

JOUR 3300.006

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

Fall 2020

SYC 223/224 – Friday 10:00 am – 12:50 pm

Instructor: Bryan Lochhead

Office hours: By appointment only either virtual or in my office.

Office: SYC 259 My virtual office is always open:
email at 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: **Friday October 23, 2020.**

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](https://www.amazon.com) for low price cards. Walmart also has good prices.

OPTIONAL: Adobe Creative Cloud subscription. You can get a student discount. You will need Photoshop or Lightroom and Premiere Pro at a minimum. Computer technical specs available if needed.

<https://www.adobe.com/products/pricing-info/ccste-pricing-info.html#:~:text=US%2419.99%2Fmonth%20Creative%20Cloud,month%20for%20the%20first%20year>

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. I will take attendance on Zoom classes as well. 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. Covid 19 issues are addressed in this document.

DEADLINES:

Journalism is a business of deadlines. Assignments must be turned in 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.

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 can earn up to 2000 points overall with 1000 for each portion of this course. The point totals will be averaged for your final grade. You earn points as follows:

Nat Sound Profile Package – Video Final Project: 350 Points

Photo Essay – Stills Final Project: 250 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.

Photo Essay – Stills Final Project: 250 Points

Exams:

The video exam will be given on final class day, November 27, 2020, at the regular class time. The stills exam will be on October 16, 2020.

Video

5 Shot Formula/Sequencing	100 Points
VOSOT	100 Points
Rough Cut	200 Points
Final Project (Nat Sound Package)	350 Points
Editing Exercise 1 – JFK Package	100 Points
Video Exam	100 Points

Professionalism	50 Points
	Total 1000

Still Photography

Stills Quiz (2)	100 Points
Stills Shooting 1 – Exposure and Workflow	100 Points
Stills Shooting 2 – Going Places (exposure and composition)	100 Points
Stills Shooting 3 – In Your Eyes (portraits, closeups)	100 Points
Stills Shooting 4 – Event (basic news gathering concepts)	100 Points
Stills Shooting 5 – Capturing Motion In Class (shutter speed)	50 Points
Stills Shooting 6 - DOF In Class (aperture)	50 Points
Stills Shooting 7 - Photo Essay (story telling with visuals)	250 Points
Stills Exam	100 Points
Professionalism	50 Points
	Total 1000

The stills portion and video portion will be averaged to obtain you final grade.

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.

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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 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

Office hours are available by appointment only either virtual or in SYC 259. 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. A reason for missing class during the pandemic is important in that we need to know the health and status of students at all times in the event we have to inform other students of a positive test or take other measures.

****COVID-19 Impact on Attendance****

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Class Materials for Remote Instruction

The UNT fall schedule requires this course to have fully remote instruction beginning November 28th. Additional remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a [webcam and microphone – faculty member to include what other basic equipment is needed] to participate in fully remote portions of the class. Additional required classroom materials for remote learning include: [list specific software, supplies, equipment or system requirements needed for the course]. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Statement on Face Covering

Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

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 2020 EQUIPMENT CHECK OUT

Hours and Policies

The Mayborn Equipment Room will operate on an appointment-only basis. The Equipment Room Manager and Staff will schedule all checkouts. This is to ensure the safety of all students and employees by limiting the number of people in the room at one time.

Please email Joey Selz at joey.selz@unt.edu to schedule your gear pickup.

Hours of operation will be Monday through Friday, from 9:00 AM to 5:00 PM

*all equipment must be picked up and returned at a scheduled time within these hours
 Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here:

<http://bit.ly/MaybornEQR>

This should be done *prior* to checking out equipment, and only needs to be done once per semester. We are here to help! Contact us via email or phone with any questions or concerns.

Joey Selz, Media Technical Manager – joey.selz@unt.edu

Mayborn Equipment Room Staff – mayborn-equipment@unt.edu

(940) 565-3580

The violations for late returns are as follows:

1st late infraction – 1 week ban from checking out equipment.

2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email joey.selz@unt.edu and let him know. Active communication brings leniency in many cases.

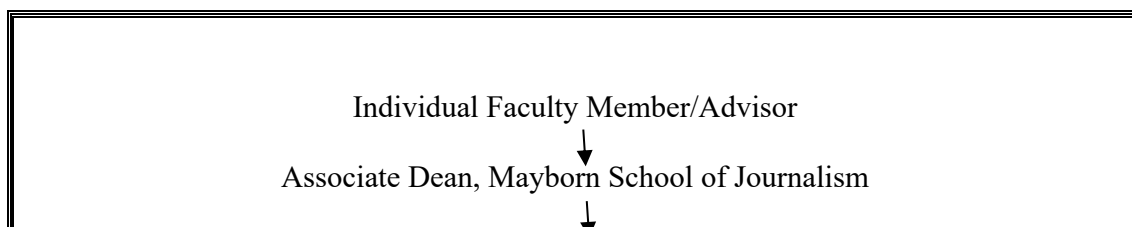
Fall 2020 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Any time before the first day of class a student may cancel their courses for the upcoming session through myUNT . See the link for complete instructions on canceling classes https://registrar.unt.edu/regISTRATION/canceling-classes			
Classes Begin	Aug 24	Aug 24	Oct 19
Labor Day (no classes; university closed)	Sept 7	Sept 7	Sept 7

Census	Sept 5	Aug 31	Oct 26
Beginning this date a student may drop a course with a grade of W by completing the <u>Request to Drop Class</u> form and submitting it to the Registrar's Office. See link for complete instructions <u>Dropping a Class</u> .	Sept 6	Sept 1	Oct 27
Last day for change in pass/no pass status	Oct 2	Sept 11	Nov 6
Mid-semester	Oct 16	Sept 18	Nov 13
Last day for a student to drop a course. Grades of W are assigned.	Nov 2	Sept 28	Nov 23
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 9	Sept 28	Nov 23
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 20	Oct 9	Dec 4
Thanksgiving Break (no classes, university closed)	Nov 26 - 27	Nov 26 - 27	Nov 26 - 27
Pre-Finals Days	Dec 2-3	N/A	N/A
Last Regular Class Meeting	Dec 3	Oct 15	Dec 10
Reading Day (no classes)	Dec 4	N/A	N/A
<u>Final Exams</u>	Dec 5 - 11	Oct 16	Dec 11
End of Term	Dec 11	Oct 16	Dec 11

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:



Dean, Mayborn School of Journalism

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 exam will be administered on the last day of class.

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 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) 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. 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) 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. Spots survey dates:

Term	Survey Administration Dates
8W1	11/30 – 12/10
Fall	11/16 – 12/3
8W2	10/5 – 10/15

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

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. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness center, 1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>

2. Counseling and Testing Services*

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/counseling-and-testing-services>

3. UNT CARE Team*

Dean of Students, University Union

940-565-2648

careteam@unt.edu

<https://studentaffairs.unt.edu/care>

4. Psychiatric Services

940-565-2333

<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>

5. Individual Counseling*

940-369-8773

<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>

*Services are free to UNT students

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (Family or partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m. 940-565-2741
 - After hours 940-565-2741
 - Crisis Line Text CONNECT to 741741
 - Live chat <http://www.suicidepreventionlifeline.org>

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 2020 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
- WEEK 4:** VOSOT assigned (broll and sound)
- WEEK 5:** Rough Cut due, VOSOT due
- WEEK 6:** Exam review
- WEEK 7:** Exam, Final Project Due