This is an advanced course in visual journalistic communication and is designed to help you understand and develop the skills needed to be a successful visuals editor/manager. The newspaper/magazine/online picture editor handles a multitude of responsibilities in the workplace. They work with word editors, designers, photographers and writers. A professional picture editor is not a clerk - they have (or must seize) actual responsibility for determining the content of all assignments as well as how all visuals are used in the publication. To put it succinctly, the picture editor manages people and manages visuals. These skills will be developed in this class.

At any publication, deadlines are sacred. Therefore, no assignment will be accepted late without penalty. Your deadline is the beginning of class on the day the assignment is due unless otherwise specified.

Following are some of the subjects we may cover in class discussions - some of these subjects will overlap;

**What do picture editors do:**
This is an introduction to the role of the picture editor in a well managed organization.

**Developing pictures for your publication:**
This will cover working with different editors and how the picture editor can leave their footprint on every section of your publication. We will look at examples of good and bad assignments and discuss how you can improve the final picture before the photographers even leaves the newsroom. We will discuss where and how to ‘find’ outstanding pictures.

**Planning and assignments:**
This discussion will concentrate on the importance of planning and being prepared. Both on a daily basis in newsroom meetings, and with an individual assignment. Learning to decide who and what to cover and how to cover. We will discuss how to ensure that the photography requests can be turned into assignments that will give the photographer a real opportunity to produce high quality, story telling pictures.

**The picture editor as a leader in the newsroom:**
We will discuss how the picture editor is in a unique position to become a major leader in a news organization – and how to make the most of that. Other than the editor and the managing editor, no one else has duties that are as far ranging as the picture editor. Leadership in the newsroom is like
the rest of the world - a lot of it is politics. Working successfully with the different writers, artists and editors is one of the picture editors most important and difficult challenges. We will discuss different strategies and approaches to be successful in getting others to join forces with you.

**Managing Diversity - In your coverage and on your staff:**

It is important that your newspapers coverage reflects the diversity of it’s readers. We will discuss things you can do to ensure that happens. We will also discuss the importance of your staff reflecting the diversity of your community and things you can do to attain that staff diversity.

**The picture editor as a leader in the newsroom Part II - Working with photographers:**

As a picture editor, YOU are responsible for raising the level of the photography at your publication. Staff photographers look to the picture editor to set the standards, find the best pictures and see that they get published in a manner that the content is easily read. We will discuss things that photographers hate and why. We will discuss how motivation and morale is important in a successful photography department and ways to raise the level of both. We’ll talk about what to look for when you are hiring a staffer and what to look for. Also what should you be looking for when you are considering promoting a staffer (ie from a part timer to full time or from a staff photographer position to a picture editor.)

**The picture story:**

We will look at good and bad examples of picture stories, with an emphasis on the content of the stories. Picture selection, presentation of headlines and text and the overall design will be examined. We’ll also look at the picture ‘package’ - collection of picture from events, that work together but don’t necessarily constitute a story. We will look at both print and online stories.

**Layout and design:**

We will look at and discuss various newspaper section fronts as well as picture pages, looking for elements that work and ways to improve the ones that don’t work.

**Ethics, Privacy and Taste:**

The standards of taste at any publication are subject to its readers interpretation. As journalists we must sometimes walk a fine line between doing what is right for the public and doing right BY the individual, family or group. As a manager, you can usually anticipate that problem pictures will present themselves on deadline. Your opinions (and your ability to verbalize them) will be one of the most important factors that will influence your standing in the newsroom.

**Copyright:**

What is it and how does it apply to photographers, editors and publications. What does copyright mean to the staff photographer as well as the freelancer. We’ll look at areas of caution for the picture editor (such as how it applies to images on the internet, and how it can affect staff morale.)

**Captions:**

We will discuss why they are important and what must be included. Also, why they must ABSOLUTELY be accurate and who is responsible for making sure all these concerns are addressed. How do you develop the type of departmental ‘culture’ to ensure your staff recognizes the importance.
The Carbondale Book Project

As most (if not all) of you know, this year we are working on a book project on Carbondale in collaboration with the Carbondale Chamber of Commerce. The Chamber is having their 100th Anniversary Gala in February, 2017, and their plan is to have a copy of the book every seat at every table. Students in this class will be working on the editing and design of the book throughout this semester, with all of our students having the ability to add some of their own work through final weeks of the semester. This is a tremendous opportunity for all of our students, but particularly the students in this class, who will be able to include a printed book that you worked on in your portfolio!

ASSIGNMENTS:

1. **DUE THIS FRIDAY 8/26 by 4 p.m.** -- A one-page bio on yourself, saved as a word document and emailed to me. • Include information about who you are and what you’ve done (photographically and otherwise). • Also include a few paragraphs on what your immediate goals are in photojournalism as well as long-term goals if applicable. This is important information that will help me target areas and skills which will help you achieve your goals. It will also help prioritize the direction of upcoming class discussions. • Include your phone number and preferred Email address.

2. **Picture Requests** - this semester you will be required to hand in photo requests for stories from the Carbondale area (the goal of every request should be in an image that could be used in the book). Along with the request, you will turn in the newspaper clipping, website, flier or whatever media that initiated the request. Wherever you get your initial information from, you will need to dig much deeper to produce a quality photo request. You will be required to use the telephone and the internet for the additional information. There may be weeks when you will be given specific assignments that play off the news. For instance, Friday, Nov 11th, the picture request you turn in on Tuesday, Nov 8th must reflect that event.

3. **In MOST Class periods** (beginning 8/30) you will be given a short quiz on current events AND comments I have made in class. Your ability to function in the newsroom depends on your knowledge of current events. This information can be easily attained by reading your local paper and/or websites of national publication or news organizations.

6. **WEEKEND WORKSHOP** - This semester the entire class will spend three days (Friday, Saturday and Sunday, Sept 30, Oct. 1st and 2nd) documenting Carbondale. Our class together with other photo students will be joined by professionals (photographers, picture editors, audio, video and multi-media folks) who are volunteering their time to come in and work with us this weekend. I anticipate that a significant number of the images produced this weekend will be utilized in the Carbondale Book. We will discuss this extensively in class. See separate assignment guide.

7. **“This Is Carbondale” Book** - This semester our class will be designing and publishing a book from the work produced by our students this year. Together, we will decide the overall design of the book. This is a MAJOR project, that will require a significant amount of your time (both in and out of class). We will discuss your roles in this extensively in class.

8. Throughout the semester you will be given minor projects which will be due the following week. They may take the form of researching specific examples of picture usage and bringing them to class. They may also be writing a paper on a talk given by a visiting professional.

9. **Exam** - An exam will be given. The format will be discussed in class.
**Graduate Students:**

Graduate students must complete Four extra assignments during the semester. Some of the assignments will be responsibilities you will take on to help the class, and or roles you will be assigned for the editing and design of the Carbodale Book. At least one of your extra assignments should be presentation you will give (to this class or other photo students).

**Grading:** Grades will be determined as follows;

- Weekly photo requests 15%
- Photo Request for Weekend Workshop 10%
- Weekly Quizzes 10%
- Minor Assignments 10%
- Carbondale Weekend Workshop 10%
- Carbondale Book Editing 25%
- PROFESSIONALISM and class participation 10%
- Exam 10%

**A few comments on Class Participation:**

Everyone starts off their class participation grade with a C! What you do, and/or don’t do in class will directly affect the direction your grade goes from there. Understand this, coming to every class and answering questions when asked is the minimum expected - that’s a baseline C - that’s average! Initiating class discussions, bringing in examples that are noteworthy to the class (outside of assignments), going out of your way to help a classmate or the whole class, and in general, contributing to a positive class environment and experience – these will all help your grade. Missing class or coming late (see attendance policy below), being rude or inconsiderate during presentations (by guests or class members), lack of participation in class discussions – these will all detract from your grade.

**A few comments on PROFESSIONALISM:**

Having strong professional standards will be a major factor for each of you to be truly successful in this (or any) field! NOW is the time for you to start establishing and maintaining your own professional standards. In this case that means KNOWING... • what the deadlines are; • what is expected of any given assignment; • what is on the syllabus – and addressing each and every conflict (or potential conflict) you might have with any deadline or expectation as soon as possible. It means that when I send out an email (group or personal) with a question in it (or a comment that is screaming for a response) that you do in fact respond!

**Attendance Policy**

Class attendance is required - it is impossible to learn what is necessary without coming to class. I do not expect that every student will be able to make it to every class period - what I do expect is a high degree of responsibility from each of you. If you are unable to make it to class on time (or at all) it is your responsibility to connect with me in advance, when possible, or soon after, and let me know what the circumstances are.

Missing class or lab without talking to me will result in the deduction of a FULL GRADE
from your class participation score. Coming to class or lab late will result in the deduction of a half grade from your class participation score. Each absence after the second (whether the first two are excused or not) will result in the deduction of a **full grade from your FINAL GRADE**.

I realize that there can be a variety of circumstances completely out of your control that could cause your absence (personal or family matters, professional opportunities, or whatever) but again, it is YOUR responsibility to communicate those circumstances to me.

**Course Policies and Procedures:**

1. All work should meet professional standards. All papers must be typed and assignments should be submitted in 9x12 Manila envelopes. Your name, the date due and the assignment must be included on the outside of the envelope. Your name should be on any thumb drive you turn in.

2. Any papers due outside of class time (bios, story proposals, etc) must be attached to an email as a microsoft word document (.doc or .docx) And your name should be on any assignment file that you email me (example -- First_Last_Bio.doc)

3. The SIU Code of Student Conduct states that it is a violation of the code to engage in academic dishonesty and other forms of academic misconduct, (i.e., misuse of academic resources or facilities, misuse of software, data, equipment or networks, library materials, or any act that hinders the academic process)

4. **SENDING LARGE FILES** - there will be times when you need to send me large files (ones that are too big to send through regular email), and in those cases you should send them through my Hightail Dropbox - [https://www.hightail.com/u/MarkDolanDropBox](https://www.hightail.com/u/MarkDolanDropBox) - there will be times I will send you files through hightail as well.

5. TURN OFF YOUR CELL PHONES WHILE IN CLASS!

**Picture Editing Overview:**

- A picture editor’s role in the newsroom is to be a strong and effective advocate for photos and photographers. You are not doing your job well unless you are making your photographers look good! Simply selecting the best pictures is NOT the most challenging part of the job (nor is it the primary consideration of this class - although we will certainly be dealing with that aspect of picture editing in different assignments). The most challenging aspect of a good picture editor’s job is being a good leader and a good manager (the two are not necessarily the same)!

** We MAY use the class period during finals week - that will largely be dependent on where we are with the editing and design of the book - we will discuss this in class.

※ Syllabus is subject to change - The world of a photojournalist is one that is constantly changing in reaction to events that affect our community - To excel as a photojournalist, you must be able to adapt and improvise in any number of situations - Like real life, this syllabus is subject to change as opportunities develop.