

J450 ADVANCED PHOTOJOURNALISM

PROF. DAVID BLUMENKRANTZ FALL 2009 MONDAY 2-5, MZ 213
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COURSE DESCRIPTION

Advanced Photojournalism is designed for students who are in the Photojournalism Concentration, and are seriously considering the profession. Emphasis will be placed on:

- developing skills in photographing news, portraits, features and sports
- familiarization with the profession of photojournalism
- proficiency in using Adobe Photoshop
- the creation of a personal portfolio
- the development of a personal philosophy toward photojournalism
- producing multi-media presentations for the web, using new media technologies

EQUIPMENT

This course is geared toward the electronic and digital processing and dissemination of images. Digital SLR cameras are preferred. 35mm film cameras are acceptable, but all negatives will then be scanned for processing with Photoshop. Fully automatic, fixed-lens "point and shoot" cameras are not allowed. Students need a USB mini-drive of at least 512MB. Also recommended: an audio digital recording device.

TEXTBOOK

Photojournalism: The Professional' Approach. Kenneth Kobre, 6th Edition.

Shaking the Foundation: 200 Years of Investigative Journalism in America. Bruce Shapiro, editor.

Adobe Photoshop CS manual is available as an eBook on our lab's server.

FLICKR <http://www.flickr.com>

Each student is required to open a professional account, and establish themselves as a contact with the instructor and the rest of the students in class.

Instructor's Flickr site: <http://www.flickr.com/photos/kioko/>

ASSIGNMENTS

I THE ENVIRONMENTAL PORTRAIT (Due Sept. 14)

II SPORTS/ENTERTAINMENT: Identify and contact one CSUN athlete or performer (dancer, musician, actor). Over the course of the semester, document this person at home, work, in class, in practice or rehearsal, during games or performances, and arrange one photo session in our studio. Minimum of ten images required, with detailed captions in *Soundslides* format. All of your best digital files from this work should be posted on Flickr in a set entitled "CSUN Student." (Due October 26)

III PHOTO STORY: Produce one in-depth multi-media presentation on an issue of social importance. Audio component should include both interviews and ambient sounds. Minimum of ten images required, with detailed captions in *Soundslides* format. All of your best digital files from this work should be posted on *Flickr* in a set entitled "Social Issue." (Due Nov. 23)

IV PROFESSIONAL PHOTOJOURNALIST: Team up with a professional photojournalist. Follow their work as it is published in print or online, interview them, and accompany them for at least one day on the job. Present a 2-3 page report on your findings, along with their clippings, either in a notebook or as a Powerpoint. (Due Nov. 30)

V PORTFOLIO: By the end of the semester you should have prepared an online portfolio of 20 captioned images, which includes one of your photo stories, posted on *Flickr* in a set entitled "Portfolio." (Due Dec. 7)

FINAL EXAM (December 14)

The final exam will focus exclusively on issues related to photojournalism law and ethics.

COURSE OUTLINE (Pending approval of furlough days for faculty)

(Subject to change according to availability of guest speakers)

- Aug. 24 Introduction: course objectives, expectations.
Lecture: The Environmental Portrait: *Kobre* chapter 5)
Lab: Using Photoshop: *Kobre* pages 468-481
ASSIGNMENT: PHILOSOPHY STATEMENTS (*due Sept. 14*)
ASSIGNMENT: ENVIRONMENTAL PORTRAIT (*due Sept. 14*)
- Aug. 31 Guest speaker: Alex Collins, professional photojournalist
- Sept. 14 Critique: Environmental portraits
Lecture: The photographer/subject dynamic; the importance of the feature story/photo essay; difference between the narrative story and the photo essay/documentary: *Kobre* chapter 11.
ASSIGNMENT: Sports/Entertainment Photo Essay
- Sept. 21 Guest speaker: L.A. Times videographer Myung Chun
ASSIGNMENT: Professional Photojournalists (*due Nov. 30*)
- Sept. 28 Lab: Audio recording and editing. Using *Garage Band*.
Lecture: Lighting techniques
- Oct. 5 Guest speaker: L.A. Times photographer. Researching, developing, shooting the feature story using new media technology for online presentation
Lab: Using *Soundslides*
- Oct. 12 Lecture/class activity: Photojournalism History; preparation for visit to Pictures of the Year International exhibit at The Annenberg Space for Photography (date to be announced)
- Oct. 19 Lecture: Ethical Issues in Photojournalism: *Kobre* chapter 15, *Zavoina & Davidson* chapter 12 pgs 164-168
- Oct. 26 Critique: *Soundslides* on CSUN student athletes/performers.
- Nov. 2 Legal Issues in Photojournalism: *Kobre* chapter 16; *Zavoina & Davidson* chapters 11/12
- Nov. 9 **No class meeting (furlough day)**
- Nov. 16 GUEST SPEAKER: Putting together the portfolio; Turning Pro (chapter 18); entering contests; rethinking personal philosophies of photojournalism
ASSIGNMENT: Final Portfolios (*due Dec. 17*)

Nov. 23	Critique: Social Issue <i>Soundslides</i> presentations.
Nov. 30	Presentations on professional photojournalists; consultations on portfolios
Dec. 7	Portfolios, and reports on professional photojournalists due today: each student to make an oral presentation of their experiences
Dec. 14	FINAL EXAM: Photojournalism Law & Ethics

the little things that make or break your grade

- TURN IN THE WORK WITH A WRITTEN REFLECTION: YOUR THOUGHTS ON THE TECHNICAL, JOURNALISTIC AND ARTISTIC ASPECTS OF THE WORK
- SUBMIT ESSAY WORK FOR CLASS CRITIQUES IN SOUNDSLIDES FORMAT: TRANSFER WORK TO PROFESSOR'S LAPTOP VIA CD ROM
- PROCESS THE IMAGES THROUGH PHOTOSHOP; SAVE YOUR BEST IMAGES IN JPEG FORM IN FLICKR AND THE LAB'S SERVER: KEEP BACK-UP FILES FOR YOURSELF BY BURNING YOUR IMAGES ONTO A CDROM OR COPYING INTO YOUR PERSONAL COMPUTER

ORGANIZATIONAL NOTES

Class only meets once per week, so it is important that you attend as often as possible. Remember, missing one class in this format is the same as missing an entire week of instruction in a daily class. **Each absence will result in 3pts taken off final grade; each late arrival will cost 1 point.**

This is a laboratory class. Although you will not be expected to adhere to a formal lab schedule, *you should treat each assignment as if it came from a publication, and remember that you have a deadline to meet.* The work can be completed at your discretion, though you are advised not to leave your lab work until the last minute. Lab hours for independent work will be posted.

Your lab fees go toward hiring lab techs, but you may incur additional expenses for film, paper and other incidentals. *Students are expected to clean up after themselves.* Common courtesy is expected and appreciated.

PLAGIARISM: DEPT. OF JOURNALISM STATEMENT

Plagiarism and other forms of cheating will not be tolerated, and anyone caught cheating will be reported to the dean of students and will receive a failing grade in the course. For a further explanation of disciplinary procedures, consult pages 522-524 of the 2002-2004 CSUN catalog. Please also remember that much of the information posted on the Internet is protected by U.S. copyright laws. Passing this information off as your own is a violation of CSUN's plagiarism policy, and carries the penalties outlined above.

JOURNALISM DEPT. POLICY STATEMENT ON CULTURAL DIVERSITY

Students in this course are strongly encouraged to broaden their journalistic experiences, with the instructor's help, by including in their work people and subjects such as ethnic, racial and religious minorities; the elderly, disabled and poor; gay men and lesbians; and other similar groups. The intent is to ensure that student work reflects the diversity of the community.