

# Visual Communication - J210 – Photojournalism, Fall '09

This class will teach basic photography with the viewpoint of a photojournalist, one who used photography to communicate with people thru print. Students need to have access to an adjustable camera. Adjustments need to be in focus, shutter-speed, aperture and ISO or sensitivity to light. We will try to work with the camera you have available but with a 'point and shoot' camera you will be at a disadvantage. We will try to teach what constitutes a good photograph as well as how to take good photographs. We will also do various assignments to let the class see what photojournalists have done as well as evaluate photographs for themselves.

This class will use all digital images. You will need to submit your photographs on a CD-ROM or jump drive after each shooting assignment. You will also be working in the computer program Adobe Photoshop to manipulate and to prepare your photographs for display and reproduction. Photoshop is available on IPFW computers or students may buy a copy at a discounted student rate at the book store.

Textbook for the class is *Visual Communication in a Digital Age* by Bogue, Rowand, Suozzi, and Weller.

There will be several quizzes during the course. They will be announced ahead of time and will cover both the material in the text book that has been assigned and material that was presented in class as well as class discussions. You are expected to take notes. This will be 20% of semester grade.

Every few weeks there will be an assignment to research a photojournalist and turn in a report with a few paragraphs about their career as well as the photograph that you think is the strongest in the photojournalist's body of work. In addition, each student will turn in a strong photo and a weak photo they found that week and explain the strengths and weaknesses in each on other weeks. This will be 10% of semester grade.

There will be six to eight assignments for you to photograph. You will be given instructions how to organize your photographs when you turn them in on CD-ROMs. You have a due date for each shooting assignment and will be penalized if you turn them in late. Photojournalism is based on pictures being published and the presses have to roll at the assigned time. This will be 40% of semester grade.

At midterm each student will submit a digital portfolio with ten to twelve photographs that are the strongest taken to that date. This will be on a CD-ROM. Specific directions will be provided closer to the due date. This will be 10% of semester grade.

There will also be a project after the mid point of this course where you will make a print from a photo processor, mount it according to directions, and turn it in to be critiqued.

At the final, each student will submit a digital portfolio with 12 to 15 photographs that are the strongest taken during the class. This will be on a CD-ROM. Specific directions will be provided closer to the due date. There will also be an in class test using Adobe Photoshop. These will be 20% of semester grade.

Jim Sweeney, instructor  
Visual Communications/Photojournalism  
Mail Box in Classroom Medical Building 145  
Home Phone 260-489-1938  
email... [SweeneyJamesP@aol.com](mailto:SweeneyJamesP@aol.com)

# Mass Communication/Mass Media, Fall 2009

This class will be a survey and overview of mass communication concepts and the mass media that utilize them. We will discuss the theories and philosophies of mass communication as well as the historical, social and governmental aspects of the various media. All of the mass media will be studied.

The textbook for this class is *Media/Impact, an Introduction to Mass Media* (ninth edition) by Shirley Biagi. You are expected to have read the material indicated below before the date assigned. You are expected to attend class; excessive absence will be a problem as class material isn't just from the textbook. Keep absences to a minimum. We will use class meeting time to discuss the material as well as to present additional material through lecture, outside speakers and audiovisual materials.

You are expected to take notes and to check with fellow students on any material presented at class meetings that you miss. There will be several quizzes on the material, several homework assignments as well as a one-week personal media log project, a test at midterm and a final examination. It is your responsibility to arrange to make up any work, assignments, quizzes or tests.

In addition to material presented in class and the text, each student is expected to read a supplemental book about some aspect of the media that has particular interest to them. Then write and submit a paper (approximately 200-300 words) discussing what insights the book offered. Those who expect to earn a grade above a "B" are expected to read a second book and submit a second paper.

<i>Class weeks...</i>	<i>Topics and Reading Assignments in the textbook... (check Chapter Headings)</i>
Aug 24	Introduction, background and overview of Mass Media, pages thru 26
Aug 31	News and Information, pages 232 thru 253
Sept 7	Social and Political Issues, pages 254 thru 275 (No class Monday, Labor Day)
Sept 14	Ethical Practices in the Mass Media, pages 312 thru 335
Sept 21	Ethical Practices in the Mass Media
Sept 28	Legal and Regulatory Issues, pages 276 thru 311, <b>Media Log Project begins</b>
Oct 5	The Book Publishing Industry, pages 28 thru 47, <b>1st Outside Reading Due</b>
Oct 12	Newspaper Industry, pages 48 thru 69, (no class Monday, Fall Recess)
Oct 19	The Magazine Industry, pages 70 thru 87, <b>Midterm Exam</b>
Oct 26	Movies/ Recording Industries, pages 88 thru 103 and 126 thru 149, <b>Media Log Project Due</b>
Nov 2	The Radio Industry, pages 104 thru 125
Nov 9	The Television Industry, pages 148 thru 171
Nov 16	The Television Industry, <b>2nd Outside Reading Due</b>
Nov 23	Advertising and Public Relations, pages 200 thru 231 (No Class Wednesday, Thanksgiving)
Nov 30	New Media On-line and Web, pages 172 thru 199
Dec 7	New Media On-line and Web, pages 172 thru 199
Dec 14	<b>Final Examination per scheduled day and time</b>

*The above schedule is approximate and we will vary our pace and material as we move along....*

Jim Sweeney, instructor  
Mass Communication/Mass Media  
Mail Box in Neff 343  
Home Phone 260-489-1938  
Email... SweeneyJamesP@aol.com