

# COM3209: DIGITAL PHOTOJOURNALISM

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**Effective Term**

Semester A 2022/23

## Part I Course Overview

**Course Title**

Digital Photojournalism

**Subject Code**

COM - Media and Communication

**Course Number**

3209

**Academic Unit**

Media and Communication (COM)

**College/School**

College of Liberal Arts and Social Sciences (CH)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

B1, B2, B3, B4 - Bachelor's Degree

**Medium of Instruction**

Other Languages

**Other Languages for Medium of Instruction**

English [For practicum component: English and Chinese]

**Medium of Assessment**

English

**Prerequisites**

Nil

**Precursors**

Nil

**Equivalent Courses**

Nil

**Exclusive Courses**

Nil

## Part II Course Details

### Abstract

This course aims to teach students the importance of still visual images in communicating ideas and hands-on skills in producing news-oriented photography, as well as the criteria necessary to recognize, evaluate and capture photos with social or news value in a variety of common journalistic situations. In addition, it trains students to use digital production tools that are becoming a major part of required knowledge for photojournalists. It also teaches students the ethics of photojournalism.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of the history and development of the profession of photojournalism	10	x	x	x
2	Demonstrate knowledge of the ethos of the profession and the great works	10	x	x	x
3	Visualize content for what is visually newsworthy	10	x	x	x
4	Understand the camera as an extension of the eye for newsworthy visuals	10		x	x
5	Understand a still camera (35mm/digital) in all of its manual functions (shutter, focusing, aspect ratio, depth-of-field, f-stops)	10		x	x
6	Handle lens characteristics (wide, medium, narrow, telephoto) and the kinds of images they produce	10		x	x
7	Demonstrate knowledge of various kinds of film/digital settings and the results they produce	5	x	x	x
8	Shoot and present journalistic images in two major manners: 1. well-composed standalone photograph 2. documentary and storytelling photo-sequences	20		x	x
9	Evaluate photos on news values and aesthetics	10	x	x	x
10	Follow ethics and engage in ethical photojournalistic practices	5	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

	<b>TLAs</b>	<b>Brief Description</b>	<b>CILO No.</b>	<b>Hours/week (if applicable)</b>
1	Lectures	Study the history of photojournalism and the great works of photojournalists	1, 2	2 weeks
2	Lectures	Study codes of ethics for photojournalists and cases of privacy, private property, and right of portrait.	10	1 week
3	Tasks	Investigate what constitutes newsworthy photos and visuals - news values - local and international news publications - on-line news photos and visuals	3, 4	2 weeks
4	Hands-on exercises and assignments	Learning through exercises and course works: - light and its effects - shutter speed - depth of field - portraits - digital darkroom (basic editing) - 3-photos story - standalone photograph - photo essay - digital portfolio	1, 2, 3, 4, 5, 6, 7, 8	8 weeks

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks (e.g. Parameter for GenAI use)</b>
1	In-class exercises: - portrait (5%) - shutter speeds (5%) - depth of field (5%) - shadows (5%) - digital portfolio (10%)	1, 2, 3, 4, 9, 10	30	
2	Hands-on assignments: - 3-photos story (20%) - 1-photo composition assignment (20%) - Photo essay (final assignment) (30%)	3, 4, 5, 6, 7, 8	70	

**Continuous Assessment (%)**

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

In-class exercises

**Criterion**

Command of subject matter

**Excellent (A+, A, A-)**

Excellent command of the course content.

**Good (B+, B, B-)**

Good command of the course content.

**Fair (C+, C, C-)**

Adequate command of the course content

**Marginal (D)**

Fair command of the course content

**Failure (F)**

Inadequate command of the course content

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**Assessment Task**

Hands-on assignment

**Criterion**

Ability to create journalistic visuals based what they have learned in class

**Excellent (A+, A, A-)**

Excellent application of concepts and techniques taught in class.

**Good (B+, B, B-)**

Good application of concepts and techniques taught in class.

**Fair (C+, C, C-)**

Adequate application of concepts and techniques taught in class.

**Marginal (D)**

Marginal application of concepts and techniques taught in class.

**Failure (F)**

Failure to meet most or all the criteria.

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## **Part III Other Information**

**Keyword Syllabus**

Photojournalism; Visual images in communication; Ethics of photojournalism; Production of photo/images for journalism; Masterpieces of photojournalism.

**Reading List****Compulsory Readings**

<b>Title</b>	
1	Kenneth Kobre (2008). Photojournalism: The Professionals' Approach (6th ed.). Elsevier Science & Technology Books, U.S.A.
2	Jon Canfield & Tim Grey (2004). Photo Finish: Digital Photographer's Guide to Printing, Showing, and Selling Images. San Francisco, Calif.: Sybex, U.S.A.
3	The South China Morning Post
4	National Geographic

**Additional Readings**

<b>Title</b>	
1	Nil