

JOMC 180  
FOUNDATIONS of  
PHOTOJOURNALISM



Giovanna Torrieri

“Saturate yourself with the subject and the camera will all but take you by the hand.” –Margaret Bourke-White

### Objectives

Welcome to photojournalism. In this course we will lay a foundation of photography and journalistic skills, and introduce you to an exciting, significant and fulfilling career. Students will learn basic visual, ethical, and technical aspects of photojournalism while photographing a series of individual assignments culminating with the picture story.

Professor Pat Davison  
223 Carroll Hall  
919-448-8965 (cell)  
[pdavison@unc.edu](mailto:pdavison@unc.edu)  
[patdavison.com](http://patdavison.com)

Required Texts:  
*Witness in our Time*  
2n ed, by Ken Light  
Recommended: *Documentary*  
*photo book of your choice*

Office Hours:  
TTH 11-12 or by appointment



Haley France

## Learn by doing

We will start with basic camera operation exercises. To accommodate all skill levels, the first three exercises will be ungraded (failure to complete them will result in points deducted). If you are total beginner – don't worry! You'll get up to speed as we progress into graded assignments typical of a professional photojournalist. Each of the seven assignments will be accompanied by detailed captions, and the picture story will grow out of your written picture story proposal.

The exercises are:

- Exercise A F/22
- Exercise B Depth of Field/Motion

The graded assignments are:

- Assignment # 1 Composition
- Assignment # 2 Moment
- Assignment # 3 Light
- Assignment # 4 Portrait
- Assignment #5 Feature
- Assignment #6 Sports
- Assignment #7 Picture Story

**Classes** will consist of a mix of lectures, slides, computer work, group editing, presentations and critiques. Throughout the semester we will be looking at a lot of images, learning the language and ethics of visual communication. Good

notes will save you when it comes to studying for our two in-class exams. You must pay attention to do well - web surfing, email and texting are forbidden.

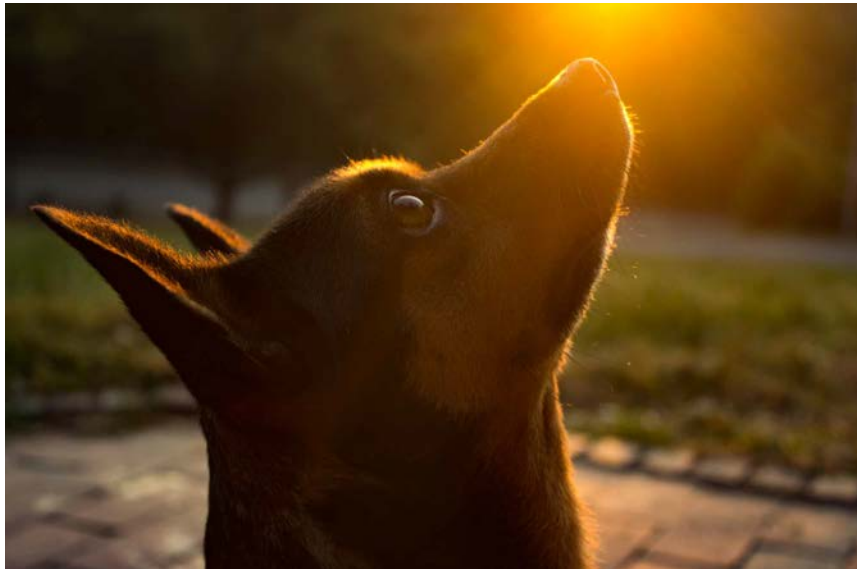
**Attendance** is absolutely necessary if you are to succeed in this class. We will be moving steadily as we cover large amounts of new information in every class. Missing a single class will be deadly, falling behind will only compound your misery.

You are allowed one absence for an excusable reason (illness, death in family, etc.) Subsequent absences result loss of 2 percentage points from your final grade. If necessary, I will discuss personal hardship cases with you.

Remember: you alone are responsible for the material covered in each session. Even missing a class for a justifiable reason (a death in the family) will require YOU to get the notes from someone else. And you must be **IN CLASS** to present your work on due dates.

**Deadlines** in this business are sacred. Late photo work will receive a zero.

**Exams** are scheduled twice during the semester, covering readings, class lectures and current events. Your final portfolio and photo story will be considered your final exam.



Tierra Marsh

“If the beautiful were not in us, how would we ever recognize it?” –Ernst Haas

Your **portfolio** is the final collection of your best work. You will turn in this work-in-progress twice during the semester – and then your final portfolio will be presented on the last day of class.

Staying current with local, state, national and world events is a critical part of being a journalist. Read the news and stay informed! Keep an “idea book” at all times.

**Equipment** can be borrowed from the School. This includes a digital 35 mm single lens reflex camera body, kit lens and camera bag. Other equipment is available on a checkout basis from our equipment manager, Matt Bachman, on the second floor. We also recommend that you get your own CF or SD cards and card reader. You will need a portable hard drive in most of your Viscom classes, so invest in a good one now, get the largest capacity you can afford.

**Photonight** is an exciting monthly enrichment program that brings outstanding photojournalists to campus. Attendance is required.



Nicolas Gomez

### **GRADING**

- 1) Any assignment not turned in will receive zero points. For #7 Picture Story, there are multiple due dates. Missing a due date will result in a 5% deduction.
- 2) Exercises not turned in = 5-point deduction
- 3) Reshoots. You will be allowed to reshoot assignments for the appropriate portfolio due date. To be permitted to do so, you must submit each assignment on time. Reshoots **MUST BE ENTIRELY NEW SHOTS**, not re-edits.
- 4) You must submit captions with every assignment. They must be typewritten, spell-



checked and utilize AP style (and contain quotes from the subject).

5) You may shoot up to (2) news assignments for extra credit. At least one should be spot news.

6) Participation, effort, attendance and punctuality will be tracked and will count for roughly 10%.

The vital element that must be included in any assignment: Does this communicate to the viewer?



Giovanna Torrieri

“You need a heart, an eye, a mind, and a magic box.”  
— CARL MYDANS

Each photo assignment will be evaluated based on:

*Content:* Captions, publication value, emotion and moment quality, editing

*Aesthetics:* Composition, light, color, mood, visual surprises and variety, uniqueness

*Technical:* Exposure, sharpness, imaging, presentation, formatting

PORTFOLIO 1 150 Points

Assignments 1, 2, & 3. Exercise A & B

PORTFOLIO 2 150 Points

Assignments 4, 5 & 6, 3 ideas, proposal

FINAL PROJECT 150 Points

FINAL PORTFOLIO - All work from the semester

EXAM 1 50 Points

EXAM 2 50 Points

EFFORT, ATTENDANCE, PARTICIPATION 50 POINTS

TOTAL 600 POINTS

## GRADING SCALE

>92%=A; 90-92=A-; 88-89=B+; 83-87=B; 80-82=B-; 78-79=C+; 73-77=C; 70-72=C-; 68-69=D+; 60-67=D; <59=F

## ASSIGNMENTS AND EXERCISES

Aug 29	W.	Exercise A, F/16
Sept. 5	W.	Exercise B: Depth of Field/Motion
Sept. 12	W.	Assignment #1 Composition
Sept. 19	W.	Assignment #2 Light
Sept. 26	W.	Assignment #3 Moment
Oct. 3	W.	Assignment #4 Personality Portrait
Oct. 10	W.	RE-SHOOTS
Oct. 15	T.	Portfolio #1 (All exercises and assignments 1-4, three Picture Story ideas, portfolio reflection)
Oct. 24	W.	Assignment #5 Feature Picture Story Proposal first draft --Review
Oct. 31	W.	Final Picture Story Proposal First take, 3-5 selects, 50+ images
Nov. 7	W.	Assignment #6 – Sports
Nov. 14	W.	Picture Story 2 <sup>nd</sup> take: minimum 3-5 new selects, 6-10 s equenced, 200 new
Nov. 19	T.	Portfolio #2 (Assignments 5 & 6, Proposal, and Picture Story 1 & 2, portfolio reflection)
Nov. 28	W.	Picture Story 3 <sup>rd</sup> take: min. 3-5 new selects, 8-10 sequenced, sequenced, imaged, captioned, 200 new
Dec. 3	T.	Picture Story 4 <sup>th</sup> take: minimum 3-5 new selects, 8-10
Dec. 6-+	TH.	PATLUCK! FINAL PORTFOLIO (All exercises and assignments, Proposal, Picture Story, Semester reflection)

**Required Supplies:** Digital Card Reader, CF or SD card (largest possible recommended), Personal Hard drive (2TB or larger)

Gear Rental: Matt Bachman, [mbachman@email.unc.edu](mailto:mbachman@email.unc.edu), 919-962-0718

### 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.