

JOMC 181
INTERMEDIATE
PHOTOJOURNALISM

Professor Pat Davison
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Office Hours M-W 11-12, or appt.



Melissa Key

Welcome to Intermediate Photojournalism

In this course we will improve your technical abilities by teaching you how to see and utilize light, both natural and artificial. We will enhance your creative ability through visual exploration, and build your portfolio with images that display your style.

COURSE GOALS AND OBJECTIVES

- To understand and apply the fundamentals of lighting in photojournalism
- To learn to see photographically and develop a personal style
- To enhance your beginning photojournalism portfolio

At the end of the semester students will be able to:

- Effectively operate lighting equipment
- Analyze fashion, still life and portrait lighting techniques
- Conceive and execute conceptual location images

COURSE STRATEGIES

- We start with the basics of lighting, and will learn them through exercises.

- We will progress into lighting assignments that are typical of a photojournalist.
- We will explore personal vision through a “Portrait Journal.”
- Your final project will be a picture story, essay or portrait series.
- Lectures will be informal, and may include guest speakers and slide shows with examples of the techniques being discussed.
- Labs will include location shoots. Each assignment will be critiqued.



Chelsey Aldser

EXPECTATIONS

This class is about light, vision and style. To find your vision, you will need to push outside of your comfort zone daily, take risks and push your personal boundaries. My job is to give you an environment and opportunities to grow and to succeed, but you must take advantage and exceed expectations. It's easy to tell the difference between students who do what it takes to get by and students who take initiative to get better. Take ownership of your learning. Don't compare yourself, focus on improving your own work. Everyone learns differently.

- 1) I expect images that are technically advanced, properly focused, exposed and toned.
- 2) I expect images to connect with viewers and show them something beautiful or surprising.
- 3) I expect you to make images that have exceptional **MOMENT, LIGHT, and COMPOSITION.**
- 4) I expect you to think creatively and independently when approaching any assignment/project, and I expect images to reflect this creative and independent thinking.
- 5) I expect professionalism in all areas including presentation, ethics and captions.
- 6) I expect your best effort, and I expect you to spend the time to be excellent.

EXCUSES

Here is the policy on excuses: They are unproductive and we don't want to hear them. Argue valid points during critiques, but anything unrelated to improving your work is unacceptable. Everyone is experiencing the same challenges. They are expected, and can often be avoided by good planning and preparation. Much of photojournalism comes down to problem solving. If you offer excuses I will want to know how you can avoid the problem in the future.

REQUIRED EQUIPMENT AND SUPPLIES

You will need a digital 35mm SLR camera with manual controls and interchangeable lenses and a strobe. Best choice is an HD SLR camera, allowing you to use video. Although you can rent through the school, you are required to have at least one HD SLR camera. I strongly recommend you purchase your own Speedlight as well. I would recommend the 580EXII (\$350-ish) or if you can afford it, the 600EX. This class will help you to master it.

You may want to consider low- interest student loans to buy your own gear. If you rent from the school, realize you are responsible for any lost, damaged, or stolen equipment, and your access to gear may be limited.

You will need to buy your own CF cards - as large as possible. Also you need two hard drives for your personal photography archive, one is for is for backup. I suggest you get at least 500 GB drives, 7200 rpm, and USB 3.0 or Firewire 800.



Eric Pait

Participation, effort, deadlines, attendance and punctuality will be tracked and will count for 50 points of your final grade.

ATTENDANCE

Attendance is mandatory. Lectures, guest speakers and demonstrations will not be repeated. PhotoNight counts towards attendance. You CANNOT miss a class in order to shoot an assignment. You must be in class to present your work for critique. Turning in an assignment on the server alone does not count. Part of your completion of the assignment is the critique. You are permitted two unexcused absences, but not on due dates, unless for serious medical reasons. Each subsequent unexcused absence subtracts 2% from the grade. You also must be on time. Two lates = one unexcused absence.

ASSIGNMENTS & DEADLINES

You will complete 10 assignments. You will also have a story pitch, and prepare a package for internships/freelance.

All assignments will be turned in to the dropbox on the server for grading, and in the "CRITS" folder for critiques. I will go by the time and date on the dropbox files to determine if it was on time. Late assignments receive a zero. Again, you must be in class for the critique for an assignment to be considered on time.

READING & EXAMS

Reading is assigned in blocks and is critical to success in the class. Written reading responses are required and will be turned in through a class Facebook group.

Textbooks:

"Speedlighter's Handbook"

Syl Arena

"The Hot Shoe Diaries"

Joe McNally

You must write a 2-3 paragraph response by the due dates on the Facebook page.

PORTFOLIOS

You will turn in two portfolios, one halfway and one final.

INCOMPLETE

Because all assignments are done on a deadline, a grade of incomplete will be assigned only in extreme cases and at my discretion.

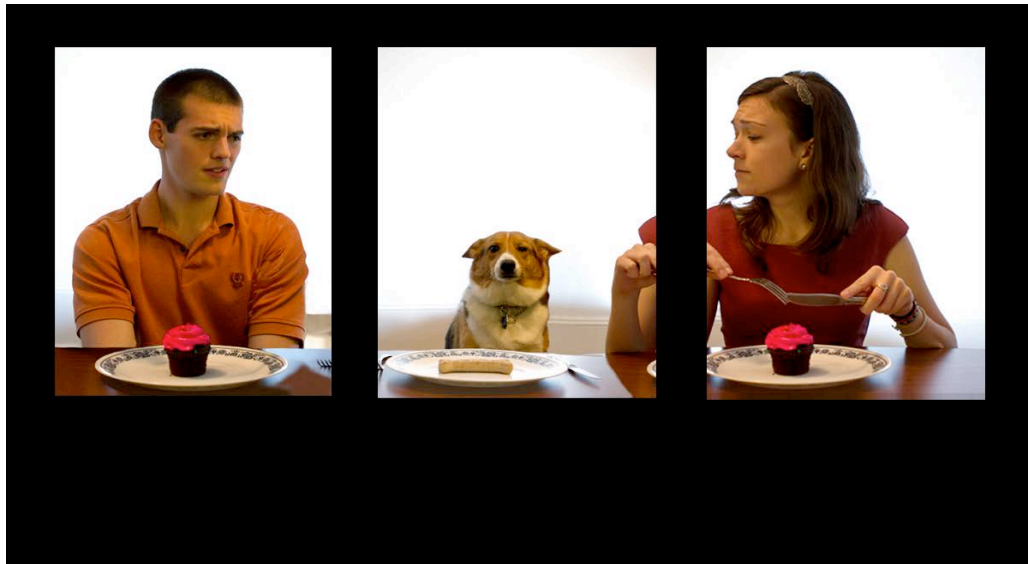
GRADING

- Content (concept, plan, storytelling, captions, is it publishable?)
- Aesthetic (creativity, mood, composition, graphics, color, motion, propping, posing, styling)
- Technical (execution, lighting technique, exposure, imaging, presentation)



Melissa Key

8/19	Three portrait photographers's websites	
8/26	01 Window light portrait	(50)
9/2	02 Speedlight – Diffuse/Balance & Fill	(50)
9/9	03 Speedlight – Dimming the Sun	(50)
9/16	04 Speedlight – Drag Shutter	(50)
9/23	05 Speedlight – Color Balance	(50)
9/30	06 Portraitjournal 1	(50)
10/7	07 Portraitjournal 2	(50)
10/12	PORTFOLIO 1	
10/21	Internship/Freelance Package	(50)
10/28	08 Speedlight –Multiple Flash	(100)
11/2	Final Project Pitch Session	
11/4	09 Fashion/Illustration	(100)
11/9	10A	
11/16	10B	
11/23	10C	
11/30	10D Edit w/ prof	
12/3	10 Final, Final PORTFOLIO @ Patluck	(300)
Participation		(100)
Total		(1000)



Erin Hull

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/>

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.