



UNIVERSITI TEKNOLOGI MARA

CPM516: VISUAL JOURNALISM STUDIES

Course Name (English)	VISUAL JOURNALISM STUDIES APPROVED
Course Code	CPM516
MQF Credit	2
Course Description	This course will introduce students to the world of visual journalism which is very competitive and challenging. As an introductory course, students will be first exposed to the theoretical aspects of communication, particularly in aspect of visual communication and its impact to the mass audience. Next the students will learn to think and act as a photojournalist when faced with an event. In line with this, students also will learn how to produce compelling image which is able to storytelling or deliver message and attract to audiences.
Transferable Skills	After finished this course the student will able to work either individually, in group and able to share his message /info to public by using visual and verbal communication skills.
Teaching Methodologies	Lectures, Blended Learning, Lab Work, Tutorial
CLO	CLO1 Apply new concept and creative ideas in visual journalism studies CLO2 Display the proper skills and techniques in visual journalism studies CLO3 Demonstrate communication skills in written and verbal related to visual journalism studies
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Visual Journalism 1.1) Definition 1.2) Working nature-how it differ from others brand of photography. 1.3) Visual communication-the Role of images (photos) for communication.	
2. Intro to Visual communication. 2.1) Communication theory 2.2) Image as a communication medium.	
3. History of Visual journalism. 3.1) Camera as reporting tool. 3.2) Golden era of photojournalism 3.3) Great photographers /award winning photographs	
4. Mastering your camera technique (Revision) 4.1) N/A	
5. Visual story telling technique. 5.1) Types of shot, 5.2) Camera angles and its impact. 5.3) Decisive moment and Composition. 5.4) Shooting approach (candid vs posed) 5.5) Mood, emotion and body language.	
6. Lighting and Composition 6.1) N/A	
7. Format of photograph 7.1) Single 7.2) Group 7.3) Sequence & Series 7.4) Photo Story/ essay.	

8. Outdoor and indoor event photography 8.1) no
9. Portrait photography (posed, candid, personality) 9.1) no
10. Information gathering technique Writing image caption and short article, 10.1) no
11. Image editing –photographer’s as an editor. 11.1) no
12. Mass media law and ethic. 12.1) no
13. Visual journalist in digital age.- 13.1) Blogging 13.2) Business opportunities,
14. Project review and critique 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Critical analysis and research on current issues and trends require student to select appropriate techniques, materials and technology which contributes to attribute of 'problem solving & scientific skills' in MQF 6 LOD	40%	CLO1
	Presentation	Clearly and fluently present the project with 'oral communication' and 'writing communication' skill in MQF 5 LOD	20%	CLO3
	Visual Assessment	Individual assignments to show visual journalism studies skills, related to MQF LOD2	40%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Kenneth Kobree 2016, <i>Photojournalism-Professional Approach</i>, 7 Ed., Routledge [ISBN: 13: 978-11381] • Paul Martin Lester 2017, <i>Visual Communication-Image with Message</i>, WritingForTextbooks [ISBN: 13: 978-06929] • Michael Freeman 2017, <i>The Photographer's eye- composition and design for better digital photos</i>, 1 edition Ed., Routledge;Focal Press Book [ISBN: 13: 978-08153]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources