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## **Journalism 349/395 Photo Book Self Publishing**

Fall 2015 Tuesday 7:00-10:00

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Office Hours: 3:00-3:45 Monday and Weds. And walk-ins welcome anytime.

More than one million books were published in the U.S. last year. Even more surprising than the enormous quantity published, is that more than two thirds of those books were self-published. No other industry surpasses book publishing with the introduction of a new product each year—every new book is a new product. Each needs to be developed, designed and produced, then manufactured, packaged, marketed, warehoused, and finally sold. However only the tiniest fraction of those produced are photo books.

Because photography books need to be better designed, tend to be larger and printed on better paper, they are far more expensive to produce than word dominated books. Once printed, photo books appeal to a far smaller market segment than other non-fiction or trade categories. Commercial publishing houses tend to only want to risk publishing the most famous image-makers (and still the majority of those authors do not make money for the publishing houses). Historically, the deck has been stacked against the vast majority of those wanting to see their photographic work published. Most photographers have never realized their desire of having their work available for a wider audience. However, recent changes in technologies have begun to level the playing field, allowing nearly any photographer the opportunity to publish their work by one means or another. This course will explore those possibilities as well as the rewards and pitfalls of the available choices.

During the semester we will cover self-publishing from concept, through production, marketing and distribution of the finished publication. A number of published and self-published photographers will share their experience with the class well as art directors, binders, typographers, writers and portfolio designers who have experience with self-published projects. Each participant in the course is expected to produce at least one finished introduction, sample chapter and cover design using their photography. They will also be responsible for designing adaptations of their basic design what will fit at least two other ways to publish their work (i.e. e-book and print brochure, mini book just to mention a few). The final grade will be based on a professional, well-conceived, designed and crafted publication dummy of the participant's photographic work. It must be accompanied by at least an abbreviated version of how the work would be presented in two different kinds of presentation formats or platforms (brochure, mailer, e-book, etc.) besides the primary one chosen for the dummy. The total design package must be accompanied with a thoroughly researched and professional business plan.

### **Learning Objectives:**

The first objective of this course is to compare the challenges of self-publishing a photography book with the traditional means of publishing the same subject matter. The second objective is to explore in depth the aspects of the conception, design and production best suited for both of those publishing routes. The course will not concern itself with making new images, but will rely on images you have already produced. (This is not to say you will not have ample opportunity to do new photographic work during this semester to add to the body of work displayed in your mock-up chapter.) Photographic subject matter does not have to conform to any particular category of image making, but it must be your own work that appears in the project.

### **Assessment of your work and the grading:**

Your grade will depend on a number of factors including your understanding of basic compositional principles, the concepts and structures used in presenting your visual work, your execution and craftsmanship in the production process, your following the assignment requirements, your final project presentation and business plan, class participation and attendance.

### **Late assignments will not be accepted and you will receive a zero for the missed assignment.**

**A:** Excellent work that exceeds the requirements and shows extra creativity and understanding of assignment objectives. Subject matter is creative and unique and is well thought-out and executed.

**B:** Work meets the requirements of the assignment and demonstrates effort and technical and aesthetic skill. Project is generally effective in regard to subject matter and above class average.

**C:** Work is of average quality; meets the requirements but technical skill is inconsistent. Creativity is not outstanding.

**D:** Work shows a lack of effort or does not display adequate understanding of technical and/or creative elements. Work is incomplete or does not follow requirements.

**F:** Unacceptable work that displays a lack of understanding of assignment objectives and/or is not complete. Excess absenteeism will also be a deciding factor.

The university uses the plus/minus grading scale to record final grades for all courses. This scale is not discretionary, and end of course grades are recorded for grade point average purposes as follows: **A** 4.0, **A-** 3.67, **B+** 3.33, **B** 3.0, **B-** 2.67, **C+** 2.33, **C** 2.0, **C-** 1.67, **D+** 1.33, **D** 1.0, **D-** 0.67, and **F** 0.0

There will be no final exam in this class. The final project will counts as 60% of the grade.

**The UT Honor Code states;**

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

**Policy on Scholastic Dishonesty**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

[http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php).

**Religious Holy Days Observance Policy**

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

<http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance>

**Students with Disabilities**

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will be requested to provide documentation to the Dean of Student's Office in order that the most appropriate accommodations can be

determined. Specialized services are available on campus through Services for Students with Disabilities.

<http://www.utexas.edu/diversity/ddce/ssd/>

### **Emergency Preparedness**

Attached below is detailed information you should read:

Behavior Concerns Advice Line (BCAL: 512-232-5050). This is the number to call if you have concerns regarding the attitude or actions of students, staff, or other faculty. If you require assistance in evacuation you should inform the professors and TAs in writing of your needs during the first week of class. This information must then be provided to the Fire Prevention Services office by fax (512-232-2759), with "Attn. Mr. Roosevelt Easley" written in the subject line. If you would like more information regarding emergency preparedness, visit <http://www.utexas.edu/safety/preparedness/>.

**Please scroll down to next page for more emergency information.**

# Emergency Communications

Emergencies may range from inclement weather, to building evacuations, to campus closures, and the university has a variety of tools to communicate with the public in the event of these and other possible emergencies. Depending on the type of emergency, we may use some or all of the following tools to communicate with faculty, staff and students:

## ***Siren System***

This system is tested around noon on the first Wednesday of every month, and delivers a siren warning and public address in the event of certain outdoor emergencies. Read more about the [siren system](#).

## ***Emergency Web Site***

You may want to bookmark the [emergency Web site](#) because it is updated with information during actual emergencies or campus closures.

## ***Local Press and Social Media***

University Communications staff send emergency information to the press and update social media with public safety messages. Because of the transient nature of our population, the university depends a great deal on the press and social media to keep students, faculty, and staff informed during campus emergencies.

## ***Pager System***

Our campus first responders, resident advisors, and some building managers are part of the AWACS paging system. The pagers send text messages about emergencies on campus and alert city responders (APD, AFD, EMS, Office of Emergency Management, etc.) to campus crisis situations.

## ***Fire Panel Systems***

Residence halls are equipped with fire panel systems that have a public address capability. Resident advisors are trained to use these systems in emergencies in order to make announcements to the entire building regarding evacuation, shelter in place, etc.

## ***Text Alerts***

The university collects cell phone numbers from members of the campus community for emergency text messages. [Sign up for campus text alerts online](#).

## ***University Group E-mail***

During emergencies, UT Safety Alert sends an "urgent" group e-mail to every student, faculty and staff member. The e-mail directs individuals to the emergency Web site for additional information and instruction.

## ***Voicemail to Office Telephones***

This tool leaves a voice message on every faculty and staff member's office phone on campus.

## ***Cable TV***

Residence halls and several of our public gathering places have cable televisions where emergency announcements get posted.

## ***Public Safety Patrol Car Announcements***

UTPD patrol cars are equipped with PA systems, which officers can use to provide instructions to pedestrians during emergencies.

## ***University Emergency Information Line — 512-232-9999***

Students, faculty, and staff can call this main number for information about campus closures.

*The implementation of each tool described above is assigned to an individual who has at least two backups who can also carry out the communications task. Individuals with electronic communication tools assigned to them have remote access (from their homes, etc.) to those tools. The police department and the associate vice president for Campus Safety and Security are typically the ones who deliver emergency information to university administration. Upon considering this information, administration develops the messages and activates campus-wide communications. The only exceptions to this are the sirens and pager system, which are activated directly by UTPD in extremely urgent situations where immediate action is required.]*

**Please scroll down to next page for chart of emergency information.**

# EMERGENCY TERMS

TO  
KNOW



## OUTDOOR WARNING SYSTEM SIREN

One of the ways campus will be notified of an emergency is the Outdoor Warning System (Siren). If you hear the siren at a time other than the scheduled monthly test (11:50 a.m. on the first Wednesday of each month), you should immediately seek cover in the closest building or facility and await further instructions through other communication systems. The siren is NOT used to signal all clear.



## LOCKDOWN

The directive "Lockdown" is used to protect occupants in proximity of an immediate threat by limiting access to buildings and rooms. If no specific locations are given, all buildings should initiate lockdown procedures.

Should you discover that there is a violent or potentially violent person in your building or area, DO NOT CONFRONT THE PERSON UNLESS THERE IS NO OTHER OPTION TO SAVE YOUR LIFE.

### *If you are outside a building in lockdown:*

1. DO NOT ENTER THE BUILDING. Move as far away as possible from the building under lockdown.
2. Await further instructions from law enforcement.
3. Check the university's website and university social media sites for updates and further information as it becomes available.
4. DO NOT CALL THE LOCATION THAT IS IN LOCKDOWN. Phone calls to anyone inside the building that is in lockdown may endanger them.
5. DO NOT LEAVE YOUR SAFE AREA until law enforcement has opened the door.

### *If the threat is outside your building:*

1. If the exterior doors are not electronic and it is safe to reach them, lock them.
2. If safe, leave a person at the door to let others (non-threatening) coming from outside into the building.
3. Close interior doors. Lock doors, if possible. Barricade the doors.
4. Follow Step 4 for "HIDE Out" listed below.
5. Follow Step 2 for "CALL Out" listed below.

### *If the threat is inside your building:*

Follow the 5 OUTS

1. GET Out  
Get OUT OF THE FACILITY if possible.
2. CALL Out  
Use mobile devices to call emergency personnel at 911 or 471-4441 and provide relevant information. High mobile phone volume may interfere with emergency communications and should be limited to contact with emergency personnel only.
3. KEEP Out  
Do not lock exterior doors. Close, lock, and barricade interior doors, if possible.
4. HIDE Out  
Seek shelter in the nearest secured place, i.e. classroom or office. Turn off lights and any devices that may indicate that the room is occupied. If you are on the first floor, close any window blinds or curtains. Stay away from doors and try to keep out of the line of sight. Sit or lie on the floor or crouch behind or under desks. Be as invisible as possible. BE QUIET. DO NOT respond to anyone at the door while in lockdown mode. Law enforcement will announce themselves and release anyone in that room when it is safe. Should the fire alarm be activated during a lockdown, wait for direction on the building PA System or from the police before evacuating if there is no immediate danger. If there is smoke or fire present, you may need to evacuate.
5. TAKE Out  
Last resort. Use anything to distract or disable the suspect.



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