

Washtenaw Community College Comprehensive Report

PHO 227 Photojournalism Effective Term: Winter 2012

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Photography

Course Number: 227

Org Number: 14530

Full Course Title: Photojournalism

Transcript Title: Photojournalism

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Rationale: Updates in PHO program.

Proposed Start Semester: Winter 2012

Course Description:

This course covers the fundamental principles of communicating newsworthy events, contemporary social issues and human interest stories through still photography. Students develop specialized shooting skills, and apply industry standards and ethics associated with photojournalism.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 15 **Student:** 15

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

PHO 111 minimum grade "C-"

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Produce a portfolio of photojournalistic photographs.

Assessment 1

Assessment Tool: Portfolio evaluation using a standardized rubric.

Assessment Date: Fall 2011

Assessment Cycle: Every Three Years

Course section(s)/other population: all sections (typically only 1 section is offered per semester)

Number students to be assessed: all

How the assessment will be scored: Photojournalism portfolios will be assessed using a rubric.

Standard of success to be used for this assessment: 75% of students must meet all learning outcomes with a score of average or better.

Who will score and analyze the data: External reviewers representative of the industry will score each portfolio. Full-time faculty will compile and analyze the resulting data.

2. Apply photojournalism industry standards and ethics (subject permissions, editing restrictions, captioning, etc.) to photographic work.

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Course Objectives

1. Control image exposure in a variety of lighting conditions including multiple color temperatures.

Matched Outcomes

2. Photograph using electronic flash as a primary light source.

Matched Outcomes

3. Photograph using electronic flash as a fill light source.

Matched Outcomes

4. Evaluate shooting environments for best light solutions.

Matched Outcomes

5. Adapt to a variety of shooting situations and environments.

Matched Outcomes

6. Control distance to subject ratio through lens choice and shooting position.

Matched Outcomes

7. Communicate with subjects in a professional manner.

Matched Outcomes

8. Clearly and accurately caption photographs.
Matched Outcomes
9. Gather pertinent information about subjects and shooting assignments.
Matched Outcomes
10. Build rapport with subjects.
Matched Outcomes
11. Process digital files for print and Web publication.
Matched Outcomes
 1. Produce a portfolio of photojournalistic photographs.
12. Edit photographic shoots for quality and variety in shots.
Matched Outcomes
13. Edit photographs for a specified photojournalism essay.
Matched Outcomes
14. Archive and organize photographs using industry standards.
Matched Outcomes
15. Discuss and debate ethical issues related to the field of photojournalism.
Matched Outcomes
16. Apply photojournalism industry standards (such as manipulation standards, captioning and subject permissions).
Matched Outcomes
 1. Produce a portfolio of photojournalistic photographs.
17. Produce a portfolio of photojournalistic work that includes the following categories of photographs: feature (moments or pictorial), news (spot or general), portraits (environmental or formal), sports (action or feature) and picture story (1 day essay or long term project).
Matched Outcomes
 1. Produce a portfolio of photojournalistic photographs.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom
Computer workstations/lab

Reviewer

Faculty Preparer:

Jennifer Baker

Department Chair/Area Director:

Kristine Willimann

Action

Faculty Preparer

Recommend Approval

Date

Feb 24, 2011

Feb 28, 2011

Dean:

Rosemary Wilson

Recommend Approval

Mar 22, 2011

Vice President for Instruction:

Stuart Blacklaw

Approve

Oct 07, 2011