

**JOUR 2330**  
**Introduction to Visual Communication for News (Video)**  
**Spring 2013**

**INSTRUCTOR:**

Bryan Lochhead  
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Phone: 469-387-6027 (cell phone for emergencies only)  
Office: GAB 101 C

**OFFICE HOURS:** I will be in my office most days one hour before class and one hour after class; other office hours are available by appointment. My virtual office is always open so can just email me, and I try to respond within 24 hours, except on weekends.

**REQUIRED TEXT:**

*Video Journalism: Multimedia Storytelling*, Kenneth Kobre, Focal Press, 2012

**REQUIRED ON-LINE TUTORIAL FOR EDITING SOFTWARE, ADOBE PREMIERE PRO CS4**

<http://tv.adobe.com/show/learn-premiere-pro-cs4/>

**MATERIALS SUPPLIED:** Headphones, Mini-DV tapes

**MATERIALS RECOMMENDED:** A 4 GB computer flash drive

**COURSE DESCRIPTION:**

This portion of the class is designed to introduce newsgathering and visual reporting skills to journalism students, including those in Broadcast, Print and Photography, and will develop understanding of visual storytelling for the journalist. You will learn how to capture and edit video for news reports and discuss television news standards and visual storytelling concepts.

During either the first half or last half of this semester, you will take the digital still photography portion with Professor Ben Weaver in GAB 111. This semester, the students will “switch” to the photography section in GAB 111 on the following dates: **M/W section starts stills on Wed., March 6<sup>th</sup>. The T/TH section starts stills on Thursday March 7<sup>th</sup>.**

**LEARNING OUTCOMES:**

See attached page.

**EXPECTATIONS:**

I expect you to show up for all classes, turn in all assignments, complete the work and make the deadlines. This course will require a considerable amount of time outside the class period.

You are encouraged to watch and listen to radio and TV newscasts, read newspapers and web articles throughout the semester.

This is more than a class in which you will be taught shooting and editing skills.

As aspiring journalists, you are expected to:

- Possess intellectual curiosity
- Be well-read about the world around you
- Be a critical thinker

Accordingly, you are expected to engage in class discussions. This class is not a monologue prepared

by the instructor. To learn, you must exchange ideas and thoughts with the instructor and your peers. You will be expected to do this. Civility is expected at all times toward the professor and one another.

#### **ATTENDANCE:**

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

#### **DEADLINES:**

This class operates on the same principles as a working newsroom. Deadlines must be met, late work, tardiness, or an unexplained absence is unacceptable. Deadlines will be strictly adhered to, and many assignments will be done in class under deadline pressure.

**Assignments are due at the beginning of class. Late assignments are not accepted. Arriving late for class means a ZERO for the assignment due that day.**

#### **LAB RULES:**

No food or drink is permitted in the lab at any time. NO EXCEPTIONS.

Lab hours will be posted on the classroom door.

#### **CELL PHONE AND COMPUTER POLICY:**

**Turn off** cell phones and all other electronic devices before class starts. I will tell you when to turn the computers on and off. If you are checking email during class or using the computer without my permission, you may be asked to leave the classroom for the day. **You may not upload any video or audio gathered for this course to the Internet without my permission.** Violation of this rule will result in a failing grade.

#### **EQUIPMENT USAGE AND CHECKOUT:**

For this portion of the class, you will be able to check out specific equipment through the Journalism Equipment Room in GAB 111G. You must follow all rules for equipment checkout. You must have completed a **Gold Card** and have it on file.

Cameras that are checked out must be used for assignments in this class only. In other words, you may not check out these cameras for use in another class or for personal use.

Treat the equipment carefully. It's a very important tool in your work for this class. If you break any equipment, you will have to pay for it. If you return it late, you will lose your ability to check it out. Read and follow all rules!

**All editing will be done on the computers in the GAB 101 Lab. All shooting will be done on the cameras checked out from the Equipment Room in GAB 111G.** You **may not use** your own equipment or equipment belonging to anyone else. The use of equipment not designated for this class will result in a **zero** for the project you are working on.

I must approve overnight checkouts **before** the checkout. Failure to return equipment on time will result in the loss of use of the equipment for a designated time period. For additional information please refer to the Equipment Policy Handout.

#### **SAFETY:**

Covering the news can be a dangerous job. Be very aware of your surroundings. Take precautions when working at night. Do not work alone if possible and be alert at all times.

**DUAL SUBMISSION:**

You may not submit your work in this class for any other class or another use or vice versa without prior permission from your instructor.

**HELP:**

Do not wait until the last minute to ask for help. Ask appropriate questions in class or see me before or after class if you need extra help.

**GRADING FOR VIDEO SECTION:**

You may earn up to 1,000 points in this course. Every student starts with zero. You may earn points as follows:

Shooting Exercise 1	100 Points
Shooting Exercise 2	100 Points
Shooting Exercise 3	100 Points
Editing Exercise 1	100 Points
Editing Exercise 2	100 Points
Editing Exercise 3	100 Points
Homework Assignments – 3	30 Points
Exam 1	70 Points
Final Project	150 Points
Final Exam	100 Points
Teacher Evaluation	50 Points
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Total Possible	1,000 Point

**GRADING SCALE:**

900 - 1,000 = A  
 800 - 899 = B  
 700 - 799 = C  
 600 - 699 = D  
 599 below = F

**IMPORTANT NOTE: The grade from this portion of the 2330 course will be averaged with the final grade from the stills portion of the class to determine a final grade.**

**Exams: 170 points (1 exam, 70 points each, final exam, 100 points)**

There will be two exams (this includes the final exam), worth a total of 170 points. Exams will be based on text readings, handouts, class exercises, videos, and class lectures and discussions. Students are responsible for all text material, regardless of whether we review the text material in class or not.

**Missed Exams:** You will be allowed to make up a missed exam only if you have a excused absence. An excused is a note from a doctor, professor or family bereavement document. If you know in advance that you will miss an exam, you **MUST** contact me before the scheduled exam. Make-up exams will not contain the same questions and may contain only essay and short answer questions.

You will have **three homework assignments** based on the readings from the text, handouts and class lectures.

**Shooting and Editing Assignments: 600 points (6 assignments, 100 points each)**

In addition to the readings from the text, there will be three shooting assignments and three editing assignments. A separate handout will contain further information. No late assignments will be accepted. No emailed assignments will be accepted. These assignments must demonstrate technical use of the equipment, including composition, exposure, editing skills and journalism applications among

other things. Some of the assignments will be class assignments and must be completed on deadline during the class period.

### **Final Project: 150 points**

The final project will be a 1:30 – 2:30 minute video using the skills learned throughout the class. The video will be a natural sound story with an interview as your narration track. The shooting and editing assignments will have prepared you for this project.

### **Final Exam: 100 (for video section):**

For students in the first half of the semester, the exam will be given on the last class period before the switch to photography. For the M/W section, the date is April 4, 2013. For the T/Th section, the date is April 5, 2013 at the regular class time.

For students taking the video portion in the second half of the semester, the exam will be held during the assigned final exam period. For the M/W section, the date is May 10, 2013 at 10:30 a.m. For the T/Th section, the date is May 9, 2013 at 10:30 a.m.

### **TEACHER EVALUATION: 50 POINTS**

The instructor may add up to 50 points to a student's total score if he feels the student has demonstrated significant progress and improvement at the end of the semester. This is completely up to the discretion of the instructor. Hard work and effort will dictate the addition of these points.

### **JOURNALISM REQUIREMENTS & GUIDELINES**

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

### **Journalism Course Registration**

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

**Email communication:** Communicating with students using the UNT student email account is part of the university's contract with students. Electronic communication with students in this class will be through the students' myunt accounts rather than personal email accounts.

### **Re-taking Failed Courses**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12

months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

### **Disability Accommodation**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

### **Textbook policy**

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

### **SETE**

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You're a critical part of our growth and success. We look forward to your input through SETE.

### **Academic Honesty**

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

### **Mayborn School of Journalism Academic Integrity Policy**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

### **First Class Day Attendance**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

### **Statements of Student Learning Outcomes – (See Attached)**

## **HONOR CODE MAYBORN SCHOOL OF JOURNALISM • MAYBORN GRADUATE INSTITUTE UNIVERSITY OF NORTH TEXAS**

The faculty, staff, and students of the University of North Texas Mayborn School of Journalism and Mayborn Graduate Institute of Journalism regard honesty and integrity as essential qualities of our Journalism students and as reflections of the standards of the professions for which journalism educates its students.

Students of The University of North Texas Mayborn School of Journalism and Mayborn Graduate Institute of Journalism have entered a community of scholarship and journalism where academic integrity is of the highest importance.

By enrolling in Journalism classes, all students agree to uphold this Honor Code. All students taking Journalism classes agree that in their course work and interaction with faculty and staff they will not engage in:

- **Fabricating** information, data, research, quotations or sources.
- **Plagiarizing** the words or other creative work of another person: Plagiarism consists of intentionally or knowingly representing the words or ideas of another person as one's own. Plagiarism includes, but is not limited to, the knowing or intentional failure to attribute language or ideas to their original source, in the manner required by the academic discipline (such as by quotation marks, attribution in the text, and footnotes citations in an academic exercise) or in the manner required by journalism practice (such as by quotation marks and attribution in a journalistic presentation).
- **Looking at the exam** of another student or using unauthorized notes, study aids or other materials during an examination.
- **Altering and resubmitting** work previously submitted and graded (this does not include rewrites of previously graded lab assignments).
- **Submitting identical** or substantially the same work for credit in more than one course.
- **Obtaining unfair advantage**, aiding and abetting, and falsifying records.
- **Academic sabotage**, by intentionally taking any action, which negatively affects the academic work of another student.

Professional journalists who fabricate and/or plagiarize violate industry standards and the public trusts greatly compromising the integrity of their medium. Such journalists are often disciplined or fired. Students in the Mayborn School of Journalism and Mayborn graduate students, especially those whose work goes out to client news organizations via the School of Journalism, will be held to the same standards in their work.

At the Mayborn School of Journalism and Mayborn Graduate Institute, all of the activities listed above are grounds for sanctions ranging from a reprimand to revocation of a degree or expulsion from the University.

Honor Code based on The Medill School of Journalism (2001 pledge) with amendments approved by the faculty of the Mayborn School of Journalism and the Mayborn Graduate Institute of Journalism (2004).

## **Statement of Student Learning Outcomes, UNT Journalism**

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 2330, will help to meet the student learning outcomes listed below by your professor, Bryan Lochhead.

1. Understand concepts and apply theories in the use and presentation of images and information;
2. Work ethically in pursuit of truth, accuracy, fairness and diversity;
3. Think critically, creatively and independently;
4. Apply tools and technologies appropriate for the communications professions in which they work.
5. Set up cameras, videotape, ingest video, and edit video for broadcasting and the web
6. Shoot/edit video for a TV news voice over, interview
7. Understand composition, sequencing and exposure for video
8. Understand the fundamentals of visual storytelling
9. Develop a clear sense of "newsworthiness"
10. Make all deadlines