

## Course Descriptions

### Journalism

#### **JOUR 1013 Introduction to Mass Communications**

This is a survey course emphasizing communication theory, mass media history and ethics, and the operation and structure of the American communication system.

#### **JOUR 1111 Introduction to Digital Photography**

This course is designed to introduce the student to digital imaging and Adobe® Photoshop®. Digital imaging and output will be discussed. Exercises to practice the basic image editing features of the software will be given.

#### **JOUR 1113 Writing for Mass Media**

The course will cover the basic skills and terminology associated with the broadcast journalism profession. The student will learn to gather, record, edit and broadcast information for a produced newscast. An emphasis will be placed on the difference between print and broadcast journalistic style.

#### **JOUR 1123 News Reporting & Writing**

Fundamentals of news reporting skills with emphasis on developing a broad range of skills in writing in specialized areas including interviewing techniques, beat reporting, court reporting, alternatives to the inverted pyramid, sports reporting, investigative writing, editorial writing, newspaper ethics and media law. Prerequisite: Writing for Mass Media (JOUR 1113).

#### **JOUR 1131 Beginning Black & White Darkroom**

Students will develop Black and White film and print their own black and white photographs in this lab. Students will study basic developing techniques for film and polycontrast printing technique for making black and white enlargements. Students will learn printing techniques of dodging and burning as well as more advanced controls and techniques. Recommended for those taking JOUR 1133; required component of JOUR 1133 for Photography and Digital Imaging majors.

#### **JOUR 1133 Beginning Photography**

A study of fundamentals of photography for the beginning student or hobbyist interested in gaining a familiarization of photography. The class will study the controls found on adjustable cameras; basic photographic techniques; composition; available light and flash photography; black & white and color films. Students wishing to learn how to process b&w film and prints should also enroll in JOUR 1131 Beginning Black & White Lab. Access to and use of an adjustable 35mm film or 35mm style digital camera is essential to this course. There are a limited number of cameras for check out. Assignments for this course can be produced in the JOUR 1131 Black and White lab course. Photography and Digital Imaging majors must enroll in JOUR 1131 concurrently.

#### **JOUR 1143 Graphics and Video Production**

Graphics and Video Production is a required course for the Multimedia Digital Communications Program. The purpose of this course is to prepare students to produce state of the art video presentations. Students will learn to create and edit analog and digital presentations using PowerPoint, the Internet and other visual mediums generated via computer. These productions include text, graphics, video and audio clips.

#### **JOUR 1223 Design Technology**

This is a basic study and examination of the integration of text, graphics, and other media for digital imaging, page layout, and web design. Computer laboratory assignments will direct the student in image capture, image modification and manipulation, page layout, web application, and output to other computer applications, printers, and storage devices. Prerequisite: CS 1113 Computer Concepts, concurrent enrollment, or permission of the instructor.

#### **JOUR 2013 Principles of Advertising**

Survey of advertising industry, media functions, careers in advertising, social and economic aspects, budgets, appropriations, rate structures, terminology, basic elements and purposes of advertising.

#### **JOUR 2023 Photojournalism**

The application of photography for journalistic coverage of feature, news, and public relations needs. Students will examine various styles, digital imaging, and ethics.

#### **JOUR 2043 Light and Lighting**

This is a foundation course designed to prepare students in skills that deal with light and lighting and

studio work. Students will study light theory, lighting equipment, exposure, film, composition and picture-taking techniques. Students will practice available lighting with reflectors, lighting with small single and multiple strobe units and studio lighting equipment. Prerequisite: JOUR 1133 Beginning Photography and concurrent enrollment in JOUR 2133 Intermediate Photography is recommended.

#### **JOUR 2101 Independent Photographic Darkroom**

Students who wish to have more practice in the darkroom may sign up for an additional lab period. This will be independent lab with objectives and projects coordinated with the instructor.

#### **JOUR 2113 Digital Imaging**

This course covers digital imaging and editing of images to prepare images for photographic applications as well as applications in graphics, web, multimedia, and page layout. Assignments will direct the student in image capture, image modification and manipulation, and output to computer applications, printers, and storage devices. Prerequisites: JOUR 1223 Design Technology; JOUR 1133 Beginning Photography is recommended but not required.

#### **JOUR 2133 Intermediate Photography**

This is a continuation of JOUR 1133 Basic Photography. Students will advance their skills in black and white and begin developing photographs in color. The class will place an emphasis on composition. Students will identify specific genres of photography in which they are interested, evaluate occupational and advanced skills and begin building a portfolio. Prerequisite: Beginning Photography (JOUR 1133). A lab is required with this course.

#### **JOUR 2143 Advanced Photography**

Students will study advanced photographic theory, composition and presentation. Various topics, such as, the zone system, color theory and visual psychology will be discussed. Students will continue to work on their portfolio. Prerequisite: Intermediate Photography (JOUR 2133) A lab is required with this course.

#### **JOUR 2213 Photographic Studio Practice**

This is a continuation of JOUR 2043 Light and Lighting. This course will further prepare students to work in a studio environment. Topics will include advanced studio lighting for portraits, outdoor and environmental portraiture, wedding photography and commercial lighting applications. Pre-requisite: JOUR 2043 Light and Lighting.

#### **JOUR 2223 Broadcast Journalism**

Basic skills and terminology of broadcast journalism. Gathering, recording, editing and casting of news material for on-air use are explored. Special emphasis on differences between print and broadcast journalistic style.

#### **JOUR 2240 Publications Practicum**

Fundamentals of layout and design as used in a magazine and newspaper approaches are applied to the student newspaper and yearbook in the desktop publishing environment with practical skills in writing, advertising, photography and editing.

#### **JOUR 2283 Industry Issues**

This is a seminar course dealing with current topics affecting the field of photography and digital imaging. Students will be expected to identify the specific area of photography in which each wants to work. Students will make short and long range goals, prepare a resume, make industry contacts, perform job searches, study interview skills and study the basics of running a photography business. Students will finalize their student portfolio. They will attend relevant industry conferences and visit current working photographers and industry related businesses. Prerequisite: Students should be in the final semester of the Photography and Digital Imaging major.

#### **JOUR 2313 Advanced Digital Imaging**

This course is an advanced study of digital imaging, image editing and manipulation. Emphasis will be placed on graphics and digital images for photographic applications. Students will be encouraged to take the Adobe® Certified Expert examination for Photoshop® but it will not be required. Prerequisite: JOUR 2113 Digital Imaging .

#### **JOUR 2401 Action Photography Seminar**

The principles of sports and action photography are discussed and practiced. The use of the shutter for freezing action, blurring action and panning are the basic controls that are studied. The use of various lenses and equipment is considered. Offered fall semester, odd years.

#### **JOUR 2411 Flash Photography**

The use of electronic flash or strobe lighting is the objective of this course. The principles of flash

exposure, the inverse square law of light, guide numbers and power ratings are discussed. Experiments with multiple flash and painting with flash are demonstrated. Offered spring semester, even years.

#### **JOUR 2421 Available Light Photography**

This is a study of the basics of exposure especially as it relates to unusual lighting situations especially night photography. The use of various films, reciprocity failure and development techniques will be discussed. Students will practice taking photographs in unusual lighting situations. Offered spring semester, even years.

#### **JOUR 2431 Photographic Creativity Seminar**

This seminar will study the theory of creativity as it relates to photography. Topics will include sources of creativity, how to become more creative and right brain/left brain approaches to art and photography. The class will review the basics of composition. Offered spring semester, odd years.

#### **JOUR 2441 Photography Trip Seminar**

Students will help plan and execute a trip. The students will study landscape and travel photography as well as the culture of the area visited. Students will plan photographic opportunities and preparations needed and prepare a presentation following the trip. Offered fall semesters.

#### **JOUR 2450 Supervised Study in Journalism**

This class is an independent study agreement between the instructor and student. The requirements will be developed and supervised by the instructor.

#### **JOUR 2451 Wedding Photography**

This course will study the basic approaches to wedding photography from the traditional approach to a photojournalism style. The unique photographic problems of wedding photography and the equipment needed will be discussed. Students will practice posing and photographing the bride and groom, groups and candid photos. Prerequisite: JOUR 1133 Beginning Photography is recommended. Offered fall semester, even years.

#### **JOUR 2460 Internship in Journalism**

This is an internship agreement between the student, instructor and media supervisor to allow the individual student to gain practical experience in the daily operations of the participating media facility.

#### **JOUR 2461 Environmental Portraiture**

The focus of this seminar is on portraiture outdoors and on location as opposed to a studio environment. Students will study the basics of portrait lighting, posing and exposure technique as each relates to environmental portraits. Equipment needs of advanced amateur and professional level work will be discussed. *Traditionally offered only in the fall semesters, even years.*

#### **JOUR 2463 Internship in Photography**

This is an internship agreement between the student, instructor and owner/manager of a photographic studio. The student will be expected to participate in 150 hours of work supervised experience with an established photographer/studio. Prerequisite: Permission of instructor and second year in major.

#### **JOUR 2493 Landscape and Fine Art Photography**

The principles of landscape photography and composition will be discussed. The class will study exposure, film selection, format and lenses and equipment. This will be offered in conjunction with a trip to locations that vary each summer. The trip is not required but is an integral part of the experience. The instructor will arrange the trip which will incur an additional cost. Prerequisite: Beginning Photography (JOUR 1133) is recommended but not required. *Offered summer semester.*