

## **JOUR 3300.005**

### **Intro to Visual Communication for News (Video and Still Photography)**

**Fall 2019**

SYC 222 – Wednesday 3:30pm – 6:20pm

Instructor: Bryan Lochhead

**Office hours:** 11:50am – 12:50pm Wednesday or by appointment

**Office:** SYC 259 My virtual office is always open: email at

[bryan.lochhead@unt.edu](mailto:bryan.lochhead@unt.edu)

Phone: 469-387-6027

#### **COURSE DESCRIPTION:**

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

Your final grade will be determined from work performed for both the video and the stills portions of this course. The video portion of this class begins: Wednesday October 23, 2019.

**TEXT (REQUIRED):** Handouts only. No Textbook

#### **REQUIRED EDITING ON-LINE TUTORIAL – ADOBE PREMIERE PRO CC**

<https://helpx.adobe.com/premiere-pro/tutorials.html>

**REQUIRED MATERIALS:** : Computer Flash Drive or external hard drive (preferred) formatted for **Mac OSX or use exFAT**.

Camera memory card – SDHC Class 10 minimum 8 Gigabyte

Check [Amazon](#) for low price cards. Walmart also has good prices.

#### **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.

**You will be dropped from the class if you miss three classes with unexcused absences.**

**Missed Exams:** You will be allowed to make up a missed exam only if you have an 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.

**Shooting and Editing Assignments:** In addition to assigned reading, there will be shooting assignments and editing assignments. A separate handout will contain further information. 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.

**Nat Sound Package – Video Final Project: 100 points**

**Photo Essay – Stills Final Project: 150 Points**

The video final project will be a 1:30 – 2:00 minute video using the skills learned throughout the class. The video will be a natural sound story with an interview subject as your narration track. Consider this a profile of a person where the person tells the story. The shooting and editing assignments will have prepared you for this project. The stills final project also incorporates all the skills you learned to this point to create a 5-photo essay with a specific theme.

**Exams: 75 (for video 50 and stills 25):**

The video exam will be given on final class day, December 4, 2019 at the regular class time. The still exam will be on October 16, 2019.

**GRADING:**

You can earn up to 1000 points overall with 500 for each portion of this course. You earn points as follows:

**Video**

5 Shot Formula/Sequencing	50 Points
Sit Down Interview	50 Points
MOS	50 Points
VOSOT	50 Points
Rough Cut	50 Points
Final Project (Nat Sound Package)	100 Points
Editing Exercise 1 – JFK Package	50 Points
Video Exam	50 Points
Professionalism	50 Points
	<b>Total 500</b>

**Still Photography**

Stills Quiz (2)	50 Points
Stills Shooting 1 – Exposure and Workflow	25 Points
Stills Shooting 2 – Going Places	50 Points
Stills Shooting 3 – In Your Eyes	50 Points
Stills Shooting 4 – Event	50 Points
Stills Shooting 5 – Capturing Motion In Class	50 Points
Stills Shooting 6 - DOF In Class	50 Points
Stills Shooting 7 - Photo Essay	100 Points
Stills Exam	25 Points
Professionalism	50 Points
	<b>Total 500</b>

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Total Possible for Video and Stills 1,000 Points

**GRADING SCALE:**

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

**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 must watch and listen to radio and TV newscasts, read newspapers and web articles throughout the semester.

As aspiring journalists, you are expected to:

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

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 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. 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.

**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.

**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 and all foundational courses. 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.

### OFFICE HOURS

I'll be in my office from 11:50am – 12:50pm Monday and Wednesday. 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 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.

**JOURNALISM FALL 2019 EQUIPMENT CHECK OUT**

Please go to the URL below and fill out the form that allows you to check items out for this term. You just have to do this once each semester.

<https://journalism.unt.edu/equipment-checkout>.

Equipment may be checked out in room 111 in the General Academic Building. Checkouts are for 24 hours from the time of checkout. If you need the items for 48 hours, please send an email with your professor’s approval to [adam.scott@unt.edu](mailto:adam.scott@unt.edu) **before** you check out the equipment. Extensions will not be granted once the items are checked out.

For your convenience, the equipment room is open during the following times:

**Equipment Room: Monday -Thursday 9am-10pm**  
**GAB 101: Monday – Thursday 6pm – 10pm**  
**Friday: Equipment room and GAB 101 are 9am - 6pm**  
**Saturday and Sunday: 12-6pm**

The violations for late returns are as follows:

1<sup>st</sup> late infraction – 1 week ban from checking out equipment.

2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

3<sup>rd</sup> infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email [adam.scott@unt.edu](mailto:adam.scott@unt.edu) and let him know. Active communication brings leniency in many cases.

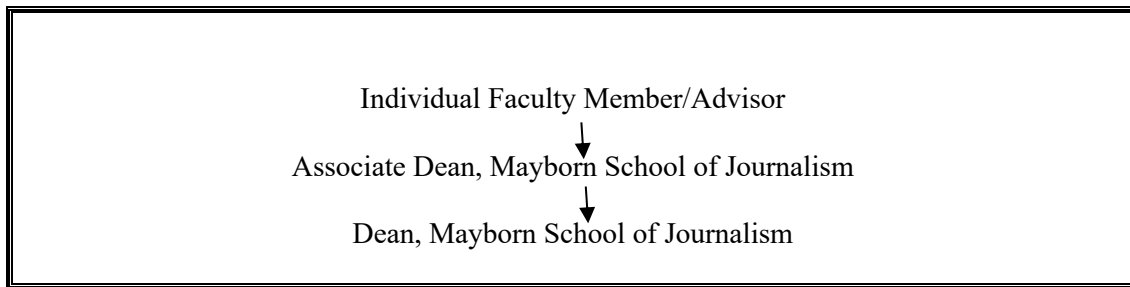
Fall 2019 Important Dates

<b>Deadline</b>	<b>Regular Academic Session</b>	<b>8W1</b>	<b>8W2</b>
Classes Begin	Aug 26	Aug 26	Oct 21
Labor Day (no classes; university closed)	Sept 2	Sept 2	Sept 2
Census	Sept 9	Sept 3	Oct 28
Beginning this date a student may drop a course with a grade of W by completing the <i>Request to Drop Class</i> form and submitting it to the Registrar's Office. See link for complete instructions <a href="#">Dropping a Class</a> .	Sept 10	Sept 4	Oct 29
Last day for change in pass/no pass status	Oct 4	Sept 13	Nov 8
Mid-semester	Oct 18	Sept 20	Nov 15
Last day for a student to drop a course.	Nov 4	Sept 30	Nov 25
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 11	Sept 30	Nov 25

Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 22	Oct 11	Dec 6
Thanksgiving Break (no classes, university closed)	Nov 28 - Dec 1	Nov 28 - Dec 1	Nov 28 - Dec 1
Pre-Finals Days	Dec 4-5	N/A	N/A
Last Regular Class Meeting	Dec 5	Oct 17	Dec 12
Reading Day (no classes)	Dec 6	N/A	Dec 6
<u>Final Exams</u>	Dec 7 - Dec 13	Oct 18	Dec 13
End of term	Dec 13	Dec 13	Dec 13

**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 06.003 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.

### **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 ensure 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.**

### 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.

### 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 to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" ([no-reply@iasystem.org](mailto: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](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

Term	Survey Administration Dates
<a href="#">8W1</a>	October 8 – October 17
<a href="#">Fall</a>	November 18 – December 5
<a href="#">8W2</a>	December 2 – December 12

### Acceptable Student Behavior:

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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

### Classroom Policies

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).

### **SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources\\_0](http://deanofstudents.unt.edu/resources_0). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

### **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

**FALL 2019 CLASS SCHEDULE**

**Jour 3300 Intro to Visual Communications for News (stills/video)**

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 and class needs. Canvas will have the latest information in the weekly modules.**

**STILL PHOTOGRAPHY**

- WEEK 1:** Syllabus; Equipment Checkout Signup; Intro to the camera, Workflow (Assignment #1), Learning the DSLR, Intro to Photoshop, Bridge, Camera Raw Filter and submitting your work.
- WEEK 2:** Assignment #1 due, Reading assignment, Camera Raw and Exposure continued
- WEEK 3:** Photo Assignment #2 Going Places, Quiz 1 – Exposure Triangle
- WEEK 4:** Composition, Photo Assignment #3 In Your Eyes and In Class #1 DOF
- WEEK 5:** Event Shooting, Photo Assignment #4 Event, Quiz 2 – Composition/Exposure
- WEEK 6:** Action and Movement, Photo Assignment #5 Photo Essay, In - Class #2 Motion
- WEEK 7:** In Class #2 Motion, Exam Review
- WEEK 8:** Assignment #5 due, Exam

**VIDEO**

- WEEK 1:** Introduction to editing. Editing Exercise #1 JFK, Watch the Adobe Premiere Pro CC Tutorial - <http://tv.adobe.com/show/learn-premiere-pro-cs4/> Keyboard Shortcuts.
- WEEK 2:** JFK Editing continued, Introduction to the camera. Composition, 5 - Shot Formula, Shooting #1 – 5 Shot Formula/Sequences, Final Project Assigned
- WEEK 3:** Editing basics continued, visual story telling concepts, Shooting Sequences, Composition, Rule of Thirds, Assignment #2 MOS (in class)
- WEEK 4:** Assignment #3 – Sit Down Interview (in class), VOSOT assigned
- WEEK 5:** VOSOT Due,
- WEEK 6:** Rough Cut due, Exam review
- WEEK 7:** Exam, Final Project Due