

PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: COM 204

JANUARY 2025

COURSE TITLE: PRINCIPLES OF PHOTOJOURNALISM

DATE DUE:

INSTRUCTIONS: Attempt all the projects

RUBRIC: 40 marks

FINAL PROJECT

Instructions

1. Produce an e-newspaper
2. All photographs will be shot using a **DSLR** camera and in **Manual** mode
3. All original photos will be submitted as soft copy (JPEG/JPG format) on Google drive in separate folders for each story.
4. All photos must also be accompanied by captions/technical information.

- Students are required to take original photographs solely by themselves
- Students are required to respect copyright law (no copying of photos from anything or anyone)

****NOTE: Any lifted works by the student WILL NOT be allowed graded****

- Students are required to respect fellow students (no copying, sharing of photos)
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Task:

You will create an e-newspaper, covering the following topics and issues that are relevant to PAC University. The e-newspaper should be user-friendly and visually appealing.

Requirements:

- a) Write articles covering the following topics:
 - University events
 - Sports
 - Newsworthy student life

- b) Each article (story) should have the at least two (2) different photos and should be at least three paragraphs long.
- c) All the photos in the e-newspaper should be properly captioned.
- d) Edit and proofread content for accuracy and style.
- e) Create a standard template for articles to ensure a consistent look and feel.
- f) Come up with the e-newspaper name.

Submission:

- 1. All the original photographs should be submitted as accessible Google drive links.
- 2. The link to the e-newspaper should be saved on Word document and submitted on LMS.
- 3. The project should be submitted as per the agreed deadline.

GRADING SCHEME:

Things you're graded on are:

	Poor 1 point	Fair 2 point	Good 3 Points	Excellent 4 points	Total
Photo content/ Composition	Poor Elements of composition are weak. Subject matter, lighting, locations and perspectives are bland and unremarkable, resulting in a last-minute appearance.	Fair Some composition conventions are used to benefit the meaning and message of the photo. Photo explores expression. Subjects, lighting, locations, posing and perspectives show somewhat limited thought.	Good Composition benefits and emphasizes the meaning and message of the photo. Expression is emphasized and genuine. Subjects are well chosen. Lighting, location choices and perspectives are interesting and creative.	Excellent Composition is very engaging, interesting and expressive! Extensive thought went into subject, object position and treatment. Experimentation led to very creative and imaginative perspectives.	

Angles/Shots	Poor Use of angles, but these often distract from the photos. Photos are all from the same angle.	Fair Makes use angles, but occasionally these detract from the photos. Shots vary somewhat.	Good Makes good use of angles, includes variety of shots to enhance/fit the photos depth of field, frozen motion, choice of scenario/subject.	Excellent Makes excellent use of angles, includes variety of shots that enhance/fit the photos depth of field, frozen motion, choice of scenario/subject.	
Photos / Ads	Poor The paper's photos and ads are placed in such a way that distracts from the rest of the page in an unpleasing way. The photos do not relate to the content on the page. The cutlines do not relate to the photos.	Fair The paper's photos and ads are placed in a mildly distracting or confusing way. The cutlines do not relate well to the photos, or the relation is not clear.	Good The paper's photos and/or ads are placed in a coherent, pleasing design. The paper's cutlines consistently match the stories.	Excellent The paper's photos and/or ads and/or cutlines are innovative and/or show a mastery of design beyond what we have learned.	
Selection of articles	Poor The paper's articles have very little newsworthiness.	Fair The paper's articles have some newsworthiness.	Good The paper's articles are appropriately newsworthy.	Excellent The paper's articles include a different types of stories (e.g.	

	Article does not address the topic given	Somewhat addresses the topics given.	Most topics are addressed.	hard news, soft news, breaking news e.t.c) or "scoop." Ensures the topics given are fully addressed.	
Quality of articles	Poor The paper's articles show little or no evidence of research.	Fair The paper's articles show some evidence of research.	Good The paper's articles show ample evidence of research.	Excellent The layout's articles show an innovative or exhaustive research.	
Copy-editing	Poor The paper's articles show a marked lack of copy-editing. Mistakes that could be easily corrected are frequent on the page.	Fair The paper's articles show some evidence of copy-editing, but there are still too many correctable mistakes.	Good The paper's articles show ample evidence of copy-editing. There may be one or two small mistakes on the page.	Excellent The paper is error-free.	
Content Included (headline, byline, subtitle, picture, caption, quote, who, what, where, when, why, how)	Poor Some areas of content are addressed. Some content areas are not included.	Fair Many areas of content are addressed within the article. Some areas are missing.	Good Most areas of content are addressed within the article. One or two areas are missing.	Excellent All areas of content are addressed.	
Writing Style	Poor Assignment is written like a story. No evidence of the writing style of a newspaper article.	Fair Assignment is written mostly like a story, with some evidence of the writing style of a newspaper article.	Good Assignment is written mostly like a newspaper article with one or two areas that sound like personal statements.	Excellent Assignment written like a newspaper article.	
Use of technology	Poor	Fair	Good	Excellent	

	No hyperlinks to social media handles.	Some social media platforms were used but not enough to convey the information. Hyperlinks to the platforms also provided.	Some social media platforms used and the information was clear.	The social media platforms assigned were used, showed great command of the tools, and all information was conveyed clearly	
Reflection	A written reflection on your experience, what you've learned, and how you can improve. The challenges encountered, the lessons and opportunities the project presents. Assess the project's success in terms of content and quality.				

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