Regent University Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS

JRN 589 MAD: Wksp: Digital Photography (3)

Course dates: May 7 to June 16, 2012

Credit Hours: 3
Professor: Dr. Markus Pfeiffer, pfeiffer@regent.edu

All students are required to read and have a thorough understanding of the syllabus. Students will be required at some point either online or on campus to acknowledge that they have read the syllabus. Any questions or concerns need to be addressed to the instructor.

Mission Statement School of Communication and the Arts:
The mission of the College of Communication and the Arts is to impart knowledge and understanding of human communication process within the context of a Judeo-Christian worldview and to help students to develop advanced critical thinking and communication skills.

JRN 589: PHOTO JOURNALISM (3) Elective

Semester: Summer 2012
Professor: Dr. Markus Pfeiffer
E-Mail: pfeiffer@regent.edu
Phone: 757 532 5458

COURSE DESCRIPTION
This course is a practical "hands-on" introduction to the field of photography, especially digital photo journalism. However, the learned principles and techniques are applicable to many professional fields utilizing photography.
The main focus of the course is to introduce the basic concepts of digital photography to students and how these concepts integrate into event photography, journalism, documentary, family photography, travel, etc. Emphasis will be placed on the theory and applied practice of photography, technology of photography and image composition. In addition, students will also be introduced to photo editing software and will understand technical terminology related to digital photography. The graduate student will also learn about photo storytelling and emotional image impact issues. Various Internet technologies will be featured in regards to photo uploading and distribution.

INTEGRATION INTO UNIVERSITY MISSION AND R U GLOBAL INITIATIVE

The school seeks to provide graduate education for aspiring servant leaders seeking to integrate their Christian faith with their communication skills, creative abilities and knowledge of communication and the arts. This class provides students with the theory and practice of photography skills that are critical in today’s multimedia market place and effective story telling. Regent students are called into every professional and geographical area worldwide. In that sense this class enhances students Global Competencies and enables them to participate and lead creative image processes internationally and cross culturally. Emphasis will be placed on Judeo Christian ethics in the image production process, as students will learn about the potential of digital software to alter original image content and therefore “truth”. In this course, God is understood as the source of any creative process. Students are invited to prayerfully tap into this unlimited flow of creativity through spiritual disciplines such as prayer and reflection on Scripture.

COURSE METHOD AND DESCRIPTION
Teaching / Learning Methodology:
The entire course will be taught online and is geared for Distance Education.

JRN 589 MAD is a 3 credit hour course, applicable to the field of Journalism and Digital Media and related areas on a Masters level. However, by special permission and recommendation of an advisor, this class can also be taken by Undergrad students.

DEPARTMENTAL PROGRAM OUTCOMES FOR JRN AND DIGITAL MEDIA
1. Students will demonstrate the ability to integrate and apply Christian faith with biblical truth and principles to the study and practices of photography and visual communication within a digital media context.
2. Students will demonstrate understanding and comprehension of the theory and practice of the evolving field of digital photography.
3. Students will demonstrate practical applications of 21st century digital skills within the global marketplace.

COURSE OUTCOMES
- To learn the basic techniques and rules of photography (i.e. digital photography)
- To learn how to compose and take effective photographs for any application or assignment (journalism, event documentation, family photography, travel, etc.). Emphasis will be placed on how to compose the most effective photographs in order to enhance the visual and emotional impact of an image and related story.
- To discuss the differences and advantages/disadvantages of traditional vs. digital cameras.
- Being able to transfer images from cameras to PC through a variety of methods.
- Being able to take and process photos with non camera devices such as cell phones.
- To introduce basic digital image editing skills using software such as Adobe Photo Shop.
To study existing photographs and to interpret technical aspects as well as content issues.

Become familiar with image sharing sites such as Flicker and Picasa.

Understand differences between web publishing and print publishing.

To compose and shoot photo content in order to support written / published stories.

Copyright issues and digital alteration issues.

Moral and ethical dimensions of photography.

To create an online photo essay of a newsworthy story / event in their immediate community. (Details tba in class)

COMPETENCIES / WHAT THE STUDENT SHOULD BE ABLE TO DO

- Be able to understand and use equipment features found on digital cameras.
- To take effective pictures in terms of content and image quality.
- Integrate photo images into any professional visual field.
- Identify image content in order to support any photo assignment for professional and personal usage.
- Use digital photo editing software.
- Analyze photographs according to professional criteria.

EQUIPMENT

This is a “hands-on” practical class. Students therefore need access to a professional or pro-consumer digital camera for the entire duration of the class. Ideally a camera should have at least 8 mega pixels or higher and besides misc. automated settings also manual settings (having the ability to change aperture and shutter speeds manually). In addition a basic tripod is recommended.

Regent does not endorse or recommend a specific camera brand or model. Below some “types” of cameras that will work well:

| Digital SLR with exchangeable lenses | Super Zooms or Mini SLR (no exchangeable lenses) | Compact Camera with Manual Setting Options | Sub-compact camera not recommended for this class |

If you have any questions about camera equipment for this class, please do not hesitate to contact me. markpfe@regent.edu

Students will also need access to a computer with Internet access loaded with Adobe Photoshop CS 3, CS 4 or CS 5 or Adobe Photoshop Elements. (30 day trial versions are OK)

Note: This class does not include darkroom training or traditional paper film processing.
TEXTBOOKS AND READING MATERIALS

Required:

Perfect Digital Photography

Perfect Digital Photography Second Edition
by Jay Dickman, Author, Jay Kinghorn

Assigned Readings:
Week 1: Chapters 1-3
Week 2: Chapters 4-6
Week 3: Chapters 7-10

Recommended Books:

See here a list of recommended Digital Photography Books >

COURSE REQUIREMENTS AND ASSIGNMENTS

All stated course outcomes are evaluated daily through practical assignments.

EVALUATION AND GRADING

Assignments 700 points
Class Participation 300 points

TOTAL 1000 points
A 96-100
A- 93-95
B+ 90-92
B 85-89
B- 81-84
C+ 78-80
C 75-77
UNIVERSITY POLICIES AND RESOURCES COURSE POLICY

It is important that students attend each class online and are prepared with completed assignments. All class assignments must be completed in order to pass the course. If an emergency arises and a student complete an assignment, let the faculty member know as much in advance as possible. None excused absences count against the final grade. Meeting assignments deadlines and class participation is a substantial portion of the final grade. All students must use their Regent Email account and check messages daily.

University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.

Please review the following links for important information on University policies following these links on the University Home page [http://www.regent.edu](http://www.regent.edu)

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support - University Helpdesk

Disability Statement - the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disable students in their classes.
[www.regent.edu/admin/stusrv/student_life/disabilities.cfm](http://www.regent.edu/admin/stusrv/student_life/disabilities.cfm)

Last Updated: February 2012

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to ensure you have the most recently updated Syllabus for this course.

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