

FALL 2020

# JOU4605 • ADVANCED PHOTOJOURNALISM 2

Class #21331

## CLASS MEETINGS

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LECTURE (*Online Zoom*)      Mondays 3:00 – 5:00 p.m. in VEIM 3334  
LAB (*On your own*)              Mondays 5:00 - 6:00 p.m.

## 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.

## ONLINE PLATFORMS

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Canvas is our central hub for the semester. Be sure to turn “on” notifications.  
Zoom is our online classroom for the semester. Note details under “Course Policies” below.  
LinkedIn Learning is our textbook. Weekly viewing links are posted in Canvas Announcements.

## TEXTBOOK

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There are no required textbooks for this class. All reading assignments will either be posted on Canvas or provided as handouts in class. However, LinkedIn Learning.com provides software tutorials on Photoshop, Lightroom, Premiere and other Adobe visual editing applications. These are available for free to UF students at <https://elearning.ufl.edu/> (this will be linked on Canvas). Adobe Creative Cloud Suite is required for Photoshop and Lightroom for class assignments. UF IT offers students a discounted rate at <https://helpdesk.ufl.edu/software-services/adobe/>.

## 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
- Video Story = 100
- Photo Project = 300
- Website & portfolio development = 50
- Marketing & Contracts = 50
- Photojournalist Election Coverage = 50

**Class critique participation = 300 points**

Three 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.
- Eye-Opener: Four profiles – one per week. Beginning Oct. 19, we will explore the work of renowned photojournalists. You will each be assigned a photographer to research once a week.

## 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.

**Proposals** = -5 points for Photo Story and Multimedia Story; -10 for Photo Project

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

**Editing** = -20 points for Photo Story and Multimedia Story; -60 Photo Project

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

## ATTENDANCE / PARTICIPATION

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Two absences are waived as a courtesy during the semester. No explanation necessary. Of the 15 weeks, there are 12 total class sessions. Points are accumulated for 10 sessions, each worth 30 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. Engage in the critiques. Attendance for Final Project presentation session on November 23 is required.

## 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

## COURSE POLICIES

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This class is categorized as a “hybrid” course. Lectures are presented 70% online via the Zoom application and 30% in-classroom. Please be mindful of maintaining a professional appearance and conduct via our remote lecture meetings. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

You are expected to have your camera on during Zoom sessions. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor’s discretion. Note that lectures may be recorded for educational purposes. If you have extenuating circumstances or concerns, please see the instructor.

Students must produce class assignments with safe practices that respect social distancing with face masks during the Coronavirus pandemic. Because of our lecture online learning format, it is essential that students are dedicated and focused. “Virtual” attendance from a distant venue can dilute the learning experience.

Distractions can be tempting Therefore, I request:

- Attend via Zoom from a secure and stationary location that is free of distractions.
- Be on time. Join Zoom just prior to the start of class. I begin class exactly on time.
- Use your computer’s video camera for the duration of lecture.
- Listen well and be respectful when someone else is speaking.
- No phone calls, texting or web surfing during class.

### **COVID related practices:**

For **online zoom class sessions**, the lectures 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.

We will have three **in-classroom sessions** to accomplish the student learning objectives of this course. **These classes will be on Sept. 14, Oct. 12 and Nov. 16.**

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 (six feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks.
- 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.
  - Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
  - 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 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. Find more information in the university attendance policies.

We will have three **assignment projects** that will require students to make photographs of people. **These will be the Photo Story, the Video Story and the final Photo Project.** The health and safety of our students is paramount. No photo assignment is worth endangering your health. The UF guidelines listed above also apply to producing assignments for this class. We will explore creative solutions for our visual story assignments. You should routinely disinfect your phone, laptops and camera gear. You should wash before and immediately after any photo session. Also, keep in mind these required safeguards:

- Students on field assignments should wear face coverings and maintain appropriate social-distancing from their subjects and others.
- Students should be discouraged from high-density environments, such as covering crowds or protests; in cases where that is unavoidable students should remain on the periphery where social-distancing remains possible.
- Outdoor assignments are generally preferable unless an indoor environment features appropriate ventilation.
- Students should apply disinfecting wipes to all equipment before and after use.
- Students should be encouraged to travel to such assignments by foot or bicycle or alone in personal vehicles; when driving or riding in vehicles with multiple passengers, they should wear face coverings and otherwise protect themselves.

If the environment during an assignment becomes untenable, students should be encouraged immediately to remove themselves from the situation.

If you still feel uncomfortable with any photo assignment, perhaps consider rearranging your schedule to take this course in another semester if possible.

## RESPECT

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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. Furthermore, I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality,

religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me.
- If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at [jhernandez@jou.ufl.edu](mailto:jhernandez@jou.ufl.edu).
- If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

Your entire college experience, whether during class time or during your personal life, should build habits and sensitivities that benefit your humanitarian values as a member of our democratic society. Empathy is expected for diversity of race, ethnicity, sexual orientation, age, education, gender, politics, faith and socioeconomics, among many others.

As a member of our global community, your individual actions and words reflect on the College of Journalism and Communications, the University of Florida, your hometown, in addition to your individual moral character.

Respect your self-identity in a wise and dignified manner.

## 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 designs submitted for class assignments must be produced during the 2020 fall semester.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

## 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 • August 31

Lecture:

Portfolio reviews

Class overview & syllabus

Assignment:

Our Town: Dawn or Dusk

Photo Story

Reading:

'Why We Do It:

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

### Week 2 • September 7

*Labor Day Holiday. No class!*

### Week 3 • September 14 (in-class)

Due to Canvas:

Our Town: Dawn or Dusk

Lecture:

Reading discussion

Critique:

Our Town: Dawn or Dusk

Proposals: Photo Story

Assignment:

First Takes: Photo Story

Reading:

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

### Week 4 • September 21

Lecture:

Reading discussion

Photo story examples

Critique:

First Takes: Photo Story

Assignment:

Editing: Photo Story

Reading:

Image, Deconstructed

**Week 5 • September 28**

Lecture:

Reading discussion  
Photo story examples  
IPTC metadata

Critique:

Editing: Photo Story

Assignment:

Video Story

Reading:

The Third Effect and  
Gestalt Philosophy

**Week 6 • October 5**

Due to Canvas:

Photo Story

Lecture:

Reading discussion  
Videography techniques  
and concepts  
DSLR video settings  
Mics and audio levels

Critique:

Proposals: Video Story

Assignment:

First Takes: Video Story

**Week 7 • October 12 (in-class)**

Lecture:

Video Story examples

Critique:

First Takes: Video Story

Assignment:

Eye-Opener  
Photojournalist Election  
Editing: Video Story

**Week 8 • October 19**

Lecture:

Eye-Opener  
Marketing & Contacts

Critique:

Editing: Video Story

Assignment:

Eye-Opener  
Photo Project  
Marketing & Contracts

**Week 9 • October 26**

Due to Canvas:

Video Story  
Marketing & Contracts

Lecture:

Eye-Opener  
Photo Project examples

Critique:

Proposals: Photo Project

Assignment:

Eye-Opener  
First Takes: Photo Project

**Week 10 • November 2**

Lecture:

Eye-Opener  
Photo Project examples

Critique:

First Takes: Photo Project

Assignment:

Eye-Opener  
Continue Photo Projects

**Week 11 • November 9**

Lecture:

Eye-Opener  
Photo Project examples

Assignment:

Website and Portfolios  
Editing: Photo Project

**Week 12 • November 16 (in-class)**

Due to Canvas:

Photojournalist Election

Critique:

Editing: Photo Project

Assignment:

Photo Project presentation

**Week 13 • November 23**

Critique:

Photo Project presentation

**Week 14 • November 30**

*No class! Use as production time.*

**Week 15 • December 7**

*No class!*

Due to Canvas:

Photo Project  
Website & Portfolio

**Exam Week • December 15**

*No final exam! No class!*