



# JOU 3601 (15284/15285)

## Photographic Journalism

### Fall 2020 -- Associate Professor John Freeman

University of Florida College of Journalism and Communications

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Web page: Course plan and grades are maintained on Canvas, the UF E-Learning site

Class: Lectures on Zoom, Tuesdays/Thursdays, 9:35 a.m. – 10:25 a.m.

Labs are 1:55–3:50 p.m. in 3024 Weimer or Zoom; #15284 Tuesdays; #15285 Wednesdays

**CATALOG DESCRIPTION:** Study and practice of photography as a major component of print journalism. Emphasis on basic picture-taking, selection 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, and to introduce you to technology used in photojournalism. There is no darkroom work.

**TEXT:** A Short Course in Photography/Digital, 4<sup>th</sup>, by Jim Stone, ISBN 9780134525815

**GRADING:** There are 2,200 points for the course (see below). Grades for photographs submitted will be based on both content and technique. Content is always king. **CONTENT:** Are the pictures strong in a journalistic manner? Do you have choices? The contact sheet/thumbnailed sheet is part of your grade, not just the two main photographs you submit. Was your work shot following requirements? **TECHNIQUE:** Are photos sharp and properly exposed? Did you follow specific procedures with Photoshop?

#### 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, 3 @ 200 points	(600)
Photoshop weekly lab projects (9 @ 100)	(900)
Assignment 10 Instagram Gallery (WUFT)	(200)
FP Pitch to Class (50) and two photos (50)	(100)
Final Project, Picture Story Slideshow	(300)
Participation / Attendance / Effort	(100)
ExCredit: published enterprise, 20 points each > max: 100	
Your total points divided by 22 = your final course grade	

**SUPPLIES:** In addition to the book, you supply the SD card if using a UF camera. *Clear-quality digital audio files are required for the final project. You will need a voice recorder.*

**CAMERAS:** Almost new Canon Digital T7i Rebels with an 18-135mm zoom lens are available. You are responsible for ANY repairs and for REPLACING anything lost or broken. The total value is about \$900. You may use your own camera *only* if you can manually control exposure (f/stops, shutter speeds). *Flash units and other lenses are not required.* You may use auto-focus this semester, but exposure controls (aperture, shutter speed) must be set manually.

#### POLICIES:

• **Participation:** You are expected to attend a majority of the live Zoom meetings T/TH and have your video on. This is a Hybrid class and will only succeed with your participation.

Your 100 participation points will drop if you don't seem engaged in the class. Everyone starts with 100 out of 100! Although "Canvas" is used for announcements, check UFL email often.

- **Office hours:** I do not plan any on-campus office hours, but will stay online following the T and TH Zoom lectures which end at 10:25 a.m. Email [jfreeman@jou.ufl.edu](mailto:jfreeman@jou.ufl.edu) is often best.

- **Submitting assignments:** With most assignments, you'll submit two photos plus a Photoshop-made "contact sheet" of your Top 20 images via Canvas. Caption information is required for all photos. The Top 20 contact sheet is part of the grade – not just your submitted photographs with captions. You should have alternative choices and show effort. Assignments will be due at the end of your specific lab period – by 3:50 p.m. on Tuesday or Wednesday.

- **Subjects in your photographs:** *No one should appear more than once in any assignment; find new people.* Avoid family members and close friends as subjects; be a journalist. This includes the final project. Always practice safe social distancing with subjects.

- **Late work and other penalties:** Deadlines are essential to journalism. Photos turned in late 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 – please be a professional.

- **Optional Resubmission:** You may re-shoot and resubmit any one assignment from #1 - #7, even a zero. If the work is better, the higher grade is substituted for the original. (Grades are not automatically higher, but you won't get a lower one.) The optional resubmission is due on the last day of class. If you don't do a resubmission, there is no rounding up of the course grade.

- **No drinks and food in class:** Sorry; it is university policy that drinks and food are not allowed in class. If you come to the 3024 lab, do not bring food or drink.

- **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 during this semester. You must compose the shots, determine exposure settings, push the shutter button and process Photoshop on your own. 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."

- **Course evaluations:** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two weeks of the semester. Please do one.

- **Your basic well-being:** Please contact me privately if you ever feel threatened, unsafe or sexually harassed in or out of the classroom. As faculty adviser to the National Press Photographers' Student Chapter, I am a designated Campus Security Authority.



**ABOUT YOUR PROFESSOR:** (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. Earlier he was awarded a Faculty Fellowship for eight weeks of study at *National Geographic* magazine in Washington, D.C., and one summer 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 this course. 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 also over 50. He has won the CJC "Teacher of the Year" award twice. So listen to him, and take lots of notes to succeed.

**AGAIN ON-LINE THIS SEMESTER: Many examples on the Web -- Check them out.**

## PHOTO ASSIGNMENTS (shoot in Manual mode)

1. **Depth-of-Field/Motion.** This assignment requires that you shoot three different types of pictures using an object bigger than a football. With the two DOF photos, have other “stuff” behind your subject 10 feet or more away. Use 18mm. (a) For the *shallow* DOF part of the assignment, shoot pictures with your lens set at its widest aperture (smallest f/stop number: f/3.5). Your meter will suggest the proper shutter speed – don’t forget about the SSSR. Subject: about 1-2 feet away in low light. Background in finished pic should look blurry. If the meter’s suggestion is for less than 1/15th, you’re in light that’s too dim and you’ll get shaky photos, so move to a brighter area. (b) For the *great* DOF part of the assignment, keep lens at 18mm as in #1, have *same subject the same distance away*, shoot pictures outdoors in bright light at f/22, letting the meter determine shutter speed. Again, focus on the subject. Background should turn out sharp also. (Yes, parts A and B could be done in the same spot outdoors). (c) Taking care to “fill the frame,” take stop-motion pictures outside in bright light at 1/2000th, letting the meter suggest the right f/stop. Be sure the person is in focus; the background sharpness doesn’t matter in this shot. The 1/2000th shot should freeze subject motion and can be posed. Subject is to be moving right/left (or) up/down in these photos. Do not photograph moving cars or animals. Photoshop parts #a and #b (same subject), and #c -- plus make a contact sheet. For captions, just type this description: Shallow DOF, Great DOF, and Stop Motion. File names? Save these as: YourLastName1a.jpg, YourLastName1b.jpg and 1cYourLastName.jpg (notice 1c comes first).

2. **Head Shot.** Make this a journalistic vertical close-up photo of someone's face. Fill your frame and use an ultra-plain, out-of-focus one-tone background. This assignment calls for a posed picture in soft, natural (sun) light that you find. Do not shoot at 18mm because the face will look bowed/stretched/awful. Do you have Rembrandt or rim light? Is person facing the light? Eye contact is required here (have subjects look at the camera). Avoid bright, direct sunlight. Photograph two subjects, each in different locations and put nine of each subject on the contact sheet. Vary their poses. Use other tips from class. Look at the "bad" examples online, too. Two photos + contacts. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-p~1.htm>

3. **Quality of light.** The way light looks will make or break many pictures. It changes all the time. Find a natural sunlit *daytime* 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 (or large animal) somewhere in the photo, and remember to capture one of the three main topics that were presented in class. Do not use flash. Two photos + contacts. *Examples:* <http://faculty.jou.ufl.edu/jfreeman/3601-q~2.htm>

4. **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 photo of someone else doing an interesting visual job. Avoid dull, sitting-behind-the-desk photos, on the phone or typing. Try for an unusual angle. The person must be recognizable--don't forget to show the subject's face. The location is not so important. Select the

one best image from each style. Turn in two files – one Environmental and one Person Working. The contact sheet must clearly show both types. Do not “mix” the styles when shooting each subject. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-w~1.htm>

**5. Interaction.** Take a candid feature photo in a situation involving only three people (no extra bodies in the background!) Show how these people are interrelating, or not. Watch the composition and ask, “What is my bonus element?” Be sure the photo is unposed. Avoid tonal mergers. Don't let subjects look at the camera. Must be strangers, not people you know. Remember, only three people! Do they “pop out?” An exception is made for this assignment **ONLY:** No IDs are required, to free up your creativity. Avoid tonal-merging, overlapping people. Don't forget the contact sheet is part of the grade. Two shots that vary in composition. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-i~1.htm>

**6. Weather.** (*Two* photos needed; only one can be passive). 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 tips you've picked up from other assignments to help make these photos publishable quality. Look for people enjoying or confronting the weather. Remember facial expressions always help. Photos must be “found”—not posed. Get published in the *Alligator* if timely and good. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-r~1.htm>

**7. Sports.** This can be from any sport: indoors (it's much harder to get sharp), outdoors, game or solo action (but avoid shooting only solo tennis; contacts should show other efforts). Can you catch the peak action? Is the scene “frozen?” How close can you get? Do the subjects stand out well? You must have one unposed “sports action” photo and one “sports feature,” from one event/place, or two action shots from different events. Let's see faces! Choose a situation your lens can get close to. Use telephoto. Yes, these can be at a practice. Try to show competition. *Examples:* <http://www.jou.ufl.edu/people/faculty/jfreeman/3601-s~1.htm>

**8. Quick Shoot.** Topics will be announced in lab. Shoot, edit and caption during in two hours!

**9. 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 + contact sheet.

**10. Final Project Preview.** Pitch your FP story idea (50 pts.) and show two photos (25 pts. each)

**11. Gallery/Event** – In cooperation with the College's INC, supply a gallery of five to 10 images with captions, and a 100-word caption for publication on wuft.org. This assignment will be explained in detail in class based on the latest needs of the INC newsroom. **Due by last lab!!**

**FINAL PROJECT:** This project will take up the final 2-3 weeks of the course, and the pictures will be all candid (not posed). You are documenting life -- not directing it. No faked photos! No family members or roommates. Find someone with a story to tell. Recording and editing excellent audio is a big part of the grade. Produce a picture story on one person you can be around. Document his/her lifestyle: maybe school, work, home, sports or recreation. Plan on visiting 3+ locations. You'll need about 20-30 great pictures and a 90-second soundtrack. The FP counts as three regular assignments, and should demonstrate you can shoot and recognize good photos. Full submission procedures will be explained in class. Your presentation can be made with any slideshow software you know, such as Premiere Pro or iMovie (but remove all moving transitions.) The project is DUE and might be shown during the final lab.

## Jou3601/Photographic Journalism/Fall 2020

Associate Professor John Freeman – [jfreeman@jou.ufl.edu](mailto:jfreeman@jou.ufl.edu)

# Tentative Course Plan (Dates)

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Sept. 1: Syllabus, Triangle of Photography; enterprise, the ethics of take, make and fake

Lab: **Zoom:** Student introductions; The Hearst Contest

Sept. 3: The Three Big Tips explained, review

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Sept. 8: Basic camera operations; Text Chapters #1-3, #9

Lab: possible F2F for UF cameras; bring SD card today, explain practice assignment

Sept.10: Previous first-week photos; finish camera operations; catch-up; DSLR simulator

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Sept. 15: “Through the Years” slideshow, UF/Hearst alumni success, PJ friends

Lab: possible F2F; Chapters 4-5; one self-portrait head shot due at end of lab

Sept. 17: Discuss assignment #1, DOF/Motion

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Sept. 22: Discuss #2, Head Shot (natural daylight); Text Chapter 8

Lab: Assignment #1, DOF/Motion, three photos, one contact sheet due at end of lab

Sept. 24: **Test #1** – does not include #2 Headshot material

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Sept. 29: Discuss #3, Quality of Light; composition, Text Chapters 8-9; Captions

Lab: Assignment #2, Head Shots, due; review Test #1

Oct. 1: More Q of Light; Atlanta, Boston, Daytona, Memphis; Instagram

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Oct. 6: Discuss #4, Environmental Portrait, Person Working

Lab: Assignment #3, Quality of Light, due

Oct. 8: Annie Leibovitz slideshow, text pages 2 plus 166-169

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Oct. 13: Discuss #5, Interaction PPT

Lab: Assignment #4, Workers, due

Oct. 15: Slideshow: Henri Cartier-Bresson, page 35

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Oct. 20: Discuss #6, Weather; review for test #2

Lab: Assignment #5, Interaction, due

Oct. 22: NPPA, daily job of photojournalists, Historical Photos PPT, Text Chapter 10

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Oct. 27: Discuss #7, Sports, review Chapter 1; page 36

Lab: Assignment #6, Weather, due

Oct. 29: **Test #2**

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Nov. 3: Return test #2; Misc. topics  
Lab: Assignment #7, Sports, due

Nov. 5: Digital Ethics discussion, Text page 112

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Nov. 3: Flash/Strobe techniques; Text pages 146-151

Lab: Assignment #8, In-Lab Quick Shoot, bring your camera!

Nov. 5: Discuss Final Project guidelines

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Nov. 10: W. Eugene Smith slideshow, Text page 197

Lab: Assignment #9, Flash, Due

Nov. 12: to be announced, catch-up topics

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Nov. 17: The Real World - "Lessons Learned," or Guest Speaker

Lab: Assignment #10 - Make the "Pitch" of your Final Project to your lab (100 points)

Nov. 19: Wire Services discussion, page 198

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Nov. 24: Photoillustrations, p. 100-109

Lab: **(Thanksgiving Holiday; no labs Tuesday or Wednesday)**

Nov. 26: **(Thanksgiving Holiday; no class)**

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Dec. 1: *National Geographic*; misc. topics

Lab: Last blast Photoshop, text slides, final prep for Final Project

Dec. 3: Catch-up topics; review for Test #3

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Dec. 8: Test #3

Lab: \* Present Final Project; it must be 100-percent ready before class

\* return UF cameras to equipment room, Room G-020 in Weimer Hall

\* (one) optional resubmission due: drop in Resubmission, indicate assignment #

\* Extra-credit links should be submitted as notes in Extra Credit field on Canvas

\* Assignment #10 / Event Gallery must be completed by today .



## **Required UF or Journalism Department Statements**

**COVID-19 ISSUES:** We will have some face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

\* You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.

\* This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.

\* Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class. Practice physical distancing when entering/exiting class.

\* If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#). Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

**RECORDINGS:** Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

**DIVERSITY:** The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.