

**Journalism J 210**  
Fall 2009 Syllabus  
Visual Communications  
Wednesday 8:00 am- 10:50 am  
Neff B-88  
Cathie Rowand instructor  
wk#: 461-8226 rowandc@ipfw.edu  
Class Home Page <http://users.ipfw.edu/rowandc/>  
Instructor's blog site <http://rowandcj210.blogspot.com>  
Textbook's wiki site <http://digitalworldphotography.pbwiki.com>

**COURSE OBJECTIVES:** Students will discover their own creative voice as they express themselves with photography. Photojournalism and documentary photography will be emphasized as each student learns to use a camera and process digital images in Photoshop CS4. Composition and lighting will also be emphasized. Work will be presented with various mediums as students learn to work with a blog, web page and edit video.

Journalism J210 credits may be applied to the general education requirements. Among the appropriate learning outcomes for artistic-endeavor courses are:

- becoming familiar with thinking about artistic foundations such as those practiced by the masters of photography;
- applying substantive photographic knowledge;
- evaluating artistic and photographic ideas;
- understanding cultural traditions in photography;
- learning to articulate ideas concerning artistic goals of photography.

**TEXTBOOK:** Visual Communication in a Digital Age: Ellie Bogue, Cathie Rowand, Aaron Suozzi, and Worth Weller

**SUPPLIES:** 35 mm film camera or digital camera with manual mode. Film cameras can be rented through student government.

Go to <http://dpreview.com/> for information on all the digital cameras available for purchase

A Digital tape recorder that will transfer to a PC. Some cell phones and MP3 players have this function. You will only need to record a short amount of sound bite so a simple digital unit will work. Some digital cameras have a video feature and sound can be extracted from this file. If none of the above, maybe a friend has a digital recorder and will let you use it.

12 rolls of color negative film 400 ASA if using a film camera. Flash drive portable storage unit with at least 512MB or an iPod/MP3 player. A card reader for the memory card of the digital camera will also be helpful. Processed film should be put on CD. Prints aren't necessary nor wanted. Review article on the Poynter Institute's website for free Photoshop alternatives and check out free audio websites to help with documentary project.

**Free Software:**

<http://poynteronline.org/column.asp?id=32&aid=118079>

<http://www.gimp.org/>

<http://soundslides.com/>

<http://audacity.sourceforge.net//>

[http://www.download.com/Free-WMA-to-MP3-](http://www.download.com/Free-WMA-to-MP3-Converter/3000-2140_4-10494267.html?cdIpid=10494268)

[Converter/3000-2140\\_4-10494267.html?cdIpid=10494268](http://www.download.com/Free-WMA-to-MP3-Converter/3000-2140_4-10494267.html?cdIpid=10494268)

[http://www.freedownloadscenter.com/Multimedia\\_and\\_Graphics/Sound\\_Event\\_Editors/Switch\\_Audio\\_File\\_Converter.html](http://www.freedownloadscenter.com/Multimedia_and_Graphics/Sound_Event_Editors/Switch_Audio_File_Converter.html)

**GRADING:** Assignments need to be shot this semester and completed on time. Assignments will be uploaded to the student's blog site and can be accomplished off campus. After two weeks, late assignments will be given an F. Assignments can be redone if needed to meet acceptable level, but must be handed in on time to qualify. Assignments need to be handed in on time even if a student is absent from class since work is uploaded to blog. Students need to contact professor and make arrangements for missed class and are advised to check this syllabus weekly for assignments due.

Grade will consist of: 30% from 1st half photo assignments, computer work, photographer presentation, and test; 30% Final project consisting of 2nd half photo assignments and documentary project; 20% web page and final portfolio; 20% class participation and bonus points (missing 6 classes would yield an F for participation 5 missed

classes a D and so on).

**Bonus Points:**

Students will also earn their participation grade with attendance and bonus points. Bonus points are earned by sharing helpful information with classmates (like an interesting website that pertains to photography), helping out another student with photoshop, website, blog or anything else technical. Answering bonus questions pertaining to readings in the textbook, quizzes, and participation in class activities. Basically by being an active contributing member of the class and showing up to most of the classes, a 20% A will be added to your grade. Plus the student with the most bonus points by the end of the semester will win a truly fabulous prize.

**DISABILITIES STATEMENT:**

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb, room 113, telephone number 481-6658), as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for SSD at <http://www.ipfw.edu/ssd/>

**COURSE OUTLINE August 26** ---Introduction, "The Camera and its functions", camera history, the pinhole camera and an in class photo shoot.

**Assignment:** 1/Read Camera Chapter in class textbook Visual Communication in a Digital Age. There might be a quiz on some basic information from this chapter next class. 2/ Start figuring out how your camera works in manual mode. Bring your camera and camera manual to the next class if you have questions about manual mode on your camera. 3/ scan pinhole photo into a jpg and bring to class on flash drive. Also shoot a few digital photos with the knowledge you have learned so far and bring images to next class to work on in Photoshop and upload to your blog. If you are having trouble bringing in photos on a flash drive a card reader for the memory card in your camera is highly recommended. Don't plan on pulling off image by hooking camera to computer. Some cameras require that a program be loaded on the computer to accomplish this.

**On going assignment:** Each week a student will make a 10-15

minute presentation on a photographer of their choice. This can be in the form of a power point, or using a website that shows the photographers work. Your classmates will rate your presentation and give constructive feedback. The presentation will be rated on five aspects: Visuals, Length, Organization (flow, sequence, and order), Interest (story telling quality, how a particular photo was taken, the impact of the photo, or how it effected the photographer and informative inspiration or advice received from the photographer) and Information (introduction, reason for choosing photographer, and background information)

### **Check Blackboard for presenter list updates**

#### **Helpful websites:**

[http://www.abelardomorell.net/camera\\_obscura1.html](http://www.abelardomorell.net/camera_obscura1.html).

<http://www.howstuffworks.com/digital-camera1.htm>

Podcast: Computing In The Cloud: Who Owns Your Files?

<http://www.npr.org/templates/story/story.php?storyId=93841182>

**September 02**--- More about cameras, f stops and the sunny f/16 rule. Crash course in Photoshop CS4 starting with pinhole photos and digital photos shot for this class. Set up blog site and upload images. Answer individual camera questions.

**Assignment:** 1/ Continue reading Camera Chapter and start reading chapter on Photoshop. 2/Shoot objects that spell your first name. If your first name only has three letters add your last name. Do not use letters from signs. See J210 Homepage at <http://users.ipfw.edu/rowandc/> > Name project for more information and Assignments at the end of Camera Chapter. Students must have film processed before next class and put on a CD. If using digital, download all shots on to a CD, flash drive or bring a card reader to class. Keep a diary of aperture and shutter speeds. **Be sure to bring your book to class next week.**

#### **Helpful websites:**

<http://www.robgalbraith.com/bins/index.asp>

<http://digitaljournalist.org/>

**September 09**- Rules of composition- Improve your images. Work on Name Project in class and learn more about Photoshop CS4. Your textbook will be a helpful so bring it to class. Bring camera to September 16th class for an in class light shoot.

**Assignment:** 1/ Read Chapter on Composition. 2/ Shoot composition assignment as specified under assignments at end of Composition Chapter. Shoot at least 36 exposures or more if shooting digital. Make sure to shoot 6 different compositions that are listed. Post the six different situations to your blog. If you want an A, spend time with this assignment and give it a lot of thought. Keeping a diary of aperture and shutter speeds can be very helpful.

Helpful websites:

<http://asp.photo.free.fr/>

<http://www.benjaminrain.com/>

<http://www.guardian.co.uk/weekendphotoprize>

[http://www.magnumphotos.com/Archive/C.aspx?VP=XSpecific\\_MAG.PhotographerDetail\\_VPage&l1=0&pid=2K7O3R14T1LX&nm=Henri+Cartier+%2D+Bresson](http://www.magnumphotos.com/Archive/C.aspx?VP=XSpecific_MAG.PhotographerDetail_VPage&l1=0&pid=2K7O3R14T1LX&nm=Henri+Cartier+%2D+Bresson)

<http://www.youtube.com/watch?v=q8PoJaml1bg>

**September 16**---Ruth Bernhard, master of light.

Finding the right light and how it can make a difference in a photo.

Light walk. Bring camera to class with film or disc space.

**Assignment:** 1/ Read Light Chapter 2/ Shoot various lighting situations as listed: night scene or low light situation, silhouette, back lit, side light, candlelight, shadows, side light with fill, and scenic making use of a sunset, fog, sunrise, or diffused light. Should shoot eight different situations. Shoot at least 36 exposures. Remember to use a tripod and bracket your exposures with night shots. Post the eight different light shots on your blog. One of these shots should be a night shot or another low light situation.

**Helpful website:**

<http://www.womeninphotography.org/ruthbernhardAA.html>

<http://photography.nationalgeographic.com/photography/photogalleries>

[http://digitaljournalist.org/issue0202/abell\\_index.htm](http://digitaljournalist.org/issue0202/abell_index.htm)

<http://www.hurrellphotography.com/>

<http://www.hdrsoft.com/>

**September 23**--- All about illustrations. Digital Ethics: can you trust what you see? All the Light you can carry. Making strobes look natural. Pixels make the picture; resolution is a measure of fineness.

Megabytes and more megabytes: the low-down on digital cameras.

**Assignment:** 1/ Start reading Photojournalism Chapter especially section on illustration. 2/ Shoot a food illustration or Valentine illustration. Try at least four different concepts. Remember to use what you learned in composition and lighting. See Homepage section <http://users.ipfw.edu/rowandc/> on illustrations for more information. Keep a diary of aperture and shutter speeds. Post four different illustrations shoots to your blog.

**September 30**----The Red Couch by Kevin Clarke: Portraits of America. Portraits and how to shoot them by putting people at ease and showing their personality. A historical look at photography. The sound slide and how it revolutionizing newspapers. Demonstration with Soundslides and Audacity program.

**Helpful website:**

<http://audacity.sourceforge.net/>

<http://www.nch.com.au/switch/>

<http://www.soundslides.com>

[http://www.robgalbraith.com/bins/multi\\_page.asp?cid=7-7899-8616](http://www.robgalbraith.com/bins/multi_page.asp?cid=7-7899-8616)

<http://multimedia.journalism.berkeley.edu/tutorials/webdesign/using-soundslides/>

<http://freedomforumdiversity.org/category/chipsquinn/audio-slideshows/>

**Assignment:** 1/ Ugly chair project (in keeping with the Red Couch.) Person + Ugly Chair + location= the photo expected. This is a portrait assignment. See ugly chair slideshow on class website. Must have a person in the photo since this is a portrait assignment. Animal shots are only allowed if you have taken a lot of shots with people. Post 3 different shots. 2/ Shoot 36 exposures of portraits –Candid, environmental portrait/planned, tight portrait, and self portrait. Upload 4 shots to your blog 3/ Continue reading Chapter on Photojournalism and read Web Chapter. 4/ Start adding midterm portfolio photo to web folder in your I Drive. If you have been sizing your photos properly and enhancing your images in photoshop before uploading to your blog, you might try pulling shots off your blog to place in web folder. 4/ View past student websites on J210 Homepage

**Assignment:** 1/ **Helpful websites:**  
**Portraits:**

<http://www9.nationalgeographic.com/ngm/0608/feature1/multimedia.html>

<http://www.steveliss.com/>

<http://www.gregoryheisler.com/>

<http://www.harrybenson.com/>

**Richard Avedon--** <http://www.youtube.com/watch?v=bArSvUd-iy4>

[http://www.masters-of-fine-art-](http://www.masters-of-fine-art-photography.com/02/artphotogallery/photographers/richard_avedon_01.html)

[photography.com/02/artphotogallery/photographers/richard\\_avedon\\_01.html](http://www.masters-of-fine-art-photography.com/02/artphotogallery/photographers/richard_avedon_01.html)

**Annie Leibovitz—**

<http://www.nytimes.com/library/photos/leibovitz/bourgeois.html>

**Sports:**

Neil Leifer-- <http://216.117.181.169/biography.html>

<http://www.gettyimages.com/Editorial/Frontdoor/SportsIllustrated>

**October 07---** Video-A &B rolls –telling a simple story. Intro to Windows Movie Maker and Adobe Premiere. Tour Studio M in Walb Union.

**Assignment: 1/** Video an interview with a person and video action that helps explain the story. This to be short and no longer than a minute and 30 seconds. Most point and shoot camera's have video mode and will be just fine for this assignment. Remember this is an introductory class so you aren't expect to an expert. Be creative and tell a story the best you can. We all start somewhere when learning to do something new. There will be time to work on this in class.

**October 14— Web Page--**How to build a web page using NVU with Kathy Skurzewski. This is a class you will not want to miss because it will be the basis of your work the next half. If you miss class, you will be on your own setting up a web page. Have some of your midterm portfolio photos selected and stored in your web folder in your I Drive so that you can upload to your website as you start to set it up your site in class.

**Assignment:** 1/Read Documentary Chapter. Start thinking of your own documentary project. 2/ Study for midterm test over camera and computer functions. 3/ Begin to arrange campus shoot and make contacts

**October 21---** **Midterm Test--** Midterm test over camera and computer functions. Midterm portfolio due (only photos shot during the

first half of the semester will be accepted). **Must be posted on your portfolio website by November 04.** The 10 photos will cover night shots, light, illustration, composition, ugly chair, and four of your choice. Start uploading these images to website. Feature photos, how to find them. Cut line information is an actual short news story who, what, when and why.

**Documentary Photography** – the long term project. View video America & Lewis Hines.

**Video:** work on individual video stories in class

Assignment: 1/ Continual Reading Documentary and History Chapters. Students need to be thinking about a project for the second half. Write two sentences about your project and bring to class to share March 25th 2/ Continue working on your website and uploading midterm photos to this site. I don't expect this process to be completed by next week but should some progress of work completed. 3/ Organize with your group Campus Documentary shoot. Make contacts and be ready for shoot on March 25<sup>th</sup>.

**Helpful websites:**

[www.zreportage.com](http://www.zreportage.com)

<http://americanphotojournalist.com/>

[http://www.life.com/Life/essay/country\\_doctor/sec1/page1.html](http://www.life.com/Life/essay/country_doctor/sec1/page1.html)

<http://mediastorm.org>

## **SECOND HALF**

**October 28--- Documentary Photography – the long term project.**

**“Day at Campus Class”** feature shoot with Soundslide presentation and video. To view what other students have done in the past on this day go to <http://users.ipfw.edu/rowandc/CampusShoot.html> Student groups need to make shooting arrangements in advance and bring a camera to class. Available class time will used to shoot, interview, and edit project into a and video. Each photo must have a caption. If there are four or less people in the photo they must be identified with their first and last name. These photos will be on the class website so getting their name is basically them giving you permission to run the photo. More than four don't worry about the names. View video on South African photographer Peter Magubane.

**Assignment:** 1/Web page needs to show that it is at work in progress status and be up on the next class for first initial grade. Your midterm portfolio should be on your website before next class. 2/ Start working

on documentary project. First shoot is due April 8th.

**Helpful websites:**

<http://www.art-dept.com/artists/davidson/>

[http://en.wikipedia.org/wiki/Peter\\_Magubane](http://en.wikipedia.org/wiki/Peter_Magubane)

<http://www.international.ucla.edu/article.asp?parentid=2993>

**November 04---** Class time to finish group documentary projects. View American Photography 1930-1955.

**Assignment:** 1/ First Documentary shoot is due next class. Midterm photos should be posted on website.

**Helpful websites:**

<http://www.nytimes.com/2007/10/17/arts/design/17withers.html>

<http://www.nathanielturner.com/ernestwithers.htm>

<http://www.commercialappeal.com/news/2007/oct/16/ernest-withers-1922--2007-ernest-withers-dies/>

**November 11---****First documentary shoot is due.** We will view work on progress and share ideas on how the project can be improved. View On Campus group projects. Time in class to work on individual videos and web site. Bring necessary material to class.

**Assignment:** 1/Start working on second documentary shoot. With this shoot you will be polishing your story and filling in the holes. Second documentary shoot is due next class.

**Helpful websites:**

Podcast: Photojournalist Disembedded After Posting Graphic Images

[http://poynter.org/content/content\\_view.asp?id=77273](http://poynter.org/content/content_view.asp?id=77273)

<http://www.zoriah.net/blog/>

**November 18---** The Photojournalist tying it all together -- Photojournalism Ethics--in class project

**Assignment: 1/** Edited documentary projects are due next class and are to be present as a video, or a slideshow uploaded to your blog with link from your web page. Also hand in .wmv file or soundslide file.

**November 25 -- NO Class Thanksgiving Break**

**December 02** --- American Photography: where it has been and where it is heading. Time to edit documentary projects in class.  
**Assignment: 1** / Edited documentary projects are due next class and are to be presented as a movie video slideshow uploaded to your blog and a .wmv file handed in.

**Helpful website:**

<http://www.digitaljournalist.org/issue0803/mcclellan-street-introduction.html>

**December 09**--- **Last Class Final portfolio due:** Students will add to their midterm portfolio for a total of 18 photos plus documentary presentation. Portfolio will be presented on students' web page. Students can improve their midterm photos. Final portfolio will include portraits, feature, and documentary project presentation along with night shots, light, composition, illustration, name, ugly chair and student choices. **View documentary projects- popcorn will be provided**