MCM 250-001 Photographic Journalism I
Mass Communication
Spring 2019

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dr. Amy Mehaffey</th>
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<tbody>
<tr>
<td>Office:</td>
<td>202 Pilar Street – City Hall 3rd Floor</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:mehaffeya@ci.nacogdoches.tx.us">mehaffeya@ci.nacogdoches.tx.us</a></td>
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<tr>
<td>Class Time:</td>
<td>TTH 11:00 am - 12:15 pm</td>
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<td>Meeting Location:</td>
<td>Boynton 202</td>
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<tr>
<td>Office Hours:</td>
<td>After class or by appointment only – 979.587.9600 (Cell Number)</td>
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COURSE OVERVIEW

COURSE DESCRIPTION:
Study and practice of photography as a major component of journalism. Emphasis on basic photography skills. Learn how words and visuals work together to tell a story while gaining proficiency in industry standard editing software. Incidental fee required.

PROGRAM LEARNING OUTCOMES (PLOS):
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

JOURNALISM CONCENTRATION PLOS:
1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey messages and enhance the communication process.

STUDENT LEARNING OUTCOMES (SLOS):
1. Students will learn how photojournalists tell stories with pictures.
2. Students will learn the techniques required to take photographs of publishable quality.
3. Students will know how to write a caption for news photographs which include the 5-W’s.
4. Students will understand how to crop and edit digital images using photo editing software.

TEXT & SUPPLIES


• Flash drive for backups and transporting images
GRADING POLICY:

Students will receive grades and feedback for each assignment. Course grades will be awarded on an A through F scale.

- 90-100  A
- 80-89  B
- 70-79  C
- 60-69  D
- Below 60  F

Written assignments must:

- Be typed and double-spaced;
- Use proper grammar and formal English composition points will be subtracted for inaccurate or informal written language;
- Reviewed Closely (Ask a friend/writing center, use spell check, a dictionary and/or thesaurus as needed);
- Follow AP Style Guidelines

ATTENDANCE POLICY:

Absences: Missing an assignment will result in grade of zero for that assignment. Excuses are considered only when conditions are clearly beyond the student’s control and must be documented. A copy of the excuse will be kept in the files. Absences from the course which equal or exceed 25% (on the seventh (7) absence) of the class meetings will result in automatic failure of the course. Missing 5-6 classes will result in a deduction of 10 points from your overall grade. If you have perfect attendance, you will be credited with a bonus 20 pts. added to your overall grade.

Late work: Late work is not accepted except for approved university activity, personal or family illness or other documented emergency.

Academic Integrity (4.1) Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Definition of Academic Dishonesty Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to: • using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; • falsification or invention of any information, including citations, on an assignment; and/or, • helping or attempting to help another in an act of cheating or plagiarism. • plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism include, but are not limited to: • submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; • submitting a work that has been purchased or otherwise obtained from the internet or another source; and, • incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
Students with Disabilities: To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Cell phones must be limited during class. Students using their cell phones during class will have them collected by the instructor. Phones will then be taken to the SFA Judicial Office for student pickup. Class time is not a time to update your Facebook status, text your friends or study for another course. Rude behavior including talking during a lecture, leaving during a lecture, making obnoxious comments and use of the computer beyond course use are also prohibited. Violations will affect your grade.

EQUIPMENT CHECKOUT/ BOYNTON LAB SCHEDULE:

EQUIPMENT AND SUPPLIES

Digital cameras and other misc. equipment are available to check out for use on your photo assignments. You may use your own DLSR camera IF it is 6 megapixel or higher with manual controls. Canon and Nikon both have excellent entry DSLR cameras perfect for this course. If your camera has the following shooting modes, it most likely will work. Look for M, Tv, S modes. If unsure, bring your camera to class for inspection.

If you do use the schools equipment, it must be checked in by the due date and time given. This information is on the Mass Communicators Website—hours are specific so please plan accordingly. Failure to return the equipment on time will result in a deduction of 10 pts. per day late on your overall course grade. Equipment out for one week or more will result in a deduction of your overall course grade by 100 pts. each week. You are responsible for any and all equipment used and or checked out. If you lose, damage, or destroy the equipment, you will be held responsible. The current market value of the equipment will be determined by the instructor and your university status will be delinquent until the amount is paid. To checkout equipment, you must have a valid student ID.

BOYNTON LAB SCHEDULE

The Boynton lab will be available for weekly use. The lab schedule will be posted by the second week of the semester.
LAB FACILITY, COMPUTERS AND PRINTERS:

Food and/or drinks are not allowed in the LAB due to the nature of the equipment. Please help us with this policy by being responsible for yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 LAB) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. LAB assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the LAB assistant.

PHOTO ASSIGNMENT DEADLINE POLICY

Any assignment that is not handed in by the due date and time is automatically given the grade “0.” Be sure you understand this. With most jobs, especially media related jobs, deadlines are generally inflexible. A missed deadline is a missed deadline, for whatever reason. This class adheres to professional standards; therefore, THE DATE AND TIME OF THE DEADLINE ARE ABSOLUTE. There are no grace periods.

ASSIGNMENT INSTRUCTIONS AND DUE DATES

This syllabus contains basic information and instructions for each assignment. It is your responsibility to follow these instructions carefully. Be prepared to receive additional instructions for each assignment in class. Questions are encouraged.

The due dates for each assignment are on the class schedule of this syllabus. They are due at the beginning of class for each date given. This means that all parts of the assignment are due before the start of class. Remember that if the assignment is not turned in, the assignment due will receive a 0.

CHEATING, PLAGIARISM AND PIRATING

Cheating and plagiarism will not be tolerated. Intentional and or flagrant disregard of copyright infringement is unlawful and will not be tolerated. Penalties may include reprimand or no credit for the assignment or exam, of the paper/ project, or make-up exam, or failure of the course. Collaborative study and research is encouraged, but all work turned in must be new and original. Use of old or dated original work is not allowed. Photos must be taken specifically for this course during this current semester. Always check that the correct date is set in your camera before you shoot!
Assignments: Total Points:

Class Participation: To maintain an active-learning environment, your participation is both welcome and crucial to the success of this course. You will be graded not only on your on-time attendance but on your comments and questions in class.

- Photo Assignment 1 = 100 pts.
- Photo Assignment 2 = 100 pts.
- Photo Assignment 3 = 100 pts.
- Photo Assignment 4 = 100 pts.
- Photo Assignment 5 = 100 pts.
- In Class Skills (1-3) = 50 pts each - Total of 150 pts.
- Photoshop Major Quiz = 50 pts
- Chapter Quizzes (1 & 2) = 50 pts each - Total of 100 pts.
- Chasing the Light Presentation 1 & 2 = 50 pts each – Total of 100 pts.
- Class Participation = 100 pts.

**Course Total Points = 1000 pts.**

The following averages are needed to attain a grade of: A=900 or higher, B=800 to 899, C=700 to 799, D=650 to 699, F=649 and below.

**1000 points total**
### MCM 250 Spring 2019 Tentative Schedule

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<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Assignment Notes</th>
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<tr>
<td>Week 1</td>
<td>Intro to Course Computer accounts. Intro to lab. Lecture: Photography Basics</td>
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<tr>
<td>Week 2</td>
<td>Lecture: Photography Basics (cont.)</td>
<td>Quiz 1 Due 2/1/19</td>
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<td>Week 3</td>
<td>Lecture: Basic Camera Controls</td>
<td>*Bring your camera</td>
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<tr>
<td>Week 4</td>
<td>Lecture/Lab: Photoshop Basics / Photo Editing</td>
<td>Assignment 1 Due 2/15/19</td>
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<td>Week 5</td>
<td>Lecture: Photojournalism Overview/Importance Netflix Presentations 1 – 2/19/19 &amp; 2/21/19</td>
<td>Netflix Quiz 1 Due 2/18/19</td>
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<tr>
<td>Week 6</td>
<td>Indoor/Outdoor Lighting Assignment 2 Overview</td>
<td>*Bring your camera</td>
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<tr>
<td>Week 7</td>
<td>Ethics of Digital Photography Assignment 3 Overview</td>
<td>Quiz 2 (Chapter 14-17 – will post online) Due 4/8/19</td>
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<tr>
<td>Week 8</td>
<td>Lightroom Introduction / Adobe Bridge</td>
<td>Assignment 2 Due – No Class 3/14/19</td>
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<tr>
<td>Week 9</td>
<td>Spring Break</td>
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<tr>
<td>Week 10</td>
<td>Lightroom Introduction / Adobe Bridge</td>
<td>Assignment 3 Due</td>
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<tr>
<td>Week 11</td>
<td><strong>In Class 2- Photo Editing &amp; Portraits</strong> Assignment #4 Overview</td>
<td>*Bring your camera</td>
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<tr>
<td>Week 12</td>
<td>Lecture: Photojournalism Overview/Importance Netflix Presentations 1 – 4/9/19 &amp; 4/11/19</td>
<td>Netflix Quiz 2 Due 4/8/19</td>
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<tr>
<td>Week 13</td>
<td>Assignment 4 Overview</td>
<td>No Class 4/18/19 – Easter Break</td>
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<tr>
<td>Week 14</td>
<td><strong>Photoshop Major Quiz Review &amp; Take Quiz Assignment 5 Overview</strong></td>
<td>Photoshop Major Quiz Assignment 4 Due 4/22/19</td>
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<tr>
<td>Week 15</td>
<td>In-Class Review of Submitted Photos</td>
<td>Assignment 5 Due Date TBD</td>
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*Schedule, Assignment and Dates subject to change.*