

JOUR 3300 Intro to Visual Communication for News

COURSE DESCRIPTION

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

The course is divided into two modules, still photography and videography. Each module lasts for one half of the semester. Students complete one module in the first half of the semester and the other module in the second half of the semester.

Your final grade will be determined by the work you perform in both the video and stills modules of this course.

Meeting Time: Wednesdays, 11:10 am – 2:00 pm

Meeting Locations: Sycamore 223 (Photo) & Chilton 154 (Video)

Course Sections:

JOUR 3300.003 will begin the semester with stills photography in Sycamore 223.

JOUR 3300.004 will begin the semester with videography in Chilton 154.

The two sections will swap rooms and instructors in the middle of the semester.

Instructors:

Prof. Thorne Anderson will teach the stills module in Sycamore Hall, Room 223.

Prof. Hoda Emam will teach the video module in Chilton Hall, Room 154

PHOTO MODULE INSTRUCTOR: Thorne Anderson Thorne.Anderson@unt.edu

Office hours: Wednesdays 2-3pm or by appointment

VIDEO MODULE INSTRUCTOR: Hoda Emam Hoda.Emam@unt.edu

Office: SYMR 218

Office hours: In person on Wednesdays 9am-11am

By appointment and via Zoom on Tuesday 12pm-2pm

REQUIRED COURSE MATERIALS

HARD DRIVE: External hard drive such as a Seagate SSD 1TB formatted for **Mac OSX or exFAT** (exFAT is discouraged. Choose exFAT format only if you absolutely must use the drive on both Mac and PC).

SD CARD: Camera memory card – SDXC Class 10 minimum 64 Gigabyte
Check [Amazon](#) for low price cards. Walmart also has good prices.

OPTIONAL: Adobe Creative Cloud. You can get a student discount. You will need Bridge, Photoshop and Premiere Pro.

TEXT (REQUIRED):

No textbook is required for this class.

In lieu of a textbook, you will need to have your own SD card and external harddrive (preferably SSD, 1 terabyte or more).

EDITING ON-LINE [TUTORIAL – ADOBE PREMIERE PRO CC](#)[Links to an external site.](#)

REQUIRED MATERIALS: External hard drive such as a Seagate SSD 1TB formatted for **Mac OSX or exFAT**. Camera memory card – SDXC Class 10 minimum 64 Gigabyte Check Amazon for low price cards. Walmart also has good prices.

OPTIONAL: Adobe Creative Cloud. You can get a student discount.

Adobe Access

UNT now has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$55.55 total). <https://itservices.cas.unt.edu/software/adobe-cc-creative-cloud2021>

The email address for students to ask questions or report problems is unatadobe@unt.edu.

TEXTBOOK POLICY

No textbook is required for this class.

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other book stores or online. **MISSED EXAMS:** You can only make up a missed exam if you have an excused absence. An excuse 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 contain different questions and may contain only essay and short answer questions.

Shooting and Editing Assignments: There will be shooting and editing assignments in addition to assigned reading. A separate handout will contain further information. These assignments must demonstrate technical use of the equipment, including composition, exposure, editing skills and journalism applications. Some assignments will be class assignments and must be completed on deadline during the class period.

PRELIMINARY VIDEO WEEKLY SCHEDULE

VIDEO SECTION (subject to change as needed)

WEEK 1: Syllabus, Introduction to editing. Editing Exercise #1 Adobe Files, Premiere Pro/Keyboard Shortcuts, Lower Thirds, Audio

WEEK 2: Covering the basics of camera functions, Rule of Thirds

WEEK 3: Five Shot Formula, Sequence Assignment

WEEK 4: Editing basics continued, visual storytelling concepts, camera composition, sit down interview assignment, understanding cutdown of interviews

WEEK 5: Filming on-location at UNT Food Pantry/Professional Interview with Expert

WEEK 6: Interviewing techniques, sit-down interviews on campus

WEEK 7/WEEK 8: Final Project Due

Video Final Project: Nat Sound Package – 350 points

The final video project will be a 1:30 – 1:59 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.

GRADING FOR VIDEO SECTION:

Total points for Video 1000 points

VIDEO GRADING SCALE:

900-1,000 =A

800-899 =B

700-799 =C

600-699 =D

599 below = F

PRELIMINARY PHOTO WEEKLY SCHEDULE

PHOTO SECTION (subject to change as needed)

WEEK 1: Exposure Triangle & DSLR Simulator

WEEK 2: Composition + Manual Camera Operations & Photoshop Introduction

WEEK 3: Action + Auto Camera Operations & Photo Mechanic Introduction

WEEK 4: Candid Photography

WEEK 5: Portraiture

WEEK 6: Event Coverage

WEEK 7: Final Project - Photo Series

PHOTO GRADING SCALE:

90 -100% =A

80 - 89% =B

70 – 79% =C

60 – 69% =D

59% and below = F

COURSE GRADE

For this course, students will study photojournalism using still cameras for half of the semester, and photojournalism using video cameras for the other half.

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.**

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. You must exchange ideas and thoughts with the instructor and your peers to learn. You will be expected to do this. Civility is always expected toward the professor and one another.

DEADLINES: Journalism is a business of deadlines. Assignments must be turned in at the start of class on the due date. 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. **Late assignments may be submitted with prior approval. There will be a penalty for late submissions.**

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' [My.UNTLinks to an external site.](#) 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.

EQUIPMENT USAGE AND CHECKOUT POLICY:

Damaged equipment will be repaired at the student's expense. If the equipment is lost or cannot be repaired, the student will be responsible for

replacing the equipment at current market price. In addition, the student will receive an incomplete in the course until the issue is resolved.

JOURNALISM REQUIREMENTS & GUIDELINES

- 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 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 retake 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 book stores or online.

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 in 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 [UNT Financial AidLinks to an external site.](#) 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 have been unknowingly 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.

ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

JOURNALISM EQUIPMENT CHECK OUT

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor. Students are authorized to keep checked out equipment for up to 72 hours, depending on the class and the Professor's approval. If the student needs equipment for longer than 72 hours, please send an email with an Approval from your Professor to: **mayborn-equipment@unt.edu** or **ladaniel.maxwell@unt.edu**.

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

<https://forms.office.com/r/bTSQZuq1Dr?origin=lpLink>

This form should be completed prior to checking out equipment and only needs to be done once per semester. The violations listed below will occur if due equipment is not returned on the agreed time. All equipment must be picked up and returned at a scheduled time within these hours.

Hours:

Mon-Thurs 8:30am to 9:30pm

Friday's 9:00am to 6pm

Saturday and Sunday 10:00am to 6:00pm

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 or unable to return equipment that you checked out on time, please email **mayborn-equipment@unt.edu** or **ladaniel.maxwell@unt.edu**

Equipment room phone number is 940-565-3580.

Equipment room is located at RTFP Building room 180i

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 steps outlined below:

Individual Faculty Member/Advisor

Associate Dean, Mayborn School of Journalism

Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCESS

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 Access (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 website for the [Office of Disability AccessLinks to an external site.](#). 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 siteLinks to an external site.](#). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect websiteLinks to an external site.](#) for more information including tips on how to forward your email.

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 lectures 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). In the event of a university closure, please refer to Canvas for contingency plans for

covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

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 websiteLinks to an external site.](#) or email spot@unt.edu.

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 on the [Dean Of Students websiteLinks to an external site.](#).

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, HARASSMENT, & 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](#)[Links to an external site.](#) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through email 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](#)
[Links to an external site.](#) 1800 Chestnut St. (Chestnut Hall)
Phone: 940-565-2333 M-Th, 8 a.m. to 5 p.m.
2. [Counseling and Testing Services](#)[Links to an external site.](#) – Free to UNT Students
801 N. Texas Blvd., Suite 140 (Gateway Center)
Phone: 940-565-274 M-F, 8 a.m. to 5 p.m.
3. [UNT CARE Team](#)[Links to an external site.](#) – Free to UNT Students
Dean of Students, University Union
Phone: 940-565-2648
Email: careteam@unt.edu
4. [Psychiatric Services](#)
[Links to an external site.](#) Phone: 940-565-2333
5. [Individual Counseling](#)[Links to an external site.](#) – Free to UNT Students

Phone: 940-369-8773

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 intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - o During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741

- o Crisis Line: Text CONNECT to 741741
- o [Live chat](#)

[Links to an external site.](#) 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, Hoda Emam and Thorne Anderson.

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