

### 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:** Mobile Media and the Visual Journalist

**Course Code:** VJN250

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Credit Hours 3 Semester

Contact Hours 3 Hours

Prerequisites VJN150 or FLM127 or DES300 or PTT134

Course Type Lecture

Instructor TBD

Email TBD

Telephone TBD

Term Start/End Date TBD

### Course Description

Using the latest in mobile technology, this course puts into practice the principles of community documentation, including news and feature photos and video. A mobile device such as a smart phone or tablet with a camera is used as the sole content gathering device in the class. Employing the device, its apps (shooting, editing and special purpose) and ancillary equipment are major topics addressed during the course. The course also incorporates disseminating material via social media, differentiating mobile visual journalism from conventional journalistic photography, ethical considerations, and future technical trends.

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

- Make publishable-quality images with a mobile device as a journalist on deadline.
- Make publishable-quality video with a mobile device as a journalist on deadline.
- Understand in depth the mobile device as a content gathering device that can be utilized by a visual journalist.
- Understand in depth the mobile device as a content editing device that can be utilized by a visual journalist.
- Apply a journalistic approach to covering a story on a mobile media device from research to publication.

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Required Textbook(s) Kobre, Kenneth. *Photojournalism: The Professionals' Approach, 6th Edition*. Focal Press, 2008. ISBN: 9780750685931 lynda.com subscription

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### Course Outline

**Week 1:** Class overview, basic mobile device, camera handling and application techniques. Creative photography assignment using creative apps on mobile device, such as Hipstamatic. Publishing with Social Media.

**Week 2:** Advanced mobile device, camera handling and application techniques. Basic post-production techniques using a computer. Creative assignment Final Project. Publishing with Social Media.

**Week 3:** Community-based photojournalism techniques. Creative assignment Enterprise Features using a mobile device to capture images. Critique. Publishing with Social Media.

**Week 4:** Community-based photojournalism techniques continued. Creative assignment Feature Event coverage using a mobile device to capture images. Publishing with Social Media.

**Week 5:** Audio capture handling techniques, equipment and apps. Critique.

**Week 6:** Audio capture handling techniques, equipment and apps continued. Creative assignment Audio Slideshow using mobile device to capture images and audio. Critique.

**Week 7:** Photojournalism ethics using a mobile device. Advanced mobile device, camera handling and application techniques transmitting from the field on deadline. Creative assignment General News Event coverage using a mobile device to capture, edit and transmit on deadline. Midterm exam.

**Week 8:** Basic mobile device, camera handling and application techniques capturing video. Advanced post-production techniques using a computer. Creative assignment Event Coverage on Deadline using a mobile device to capture, edit and transmit on deadline. Critique.

**Week 9:** Advanced mobile device, camera handling and application techniques capturing video. Creative assignment Daily Video using a mobile device to capture video. Research paper/presentation App Report due. Critique.

**Week 10:** Advanced mobile device, camera handling and application techniques capturing in a lit studio. Creative assignment Daily Video using a mobile device to capture video, edit and transmit from the field on deadline. Critique.

**Week 11:** Community-based sports photojournalism techniques. Extra Credit assignment Sports Event coverage using a mobile device to capture images. Critique.

**Week 12:** Critique.

**Week 13:** Critique.

**Week 14:** Future plans/Going forward. Critique.

**Week 15:** Final critique of Final Project

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### **Homework Assignment List:**

- Creative Photography (3-5 creative images shot on mobile device)
  - Enterprise Feature (3-5 single images shot on mobile device)
  - Feature Event Coverage (5-7 images shot on mobile device)
  - Audio Slide Show (1-3 minute MM gathered on mobile device)
  - General News Event (5-7 images shot on mobile device)
  - Event Coverage On Deadline (5-7 images shot, edited, captioned and transmitted from mobile device)
  - Daily Video (1-3 minute video shot on mobile device, edited on computer)
  - Daily Video on Deadline (1-3 minute video shot, edited and transmitted from mobile device)
  - Environmental Portraits (3-5 images shot on mobile device using studio lights)
  - Final Project (5-7 minute doc shot on mobile device, edited on computer)
  - App report (research project on app, presentation in class)
  - **Extra Credit** - Sports Event (5-7 single images shot on mobile device)
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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
Research Paper	10%	90–92	A-	3.70
Weekly Shooting Assignments	40%	87–89	B+	3.30
Final Project	20%	83–86	B	3.00
Midterm Exam	10%	80–82	B-	2.70
Final Exam	10%	77–79	C+	2.30
		73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
<b>Total</b>	<b>100%</b>	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

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

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## Course Syllabus

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.

**VJN250 Mobile Media and the Visual Journalist - 3 semester credit hours**

**Type: Lecture/Studio**

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

**Credit Ascription:**

Week	Topic	Homework Deadlines	Homework hours	Objectives
1	Class overview, Basic camera operation/apps			
2	Advanced camera operation/apps Post-production on computer I	Creative Photography	6	1
3	Smart phone PJ I Critique (CP)			
4	Smart phone PJ II	Enterprise Features	6	1 & 3
5	Audio I Critique (EF)	Feature Event Coverage	8	1 & 3
6	Audio II Critique (FEC)			
7	Ethics On Deadline	Audio Slide Show	6	2 & 3
8	Video I Post-production on computer II Critique (AS)	General News Event	8	1 & 3
9	Video II Critique (NE)	Event Coverage on Deadline	12	1 & 4
10	Smart phone studio Critique (EC on D)	Daily Video App Report	6	2 & 3
11	Critique (DV)	Daily Video on Deadline	12	2 & 4

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12	Critique (DV on D)	Environmental Portraits	8	1
13	Critique (EP)	Extra Credit		
14	The Future Critique (EXC)	Final Project	24	2 & 3
15	Critique (Final Project)			
		TOTAL:	96	



