The University of Iowa  
College of Liberal Arts and Sciences  
Department of Journalism and Mass Communication  
Photo Storytelling: Making Powerful Image Workshop 019:132  
Fall 2012

Policies relating to this course are governed by the College of Liberal Arts and Sciences.

**Building/time:** Adler W332 AJB/ 5:30P – 9 PM Tuesday  
**Web site Address:** [http://www.uiowa.edu/~journal](http://www.uiowa.edu/~journal)  
**Instructor:** Paul Jensen  
**Office:** E346B  
**Office hours:** Mondays 2 to 5 p.m., and by appointment.  
**Phone:** 319-335-3427  
**Email address:** paul-w-jensen@uiowa.edu  
**Lab hours:** TBD

**Description of Course**  
The purpose of this course is to initiate students into the medium of still photography and provide the necessary skills to conceive and execute photographic projects. Besides covering basic photographic techniques, the course is intended to expand students' understanding of photography as a means of visual communication. This is an intensive course that challenges all participants, including those who might have previous photographic experience. Weekly critiques include discussion of student work as well as analysis of the work of contemporary photojournalism documentary and editorial photographers. Students are expected to complete weekly shooting assignments, examine the work of numerous photographers, and produce an extensive final project of their choosing (with instructor’s approval).

This workshop will focus on the art of visual storytelling will be valuable in many career tracks such as public relations, advertising, marketing, political communication, health communication, philanthropy & fundraising communication, newspapers, magazines, radio, television, online communications & social media, publication design and photojournalism.

**Objectives and Goals of the Course**  
• Learn how to shoot and edit photo projects  
• Learn how to mix and blend photos to complete a story or project.  
• Learn quality photographic storytelling  
Learn how to work with an editorial team

**Required Materials**  
The participants must have the following photographic equipment:  
**Camera:** Digital SLR camera or advanced point-and-shoot with RAW and manual capabilities (approval of instructor required for all cameras)  
**Lenses:** Lenses, or lens, that cover(s) wide angle to moderate tele- photo (for example, 28-70 mm zoom lens or 28mm, 50mm, 90mm fixed focal length lenses)  
**Digital Storage:** Memory card(s) compatible with your camera-minimum 4GB. External hard drive with minimum 250GB storage space. Appropriate cables to connect hard drive to computers in W332 AJB (USB 2, Firewire 800).

*The school does offer the opportunity for students taking this class to check out a Canon 60D SLR camera outfit for the entire semester. Reservations online at: [http://research3.its.uiowa.edu/film](http://research3.its.uiowa.edu/film)
**Texts & Materials**

- No text books are required for purchase
- **All remaining texts will be** as assigned from online sources. This list will expand as the semester develops so check for updates.

- Required readings:
  - [http://vimeo.com/3390739](http://vimeo.com/3390739) Final edition video on the last days of the Rocky Mountain News
  - [http://pdnpulse.com/](http://pdnpulse.com/) Photo District News
  - [http://www.sportsshooter.com](http://www.sportsshooter.com) Sports Shooter community site
  - [http://www.time.com/time/today-in-pictures/0,31511,2040020,00.html](http://www.time.com/time/today-in-pictures/0,31511,2040020,00.html) Time today in photos
  - [http://www.time.com/time/photogallery/0,29307,2038041_2220365,00.html](http://www.time.com/time/photogallery/0,29307,2038041_2220365,00.html) Time photos of the year

**Grading System**

This course is project intensive. You will shoot many photo assignments. Your submissions in response to the assignments will be judged subjectively by the instructor on creativity, craftsmanship, originality of contribution, graphic organization, communicative value, quality of content, uniqueness of vision, and how publishable an image is, as well as technical aspects such as use of camera and lighting. Your written portions including proposal essays and captions will also contribute to your final grade.
Grades for each of your assignments are based upon a professional standard.

Criteria:

Excellent E (A) – Over the course of the semester, the student will: Go above and beyond the minimum requirements for each assignment -Exhibit distinguished work in both technical and aesthetic value -Actively participate in class, providing constructive criticism of his/her own work as well as his/her classmates -Progress markedly from the personal knowledge and skill set from which they began -Have no more than one missed class AND/OR have no more than one late assignment

Good (B) – Over the course of the semester, the student will: -Do more than the minimum requirements for each assignment -Exhibit very good work in both technical and aesthetic value -Moderately participate in class, providing good criticism of his/her own work as well as his/her classmates -Progress steadily from the personal knowledge and skill set from which they began -Have no more than two missed classes AND/OR no more than two late assignments

Acceptable (C) – Over the course of the semester, the student will: -Meet the minimum requirements for each assignment -Exhibit competent work in both technical and aesthetic value -Minimally participate in class providing basic criticism of his/her own work as well as his/her classmates -Progress minimally from the personal knowledge and skill set from which they began -Have no more than three missed classes AND/OR no more than three late assignments

Poor (D) – Over the course of the semester, the student will: -Do less than the minimum requirements for each assignment -Exhibit poor work in both technical and aesthetic value -Rarely participate in class providing no criticism of his/her own work or his/her classmates -Have the same personal knowledge and skill set from which they began -Have no more than four missed classes AND/OR no more than four late assignments

Unacceptable (F) – Over the course of the semester, the student will: -Do far less than the minimum requirements for each assignment -Exhibit poor work in both technical and aesthetic value -Never participate in class -Have the same personal knowledge and skill set from which they began -Miss five or more classes AND/OR have five or more late assignments. For example, a student with two absences over the course of the semester cannot receive higher than a B for the final grade. A student with no absences, but three late assignments cannot receive higher than a C for the final grade.

I will grade with a plus/minus option.

Your final semester grade will be based on the instructor’s subjective evaluation of the work you complete and submit during the course. Also very important considerations will be punctuality on assignments, attendance and participation in class and in-class activities, and written materials such as captions. Attendance and enthusiastic participation will form a portion of the semester grade.
Class Schedule

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<th>Date</th>
<th>Session</th>
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| August 21| - Introduction to class  
              - Overview of policies and procedures  
              - Camera approval  
              - Visual scavenger hunt |
| August 28| Basic camera techniques/terminology (minor assignment)  
              - Introduction to Lightroom 4  
              - Creating a digital workflow |
| Sept. 4  | Advanced camera techniques  
              - Advanced Lightroom 4 -Technical/theoretical discussions -Quick critiques of minor assignment work  
              - Assignment #1 given |
| Sept. 11 | Portrait session -- guest presenter Cliff Jette |
| Sept. 18 | Assignment #1-first major critique -Continued technical/theoretical discussions -Assignment #2 given |
| Sept. 25 | Assignment #2-second major critique -Continued technical/theoretical discussions -Assignment #3 given |
| Oct. 2   | Assignment #3-third major critique -Continued technical/theoretical discussions -Assignment #4 given |
| Oct. 9   | Assignment #4-fourth major critique -Continued technical/theoretical discussions -Assignment #5 given - Final project idea(s) due |
| Oct. 16  | Assignment #5-Fifth major critique -Continued technical/theoretical discussions |
| Oct. 23  | Final project |
| Oct. 30  | Final project |
| Nov. 6   | Final project |
| Nov. 13  | Final project |
| Nov. 20  | Final project |
| Nov. 27  | Final project |
| Dec. 4   | Final project |
| Final week | Final critique |

This timetable is approximate depending on progress

Course Policies

Readings, quizzes and discussions
- There will be one-minute quizzes based on the readings assigned from the previous week. The quiz will shape our discussion and contribute to your participation and contribution points.

Computer responsibility
- You are responsible for knowing how to use a computer. In all cases, you are expected to maintain back-up files of your work. Excuses relating to disk and drive failures will not be accepted. If you lose an assignment due to failure to back up a file, you will be given a “zero.”

E-Mail
You must be able to receive e-mail via your “@uiowa.edu” account. Please set other e-mail accounts up to forward messages we send to any other e-mail accounts you use. You will be responsible for any messages you miss, if you do not use this university-assigned address. Class announcements may also be posted on ICON. Check for them regularly. Do not confuse emails that I send as Internship Coordinator with class communication.

Course attendance and timeliness
- Except in cases of death in the family, illness serious enough to keep you home, or other genuine emergencies or crises, you are expected to view all class sessions. If you have a valid reason for missing, notify the instructor by e-mail ahead of time, and provide relevant documentation. Missing sessions greatly reduces your opportunity for scoring an above-average grade in the course.
- Attendance will be checked every week. Perfect attendance contributes toward your grade. Your interest in the class is reflected in your attendance, participation and contributions. Please do not forfeit this class because another class has an “important meeting.” By doing so, you are telling me that your other class is more important, which is not very good PR for your grade.
- Guest speakers willingly give of their time to talk to our students. Some receive no payment at all and some come from out-of–town locations. Therefore, attendance when we have guest speakers in class is mandatory.

Participation in class discussions
- This is essential both to the function of the class and to your final grade. Come prepared to discuss the topic assigned for a given week, reading or viewing the assigned items is essential to a healthy meaningful dialog.

Timely completion of assignments
- Except in cases of death in the family, illness serious enough to keep you home, or other genuine emergencies or crises, you are expected to complete all assignments as scheduled. If you have a valid reason for not completing something on time, notify the instructor by e-mail ahead of time, and provide relevant documentation.
- It is RUDE to be using the computers for email, web browsing and behind-screen conversations during class. If you use the computers in an inappropriate manner, you may be asked to leave class, and you will not be given credit for attendance. Also, I will call attention to this infraction during class, so be prepared for that eventuality. If you must take a call please step into the hall and handle it quickly.
- The class will comprise several components and we will take a brief break between each major component.
- This is an upper-division photo class, understanding photography and Photoshop should be part of your previous learning. Therefore, remember that you will be judged for your photo product. Photoshop allows you to display your work digitally, but you are not given extra credit for knowing Photoshop - it is expected. You should have these skills. Also, there are many ways accomplishing the same or similar results in Photoshop take advantage of the opportunity to learn another method from your instructor or cohorts.
- Be a team player. If someone is struggling with Lightroom skills, offer to help. Attitude can make a difference in your final grade. More importantly, helping others is kind and generous and can be a positive and rewarding experience.
- If you stay on task in this class you will do well. If you procrastinate, you will suffer. This course is based on several photo projects a way of learning photojournalism and in-depth photo reporting. Projects and
strong photo stories cannot be done overnight. Do not take a week off. Use each week to get the best photos for your projects and stories; this gives you time to refine and edit your work. I can’t emphasize this enough. You must be disciplined in planning your work because you have projects several weeks apart.

- **DO NOT USE DIRECT ON-CAMERA FLASH.** This class is oriented to photojournalistic style photography and available light usage is encouraged at all appropriate times. Well-performed bounce flash or off-camera flash is encouraged when needed.

- Photos for this class must be taken during this semester and taken for this class. Daily Iowan photos may be used by PRIOR permission only from the instructor.

- The subject is the student’s choice with one restriction. You must shoot people you don’t know. No roommates, friends, or family members. The reason for this restriction is: one of the most important skills a photojournalist needs is the ability to put his or her subjects at ease, and work collaboratively, even though the photographer and subject do not know one another well at all. Photographing strangers puts you outside your comfort zone, and you will begin to develop techniques and mannerisms that will instill confidence in your subjects.

- Use of another person’s photos is cheating and will lead to an automatic two-grade discount of your final course grade. (For example, an A would become a C.) That is the minimum penalty. The maximum penalty is expulsion from school. Other transgressions such as using photos taken prior to this semester, without permission, will also incur penalties.

- Thou shall not alter an editorial photograph. Common acceptable editorial use of Photoshop includes cropping, color correction and exposure compensation, similar to dodging and burning in the darkroom. Do not clone in or remove objects.

- You must have complete caption information with each photo.

**Graduate student requirements**

- This upper level course is open to graduate students, see me for the additional requirements for graduate students.

**About your instructor**

Paul Jensen enjoyed a 34-year career at The Gazette in Cedar Rapids, Iowa, before leaving the newspaper in June of 2009. He joined the staff of University of Iowa’s School of Journalism and Mass Communications January, 2010 as Intern and Placement Coordinator and served this past year as Executive Editor for Iowa Journalist magazine.

Jensen began his career in 1975 as an intern in the photography department, and served in a variety of capacities including staff photographer, assistant photo editor, photo columnist, photo editor prior to being appointed Director of photography.

As a photojournalist he covered sports, politics, news, food and fashion and travelled regularly. He has also freelanced extensively as photographer, for such publications as Time, Newsweek, US, Parade, The New York Times and wire services. He has won photography, editing and design awards.

He created a year-round intern program for photojournalists and eventually hired nearly 90 interns. He was a leader in The Gazette's coverage of the floods of 2008 and photo-edited "Epic Surge" - a book that sold more
than 22,000 copies. Paul championed The Gazette’s conversion to all digital photography. A native Iowan, he lives in Cedar Rapids with his wife and a feisty dog. He enjoys winter only if he can ski, snow shoe or make photos.

Jensen is a former Iowa Press Photographers Association President. He is a 1975 graduate of the University of Missouri School of Journalism.

The College of Liberal Arts and Sciences

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the Academic Handbook. www.clas.uiowa.edu/students/academic_handbook/index.shtml

Academic Fraud
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is reported to the departmental DEO and to the Associate Dean for Academic Programs and Services who enforces the appropriate consequences. www.clas.uiowa.edu/students/academic_handbook/ix.shtml

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor and the departmental DEO. Complaints must be made within six months of the incident. www.clas.uiowa.edu/students/academic_handbook/ix.shtml#5

Accommodations for Disabilities
A student seeking academic accommodations should register with Student Disability Services and meet privately with the course instructor to make particular arrangements. For more information, visit this site: www.uiowa.edu/~sds/

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit www.sexualharassment.uiowa.edu for definitions, assistance, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, the class members should seek shelter in the innermost part of the building, if possible at the lowest level, staying clear of windows and free-standing expanses. The class will continue if possible when the event is over. (Operations Manual 16.14. i.)

Important University of Iowa Deadlines

Be aware of these deadlines:
Last day to add: August 31, 2012
Last day to drop: October 29, 2012

*The CLAS policy statements have been summarized from the web pages of the College of Liberal Arts and Sciences.
The Iowa Dozen
As one of more than 100 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we assess student learning to assure that each of our graduates meets the following standards.

We learn to...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.