

### ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

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### Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

### Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
  - Collaborate effectively as members of a creative team. (Collaboration)
  - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
  - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
  - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
  - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
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**Course Title**                      **Visual Journalism 2**

**Course Code**                      **VJN240**

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Credit Hours                      3 Semester

Contact Hours                      4 Hours

Prerequisites                      VJN150

Course Type                      Lecture/Lab

# Course Syllabus

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Term Start/End Date   September 8 – December 18, 2015

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## Course Description

The advanced principles of making the full range of “news-worthy” photographs - from feature photos to general news - are covered in detail in this course. Current visual journalism trends and practices along with ethical and moral considerations in covering current events (local, national and international), freedom of the press, and the public’s right to know are also major topics addressed during the course.

**Learning Objectives**     Upon completion of this course the student should be able to:

- Make common entry level single picture assignments with the intention of producing work capable of being published
  - Create an in-depth picture package on a subject worthy of being published in a community newspaper, magazine or Website
  - Make a first set of pictures that will start to have the look of photojournalistic pictures to present as a beginning photojournalism portfolio
  - Understand in depth the importance of captions for photojournalism; how to gather the information, how to write AP style captions and where to store them in IPTC headers
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Required Textbook(s)   Kobré, Kenneth. *Photojournalism: The Professionals’ Approach, 6th Edition*. Focal Press, 2008. ISBN: 9780750685931  
Lynda.com subscription

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## Course Outline

**Week 1:** Course overview. Assign Enterprise Feature with conversation about stand-alone feature photojournalism and importance of being an active member of one’s community. Assign research paper. Conversation about importance of accurate and thorough captions in photojournalism.

**Week 2:** In-class demo of Dynalite portable studio strobe systems. Assign Dynalites. Conversation about photojournalism and importance within our society.

**Week 3:** Assign Feature Event Picture Package with in-depth conversation about community-based feature event photojournalism; who to talk with about gaining access and where to find events. Assign final project/picture story – define concept of multiple still picture narrative based visual journalism. Show examples of professionally produced of picture stories and previous students examples.

**Week 4:** In-class review of Enterprise Feature stand-alone pictures. Assign General News Event picture package. Conversation about community-based news coverage; who to talk to, how to gain access and how to write captions. In-depth conversation about Ethics in photojournalism.

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**Week 5:** In-class review of Dynalite Studio Strobe assignment. Conversation about sports action photojournalism; who to photograph, where to find events, how to capture peak action and how to write captions for sports photography.

**Week 6:** Conversation about getting an entire story in one picture. In-class review of Feature Event Picture Package coverage. Further in-depth conversation about in photojournalism.

**Week 7:** Assign Environmental Portraits and go over in-depth how to accomplish with in the Visual Journalism industry. Further conversation about how to successfully approach capturing a picture story. In-class review of General News Event coverage.

**Week 8:** In- class review of Alternative Sports Action and work in progress from final project. Conversation about moments in photojournalism and how to best accomplish them while shooting with a DSLR. Provide examples of professional quality sports photography. In-class review work in progress of final project.

**Week 9:** Conversation about importance of visual journalism in our society. Assign student portfolios of work accomplished during semester – show examples of previous student work.

**Week 10:** In-class review of Mainstream Sports Action. Conversation about the differences between ‘staff’ and ‘freelance’ in the journalism field and importance of building a support network within industry.

**Week 11:** Conversation about importance of deadlines in journalism. Thorough look about capturing intimacy in visual journalism. In-class review work in progress of final project.

**Week 12:** Outline the need for stories and projects in a professional portfolio. Outline the guidelines for presentation of student portfolios. Introduction to the history of photojournalism. Conversation about what makes a good photojournalist. In-class review of Environmental Portraits.

**Week 13:** Review of Final Project; in-class critique. Examples of professionally produced final projects, how they were accomplished and overall conversation of scope of projects.

**Week 14:** Student presentations of final portfolios, final review of student work from semester.

**Week 15:** Final exam and wrap up of introduction to photojournalism.

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## GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student’s overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student’s grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Quizzes	10%	93–100	A	4.00

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Research Paper	10%	90–92	A-	3.70
Weekly Shooting Assignments	40%	87–89	B+	3.30
Final Project	10%	83–86	B	3.00
Portfolio	20%	80–82	B-	2.70
Final Exam	10%	77–79	C+	2.30
		73–76	C	2.00
<b>Total</b>	<b>100%</b>	70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
		0–59	F	0.00

## DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

## ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

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Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

## ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
  - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
  - Brooks Institute will only use legally acquired software on our computers.
  - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
  - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

# Course Syllabus

## CREDIT ASCRIPTION ADDENDUM

VJN240 Visual Journalism II - 3 semester credit hours

Type: Lecture/Studio

**Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives**

Course Learning Objectives:

1. To make common entry level single picture assignments with the intention of producing work capable of being published
2. To do an in-depth picture package on a subject worthy of being published in a community newspaper, magazine or Website
3. To make a first set of pictures that will start to have the look of photojournalistic pictures to present as a beginning photojournalism portfolio
4. Understand in depth the importance of captions for photojournalism; how to gather the in- formation, how to write AP style captions and where to store them in IPTC headers

The following indicates the **minimum** number of hours per assignment:

	<b>Assignment Title</b>	<b>Home-work Hours</b>	<b>Assignment Objectives</b>
<b>Week 1</b>	No Assignment		
<b>Week 2</b>	No Assignment		
<b>Week 3</b>	Creative #1 – Enterprise Features	6	1, 3, 4
<b>Week 4</b>	Technical #1 – Dynalites	6	1, 4
<b>Week 5</b>	Creative #2 – Feature Event	6	2, 3, 4
<b>Week 6</b>	Creative #3 – General News Event	6	2, 3, 4
<b>Week 7</b>	Creative #4 – Alternative Sports	6	1, 3, 4
<b>Week 8</b>	No Assignment		
<b>Week 9</b>	Creative #5 – Mainstream Sports	6	1, 3, 4
<b>Week 10</b>	No Assignment		
<b>Week 11</b>	Creative #6 – Environmental Portrait	6	1, 3, 4
<b>Week 12</b>	No Assignment		
<b>Week 13</b>	Creative #7 – Picture Story	30	2, 3, 4
<b>Week 14</b>	Final Portfolio	20	1, 2, 3, 4
<b>Week 15</b>	No Assignment		
<b>Total</b>		92	