

CO 4423: Adv Photographic Communication
Class Meetings:

Section 01 TR 2:00 - 3:50 PM

Associate Professor Wendy Roussin, MFA

Office: 37 McComas Hall
Office Hours: TR 1-2 PM
or by appointment

email: wroussin@comm.msstate.edu

Location: 216 McComas Hall

REFERENCES

Any photography textbook – none required
Any up-to-date Adobe Photoshop manual (online or print)

COURSE OBJECTIVES

(Prerequisite: CO 3403). Two hours lecture. Two hours laboratory. Exploration of narrative and illustrative photography in PR and news. Evaluation of still vs. moving images and Web/multimedia presentation options.

This course is designed to expand upon the basic principles of photography and digital image editing as they relate to a photojournalistic style of expression. Technical, practical and aesthetic concerns will be part of each assignment.

Assignments will be shot using a digital SLR camera, input & perfected in the computer and output in appropriate fashion. This will differ from assignment to assignment and will involve multimedia /video applications (HD video, stop-animation video) and photographic illustration techniques in addition to still image editing.

A dSLR (digital single lens reflex) camera outfit (body + lens) is REQUIRED to complete assignments for this class. A camera that has the capacity to shot HD video is preferred. HD video capable cameras can be provided for assignments involving video.

A MAC laptop and a subscription to the Adobe Creative Cloud is REQUIRED to complete assignments for this class. Info can be found here:

<https://www.comm.msstate.edu/academics/laptop+camera/index.php>

CLASS EMAIL LISTS and WEBSITE

I will periodically send class related information via a class email list. Please check your email regularly.

Class information such as PDF's of handouts and sample projects can be found at

<http://wkr1.comm.msstate.edu/4423/>

ATTENDANCE: CLASS & CRITIQUE TIMES

Attendance in class and during scheduled critiques is mandatory. If an absence is necessary, please try to contact me prior to the beginning of class. Each student may have up to 3 absences without penalty. Use them wisely. After 3 absences, the penalty will be 5 points off the final average for each successive absence, up to a total of 10 points. It is the student's responsibility to arrive on time for class and sign the roll sheet.

Outside of official University sanctioned events, there are no unexcused absences, except under extreme and unusual circumstances. If you wish for an absence to be excused, please bring a written explanation from an unbiased person of authority (doctor, lawyer, judge).

Certain class periods will be primarily "work" periods. If you come to class unprepared to work, you will be counted absent. "Work" days and "Open Lab" times require class attendance unless

specifically indicated. Because of the important nature of critique, late arrival to class on critique days will not be tolerated and late assignments will not be accepted without a significant reason.

No food or drink is allowed in the classroom space. The use of cell phones and/or text messaging in class is prohibited. Devices will be confiscated.

EVALUATION

The grading scale is as follows: 90-100 A, 80-89 B, 73-79 C, 66-72 D, Below 65 F

A grade of "A" would indicate consistently excellent work, a "B" would indicate above average work, and a "C" grade would indicate average work. Average should be defined as turning in the assignment or project on time and meeting all stated requirements. Above average and excellent grades are earned by exceeding the assignment or project specifications in a demonstrable way, generally by aesthetic concerns and technical skill. Grades of a "D" or "F" are earned by failing to meet deadlines and expectations for assigned coursework.

Assignments –50% of Total Grade

Photographic assignments will be the main crux of this class. They will range from the technical to the aesthetic, covering different aspects of photography & photojournalism. Assignments will fall into 3 main categories: Extended Feature Stories/Photographic Essays, Photographic Illustrations, and Motion-based Photography.

NOTE: The Feature Photography Essay project will be a semester-long project that also serves as the Final Project. Its grade will not be calculated in this section.

Illustration / Manipulation Projects (2) – 20% of total grade

Each project will be worth 10% of the total grade

Motion Based Projects (2) – 30% of total grade

Video project will be worth 20% of total grade

Stop Motion /Time Lapse project will be worth 10% of total grade

Each assignment will have unique guidelines. All work MUST be turned in within the project specifications and may include multiple versions. Assignments turned in "on-time" are eligible to be reworked for a higher grade, subject to certain limitations and deadlines. Late work MAY be accepted with a penalty and an approved explanation.

Short tutorials and presentations will also be completed and graded during the course of the semester. Grades for these short tutorials and presentations will be part of each overall project grade.

Final Project– 50 of Total Grade %

The semester long project – Feature Photography Essay (FPE).

The FPE will consist of 15-20 images that create a comprehensive photographic story by exploring a theme or documenting a story

Failure to present a Final Project will constitute Failure of the class. No exceptions.

This project will be due EITHER during the Final Exam Period or on the last scheduled day of class – Tuesday April 23. Final decision will be held via a class vote PRIOR to the Easter Break

Scheduled Exam Time: Monday April 30, 3-6 PM

There will be no written Exam.

EMAIL ETIQUETTE

Please remember to conduct all class related emails in a professional manner. It is preferred that all emails originate from your official MSU email address. All emails should contain your full name and the name of the class and should contain an appropriate subject line that indicates the reason for the email. Complete sentences should be used in the email and there should be no texting abbreviations. You should complete a 'spell check' before sending. If you are requesting a meeting – please indicate the times you are available.

Honor Code:

Mississippi State has an approved Honor Code that applies to all students. The code is as follows: “As a Mississippi State University student, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: <http://honorcode.msstate.edu/policy>.

Title IX:

MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU’s educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU’s Director of Title IX/EEO Programs at 325-8124 or by email to titleix@msstate.edu. Additional resources are available at <http://www.msstate.edu/web/security>, or at <http://students.msstate.edu/sexualmisconduct/>.

Support Services:

Students who need academic accommodations based on a disability should visit the Office of Student Support Services, 01 Montgomery Hall, call 662-325-3335, or visit the website at <http://www.sss.msstate.edu>.

**Minimum Required Supply List for CO 4423: Advanced Photographic Communication
(DOES NOT INCLUDE THE REQUIRED COMPUTER AND SOFTWARE)**
(<https://www.comm.msstate.edu/academics/laptop+camera/index.php>)

dSLR Camera and Lens - HD video capable preferred

Imaging Supplies for dSLR Camera Users

- Appropriate Memory Card to fit your camera. 8 GB or greater recommended.

Required Storage

- Portable Hard-drive or USB Flash-Drive (8 GB or larger recommended)