San José State University  
Department of Art & Art History  
Photo 120, Image and Idea, Sections 01 and 02  
Fall 2015

Course and Contact Information

Instructor: Professor Robin Lasser  
Office Location: Duncan Hall 401C  
Telephone: (510 282 6993) cell preferred  
Email: robin.lasser@sjsu.edu  
Office Hours: Mondays + Wednesdays 6:00-7:00 PM (drop in) and by appointment  
Class Days/Time: Mon. + Wed. sections 01 12:00-2:50 section 02 3:00-5:50  
Classroom: Industrial Studies room 219  
Prerequisites: Beginning Photo + Color / Digital or by consent of instructor

Course Format

1. You MUST have your own laptop computer to take this course. This is a School of Art and Design requirement. Macs are preferred.  
2. You should own a copy of the Adobe Suite of software. You will most likely need a good-sized jump drive, a flash card and driver, or lots of CDs/DVDs to save large files onto.  
3. Depending on the size of your computer’s hard drive, you may want to buy more storage in the form of an external hard drive. Not mandatory but strongly recommended if you’re short on space and plan to use video in your work.  
4. You may need to purchase additional paper for prints. Prices depend on size and paper quality.  
5. Canned air: strongly recommended for scanning  
6. White cotton gloves: strongly recommended for handling paper during printing  
7. Large cardboard/plastic tube for transportation of digital prints – strongly recommended.  
8. Presentation materials – vary widely depending on what project you choose.  

*According to this SJSU site if you have already downloaded one of the Adobe packages you will have to wait until your programs expire on 09/15/2015 to get access to the Creative Cloud Software Package (i.e.: all the Adobe software).
If you have not yet downloaded any Adobe programs though the SJSU Adobe Software Program it is free to download the Creative Cloud from this website:
http://its.sjsu.edu/services/software/adobe/

9. As you will see on the site, SJSU is providing all students, faculty, staff and administrators with free Adobe software for campus and home computers, and you must have an active SJSU One ID and password to qualify for ordering and downloading this software

Course Description

This course provides students with tools for critical analysis of images. Students will develop a self-determined body of work over the course of the semester. The class will be divided into small groups so that individual attention can be placed on each student as they develop this body of serious artwork. The class will exhibit their work in a gallery in at the end of the semester. This will give students experience in promoting, hanging, and exhibiting their artwork. In support of their own ideas, slides and video of artists work will be shown, critically analyzed, and discussions will revolve around the ideas, which support each artist’s work. Field trips to exhibition spaces on and off campus provide students with first hand information about living as an artist/photographer in the 21st century. Theory, criticism of contemporary art, along with artist interviews will be covered in the book, In the Making: Creative Options for Contemporary Art by Linda Weintraub. Recommended readings. Multiple contemporary guest artists will visit the class and present their work and professional practice.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. CLO 1 To construct all aspects of exhibition presentations
2. CLO 2 To write an artist statement
3. CLO 3 To write a critical review
4. CLO 4 To identify and recite art criticism
5. CLO 5 To create a body of work to be exhibited at the end of the semester

Course Goals

-To construct a self-imposed body of work.
-To write about and analyze photographs.
-To identify professional contemporary art making practices.
-To identify local museums and exhibition spaces.
-To identify contemporary artists who use video, photography, and installation as part of their art making process

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu senate/docs/S12-3.pdf.
1. You will write an artist statement, aligned with learning objective 2.
2. You will write a review of an exhibition, aligned with learning objective 3.
3. You will write a review about a visiting artist, aligned with learning objective 4.
4. You will create a body of work or installation for final exhibition aligned with learning objective 5.
5. You will identify strategies for exhibition promotion and display aligned with learning objective 1.

Grading Policy

Class Participation
The best way to develop your skills and ideas is to be here and actively participate. There will be a number of lectures and demos and we’ll have many discussions that you will not experience if you are not present. Your participation in the form of regular involvement in activities and discussions is not only required but also mandatory. 20% of your final grade will be based on your class participation. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation when it occurs.

Final Project - End of Semester Group Exhibition
The work you present in this exhibition will represent a highly refined, professionally presented version of the ideas you have been experimenting with all semester. Your final, included as a part of the group exhibition, is of critical importance to this course and will represent 30% of your grade. Failure to complete your final project and/or participate in the group exhibition will result in failure of the course.

Make Ups and Late Work
It is your responsibility to make up missed class sessions or late work. If you’re going to miss a class, please send me an email (before the missed day) and I’ll let you know what you will be missing. Many class lectures and demonstrations cannot be repeated. Any deadline missed will result in lowering the assignment grade one letter for each week that it is late. Again, talk to me if you are having problems. Do not miss critique days, even if you don’t have work of your own to show. Your voice is critical to the success of this class.

Final Grade
Your final grade will be based on:
- two critiques of work in progress (30%),
- your final project presented in the group exhibition (30%)
- Writing assignments (20%)
- Class participation (20%),

Grading Criteria
The work created in class will be evaluated based on the following criteria. Extra credit papers about a lecture on art, or field trip to an art institution is possible. Grade goes down half a grade, for each day a project or paper is late.

A Outstanding: thoughtful and intelligent ideas presented in a clear, organized, and engaging manner; among the very best.
B Above Average - Good: the ideas are interesting and successfully presented; shows potential, but not necessarily distinctive; roughly equal in quality to the majority of work completed by other students.
C Average - mediocre: achieves minimum requirements of the assignment, but not particularly clear, nor ambitious. Quality of work is below that of most other projects submitted. May be above average idea presented in incomplete state.
D Un satisfactory: does not satisfy the minimum requirements of the assignment; generally unsatisfactory in terms of quality and clarity.
F You didn't submit an assignment.

Classroom Protocol

Class Participation
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University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office.
of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

**Accommodation to Students’ Religious Holidays (Optional)**

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

**Student Technology Resources (Optional)**

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**SJSU Peer Connections (Optional)**

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space is also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.
SJSU Writing Center (Optional)

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

SJSU Counseling Services (Optional)

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.
# Photo 120 / Image and Idea sections 01 and 02
## Fall 2015
### Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/24</td>
<td>Introductions and attendance. Class Overview</td>
</tr>
<tr>
<td>1</td>
<td>8/26</td>
<td>Divide into two groups. Create a list with names, e-mail and phone numbers for each group. TA will take care of this task. Talk about how to write a gallery/artist lecture critique. (DIE) Look over the pdf of the exhibition catalog created in the spring, Image and Idea class. Assignment: Come to class session, (group 1- 9/7) (group 2-9/9) with a written idea for your project (one page max.) and bring in some examples of past work. (ten-minutes per person) Entire class attends both days.</td>
</tr>
<tr>
<td>2</td>
<td>8/31</td>
<td>Guest artist - Eliana Cetto 3-6 Workshop with Leo for photo transfers onto glass. 12-3 One page response due 9/7</td>
</tr>
<tr>
<td>2</td>
<td>9/2</td>
<td>Field trip to local contemporary art galleries: ICA- Sophia Allison and Leanne Lee, Naomie Kremer, Cassandra Straubing- one page response due 9/9</td>
</tr>
<tr>
<td>3</td>
<td>9/7</td>
<td>Holiday</td>
</tr>
<tr>
<td>3</td>
<td>9/9</td>
<td>Group 1 presents their project ideas - field trip one-page response due</td>
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<tr>
<td>4</td>
<td>9/14</td>
<td>Group 2 presents their project ideas</td>
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<tr>
<td>4</td>
<td>9/16</td>
<td>Presentations: Epson Printer Demo and steps to digital darkroom, camera to print.</td>
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<tr>
<td>5</td>
<td>9/21</td>
<td>Lab and individual help on your first projects. Either print and or bring in your work in progress for brain storming and response purposes.</td>
</tr>
<tr>
<td>5</td>
<td>9/23</td>
<td>Lab and individual help on your first projects. Either print and or bring in your work in progress for brain storming and response purposes.</td>
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<td>Week</td>
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<tr>
<td>6</td>
<td>9/28</td>
<td>Robin has Jury Duty- TA/Instructor shows film: River and Tides</td>
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<tr>
<td>6</td>
<td>9/30</td>
<td>Critique: Group 1</td>
</tr>
<tr>
<td>7</td>
<td>10/5</td>
<td>Guest speaker Vanessa Graham- Art and Cultural Identity (African Diaspora)- response due 10/12</td>
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<tr>
<td>7</td>
<td>10/7</td>
<td>Critique: Group 2</td>
</tr>
<tr>
<td>8</td>
<td>10/12</td>
<td>Finish spill over critiques Response to guest artist due 10/12</td>
</tr>
<tr>
<td>8</td>
<td>10/14</td>
<td>Turn in one page gallery report 10/19 for Kat McDonald guest artist</td>
</tr>
<tr>
<td>9</td>
<td>10/19</td>
<td>Turn in gallery report. Examples of how to write an artist statement. Begin to write your statement. Lab and individual critiques.</td>
</tr>
<tr>
<td>9</td>
<td>10/21</td>
<td>Lab and individual critiques. Review of artist statements</td>
</tr>
<tr>
<td>10</td>
<td>10/26</td>
<td>Lab and individual critiques. Review of artist statements</td>
</tr>
<tr>
<td>10</td>
<td>10/28</td>
<td>Exhibition jobs defined and assigned. All images and text must be sent to designer by ...... Continue to work on artist statements. Frame at least one piece</td>
</tr>
<tr>
<td>11</td>
<td>11/2</td>
<td>Detour- Guest journalist/sound artist/story teller Luisa Beck- Luisa Beck <a href="mailto:luisa@detour.com">luisa@detour.com</a> Stories That Take You Places</td>
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<tr>
<td>11</td>
<td>11/4</td>
<td>ATC Presentations in MLK (Room TBA)</td>
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<tr>
<td>12</td>
<td>11/9</td>
<td>Critique- groups 1 everything complete for show including framing. Gallery designers take note of size and special gallery needs.</td>
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<tr>
<td>12</td>
<td>11/11</td>
<td>HOLIDAY</td>
</tr>
<tr>
<td>13</td>
<td>11/16</td>
<td>Critique- groups 2 everything complete for show including framing. Gallery designers take note of size and special gallery needs.</td>
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<tr>
<td>13</td>
<td>11/18</td>
<td>Review poster and catalog for exhibition- make any final changes before going to print. Finish all framing etc. Hang show on Friday, November 20, 1PM till the early evening!</td>
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<tr>
<td>Week</td>
<td>Date</td>
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<tr>
<td>14</td>
<td>11/23</td>
<td>Hang show</td>
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<tr>
<td>14</td>
<td>11/25</td>
<td>Hang show- Begin Final critique</td>
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<tr>
<td>15</td>
<td>11/30</td>
<td>Final critiques in gallery</td>
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<td></td>
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<td>Tu. Dec. 1 opening reception, 6-8PM</td>
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<tr>
<td>15</td>
<td>12/2</td>
<td>De install</td>
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<tr>
<td>16</td>
<td>12/7</td>
<td>Final party, movie, and grading</td>
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<td></td>
<td></td>
<td>Final Exam</td>
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<tr>
<td></td>
<td></td>
<td>Venue and Time</td>
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</table>