

**JOUR 3300**  
**Intro to Visual Communication for News (Stills)**  
**Fall 2014**

**INSTRUCTOR:** Bryan Lochhead  
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Phone: 469-387-6027 (cell – use sparingly, please)  
Office hours: 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 4g  
Camera memory card 2g

**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 35 mm digital 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 the video photojournalism portion with Professor Dave Tracy in GAB 101. This semester, the students will “switch” to the video section in GAB 101 on the following dates: **M/W CLASS STARTS VIDEO ON WEDNESDAY OCTOBER 15, 2014 .**

**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 class room 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 no later than ONE MINUTE BEFORE class starts. Late assignments receive a zero. 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. Electronic communication with students in the class will be through the students' myunt accounts rather than personal email accounts.

**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!

**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:	200 points	(2 assignments, 100 points each)
Quizzes:	100 points	(2 quizzes, 50 points each)
Final Exam (for stills section)	150 points	
Teacher Evaluation:	50 points	

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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: 200 points (2 assignments, 100 points each)**

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): 150 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. For the M/W section, the date is Monday October 13.

For students taking the stills portion in the second half of the semester, the exam will be held during the assigned final exam period. For the M/W section 001, Friday, December 12, 10:30-12:30. M/W section 003, Wednesday December 10, 8:00 – 10:00.

**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.

**MAYBORN SCHOOL OF JOURNALISM PROJECT:**

Our class has the opportunity to contribute to The Mayborn Project, an exciting school-wide project this semester which will include all of our classes (news, public relations and advertising). I will give you a copy of the mission statement, project description and a timeline later in the semester. Here's a link to the "War Comes Home" Project we produced last year: <http://warcomeshome.themaybornproject.com>

## **FALL 2014 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.

**WEEK 1:** Syllabus; gold cards  
Intro to the camera; obtaining an exposure

**(MONDAY, SEPTEMBER 1 LABOR DAY– NO CLASS)**

**WEEK 2:** Exposure review; Photoshop; submitting work on the server.  
Photo Assignment #1

**WEEK 3:** Depth of Field  
Photo Assignment #2

**WEEK 4:** Composition  
Photo Assignment #3

**WEEK 5:** Lighting  
Photo Assignment #4

**WEEK 6:** Action and Movement  
Photo Assignment #5

**WEEK 7:** Ethics

**WEEK 8:** Review for exam; Exam

NOTE:

Wednesday October 15 M/W Still photography students switch to video portion of Jour 3300 and video students switch to stills portion

Students in second half of course follow above schedule Week 1-8, with the exception of the Labor Day and final exam.

## **JOURNALISM REQUIREMENTS & GUIDELINES**

### **JOURNALISM COURSE REGISTRATION**

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- 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.
- 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 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.

### 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 from 10 to 11 a.m. Mondays and Wednesdays, and 1:30-2:30 p.m. Mondays; 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.

### 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 the 12<sup>th</sup> class to insure 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 the 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

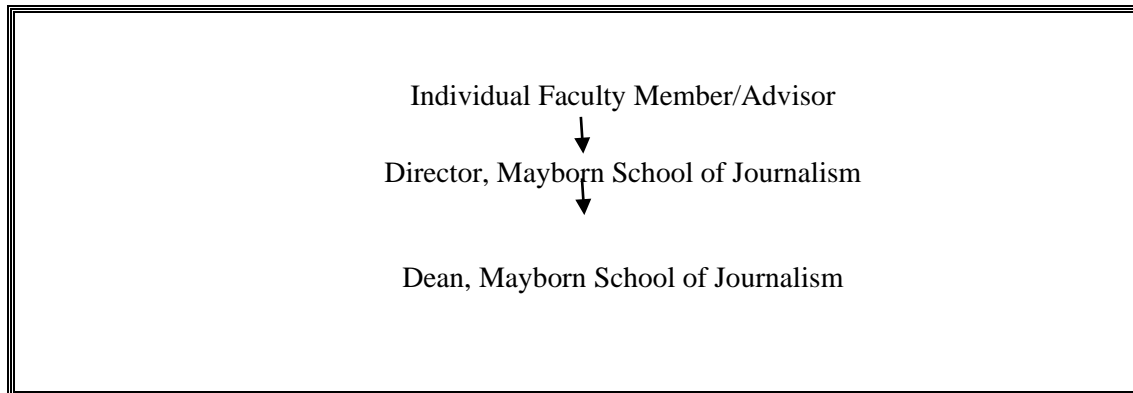
### **IMPORTANT FALL 2014 DATES**

- |               |  |
|---------------|--|
| August 25     | First Class Day.   |
| September 8   | Census.  |
| September 9   | Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.  |
| October 3     | Last Day for student to receive automatic grade of W for nonattendance.<br>Last day for change in pass/no pass status.<br>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. |
| October 4     | Beginning this date instructors may drop students with a grade of WF for nonattendance.  |
| November 3    | Last day to drop with either W or WF.<br>Last day for a student to drop a course with consent of the instructor.   |
| November 10   | Beginning this date, a student who qualifies may request an Incomplete, with a grade of I  |
| November 21   | Last day to withdraw (drop all classes).<br>Last day for an instructor to drop a student with a grade of WF for no attendance.   |
| December 5    | Reading Day (no classes).  |
| December 6-12 | Final Exams.   |
| December 12   | Last Class Day.  |

For other important dates please visit <http://registrar.unt.edu/registration/summer-registration-guide>.

## 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 medial 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](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 EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at 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](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, 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](mailto: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 Director of Advising 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](http://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.

### **STATEMENT OF STUDENT LEARNING OUTCOMES**

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:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- 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.

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).