



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT: COMMUNICATION & LANGUAGES

January Semester 2023

Photojournalism DCM 201

Final Project – 40%

NATURE: Individual

Instructions

1. Produce a Photo Story Project
2. All photographs will be shot using a **DSLR** camera and in **Manual** mode
3. Projects will be submitted as soft copy (JPEG/JPG format) as a Google drive link in separate folders for each question. Ensure you **grant access** to the link before submitting.
4. Each photograph you submit **must** have metadata (FILE Info) and will require a photo captions, no exceptions.
5. An individual reflection indicating the lessons learnt, challenges and opportunities available from such a project.

- 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 graded****

- On completion of the project the student will hand in the portfolio link on or before the due date and sign an official exam form.

Answer all questions:

1. Shoot **four** photographs on each of the genres of photography below. All the photos should be captioned. **(24 Marks)**
 - a) Street
 - b) Portrait/personality
 - c) Sports
2. **General News event** - Submit **five** pictures of a news event within PAC University: The photos should include people doing things that help to tell the news story. The subjects CANNOT 1) just stand or sit there looking directly into the camera (formal mugshot); 2) be talking on the telephone, sitting at an office desk, shaking someone's hand, typing at a computer or reading a book, unless

you can find a radically new and different approach. All photos must be of people with full idents and standard cutlines. **(10marks)**

3. Feature photography - The feature is a broad category that includes images with at least some news value and pictures that may easily fit in one or more other non-news categories. Take wide shot and medium shot photos that would tell a feature story. This could be locations, people doing something, architectural sites etc. Consider: Time of day when shooting, lighting, contrast, position of the model in relation to the camera.
Submit at least eight photos; with full idents and standard cutlines.**(16marks)**

GRADING SCHEME:

Things you're graded on are:

	Unsatisfactory 1 point	Poor 2 points	Fair 3 Points	Good 4 points	Excellent 5 points
Photos	Unsatisfactory There are not images for any of the assignments.	Poor Some assignments are missing images.	Fair There is only one image per assignment.	Good There are only 1-2 images per assignment.	Excellent There are 3-4 images per assignment.
Content	Unsatisfactory Displays lack of understanding of assignment and lacks intent.	Poor Shows little grasp of the concept with commonly used cliché or stereotyped imagery.	Fair Shows some grasp of the concept with commonly used cliché or stereotyped imagery.	Good Shows good grasp of the concept with some originality and sophistication.	Excellent Shows well thought out concept with a high degree of originality and sophistication.
Composition	Unsatisfactory Lacks visual	Poor Does not	Fair Demonstrates	Good Composition	Excellent Composition

	interest-eye movement, use of space, line usage, strong point of emphasis are missing.	demonstrate visual interest or display composition techniques. Images were of poor quality and alignment.	some visual interest or consideration to composition techniques. Most images were not clear/aligned.	has potential. More variation in placement and position will improve image. Use of leading lines, shapes and patterns were considered; could be improved. Images are mostly clear/aligned.	n is interesting and compelling. Use of leading lines, shapes, or patterns, perspective and framing. Elements in the foreground, middle and background . Clear/aligned images.
Lighting	Unsatisfactory Lack of color, lighting effects etc.	Poor Use of color, lighting effects etc. but these often distract from the photos.	Fair Makes use of color, lighting effects etc. but occasionally these detract from the photos.	Good Makes good use of color, lighting effects etc. to enhance to photos.	Excellent Makes excellent use of color, lighting effects etc. to enhance the photos.
Cutlines- Five w's and h	Unsatisfactory Cutlines were not considered, not detailed, or missing on most images. ** If you missed	Poor The who, what, where, when, why — and how (if applicable) — are mostly missing in the	Fair The who, what, where, when, why — and how (if applicable) — are partially addressed in the	Good The who, what, where, when, why, — and how (if applicable) — are mostly addressed	Excellent The who, what, where, when, why — and how (if applicable)

	more than one photo assignment — and they were not excused — you will be graded as unsatisfactory.	images. ** If you missed one photo assignment — and it was not excused — you will be graded as poor.	images. .	according to each image.	— are all addressed according to each image.
Cutlines-length	Unsatisfactory Cutlines were not considered. ** If you missed more than one photo assignment — and they were not excused — you will be graded as unsatisfactory.	Poor One or more photos are missing cutlines. ** If you missed one photo assignment — and it was not excused — you will be graded as poor.	Fair ALL photos are accompanied by cutlines one to two sentences in length, but the cutline is not a complete sentence or states the obvious.	Good ALL photos are accompanied by cutlines which are one to two complete sentences and mostly avoid stating the obvious.	Excellent ALL photos are accompanied by cutlines which are two or more complete sentences and avoid stating the obvious.
Cutlines-Identification	Unsatisfactory Cutlines were not considered, not detailed, or missing on most images. ** If you missed more than one	Poor People in the picture who are seen clearly are not identified. ** If you missed one	Fair Only some people in the picture who are seen clearly are identified. There is not a pattern in doing the IDs.	Good Most people in the picture who are seen clearly are identified. There is a pattern in doing the	Excellent All people in the picture who are seen clearly are identified. **Be sure

	photo assignment — and they were not excused — you will be graded as unsatisfactory.	photo assignment — and it was not excused — you will be graded as poor.		IDs.	to follow a pattern in doing the IDs, and tell your reader the pattern (“left to right”, etc.)
Professional Photo	Unsatisfactory Portfolio is missing a photo of yourself entirely or photo provided is not of you.	Poor Portfolio contains a selfie as the "professional-looking photo," but it is not on your about me/bio section.	Fair Portfolio contains a professional-looking headshot, but it is not on your about me/bio section.	Good Portfolio contains a selfie as the "professional-looking photo" on your about me/bio section.	Excellent Portfolio contains a professional-looking headshot on your about me/bio section.
Sections	Unsatisfactory There was no attempt to make separate sections.	Poor Four of the sections are combined.	Fair Three of the sections are combined.	Good Two of the sections are combined. Ex: photos and video are on same page.	Excellent There are individual sections for each: photos, video(s), resume, contact, and about me/bio.
A Written Brief (individual submissions)	Unsatisfactory Brief not submitted.	Poor N/A	Fair N/A	Good N/A	Excellent Brief explains indicating

					the lessons learnt, challenges and opportunities available from such a project.
Overall Marks out of 50					
Converted Marks to 40%					

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