**JOUR 422 Visual Journalism for Non-**

**Majors**

**4 Units**

**Spring 2020 – Wednesdays – 2-5:20 p.m.**

**Section:** 21126R

**Location:** ANN 408

**Instructor: Miki Turner**

**Office: ANN** 414E

**Office Hours:** Wednesdays, 5-6 p.m., or by appointment

**Contact Info:** [mpturner@usc.edu](mailto:mpturner@usc.edu)

**I. Course Description**

This course is designed to teach non-journalism majors how to create visual content for publication and social media via traditional and digital platforms with DSLRs and mobile devices.

**II. Overall Learning Objectives and Assessment**

The primary goal is to teach students the technical and aesthetic aspects of visual storytelling and photojournalism. Students will use DSLR cameras and mobile devices to tell journalism stories. They will apply standards of professional photojournalism to framing shots, and editing photo and video.

**III. Course Notes**

**IV. Description and Assessment of Assignments**

There will be deadline assignments in and out of the classroom that will include photo essays, multimedia projects and news and event coverage, some of which will be used on the Annenberg Media website. Students will be expected to adhere to all deadlines and contribute weekly to the Facebook and Twitter accounts. Please note that while there are no “pop” quizzes, there will be in-class “pop” assignments. If you are absent on those days you’ll have to make arrangements with the instructor for a make-up assignment.

**V. Grading**

**a. Breakdown of Grade**

| Assignment | Points | % of Grade |
| --- | --- | --- |
| Assignments | 400 | 40% |
| Participation | 150 | 15% |
| Final photo/video project | 250 | 25% |
| Midterm Skills assessment | 200 | 20% |
| **TOTAL** | **1000** | **100%** |

**b. Grading Scale**

|  |  |  |
| --- | --- | --- |
| 95% to 100%: A | 80% to 83%: B- | 67% to 69%: D+ |
| 90% to 94%: A- | 77% to 79%: C+ | 64% to 66%: D |
| 87% to 89%: B+ | 74% to 76%: C | 60% to 63%: D- |
| 84% to 86%: B | 70% to 73%: C- | 0% to 59%: F |

**c. Grading Standards**

Work that shows a lack of effort will be graded accordingly. You will be graded on composition, content and overall effort to produce high quality images and video. Grading will also be based on meeting deadlines. Late work is not accepted in this class. For story assignments, publishable work taking into account audience, engagement and platform/outlet will receive an A. Content with minor errors will receive a B. Stories with several errors will receive a C. Stories with many errors will receive a D. Any assignment with a Gross Factual Error (GFE, such as a name misspelling or incorrect fact) will receive an F.

**“A” photos/videos** are accurate, clear, comprehensive photos/videos that are well shot with the proper exposures and require only minor editing. Video work must also be shot and edited creatively, be well paced and include good sound bites and natural sound that add flavor, color or emotion to the story.

**“B” photos/videos** require more than minor editing and have a few composition or exposure issues. For video, there may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites is required.

**“C” photos/videos** need considerable editing. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable.

**“D” photos/videos** require excessive editing, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.

**“F” photos/video** have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts. Any misspelled or mispronounced proper noun will result in an automatic “F” on that assignment. Any factual error will also result in an automatic “F” on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of “F” and potential USC/Annenberg disciplinary action:

• Fabricating a shot.

• Staging video or telling interview subjects what to say.

• Using video shot by someone else and presenting it as original work.

• Shooting photo/video in one location and presenting it as another location.

• Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more “dramatic” video.

• Promising, paying or giving someone something in exchange for doing an interview either on or off camera.

• Missing a deadline.

**d. Grading Timeline**

There will be a 7-10 day turnaround on most homework assignments.

**VI. Assignment Submission Policy**

Late assignments will not be accepted without prior consent from the instructor. Any late of missed assignments without consent will result in an automatic F. Students will submit links from their personal portfolio sites to Blackboard by 11:55 p.m. on the day before it is due. Any assignments received at 5:01 will be considered late and you will receive an F.

Students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit <http://bit.ly/SubmitAnnenbergMedia> for more information about that submission and review process and email Daily Trojan news editors at [dt.city@gmail.com](mailto:dt.city@gmail.com) for more on how to pitch your work to the campus newspaper.

**VII. Required Readings and Supplementary Materials**

David Busch’s Mastering Digital SLR Photography, By David D. Busch. ISBN: 13: 978-1-305-27840-0

Photojournalism: The Professionals’ Approach, Sixth Edition, Kenneth Kobre.

You will not be required to have a DSLR. You can obtain from the department. There’s a three-day limit when you take them out but make sure you have one available during class times. The cameras are Canon 80Ds with 18-50mm or 24-105mm lenses. We also have a limited number of on-camera flashes available and some higher-end equipment that may be used with special permission from the instructor. You will **be responsible for providing the SD card**. Please make sure it is fast enough to record video.

For some assignments you may need to rent lenses and strobes. You can rent these items and more from Samy’s Camera on Fairfax Boulevard, two blocks south of The Grove. [www.samyscamera.com](http://www.samyscamera.com).

**VIII. Laptop Policy**

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [**Annenberg Digital Lounge**](http://www.annenbergdl.org/) for more information. To connect to USC’s Secure Wireless network, please visit USC’s [Information Technology Services](http://itservices.usc.edu/wireless/support/) website.

**IX. Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)**

**Friday, January 31:** Last day to register and add classes for Session 001

**Friday, January 31:** Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

**Tuesday, February 4**: Last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001

**Friday, February 28:** Last day to drop a course without a mark of “W” on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, February 28:** Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

**Friday, April 3:** Last day to drop a class with a mark of “W” for Session 001

**X. Course Schedule: A Weekly Breakdown  
*Important note to students:*** *Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Topics/Daily Activities | Readings and Homework | Deliverable/Due Dates |
| Week 1  Date: January 15 | Discussion of syllabus and an introduction to APPS, DSLR and mobile device techniques to create content.  Discussion on broadcast and print terminology, story structure. | Assignment. Setting up your portfolio via www.spark.com. This must be a site designated to this class only and an Instagram account for this class only. | Assignment due Jan. 22 |
| Week 2  Date: January 22 | Deep dive into the mechanics of operating a DSLR, focusing on light and exposure. | A Day in the Life. You’ll chronicle your day from sun-up to the moment you fall asleep, focusing on the nuances discussed in class. All photos must be captioned. Post to your Spark page. | Due Jan. 28 at 11:59 p.m. |
| Week 3  Date: January 29 | Review of Day in the Life. Lecture on ethics. | In class quiz on DSLR mechanics |  |
| Week 4  Date: January 5 | Lighting and Lightroom lecture with a guest speaker TBD |  |  |
| Week 5  Date: February 12 | The five shots. Lecture on composing the five basic shots in still photography and video; and captions. | Homework: Compose the five basic shots in a variety of lighting situations—day and night. Inside and outside. Post five shots in each category to your Spark page. | Due on Feb. 18 at 11:59 p.m. |
| Week 6  Date: February 19 | Review of Five shot footage. Lecture on mastering your mobile device. |  | [**President’s Day:** Monday, February 17] |
| Week 7  Date: February 26 | Premiere training with Tom Norris, focusing on the social media template. | Shoot a 1 minute assignment on your mobile interviewing people on a current event. Edit with Premiere social media template. | Due on March 3 at 11:59 p.m. |
| Week 8  Date: March 4 | Field trip to the California Science museum. | Produce a slide show with 10 captioned photos on some of the top attractions in the museum including the space shuttle. All essays MUST include the shuttle. | Due March 10 at 11:59 p.m. |
| Week 9  Date: March 11 | Review of slide show. Lecture on Audition and mobile editing apps. | Students with produce a one-minute social video with V/O on popular spring break destinations for USC students. Quik edits due by the end of class. |  |
| Spring Break  Date: 3/16-3/20 | No Classes |  |  |
| Week 10  Date: March 25 | Guest speaker on creating successful multimedia projects. | Create a pitch for your multimedia final project. In-class skills assessment test. | Due March 30 at 11:59 p.m. |
| Week 11  Date: April 1 | Overview of pitches. Screening of several award-winning multimedia projects. |  |  |
| Week 12  Date: April 8 | One-on-one meetings to discuss final projects. |  | Create rough draft of final project. Due April 14 at 11:59 p.m. |
| Week 13  Date: April 15 | Production |  |  |
| Week 14  Date: April 22 | Production |  | **Final draft of project due on April 29.** |
| Week 15  Date: April 29 | Review of final drafts |  | Final cut due on exam day. |
| FINAL EXAM PERIOD  Date: Monday, May 11, 2-4 p.m. | Screening of final projects |  |  |

**XI. Policies and Procedures**

**Additional Policies**

* Please be prompt to class. Assignments or exercises given in class may not be made up if you are late or absent. Please let me know in advance if possible if you have a family emergency or illness.
* Failure to bring your SD card, computer or camera to class will result in an F for the day unless otherwise notified.
* Participation is part of your grade. Using technology for unrelated class activities should be avoided, as this will affect your participation grade. Use of your computers and digital devices is encouraged for this class when these tools are used for class assignments and projects.
* When e-mailing your instructor, please include the name of the course and your last name in the subject line.

**Communication**

Please feel free to reach out to me at any time if you are confused or unsure about the requirements for an assignment.

**Internships**

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one journalism or public relations class.

**Statement on Academic Conduct and Support Systems**

**a. Academic Conduct**

*Plagiarism*

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b/). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

*USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism’s policy on academic integrity and repeated in the syllabus for every course in the school:

“Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an ‘F’ on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators.”

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

**b. Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](https://studenthealth.usc.edu/counseling/)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org/)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](https://studenthealth.usc.edu/sexual-assault/)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](https://equity.usc.edu/), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\_report](https://usc-advocate.symplicity.com/care_report/)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu/)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscsa.usc.edu](https://uscsa.usc.edu/)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu/)

Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu/), [emergency.usc.edu](http://emergency.usc.edu/)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu/)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

*Breaking Bread Program [undergraduate students only]*

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

**XII. About Your Instructor**

Award-winning photojournalist/producer/author Miki Turner (***journey to the woman i’ve come to love, tomorrow***) has been working in the communications industry for more than 29 years, specializing in print, television, radio and new media. Before completing her first book, ***journey to the woman i’ve come to love***, Turner held positions at the NFL Network, Jet magazine, ESPN, MSNBC.com, AOL.com, BET, and several newspapers.