Course Description
In addition to learning how to use the camera to visually present facts and ideas that emphasize effective news, the workshop portion of Photojournalism enables students to transfer their skills to technological platforms, specifically Tumblr. Tumblr, a photoblog (that also allows users to upload video, text, links, and audio) is an online multimedia space wherein students can create and recreate themselves and their communities by way of images and sound, while also forming online communities. In an effort to prepare 21st Century learners for the technologically advanced work force of which they will be members, while also providing them with a holistic learning experience, “tumbling w/photojournalism: a workshop,” engages traditional learning with modern technology.

Course Objectives
Through class meetings and out-of-class preparation, students should expect to do the following:

1. Understand business’s use of technology for communicating in today’s workplace
2. Improve team skills and interpersonal communication by way of online communities
3. Craft messages for electronic media, particularly blogs and photo captions
4. Develop oral and online presentations
5. “Write” themselves into being by way of photography
6. Improve overall written communication skills
7. Develop skills to write and photograph for specific target audiences and purposes
8. Effectively use Tumblr as a tool for information, argument, and aesthetics

Prerequisites
PGY 2101, Basic Photography

Required Resources
- Tumblr account (including smartphone app for those who have access)
- Dictionary and grammar book (both can be accessed via computer or smartphone)
- Working email account

Required Class Materials
- Pen and paper
Method of Instruction

- Every Tuesday and Thursday class meeting, students will engage in a workshop that requires they use computer technologies to create and maintain *Tumblr* accounts.
- In addition to actively working on their *Tumblr* accounts, students will also use class time to discuss media ethics, particularly in regards to social media use. During this time, students will also engage in various readings (chapters, essays, articles) about social media use and business communications, and be quizzed on their readings.
- When appropriate, students will participate in collaborative work, including peer review; teacher will also lecture.
- When necessary, students will be given practices in grammar, mechanics, and sentence structure.

Weekly Assignments *(Note: All assignments are subject to change.)*

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Chapter Reading</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>June 25, 27</td>
<td>Bovée and Thill, <em>Chapter 6: Crafting Messages for Electronic Media</em></td>
<td>• Review Class Syllabus,</td>
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<td>• Student/Introductions</td>
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<td>• Pre Questionnaire</td>
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<td>July 2</td>
<td>Bovée and Thill, <em>Chapter 13: Building Careers and Writing Resumes</em>; <a href="http://www.tumblr.com/help">www.tumblr.com/help</a></td>
<td>• Set up <em>Tumblr</em> account (Three pages: About Me, Resume, Contacts)</td>
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<td>• Write (or update) resume</td>
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<td>July 9, 11</td>
<td>“Seeing Critically” and “Is Google Making Us Stupid?” Nicholas Carr</td>
<td>• <em>Tumblr</em> workshop</td>
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<td>July 16, 18</td>
<td>Writing photo captions and cutlines</td>
<td>• Practice writing photo captions and cutlines with peers</td>
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<td></td>
<td></td>
<td>• <em>Tumblr</em> workshop</td>
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<tr>
<td>July 23, 25</td>
<td><a href="http://www.pewresearch.org">www.pewresearch.org</a> and <em>Program or Be Programmed</em></td>
<td>• <em>Tumblr</em> workshop</td>
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<td>July 30, August 1</td>
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<td>• Final presentations</td>
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<td>• Post Questionnaire</td>
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*Note:* Specific details for most assignments will be given in class via memorandums and/or lecture. In addition, all required readings will be made available via email.
Blackboard
Though students may be required to use Blackboard while in the photo journalism portion of the course, they are not required to access it during the workshop portion of the class. Instead, students are encouraged to check their emails regularly for any updates regarding class assignments.

Grading
Student grades will be earned by way of points. *(Note: Grading is subject to change.)*

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Tumblr set up:</td>
<td>15</td>
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<td>About me, resume, contacts: 5 pts each</td>
<td></td>
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<tr>
<td>In/Out-of-class readings: 5 pts each</td>
<td>35</td>
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<tr>
<td>Participation (including class discussion &amp; Tumblr maintenance): 25 pts</td>
<td>25</td>
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<tr>
<td>Final Tumblr Presentation (oral): 15 pts</td>
<td>15</td>
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<tr>
<td>Pre/Post Questionnaire: 5 pts each</td>
<td>10</td>
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Grading Criteria
Students will be given points for each assignment given. With the exception of questionnaires, an A=5, B=4, C=3, D=2, and F=1. A=25, B=20, C=15, D=10, and F= 5. Oral presentation is completion (15pts) or incompletion (0pts).

Disabilities
Students with a disability and thus requiring accommodations are encouraged to consult with the instructor during the first week of class to discuss accommodations. For more information, see [www.famu.edu/cedar/](http://www.famu.edu/cedar/). Each student making this request must bring a current Memorandum of Accommodations from the CEDAR office.

Deadlines
Deadline for submitting written work will be strictly observed. I do not accept late work. Students who are absent from class for whatever reason who want credit for their work must adhere to the deadlines.

Plagiarism
See [http://www.famu.edu/index.cfm?judicialAffairs&StudentCodeofConduct](http://www.famu.edu/index.cfm?judicialAffairs&StudentCodeofConduct) for FAMU's Undergraduate Catalog's definitions and policy, and consult with me if you have any questions. Even though I recognize the possibility of confusion, I will not tolerate any unethical behavior, which includes using material from sources without proper citation and collaboration beyond the boundaries of what I have stated is acceptable.

Notes and Tapes of Lectures
Students are not permitted to sell notes or tapes of class lectures.

Classroom Policies
- Disruptive behavior will not be tolerated. What does that mean? Basically, please respect differences of opinion, religion, dress, ethnicity, and demeanor. We are a community of learners, and we will fellowship with loving-kindness.
- While students may use cell phones during workshop, cell phones must be turned to vibrate or silent as not to disrupt the learning environment. I expect the same etiquette one might use at a business meeting. If students must use their cell phones beyond researching, please step outside. At no time should students be playing games or holding conversation on their phones. Similarly, be wise about laptop use. While I don’t mind if
students bring their laptops to class, I expect students to pay attention during class lecture or class discussion.

- **Attendance** is mandatory; however, students are permitted two absences which cover sickness, special holidays, and documented emergencies. Students are encouraged to email or phone their classmates to find out what happened in class on the days that they are absent. *Note: I do not reteach lessons just because a student was absent. In addition, I do not respond to emails that ask that I do so. Finally, an email explaining student absences is unnecessary.*

- **Preparation:** Please come prepared for class. Have something to write with and write on. Bring your materials and resources DAILY. Bring any due assignments. Bring your voice—your opinions, your confusions, your questions, your successes. Be awake. Be present.

- **Participation:** There are individual and group tasks that must be done. There are no “spectator” roles—at least not all of the time. Students are expected to be active participants in all of their work, which include actively reading and actively listening.

- **Timely Completion:** Part of being successful in a classroom environment involves being responsible for timely completion of assigned tasks. If students fall behind schedule, they are encouraged to meet with me to resolve the problem before it is too late to do anything about it.

- **Emails:** I am not available to receive emails 24/7. However, I will respond to them Monday through Friday until 5 p.m. I will not respond to emails over the weekend. Also, all emails should be formally and thoroughly written to include a greeting, a body, as well as a proper closing. Emails that are not professionally written will not receive my response.

**Writing Center**

FAMU has an excellent free tutoring center available for anyone who would like help with any aspect of writing. The Center is located in TH 124:

- **The FAMU Writing Center** ([www.famu.edu/wrc/](http://www.famu.edu/wrc/)) “Through individualized, self-paced instruction, the WRC affords students the opportunity to reinforce, review, and apply skills that are taught in college preparatory and fundamental communicative skills courses, thereby enabling students to advance to and succeed in upper division courses.”

**Emergency Plans**

In the event of an emergency, it may be necessary for FAMU to suspend normal operations. During this time, FAMU may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor the Blackboard site for each class for course specific communication, as well as the main FAMU, College, and department websites, and emails, for important general information.

By signing below, you acknowledge that you have read and understood the requirements for “tumbling w/photojournalism” this summer’s workshop portion of Photojournalism. You also understand that the work you submit for this class, including pre/post questionnaires, may be used for academic research. Your signature below gives me permission to use samples of your work, as well as responses to questionnaires, while also informing me of your adherence to the above syllabus.

Signature___________________________________________ Date______________________________