**JOUR 330: Photojournalism**

**4 Units**

**Fall 2022 – Wednesdays – 9 a.m.-12:20 p.m.**

**Section:** 21130R

**Location:** ANN209

**Instructor: Miki Turner**

**Office:** ANN205B

**Office Hours:** Wednesdays, 1-2 p.m., or by appointment

**Contact Info:** mpturner@usc.edu

**Pronouns:** she/her

**Course Description**

Photojournalism focuses on the visual aspects of storytelling on multimedia platforms. Students will learn the mechanics of still and video photography, composition and framing, lighting and editing on DSLR cameras. This course includes Media Center assignments that must reflect the diversity of our community. Additionally, there will be field trips during class periods to various locations that you will shoot as part of a graded assignment. The final project will be a photo essay on a topic of your choosing such as the ongoing effects of the pandemic, social justice, a USC or local event. These projects, which may also be published on the Annenberg Media News website, can be all stills with text or narration on video, or a posted in gallery format on your Spark page. You can also do a feature essay on a person or place, being fully cognizant of appropriate social distancing. All assignments must reflect the school’s commitment to anti-racism and cultural sensitivity. Diversity adds perspective and context to your work. Assignments that don’t reflect the diversity of our school and community will not be accepted.

**Student Learning Outcomes**

Students will develop a discerning artistic eye and learn how to identify the “money shot” in photography. Developing that eye helps novice photographers go from shooting snapshots to creating compelling photographs. Most importantly, you’ll learn the elements of visual storytelling. We’ll play with angles and exposures to get the desired effect without having to enhance the photo with all of the available editing software. By the end of the semester, you will have mastered the ability to shoot manually on a DSLR without the help of the pre-set program modes.

To master the art of photojournalism you’ll be expected to participate in peer critiques throughout the semester, attend at least one visual art gallery and discuss your reactions to the work in class and develop your writing skills to craft creative and compelling captions to accompany your stills. If you do not have access to a DSLR, please inform your professor immediately. There will be some mobile assignments, but the goal here is to hone your skills on a DSLR.

You’ll also be expected to create your own social media accounts to display and distribute your work. These accounts should be separate from your personal accounts. You’ll be expected to post stills and videos weekly to build your brand.

**Prerequisite(s):** None required, but it suggested that you watch and read the links provided in the weekly schedule

**Recommended Preparation:** Start familiarizing yourself with your DSLR prior to class

**Description and Assessment of Assignments**

You’ll be graded on preparedness and participation when we host guest lecturers, the quality of your work (no under or over-exposed photos; no blurred images, etc.). Art is subjective, but it is important that your photos are technically and creatively on point.

**Course Notes and Policies**

**I WILL NOT** accept late work unless you have a medical or family emergency. All assignments will also be posted in Blackboard, where you will submit your assignments via your Spark Adobe page. If you are not an Annenberg student and don’t have access to the Creative Cloud, please contact our TechOps department so that they can create an account for you for the duration of the semester. They can be reached at: [asctech@usc.edu](mailto:asctech@usc.edu). You must also create your own YouTube or Vimeo channel separate from a personal account. **Also please be prepared for any sudden changes on the syllabus due to breaking news events**. The ability to switch gears quickly is vital in journalism and something you’ll have to get used to. Your final project will be a photo essay slide show with a minimum of 10 photos. You may do a multimedia presentation that includes video as well. These projects will be published on the Annenberg Media News website.

**Required Readings, hardware/software, laptops and supplementary materials**

Annenberg classroom policy requires you to be respectful of your peers, professors and guest speakers regardless of ethnicity, religion, sexual orientation or race. Insensitivity on any level will not be tolerated. Also, as previously mentioned, your work must reflect the diversity of our community. If you are assigned to go out and do a man-on-the-street shoot, your subjects must include people of different races and genders or it will not be accepted.

All USC students have access to the AP stylebook via the USC library. (https://libproxy.usc.edu/login?url=http://www.apstylebook.com/usc\_edu/.)

Students will be graded on adherence to AP style in assignments, including when writing about race and ethnicity. The updated AP style guidelines include capitalizing Black and deleting the hyphen in terms such as Asian American.

The following style guides will be available on BB:

NLGJA Stylebook on LGBTQ Terminology: https://www.nlgja.org/stylebook/

Native American Journalists Association: https://najanewsroom.com/reporting-guides/

National Association of Black Journalists: https://www.nabj.org/page/styleguide

Asian American Journalists Association: https://aaja.org/2020/11/30/covering-asia-and-asian-americans/

The Diversity Style Guide: https://www.diversitystyleguide.com

The NAHJ Cultural Competence Handbook: https://nahj.org/wp-content/uploads/2020/08/NAHJ-Cultural-Competence-Handbook.pdf

Transjournalist Style Guide: https://transjournalists.org/style-guide/

SPJ Diversity Toolbox: https://www.spj.org/diversity.asp

Annenberg also has its own style guide that students can access through the app Stylebot on the Annenberg Media Center's Slack workspace. Annenberg's style guide is being developed with input from students, and whether or not students use our guide, they can provide valuable input here: http://bit.ly/annenbergediting

In addition, Annenberg Media’s Guide for Equitable Reporting Strategies and Newsroom Style (https://bit.ly/AnnMediaEquitableReportingGuide) created by students, has detailed guidelines on thoughtful language and best practices for creating journalism respectful and reflective of a diverse world. Along with other useful resources, it can be found on Blackboard and is incorporated into Stylebot (mentioned above).

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 for more information. To connect to USC’s Secure Wireless network, please visit USC’s Information Technology Services website.

Annenberg is committed to every student’s success. There are multiple resources available to assist students with issues that limit their ability to participate fully in class. Please reach out to a professor and/or advisor for help connecting with these resources. They include the Annenberg Student Success Fund, 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, and other scholarships and awards.

**News Consumption and Knowledge of Current Events**

As journalists, you should keep up with what is happening on campus, in the Los Angeles area, in the United States and around the world. USC provides subscriptions for students, staff and faculty to The New York Times and the Los Angeles Times, as well as the Wall Street Journal.

Through the USC library, you have access to many regional news outlets and a variety of publications that cover specific communities. You should be familiar with publications covering the many communities of Los Angeles such as The Los Angeles Sentinel, The Los Angeles Blade, The Los Angeles Wave, La Opinión, L.A. Taco, The Eastsider, The Armenian Weekly, High Country News, the Asian Journal and others. You should keep up with the Daily Trojan and uscannenbergmedia.com, including USC student-led verticals Dímelo, elevASIAN and Black., listen to NPR and news radio, watch local and national television news, read news email newsletters and push alerts and follow news organizations social networks, including Twitter, Instagram and TikTok. You’re encouraged to sign up for Nieman Lab’s newsletter, which publishes brief, readable articles on important issues in the media. Following the news will sharpen your judgment and provide good (and bad) examples of the state of mainstream journalism.

**Grading**

**a. Breakdown of Grade**

You’ll be graded on preparedness and participation when we host guest lecturers, the quality of your work (no under or over-exposed photos; no blurred images, etc.). Art is subjective, but it is important that your photos are technically and creatively on point. Poor class attendance without approved absence documents may also result in a lower grade.

| Assignment | % of Grade |
| --- | --- |
| Class Assignments | 25% |
| Homework | 20% |
| Participation | 15% |
| Final | 40% |
| **TOTAL** | **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 D. Any assignment with a Gross Factual Error (GFE, such as a name misspelling or incorrect fact) will receive an F. Assignments will be graded within seven days of submission.

**“A” photos** are accurate, clear, comprehensive photos 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** 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** need considerable editing. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable.

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

**“F” photos** 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 photo.

• 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.

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.

**Add/Drop Dates for Session 001 (15 weeks: 8/22/22 – 12/2/22)**

**Link:** [https://classes.usc.edu/term-20223/calendar/](https://classes.usc.edu/term-20213/calendar/)

**Friday, September 9:** Last day to register and add classes for Session 001

**Friday, September 9:** Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

**Friday, September 9:** Last day to change enrollment option to audit for Session 001

**Friday, September 9:** Last day to change a Pass/No Pass to a letter grade for Session 001

**Friday, September 9:** Last day to purchase or waive tuition refund insurance for fall

**Tuesday,** **September 13:** Last day to add or drop a Monday-only class without a mark of “W” and receive a refund or change to Pass/No Pass or Audit for Session 001

**Friday, October 7:** Last day to drop a course without a mark of “W” on the transcript for Session 001. Mark of “W” will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, November 11:** Last day to drop a class with a mark of “W” for Session 001

**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: 8/24 | Overview of the course. There will be technical instruction on how to operate DSLRs  Instruction on shutter speeds and apertures. There will also be a lecture on ethics. | Familiarize yourself with various online photo portfolios of pro photographers and pick three photos that appealed to you and be prepared to explain why in the next class.  Create your Spark Adobe page [www.spark.adobe.com](http://www.spark.adobe.com) | Aug. 31 |
| Week 2  Date: 8/31 | Shooting exercises. Please make sure you bring a camera if you have one. If not, one will be provided. You MUST have a 16gb SD card. | Homework: Bracketing exposures for natural bright and low light situations. You will shoot five shots at different apertures and shutter speeds to determine what is the right exposure. | Take a look at Brian Freeman’s website to inform your questions about his work. <http://www.bkfreeman.com> |
| Week 3  Date: 9/7 | A demonstration on lenses, lighting, portraits, composition and framing and their use by Brian Freeman at his DTLA studio. | You will apply what you learned from Brian and use your lens or lenses to create different effects inside and outside for the next class.  Homework: Photo Essay 1: Shoot a day in your life—10 photos--featuring the nuances of your day during a 24-hour period. No selfies. These shots should chronicle your day from the time you get up, to the time you go to bed. Do not duplicate shots in the same setting. **This assignment must include captions**. Five shot assignments will be posted to Spark page and turned in before the end of class.  Homework: Come up with five pitches for photo essays for the Annenberg Media News. |  |
| Week 4  Date: 9/14 | Meet the editors—Will discuss working for the Annenberg Media News portals with the current photo editors. Review the assignment and LightRoom editing pointers. Caption writing exercise. Discussion and in-class assignment on the five shots.  Shooting for AMN. The MC’s photo editor will discuss the assignment process and listen to story pitches. | Go to Leimert Park on Saturday or Sunday and shoot the drum circle and surrounding events. Shots should reflect the five-shot process. Make sure you have an establishing shot to set it up, a closeup, extreme closeup, medium and nuance shot. Assignment must include captions | LP assignment due on 9/28 |
| Week 5  Date: 9/21 | Discussion on AMN assignments. Choosing your hues: Shooting in b/w versus color. Peer critiques on Leimert Park assignment.  Workshop on converting color photos to b/w. Shooting portraits in b/w and color. LightRoom Workshop. | Homework: Find a campus event to shoot. Must be pre-approved by professor. |  |
| Week 6  Date: 9/28 | Producing compelling slide shows. Guest speaker: Robert Meeks of the LA Times.  Screening: Luis Sinco’s “Marlboro Man.” |  |  |
| Week 7  Date: 10/5 | Video clinic. How to shoot MOS videos on your mobile device. Demonstration on mobile editing apps. | Homework: Pick a current events topic and interview a minimum of three people from diverse backgrounds with diverse perspectives. | Due Oct. 12. |
| Week 8  Date: 10/12 | Guest speaker: Marcus Yam, on front line photography. |  | [**Fall Recess:** Thursday, October 13, and Friday, October 14] |
| Week 9  Date: 10/19 | Social media video editing workshop with Tom Norris. | Use your mobile video bites to create a 30-second social media teaser. | Due Oct. 26 |
| Week 10  Date: 10/26 | Guest speaker: TBD Motion photography workshop. | Select your best five photos and post to your Spark page with captions. | Due 11/2 |
| Week 11  Date: 11/2 | Individual discussions on Final project and progress review. | Homework: Written summary of final project. | Due 11/9 |
| Week 12  Date: 11/9 | Discussion of final project. Visit to the Expo Park Museums. You will shoot various exhibits and post to your spark page. You will also write a summary lede on what you saw and why it was so appealing. |  | Due 11/16 |
| Week 13  Date: 11/16 | Review of assignment | Homework: First draft of final project. | 11/21 |
| Week 14  Date: 11/23 | No Class |  | [**Thanksgiving Recess:** Wednesday, November 23, to Sunday, November 27] |
| Week 15  Date: 11/30 | Individual conferences to discuss final project draft. | Homework: Final project. |  |
| FINAL EXAM PERIOD  Date: 12/12, 11 a.m.-1 p.m. | Final project presentation. |  |  |

**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, <https://policy.usc.edu/research-and-scholarship-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*

<https://eeotix.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 Student Accessibility Services - (213) 740-0776*

osas.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/note takers/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/annenberg-scholarships-and-awards>

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.

*Annenberg Student Emergency Aid Fund*

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students’ continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

**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 40 years, specializing in print, broadcast and online. 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. Turner is currently an associate professor of professional practice at USC Annenberg.