



JOU 3601, class #12091, section #5034 **Photographic Journalism**

Summer “B” 2020 -- Associate Professor John Freeman

University of Florida College of Journalism and Communications

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Web page: See Canvas E-Learning, jou3601, section #5034/class #12091 - Summer B 2020

Class: Mondays, 9:30 a.m. - 1:45 p.m.; Wednesdays, 9:30 a.m. – 12:15 p.m. in 3024 Weimer Hall

CATALOG DESCRIPTION: Study and practice of photography as a major component of journalism. Emphasizes newspaper/magazine style photography and use of photographs; ethical, historical, legal and stylistic aspects.

COURSE OBJECTIVE: To help you learn how to both shoot and recognize high-quality photographs especially suited for publishing in newspapers, magazines and on websites; to introduce you to basic technology used in photojournalism.

TEXT: Textbook: A SHORT COURSE IN PHOTOGRAPHY (DIGITAL), by London and Stone, 4th Edition, ISBN: 978-0-13-452581-5; Ebook ISBN 9780134525983

GRADING: There are 15 grades for the course (see below). Grades for photographs submitted will be based on both content and technique. Content is always king. **CONTENT:** Did you satisfy requirements? Do you have choices? Was your work shot following suggestions? **TECHNIQUE:** Were the photos properly exposed? Did you follow class procedures?

GRADING SCALE

A = 93 - 100; A- = 90 - 92
B+ = 87 - 89; B = 83 - 86
B - = 80 - 82
C+ = 77 - 79; C = 73 - 76
C - = 70 - 72
D+ = 67 - 69; D = 63 - 66
D - = 60 - 62
E = 59 and below

ASSIGNMENTS / TESTS / POINTS

Announced written tests, 2 @ 100 points (200)
Weekly photo assignments, 8 @ 100 (800)
Project on a photojournalist (100)
Final Project Picture Story with sound (300)
Participation / Interest / Effort (100)

Your total points divided by 15 = your course grade

EXTRA CREDIT: published “enterprise” = +20 points each

SUPPLIES: In addition to the book, clear-quality digital voice files are required for the final project. You may need a recorder if your phone or laptop doesn’t do a great job.

CAMERAS: Because the course is 100% online, UF cameras are not being furnished. You may use your own digital camera (DSLR, a “big” camera) or even your mobile phone. *Flash units and other lenses are not required.*

POLICIES:

- **Attendance:** You are required to attend all class Zoom meetings. If you miss, it is your full responsibility to obtain notes, handouts, etc., from someone else in class. However, I do hope to record each meeting. The meetings on Zoom will not last the entire scheduled time, because this could be time spent in the field doing the assignments and/or lab work if we were not online.

- **Office hours:** I'm not on campus, so E-mail is best: jfreeman@jou.ufl.edu. – I check mail on my phone and answer fairly quickly.

- **Safety:** It's seldom an issue, but occasionally someone will not want his/her photo taken in a candid manner without permission. Use common sense; no photo is worth being harmed.

- **Submitting assignments:** Submit the required images that best satisfy each assignment using Canvas. Caption information is required for the photos in "notes."

- **Late work and other penalties:** Deadlines are essential to journalism. Photos turned in following class lose 10 points that day and 10 points every calendar day thereafter. Assignments submitted without catchlines or credit lines: -5 points each. Typos or spelling errors, -5. Name/fact errors: -50!! I like to operate on a no-excuses basis – be a professional.

- **Optional Resubmissions:** Following the basic assignments, you may re-shoot and resubmit any two assignments (except the quick shoot). If the new work is better, the higher grade is substituted for the original. Grades are not always higher, but you won't get a lower one. Resubmissions: due on the last day of class. No resubmission? -- no rounding up of course grade.

- **Outside help:** Alligator or former students sometimes will try to help, but you are still responsible for what you submit as YOUR assignment.

- **Academic honesty:** All work must be your own. Cheating is absolutely not tolerated. It is also your responsibility to obtain correct IDs of people in your photos, and true information. Photos must be shot "new" during Summer B. You must compose the shots, push the shutter button, and do any cropping/toning, etc. Same for the final project.

- **Special needs:** "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

- **Diversity and inclusion statement:** This course does not discriminate and welcomes everyone. Please treat your photos subjects with respect and fairness.

- **Evaluations:** You'll receive a notice from the journalism office about completing a course evaluation during the final week. You are expected to fill one out.



ABOUT YOUR INSTRUCTOR: (Because this is a photo class, here's what he looks like! Sorta.) Associate Professor John Freeman teaches this class from a professional viewpoint, acting as a newspaper picture editor. He joined the UF faculty in 1991 after working as a *Wichita Eagle* staff photographer for six years, and photojournalism instructor at Wichita State University for 10 years. He has a bachelor's degree in journalism from the University of Missouri and a master's in communications from Wichita State University. In summer 2002, he shot for six weeks at *The Record* in Bergen County, N.J., on a fellowship funded by the American Society of Newspaper Editors. Freeman was awarded a Faculty Fellowship for eight weeks of study at *National Geographic* magazine in Washington, D.C. Earlier Mr. Freeman shot for *The Los Angeles Times* in Orange Co., Calif. He has a sarcastic sense of humor but wants you to benefit greatly from his courses. He is a two-time winner of the College of Journalism and Communications Teacher of the Year award. You should call him **Mr. Freeman** or **Professor Freeman**, but *not* "Doctor Freeman" (he has *only* a master's). Don't call him "John" unless you're over 40.

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ON-LINE: Many examples of what to shoot are on the web -- check out the links.

PHOTO ASSIGNMENTS

- 1. Weather.** How can you relate the weather situation to a newspaper reader and also make an interesting picture? It's usually done with people in the picture doing a weather-related activity. Let things happen and find candid situations. Draw on composition tips and catch a moment to help make this photo publishable quality. Look for people enjoying or confronting the weather. Remember facial expressions always help. Photos must be "found"—not posed. Are the photos active or passive? Avoid using friends or relatives. Ask for IDs. Go to at least two different locations. <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-r~1.htm>
- 2. Head Shot.** (You need two subjects, each in a different location.) Make these close-up vertical photos of a face. Fill your frame with the subject; use *ultra-plain, one-tone* backgrounds. This assignment calls for a *posed* picture. Look at the lighting, the expression and the composition. Your photo should be of an interesting character, with precise sharp focus on the front eye. Eye contact is required here (have subjects look at the camera). Avoid bright, direct sunlight. Photograph two subjects in different locations with different backgrounds. Subjects can be people you know. Use the other tips from class. Look at the "bad" examples online, too. Don't do that stuff! *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-p~1.htm>
- 3. Environmental Portrait/Person Working.** This assignment requires shooting two parts--use different subjects for each part and shoot them in different locations. For the Environmental Portrait, background and surroundings are important, although your subject still needs to show up well. You're the boss for this posed session. Watch the composition to help make a nice photo. Can we tell the subject's occupation? We need some atmosphere. Part II, Person Working, must be an unposed style photo of someone else doing an interesting (visual) job. Avoid dull, sitting-behind-the-desk photos. Try for an unusual angle, but don't forget that the person must be recognizable -- show the subject's face. The location is not so important. Select the one best image from each style. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-w~1.htm>
- 4. Interaction.** Take candid feature photos in situations involving only three people (no extra bodies in the background!) Show how these people are interrelating, or not. Watch the composition, angle and focus carefully. Look high and low, being aware of lighting and tones. Be sure the photo is unposed. Avoid tonal mergers. Don't let subjects look at the camera. Be brave. Remember, only three people! Crop in the camera or get closer to meet the assignment. An exception is made for this assignment ONLY: No IDs are required -- to free up your creativity. Avoid tonal-merging, overlapping people. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-i~1.htm>
- 5. Quality of light.** The way light looks will make or break many pictures. It changes all the time. Find a natural sunlit situation that looks interesting -- yet fleeting -- because of the lighting. Look indoors and outdoors, up and down. On a sunny day, shoot early in the morning or late in the evening. Strong backlighting produces silhouetted subjects. Find an unposed scene as you catch a unique moment. You must have a human form somewhere in the photos and remember to

concentrate on the three main topics that were presented in class: shadows, silhouettes and rim light. Do not use flash. Two candid (fully captioned) photographs are required. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-q~2.htm>

6. Quick-Shoot -- This happens during a class period. You will have to “find a feature” based on topics given out in class. You will have some options/choices. You cannot do the assignment in advance. You’ll shoot the photos, get IDs and caption information during a timed exercise.

7. Event (or) Sports. You can choose between either covering an organized EVENT of some kind -- an activity open to the public -- or do the SPORTS option. The Event requires two photos that could be published together, capturing the essence of what happened. A detail shot could be one of the two photos. -- SPORTS: You can do either two action photos, or one action and one feature. More explanation will be furnished in class. -- Whichever you do requires two photos with full captions. Examples will be shown in class for the Event. Sports examples are: <http://faculty.jou.ufl.edu/jfreeman/3601-s~1.htm>

8. Flash (or) Enhanced Portrait. Flash > Using techniques discussed in class and covered in the textbook, use your camera's pop-up flash in a creative manner. This could be a posed environmental portrait, a blurred-flash action shot or anything that shows a sharp subject lit by the flash. You’ll need a lit-up background, neon lights, car lights at night, computer screens in back, atmosphere inside a restaurant, etc. with subject close to the camera and in dim, dark light. One photo. Enhanced Portrait option: Take the portrait beyond just a headshot. Let your subject be a bit loose or creative. The clothing may make it pop. Background could be non-plain.

Project on a Photojournalist (100 points). This is not a shooting assignment, but a small research project to share with the class. You’ll be given a set of questions to ask the photographer. We will look at these in class, probably spread over two class periods. You’ll need to show what she/he looks like, plus some of their work, and then discuss it. Could be done with PowerPoint, or just sharing photos on your screen and talking at the Zoom meeting.

FINAL PROJECT: This project will be shot during the final days of the course, and the pictures will be all candid and unposed. You are documenting life -- not directing it. No set-up photos! *Please, no family members or roommates as subjects unless it’s necessary.* Find someone with a story to tell – be a journalist. Recording excellent audio is a large part of the Final Project grade.

Produce a picture story on one person you can be around for a while. Document his/her lifestyle by showing the important aspects that make up his/her life: maybe school, work, home, sports or recreation. Use the ideas behind the basic assignments to provide variety and good composition. We will discuss this project in more depth as the time draws near. Plan on shooting several sessions with your subject. Choose someone you can re-visit — not just one session. *All photos must be shot horizontally to fill the screen. All will be the same shape, the same ratio.*

You'll need 20-30 great pictures and a 75-90 second edited soundtrack (the subject talks, not you). The final project should demonstrate you can shoot well and recognize good photos as the course ends. It is graded harder than the regular assignments. Full submission procedures will be explained in class lecture. Your presentation could be made using Adobe Premiere Pro, iMovie, “Soundslides 3” or any other audio-slideshow program you know. You’ll need to record your subject talking, edit the interview, and have at least one natural/ambient sound clip blended in. This is due on the last day, Wednesday, August 12.

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Tentative Coursework, Deadlines and Tests (subject to change)

July 6 (M): Introduction, syllabus, Hearst Champions slideshow; make, take and fake; Triangle of photography. Enterprise. Three Big Tips PPT, discuss practice assignment. Chapters 1-3 + 9.

June 8 (W): Composition PPT, Camera basics: ISO, aperture, shutter speed, exposure; plus DSLR Simulator. Discuss #1 Weather; Photoshop demonstration, Chapters 4 and 5.

July 13 (M): #1-Weather, 2 pictures due. Captions PPT. Discuss #2, Headshots.

July 15 (W): #2-Headshots due, 2 photos. Discuss #3, Workers. Discuss Annie Leibovitz; review for test #1

July 20 (T): Test #1, #3-Workers due. Discuss #4, Interaction. Discuss Henri Cartier-Bresson; Wire Services.

July 22 (W): #4-Interaction due. Discuss Digital Manipulation/Ethics. Discuss #5 Quality of Light; final project - preview.

July 27 (T): #5-Quality of Light due. Discuss Issues of Taste and Ethics. Eugene Smith.

July 29 (W): #6-Quick Shoot timed feature-hunting class exercise due; Discuss #7 Sports/Event; maybe Prof. Freeman’s Professional Summers (or guest speaker).

Aug. 3 (T): #7-Event/Sports due. Discuss Photoillustrations (text p. 96, see Layering); Discuss Historical photographs (Chapter 10)

Aug. 5 (W): *National Geographic magazine*; Look over Chapter #8, discuss #8 Flash. Final Project programs? Audacity sound-editing demonstration if necessary.

Aug. 10 (M): #8-Flash/Portrait due, 1 photo. Catch-up day; misc. topics. Photographer Research Projects due.

Aug. 12 (W): Test #2, Final Projects due, plus resubmissions. Congrats – You’re done!