Photojournalists are called upon to create imagery to tell stories, often-times accompanying a written piece. This course provides an introduction to skills necessary to begin a journey towards becoming a photojournalist. Its focus is on the technical and compositional skills needed to create powerful images. There is a wide breadth of photographic projects a photojournalistic will be called upon to create, and thus, students will create multiple photographic projects of varying genres. Weekly critiques include discussion of student work as well as analysis of the work of contemporary photojournalists. Students are expected to complete weekly shooting assignments and examine the work of numerous photographers.

COURSE OBJECTIVES

- Understand the technical aspects of photography and a digital workflow by successfully producing images from capture through digital development
- Gain skills in composition and frame awareness by practicing techniques within weekly assignments
- Understand visual communication and storytelling via single images and groups of images produced by the student
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: (website link). We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you achieve proficiency in understanding and applying the principles and laws of freedom of speech and press in real space and cyberspace. The following outcomes are this course's learning objectives:

**Law and Ethics Learning Goal**
Students will demonstrate knowledge of the main areas of media law, including libel, invasion of privacy, obscenity, commercial speech, intellectual property, and the freedom of the press.

**Media Literacy Learning Goal**
Students will learn how to create and disseminate media messages in various forms.

**Writing and Storytelling Learning Goal**
Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

**Multiculturalism Learning Goal**
Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

**Media History Learning Goal**
Students will demonstrate knowledge of technological innovations in print and electronic communication and their impact on media publishing industries for mass audiences, showing an awareness of their distinct political, social, and economic contexts and uses.

**REQUIRED TEXTS**
Books are available in the Resource Center if you do not wish to buy. Also, many readings will be provided.

Carroll, Henry. Read This If You Want To Take Great Photographs. Laurence King Publishing, 2014.

Carroll, Henry. Read This If You Want To Take Great Photographs Of People. Laurence King Publishing, 2015.


As a UIowa student, you also have access to the lynda.com website to learn more. You can log in with your UIOWA ID. Look for the institutional login at the bottom of the login page.
REQUIRED MATERIALS

PHOTOGRAPHY EQUIPMENT (PROVIDED BY SJMC)
- DSLR Camera
- 50mm/1.8 lens
- Zoom lens (wide to telephoto)
- SD Card
- Tripod
- Flash unit and off-camera flash cord
- Cords to connect camera (USB) or memory card reader

OTHER (FOR YOU TO PROVIDE)
- Foam board, aluminum foil, tape (to create a reflector)

SUGGESTED (FOR YOU TO PROVIDE)
- Extra SD Cards - minimum 16GB
- Backup Storage - 1TB recommended
- 5-in-1 43" Pop-out Reflector (don't need foam board if you get this)

The school will loan you the equipment, but you are welcome to provide your own. However, you will need specific equipment for this course. See professor with equipment if you plan on using your own equipment.

ABOUT THIS COURSE

CUMULATIVE KNOWLEDGE: This is a workshop class where each piece of information will be presented and then applied. However, all information is cumulative and you will need to retain the information in one section to successfully do well on subsequent sessions.

LEARNING IS ULTIMATELY ON YOU: If you do not understand something, or miss a class, the onus is on you to find out further about the subject or ask for clarification or repetition. Remember, above rule. You need the information from each class to be successful.

TIME ON TASK: Learning a craft requires time and deliberate practice. According to the student handbook, students in a three-credit course should expect to spend 6 hours outside of class time on the course.

DELIBERATE PRACTICE: There is a difference between taking a photograph and making a photograph. Clicking the shutter button does not mean you have made a photograph. Being a student of a craft is about exploration. Deliberate practice means exploring the technique or scene fully by exploring the many variables of photography that you can control (vantage point, depth of field, focal length, etc). You should be doing deliberate practice.

COURSE POLICIES

FOLLOW INSTRUCTIONS: Each assignment will have exacting instructions and rules as to what you will do, how you will hand it in, and when it is do. It is expected you follow them exactly. Point deductions will occur if you do not. This is part of deliberate practice.

NO CROP: Each photo will be handed in without cropping (as shot with camera) unless otherwise noted. Therefore you should take many different crops of a scene while you are out shooting.
DO NOT USE PHONES DURING CLASS. Leave them in your pocket.

LATE ASSIGNMENTS: Ours is a world of deadlines. All assignments should be completed by the due date. Late projects will lose 5 points from the final grade for this first day, and 5 points each additional day (24 hours) late. The class start time is considered the start of a new day. If you are 10 minutes late for a class on the due date, it is considered late for the first day.

THE MULLIGAN RULE: Mulligans are not for skipping an assignment and doing it later. They are for working towards understanding of concepts which you may not fully grasp in your first try. As such, you are allowed to resubmit exercises and the final product portion of studios with a few caveats as listed below. You may not resubmit design artifacts as they should be done to help you produce a “best effort” first design.

Rules:

1. You must hand in your project by the time it is due.
2. It must be what the professor considers a “best effort.” If you get lower than a 70% of available points, it is likely because you did not follow instructions or compare your work to the rubric before handing in. You will not get a chance for a mulligan in that case.
3. You have one week from the entry of grades to resubmit.
4. You must resubmit with any written feedback by the professor from the first submission. This is in cases like the studio projects where a rubric is printed out and graded or exercises handed in that the professor makes comments on.
5. There is no guarantee you will gain all the points you lost or any points at all if you do not show adequate understanding of or ability to produce the concepts.

ATTENDANCE: You are allowed 3 missed classes without penalty. Consider the three misses built into the class as “paid time off” just like you will encounter in a real job. Plan accordingly. It is not such that you get three misses and then some excused. You can miss three for ANY reason including:

- You are sick
- Your grandparent died
- You don't feel like coming to class
- You have a job interview
- Basically, any excuse you are not coming to class that you are choosing not to come to class to spend your time otherwise

ATTENDANCE (CONTINUED): At the same time it is understood that there are times when it is unavoidable such as you have a medical condition, hospitalized, suffer a trauma, religious observances, or have University-excused athletic events. However, I don't know unless you tell me. It is better to tell me as soon as possible or beforehand.

After you miss 3 total classes, EACH additional class missed WILL RESULT IN ONE-third letter grade reduction from your final grade. (A becomes A-, A- becomes B+, B becomes B-, and so on.)
PUNCTUALITY: The start time of the class is when the instructor expects to begin the material or exercises for the class. You should be present and ready by this time. Arriving late is disruptive to the class and instructor. As such, 3 times marked late (coming in after the instructor has begun to speak) will result in one absence. Coming in 30 minutes late will count as an absence, as most instruction is in the beginning of class.

NO EXTRA CREDIT: You are given every opportunity during the semester to attempt and show understanding of the concepts courtesy of the mulligan rule. Accept your feedback and re-attempt based on that during the semester. Do not ask for extra credit towards the end of the semester because you did not take those opportunities.

The course uses an additive model of grading. You begin with zero points and earn towards your final grade.

<table>
<thead>
<tr>
<th>Point Category</th>
<th>Breakdown</th>
<th>Points Available</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>11 @ 100pts</td>
<td>1100</td>
<td>91.66%</td>
</tr>
<tr>
<td>Photographer Report</td>
<td>1@100pts</td>
<td>100</td>
<td>8.33%</td>
</tr>
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</table>

Points to Letter Grade Conversion

<table>
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<th>Letter Grade</th>
<th>Percent</th>
<th>Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>99</td>
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<tr>
<td>A</td>
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<td>1128</td>
</tr>
<tr>
<td>A-</td>
<td>90</td>
<td>1080</td>
</tr>
<tr>
<td>B+</td>
<td>87</td>
<td>1044</td>
</tr>
<tr>
<td>B</td>
<td>84</td>
<td>1008</td>
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<td>D</td>
<td>64</td>
<td>768</td>
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<tr>
<td>D-</td>
<td>60</td>
<td>720</td>
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<td>F</td>
<td>&lt;60</td>
<td>&lt;720</td>
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TECHNIQUE ASSIGNMENT GRADING:
For most of the technique assignments you will submit 10 photographs. This does not mean that to successfully complete the assignment you should only take 10 photographs. This class is about exploration. It could take you 100 photos to get 1 photo that successfully and strongly meets the criteria. ASSIGNMENTS 1, 2, AND 7 are mostly technical in nature. For the 100 points, composition will not be taken into account, instead, they will be graded on how technically correct the image is in reflection to what technique you are trying to accomplish. It is paramount that you use these assignments to learn how to accomplish these technical objectives. Do not hand in images that are not technically correct or you will not get the 10 points for each image.
ASSIGNMENTS 3, 4, AND 5 are about compositional principles. As such, you can strongly or weakly exemplify these. Therefore, images will be graded on a scale of how well you exemplified the compositional principle for the image:

<table>
<thead>
<tr>
<th>Not exemplified</th>
<th>Weakly exemplified</th>
<th>Adequately exemplified</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

The images should also be technically correct. Points will be deducted as follows for technically incorrect photos:

**Major Technical Problems (should reshoot) -5**
- Egregiously incorrect exposure including highlight clipping of main subject
- Camera shake evident
- Out-of-focus/missed focus

**Minor Technical Problems (should re-edit) -3**
- Slight exposure issue
- Color balance issue

The point of these assignments is to go out in the world and find interesting images. As such, you may not hand in photos of the same thing/setup for any of the 10 images in the assignment. **For each image of the same thing/setup you will be penalized -2pts.**

**GENRE ASSIGNMENTS:**
Each genre assignment (assignments 6, 8, 9, 10, and 11) will have its own rubric provided on the assignment sheet.

With the exception of assignment 6, individual photos in the genre assignments will be judged as weak, adequate, or strong.

**STRONG PHOTOS** possess obvious focal points and lines well-placed within the frame. They exhibit the concept they are supposed to (such as peak action) very well. They are visually compelling.

**ADEQUATE PHOTOS** exhibit the concept they are supposed to (such as peak action), but lack the acumen of composition and visual quality of strong photos.

**WEAK PHOTOS** are not well-composed and only partially exhibit the concept they are supposed to.
Finding subjects is often the hardest. As such, here is a rundown so you can begin to think about your subject matter for each genre assignment ahead of time.

**SPACESHIP (STILL LIFE):** You will photograph 3 or 5 objects (foods/items) that, if you were to be taken away from earth on a spaceship and could not bring any belongings, you feel like you could barely live without. The focus of this project is controlling light by exploring window light, lamps, and reflectors to create form and compositional triangles for dynamic composition.

**PORTRAIT/FASHION:** You will need a model. This assignment requires you to photograph a person in two outfits. You will also photograph both outside and inside. The focus of this project is using found light and flash, posing, and methods of framing people.

**EVENT COVERAGE:** You will go to an event and take photos to run with a story about it. Taking notes on who is in your photos will be paramount as all captions should include name and age of person.

**SPORTS (PEAK ACTION):** For this assignment you will need to go to a sporting event. You will focus on creating peak action images of both the players on the field and the fans at the event.

**FEATURE PROFILE STORY:** You’ll cover a soft news story of a person who is involved with/doing something interesting (for example, a professor doing interesting research). You will take a creative portrait of the person, as well as candid shots of the person doing their interesting thing.
COURSE OBJECTIVES

The following topics will be presented for you to understand and explore:

PHOTOGRAPHY TECHNICAL CONCEPTS
- Exposure & Metering
- Aperture & Depth-of-Field
- Shutter Speed
- ISO
- Focal Length, Angle-of-View, and Focal Compression
- Shooting Modes (Aperture Priority, Shutter Priority, Manual)
- Properties of Light
- White Balance
- Exposure Compensation
- RAW & JPG Files
- Resolution
- Using a Flash Unit
- Crop Factor
- Histograms

COMPOSITIONAL & CREATIVE CONCEPTS
- Motion (Blur & Freeze, Panning)
- Figure-Ground Contrast
- Depth-of-Field
- Layers (Foreground, Middle Ground, Background)
- Focal Points
- Compositional Structures (Rule-of-Thirds, Golden Rectangles/Fibonacci Spiral, Golden Triangles, Phi Grid)
- Balance (Symmetry, Asymmetry)
- Rhythm
- Repetition
- Implicit Lines
- Explicit Lines
- Movement
- Triangles
- Dutch Angle
- Viewpoint
- Frame-in-Frame

PHOTOJOURNALISTIC SKILLS
- Portraits & Posing
- Reporting & Caption Writing
- Peak Moments (Tensions & Resolutions)
- Feature Photography
- Ethics
- Critique

SOFTWARE SKILLS
- Adobe Lightroom
  - Managing Photos and Catalogs
  - Basic Digital Darkroom Skills (Exposure, Contrast, Color Balance, Sharpening)
  - Cropping
  - Exporting JPG images
- Adobe Photoshop
  - Retouching
THE COLLEGE OF LIBERAL ARTS AND SCIENCES:
IMPORTANT POLICIES AND PROCEDURES

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

**Administrative Home**
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

**Electronic Communication**
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

**Nondiscrimination in the Classroom**
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

**Academic Honesty**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

**CLAS Final Examination Policies**
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

**Making a Complaint**
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**Understanding Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.