

PRLS 3105 - PR Applications: Photography
Wednesday 3:00pm - 3:50pm. Thompson Hall - Room 203

HOW DO I CONTACT MY INSTRUCTOR? (INSTRUCTOR INFORMATION)



Mr. Adam Peterson



Email: apeterson4@uca.edu

Phone #: 501.200.0220 (Cell Phone. Please don't call/text after 8pm)

Office: [Virtual Office on Zoom](#)

Office Hours: Tuesday 8:30am-9:30am, Thursday 3pm-4pm, By Appointment

(All Office Hours for Fall 2021 will be Virtual on Zoom.)

Classroom: Thompson Hall Room 203

WHAT IS THIS COURSE ABOUT? (COURSE INFORMATION)

Name of Course: PRLS 3105 - PR Applications: Photography

Credit Hours: 1

Semester/Year: Fall 2021

Prerequisites: None

Course Delivery (HYBRID): We will have class every Wednesday in Thompson Hall, Room 305, from 3:00pm CST to 3:50pm CST. All of your coursework, including readings, videos, and assessments (assignments, quizzes, etc.) will be done 100% online using Blackboard (<http://bblearn.uca.edu>).

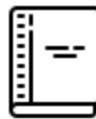
In the case we cannot meet in Thompson Hall 305 due to COVID-19 or any other circumstance out of our control, we will move all of our face-to-face class sessions onto Zoom. Check your UCA CUB email regularly for any announcements as this could change at any time with the ongoing pandemic.

Course Description: Required foundations course for public relations majors that provides an overview of basic photography skills needed by public relations professionals.

Course Objectives:

1. Compare and contrast the different equipment used in photography
2. Demonstrate how to take creative photographs using the Exposure Triangle and correct composition
3. Identify and explain photographs that create stories and impacts a specific audience
4. Format photographs for different mediums
5. Create a PR Photo Campaign that will be used in various formats and media

WHAT WILL I NEED IN THIS COURSE TO LEARN? (COURSE MATERIALS)



There is NO TEXTBOOK in this course. All of your course materials will be located within the [Blackboard](#) course shell. Login to Blackboard and you will see this course under “My Courses.” Email me if you have trouble accessing the course ASAP.



Additional Computer Hardware Needed: To be successful in this course, you will need:

1. Computer with internet access
2. Webcam
3. Microphone
4. Camera (Cell phone, Digital Camera, etc.). You will take several photos in this course and the best camera is the one you have. If you have a professional camera, great. If your phone has a camera, perfect! We will work with what you have, so as long as you have a device that can take pictures, you have what it takes!

HOW WILL I KNOW IF I'M SUCCEEDING IN THIS COURSE? (COURSE DELIVERABLES AND GRADING SCALE)



TYPE:	TOTAL POINTS:	OVERALL PERCENTAGE:
Discussions and Assignments	195	48.75%
Quizzes	70	17.5%
Class Attendance	50	12.5%
Final Project	85	21.25%



400 TOTAL POINTS POSSIBLE

Grading Scale:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F ≤ 59%

Discussions/Assignments/Class Attendance on Zoom

This course is dependent on everyone in the class participating in our face-to-face sessions when we meet in Thompson 203 and the online portions. We will bring in what you post on Blackboard to dictate our weekly class meetings. Therefore, it is important that you keep up with your due dates to make sure you complete the weekly assignments that are due BEFORE our weekly class lessons. Each week's content folder will open on the Friday of the previous week. For example, Week 2 will open up on the Friday of Week 1. This will allow you to get started on the following week's assignments early and to help those who want to work ahead.

Quizzes

During most of the weeks, you will have a quiz that will consist of 5 questions that will pertain to the information you are learning from the content during that module. There is no time limit. They can be considered open book and you have TWO chances to get all of the points possible. You may get different questions on your second attempt, so be aware of that. Do not submit your quiz until you are sure you have all of the correct answers. I want to make sure you know the basic foundations of photography and this will help you realize what you know and what you might still be unclear about, as well.

Final Project

Your final project will have you take multiple photographs for a fictional UCA Public Relations campaign. During this project, you will take photographs using the techniques you have learned throughout the semester and format them for specific mediums. You will also be asked to explain your thought process behind the images and add a photo caption for each. This is the biggest assignment of the entire semester, so you will get access to this project several weeks in advance.

HOW CAN WE MAKE THIS CLASS A POSITIVE EXPERIENCE? (COURSE RULES)

Photography is fun. Photography is hard. Photography is ART. And guess what? Art is subjective. There will be times where some people absolutely LOVE a photograph, while another group think it's the worst thing they have ever seen. That is totally acceptable. And we want to hear your honest and constructive feedback. However, we must always RESPECT each other when we share our thoughts and opinions in this course. One of our main goals in this course is to learn how to create and use photography in an effective way in public relations. We can only do that if we help and learn from one another.

You will be asked to share photographs from other people and photographs you take yourself. I will share photographs I have taken. And guess what? Everyone in this class, including myself, can improve in their photography. This class should be a safe space allowing all of us a chance to share, learn, and grow in our photography skills.

Please respect your fellow classmates and me by actively participating in our class discussions and not using your phone unless it's an emergency situation. Please put your phones on silent before entering class. We can all learn so much from one another, and it only works if we show mutual respect and give each other our full attention.

Class will start promptly at 3pm every Wednesday in Thompson 203. If you are late to class and the door is closed, you will be counted absent. Since we only meet for 50 minutes every week, it is vitally important that everyone shows respect to one another by showing up on time, fully prepared, and ready to participate.

When it comes to face coverings (masks) for this semester...

UCA has implemented a [color-coding system](#) that will be updated weekly indicating whether masks are required in indoor spaces each week. We will all follow this requirement each week. I will be wearing a mask in all of our class sessions, even though I am fully-vaccinated.

EVERYONE IS WELCOME IN THIS CLASS (DIVERSITY AND INCLUSION)

In this photography class, we will welcome every person, no matter their race, creed, religion, gender, class, sexuality, ability, etc. We welcome everyone's lived experiences and their diversity of thoughts, perspective, and opinions. We are better when we learn from everyone. I strive to bring in resources and materials in this course from a diverse background of experts in the field of photography. I encourage you to share and find photography that showcases our diverse world throughout your time here this semester.

If you have a name and/or set of pronouns that you prefer to go by that are different than what I have in my records, please let me know.

If you have a documented disability that I need to be aware of, please let me know as soon as possible. Please reach out to [UCA's Disability Resource Center](#) if you have any questions, as well.

WHAT ARE THE GRADING POLICIES?

All assignments are due by the date posted in Blackboard. Make sure you take note of the due dates, as several of them are due BEFORE we meet during our class time on Wednesdays. If something personal comes up, let me know as soon as possible.

You will get 5 points for every class you attend and participate in during the semester. I will allow one absence that will not count against your grade. Remember, attendance is worth 12.5% of your overall grade, which could dictate whether you get an A or a B, so try to make it to class every week.

What if I miss a due date? Can I turn in my assignment late?

Life happens. I get it. Your due dates are not meant to be a punishment. They are meant to keep us all on track so we're all on the same page as we discuss what we read/watch/do each week in our face-to-face class meetings. Weekly course materials will be available multiple days before they are due to allow you to work ahead. However, sometimes life just happens.

If you miss an assignment, you will be deducted 10% for every day you miss. You don't have to email me asking if you can still submit. Just know that I will deduct 10% of your final grade for that assessment for every day you are late.

UCA POLICIES

Attendance/Class Participation

You are expected to attend class regularly. Students who do not participate in class regularly tend to earn one to two letter grades lower than those who attend consistently. Accommodations will of course be made for those who are quarantined or isolated due to the coronavirus pandemic. Class sessions will be recorded, if possible, for later viewing for all students to reinforce learning, but passively viewing a recording will not facilitate learning nearly as effectively as active participation in person or via livestreaming.

Special Assistance

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the Disability Resource Center at 450-3613. Please make me aware of any learning differences, difficulties, or other special challenges *in advance* of the relevant assignment(s) so that I may assist you.

Academic Honesty

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the *Student Handbook*. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Title IX Disclosure

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to “student-on-student” or “employee-on-student”), the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit [UCA Title IX](#). **Disclosure of sexual misconduct by a third party who is not a student and/or employee is also required if the misconduct occurs when the third party is a participant in a university-sponsored program, event or activity.*

Classroom Behavior

It is the policy of the School of Communication that any student in a class whose behavior regularly interferes with the instructor’s ability to conduct the class and foster student learning, or who exhibits a behavior so outrageous as to severely impede the conduct of the class, may be dropped by the instructor after consulting with the school director. Prior warning will be provided to the student when possible, but under extraordinary circumstances such warning may not be possible.

Evaluations

Student evaluations of a course and its instructor are a crucial element in helping faculty improve their teaching and in demonstrating that students are, in fact, learning. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging onto myUCA and clicking on the Evals button on the top right.

Building Emergency Plan

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at [UCA Emergency Procedures Summaries](#). Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Policies

Become familiar with the policies described in the *Student Handbook*, including the sexual harassment policy and policies outlining other academic procedures.