC metadata

### Week 5 • Feb. 4

Lecture:

Reading discussion  
Videography techniques  
and concepts

Critique:

First Edits: Photo Story

Assignment:

Final Edits: Photo Story  
Multimedia Story

Reading:

The Decisive Moment

Tech Talk:

DSLR video settings

### Week 6 • Feb. 11

Lecture:

Reading discussion  
Business practices

Critique:

Final Edits: Photo Story  
Multimedia proposals

Assignment:

Eye-Opener  
First Takes: Multimedia

Tech Talk:

Mics and audio levels

### Week 7 • Feb. 18

Due to Canvas:

Photo Story

Lecture:

Eye-Opener  
Multimedia examples

Critique:

First Takes: Multimedia

Assignment:

Eye-Opener  
First Edits: Multimedia

Tech Talk:

Premiere video timeline  
and audio editing

### Week 8 • Feb. 25

Lecture:

Eye-Opener  
Multimedia examples

Critique:

First Edits: Multimedia

Assignment:

Eye-Opener  
Final Edits: Multimedia

Photo Project

**Week 9 • March 3**

*Spring Break — no class!*

**Week 10 • March 10**

Due to Canvas:

Freelance contract

Lecture:

Eye-Opener

Photo Project examples

Critique:

Final Edits: Multimedia

Photo Project proposals

Assignment:

Eye-Opener

First Takes: Photo Project

**Week 11 • March 17**

Due to Canvas:

Multimedia Story

Lecture:

Eye-Opener

Website and Portfolios

Photo Project examples

Critique:

First Takes: Photo Project

Assignment:

Eye-Opener

Continue Photo Projects

**Week 12 • March 24**

Lecture:

Eye-Opener

Photo Project examples

Critique:

Update: Photo Projects

Assignment:

Eye-Opener

First Edits: Photo Project

**Week 13 • March 31**

Lecture:

Eye-Opener

Photo Project examples

Critique:

First Edits: Photo Project

Assignment:

Continue Photo Project

**Week 14 • April 7**

Critique:

Updates: Photo Project

Assignment:

Final Edits: Photo Project

**Week 15 • April 14**

Critique:

Final Edits: Photo Project

Assignment:

Photo Project presentation

**Week 16 • April 21**

*Required attendance — final class!*

Due to Canvas:

Website & Portfolio

Presentation:

Photo Project

**Exam Week • May 1 at 2:30 p.m.**

Due to Canvas:

Photo Project

National Geographic Live

*No class!*