

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	BA Social Media and Digital Communication
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Photojournalism
<b>Course Code:</b>	ADM 6425
<b>Course Leader:</b>	Professor Mary Robert
<b>Student Engagement Hours:</b>	120
Demonstrations and Practice	25
Lectures	10
Tutorials and/or Group Critiques	7
Study Visits	3
	<hr/>
	45
Independent / Guided learning:	75
<b>Semester:</b>	Fall/Spring
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:**

Concentrates on the reportage area of photography using digital equipment. Students learn about the history, nature, ethics, and techniques of photojournalism by studying the work of eminent practitioners and by shooting, printing and laying out a number of documentary style projects. This course is recommended for communications, journalism and social science students as well as photographers.

**Prerequisites:** ADM 3160 or ADM 5405.

**Aims and Objectives:**

By critiquing current published work of various photojournalists and examining the styles of a number of publications, students are introduced to the various aspects of photojournalism. They put into practice the perceptions gained from their analysis in the form of mock journalistic assignments in which they are encouraged to reflect upon and interpret society's conditions.

Typical assignments include: covering a daylight event, profiling a personality, covering a place or event at night, covering an indoor low-light situation and producing a profile of a place followed by making a layout appropriate to the intended publication.

A portion of the course concentrates the students' efforts on getting involved with a local issue, area, organization etc. in order to adequately research and then, over a period of time, photograph extensively, edit, conduct interviews if appropriate, write the headline and captions and make the layout for a photo essay of approximately eight pages.

Examining a specific topic such as the life and work of a photojournalist, a notable period or movement in the history of the discipline or a debatable issue of importance such as those which involve ethical questions will serve to introduce the student's Photo Essay topic.

**Programme Outcomes:**

A6 (i), A6 (ii), A6 (iii), A6 (iv), B6(i), B6(ii), B6(iii), B6(iv), C6 (ii), C6 (iii), C6 (iv), D6 (i), D6 (ii), D6 (iii), D6 (iv)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at:

<http://myrichmond.richmond.ac.uk/departments/artsandsciences>

**Learning Outcomes:**

- Demonstrate fluency in the use of the digital SLR and the ability to effectively communicate their own ideas in the photojournalistic context.
- Apply the current layout software to one's own photographs and text in an appropriate publication demonstrating a systematic understanding of the interaction of the various elements and their effect on the reader.
- Demonstrate the ability to be adaptable and work flexibly in the context of a photojournalistic assignment.
- Demonstrate an awareness of the professional codes of conduct in photojournalism and incorporate this into their own practice.

**Indicative Content:**

- Introduction to history of photojournalism
- Demonstration editing/ cropping/ resizing
- Layout propositions: editing/resizing/cropping/importing images
- InDesign (or current layout software) demonstration
- The effect of layout on the reader's understanding
- The photojournalistic photograph:
  - and its relation to Fine Art
  - and its relation to context (which magazine, museum etc.)

