

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.

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)
-

Course Title **Photo Essay**

Course Code **VJN295**

Credit Hours 3 Semester

Contact Hours 3 Hours

Prerequisites VJN280

Course Type Lecture

Course Syllabus

Instructor TBD
Email TBD
Telephone TBD
Term Start/End Date TBD

Course Description This course will emphasize the production of issue driven visual stories and photographic essays. Topics covered in this course include: research methods, idea generation, editing for a sense of flow and continuity, enhancing and expanding interpersonal relationship skills, working solo in the field, in-field time management.

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

- Understand and utilize the techniques necessary to tell complex, long term, in-depth stories using multiple pictures that communicate a specific idea or issue
 - Research and analyze a story of social significance, and use that research to produce a visual narrative
 - Understand processes involved with shooting, editing, ordering, and submitting storytelling photographs, including an audio narrative in a multimedia presentation
 - Create in-depth and quality stories for a portfolio
 - Understanding requirements of various publication outlets
-

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

Course Outline

Week 1: Introduction to the structure of the class, reading assignments, deadlines, photo assignments and the photo essay process. How to research and develop a non-fiction issue-driven, narrative story, which is topical, newsworthy and in-depth.

Week 2: The story proposal. Lecture on story proposals that are successful in structure, theme and execution. Pitching ideas and class discussion. Researched photo essay ideas due.

Week 3: Lecture on the process of storytelling, editing and producing multimedia projects. Students present researched photo essay idea and approach over the course of the next 12 weeks devoted to shooting. The power of audio, discussion, examples and review audio equipment use.

Week 4: Lecture on use of stills, sound, video and multimedia to successfully capture and tell a story with depth through discussion and examples. Discussion on progress of photo essay, how to reassess the idea if necessary will take place. Understanding requirements of various publication outlets. Group editing & work in progress review Photo Essay, Chapter 1.

Course Syllabus

- Week 5:** Researching topics on local, national and international interest that is socially relevant to those who live in the community. Contemporary use of website photo essays. Group editing & work in progress review Photo Essay, Chapter 1.
- Week 6** The photo essay editing process and time management with subject. Students present Photo Essay, Chapter 1. Critique and class discussion follow.
- Week 7:** Discussion and examples of the power of the photo essays on a local, national, and international level. Group editing & work in progress review Photo Essay, Chapter 2.
- Week 8:** The power of the photo essay and voice-over techniques explored through examples and discussion. Group editing & work in progress review Photo Essay, Chapter 2.
- Week 9:** Lecture and examples on current events and the photo essay narrative. Students present Photo Essay, Chapter 2 multimedia piece. Critique and class discussion follow.
- Week 10:** Discussion and examples of community journalism, establishing relationships, close ties and the dynamics involved. Group Editing & work in progress review Photo Essay, Chapter 3.
- Week 11:** Ethics of working in a close and intimate environment with subjects. Understanding themes in producing stories of interest in today's world. Group Editing & work in progress review Photo Essay, Chapter 3.
- Week 12:** Discussion and examples of informative, narrative web galleries, thought process of editing and flow. Students present Photo Essay, Chapter 3 multimedia piece. Critique and class discussion follow.
- Week 13:** Discussion and examples of photojournalist working internationally over long periods of time and the dynamics involved. Students present Photo Essay web gallery narrative, complete with captions. Critique and class discussion follow.
- Week 14:** Students present Photo Essay multimedia story complete with three chapters. Critique, review, suggestions and class discussion follow.
- Week 15:** Students present final Photo Essay multimedia story complete with three chapters. Critique and class discussion follow.

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

Course Syllabus

Course Area	%	93–100	A	4.00
Tests	10	90–92	A-	3.70
Class Participation	10	87–89	B+	3.30
Homework	10	83–86	B	3.00
Photo Essay Chapter 1	10	80–82	B-	2.70
Photo Essay Chapter 2	10	77–79	C+	2.30
Photo Essay Chapter 3	10	73–76	C	2.00
Final Multimedia Project	30	70–72	C-	1.70
Final Web Gallery Photo Essay	10	67–69	D+	1.30
Extra Credit/Publication in news Outlet print and/or online	10	60–66	D	1.00
Total	100%	0–59	F	0.00

Revision

July 24, 2012

Author Gail Fisher

Date

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

Course Syllabus

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 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.

Course Syllabus

- **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

VJN 295- Photo Essay - 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. Understand and utilize the techniques necessary to tell complex, long term, in-depth stories using multiple pictures that communicate a specific idea or issue.
2. Research a story of social significance; use that research to produce a visual narrative.
3. Understand processes involved with shooting, editing, ordering and submitting storytelling photographs, including an audio narrative in a multimedia presentation.
4. Create in-depth, quality stories for portfolio and understand various publication outlets.

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

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Research Story Idea	6	1,2
Week 2	Story Proposal	4	1,2
Week 3	Report & Proposal	6	1,2
Week 4	Audio IV, Chapter 1	8	1,2,3
Week 5	Audio, Video Ch. 1	6	1,2,3
Week 6	Test & Present Ch.1	6	1,2,3
Week 7	Reading, Audio, Video, Stills, Ch. 2	6	1,2,3
Week 8	Midterm, Audio, Video, Stills, Ch. 2	6	1,2,3
Week 9	Presentation Ch.2	6	1,2,3
Week 10	Speaker Essay, Audio/Video Ch. 3	6	1,2,3
Week 11	Ethics Test, Ch. 3	6	1,2,3
Week 12	Work on Web gallery, Present Chapter 3	6	1,2,3
Week 13	Present Web Gallery	6	1,2,3,4
Week 14	Test, Final Project	6	1,2,3,4
Week 15	Present Final Project	6	1,2,3,4
Total		90	