

JOUR 3300
Intro to Visual Communication for News (Stills)
FALL 2016

INSTRUCTOR: Bryan Lochhead
bryan.lochhead@unt.edu
Phone: 469-387-6027 Cell
Office hours: GAB 110B 10:30 – 12:30 MW or by appointment.

TEXT (REQUIRED): None. There will be handouts you are expected to read.

REQUIRED MATERIALS: Computer Flash Drive
Camera memory card – SDHC Class 10 minimum 8 Gigabyte
Check [Amazon](#) for low price cards.

COURSE DESCRIPTION:

This portion of this course is designed to introduce students to digital still photography, including acquiring a thorough knowledge of the terminology and operation of a DSLR camera, the capture and downloading of digital files to the computer and the output of images for print and web usage. It also includes a basic understanding of lighting techniques, both natural and artificial, for use in visual news reporting and storytelling.

During either the first half or last half of this semester, you will take or have taken the video photojournalism portion with Professor Dave Tracy in GAB 101. The switch date to move to video for this class is **October 24, 2016**.

LEARNING OUTCOMES:

See attached page.

ATTENDANCE AND SICK POLICY:

I will be in class. I expect you to be here, too. Attendance will be taken during the first two minutes of each class period. To be counted as attending you must be in the classroom at your computer by that time. Be on time. Come ready to work. This class will be challenging and fun.

If you come in late or miss a class, you will not have the opportunity to learn important information or earn the points available that day.

If you are sick, please email me in advance of your absence. You must bring a *doctor's excuse* to be allowed to make up any work. If someone in your family dies, you must bring documentation. At that time, we will discuss making up missed assignments.

DEADLINES:

Journalism is a business of deadlines. Assignments must be turned in the due date. Late assignments will be accepted only with approval and will receive a point penalty of -15 points for being late. There will be a Late Assignments folder for turning in past due assignments. Do NOT miss a deadline. I am not going to ask you to turn in your work. It's up to you to remember to turn it in on time. Time in class will often be divided between lectures and hands on exercises.

EMAIL COMMUNICATION: Communicating with students using the UNT student email account is part of the university's contract with students.

LAB RULES:

Food and drinks are NOT permitted in the classroom or lab at any time. No exceptions.

CELL PHONE AND COMPUTER POLICY:

Turn off all cell phones and other electronic devices during class. I will tell you when to turn the computers on and off. If you are online, checking email during class or using the computer without my permission, you may be asked to leave the classroom for that day.

EQUIPMENT 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.

You may also use your own equipment, but it must meet certain requirements. Before using your own gear, I will need to see and approve it. If I approve your equipment, you must bring it to class with you every day.

Whether you're using Journalism school equipment or your own, make sure it's in working order. Dead batteries are no excuse for missing an assignment.

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!

Equipment Checkout Hours

Mon-Thur 9am-10pm

Fri 9am-6pm

Sat & Sun Noon-6pm

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:

You may earn up to 1,000 points in this portion of the course. Every student starts with zero.

You may earn points as follows:

Shooting Assignments:	500 points	(5 assignments, 100 points each)
In Class Assignments:	250 points	(3 assignments, 2 x 100 and 1x 50)
Quizzes:	100 points	(2 quizzes, 50 points each)
Final Exam (for stills section)	100 points	
Teacher Evaluation:	50 points	

Total possible: 1,000 points

FINAL GRADE SCALE: 1,000 – 900 = A 899 - 800 = B 799 – 700 = C 699 - 600 = D 599 – below = F

IMPORTANT NOTE: The grade from this portion of the 3300 course will be averaged with the final grade from the video portion of the class to determine a final grade.

Shooting Assignments: 500 points (5 assignments, 100 points each)

During this portion of the course, you will complete five shooting assignments. You will shoot these assignments on your own time. Each assignment must demonstrate visual composition and journalism applications, plus technical use of the camera, including correct exposure, depth of field among other things. More specific details will be given at the time of each assignment. You must follow all directions. You must meet all deadlines.

In-class Assignments: 250 points (2 assignments, 100 points each 1 assignment 50 points)

During the semester there will be in class assignments that must be completed on deadline during the class period. Specific details will be given at the time of the assignment.

Quizzes: 100 points (2 Quizzes, 50 points each)

As a future journalist, you must have an understanding of the terminology, technology and journalism applications of still photography. During this half of this course, there will be two “pop” quizzes over terminology, technical applications, assigned readings, and lectures among other things. These “pop” quizzes are not scheduled for a specific date, but will be given randomly at the discretion of the instructor.

Final Exam: (for stills section): 100 points

For students in the first half of the semester, the exam will be given on the last class period before the switch to video. That date is Wednesday October 19, 2016.

For students taking the stills portion in the second half of the semester, the exam will be held during the assigned final exam period.

FINAL EXAM SCHEDULE

Afternoon Classes Sections 001 & 002 – Saturday December 10 - 10:30am – 12:30pm.

Morning Classes Sections 003 & 004 – Wednesday December 12 - 8:00am – 10:00am

Teacher Evaluation: 50 Points

You may earn up to 50 points in my overall evaluation of your work. I will assess these points at the end of this portion of the course based on attendance, class participation, overall quality of your work, and improvement during the course.

FALL 2016 SCHEDULE

Jour 3300 Intro to Visual Communications for News (still photojournalism)

For this course, students will study photojournalism using still cameras for half of the semester, and photojournalism using video cameras for the other half of the semester. Each portion of the course is approximately 8 weeks. Students will have a different instructor for each portion of the class. The grades for the two sections will be averaged at the end of the semester for the final course grade. **The schedule below is subject to change during the semester depending on student progress.**

- WEEK 1:** Syllabus; gold cards; Intro to the camera, In Class assignment 1
- WEEK 2:** Exposure; Photoshop; submitting work on the server; Photo Assignment #1
- WEEK 3:** Depth of Field; Photo Assignment #2
- WEEK 4:** Composition, Photo Assignment #3 and In Class #1
- WEEK 5:** Event Shooting, Photo Assignment #4
- WEEK 6:** Action and Movement Photo Assignment #5 and In Class #2
- WEEK 7:** Ethics
- WEEK 8:** Review for exam; Exam

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
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 foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

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 one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

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.

FIRST CLASS DAY ATTENDANCE

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

OFFICE HOURS

I'll be in my office, 110B, from 10:30 to 12:30 a.m. Mondays and Wednesdays; other office hours are available by appointment. My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends. Bryan.lochhead@unt.edu Cell 469.387.6027

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.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

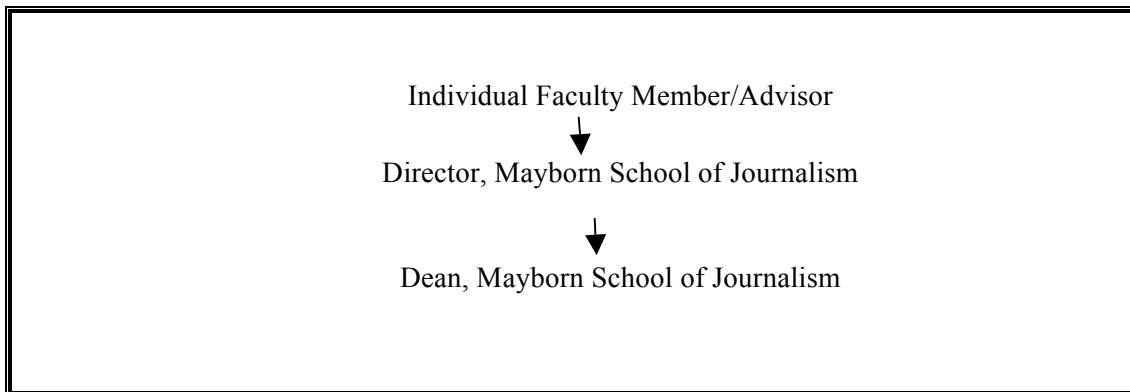
IMPORTANT DATES FOR FALL 2016

Classes Begin.	Aug 29
Census.	Sept 12
Labor Day (no classes; university closed).	Sept 5
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Sept 13
Last day for student to receive automatic grade of W for nonattendance.	
Last day for change in pass/no pass status.	
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.	Oct 7

Beginning this date instructors may drop students with a grade of WF for nonattendance.	Oct 8
Last day to drop with either W or WF.	
Last day for a student to drop a course with consent of the instructor.	Nov 7
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 14
Last day to withdraw (drop all classes).	
Last day for an instructor to drop a student with a grade of WF for nonattendance.	Nov 23
Thanksgiving Break (no classes, university closed).	Nov 24-27
Last Regular Class Meeting.	Dec 8
Reading Day (no classes).	Dec 9
<u>Final Exams.</u>	Dec 10-15
End of term.	Dec 16

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make 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.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook

MSOJ 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.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **Nov. 21 – Dec. 6** to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

STATEMENTS OF STUDENT LEARNING OUTCOMES

Statement of Student Learning Outcomes, UNT Mayborn School of 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 3300, will help to meet the student learning outcomes that have been checked by your professor, Bryan Lochhead .

Each graduate must:

- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work

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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).