

San José State University
Department of Art & Art History
Phot 115 02 (42463), Intermediate Digital Imaging, Fall 2017

Course and Contact Information

Instructor: Dan Herrera
Office Location: DH401D
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*Note: Please title the subject of your email:
YourLastName_Photo115*

Office Hours: Wed. 11am-12noon
Class Days/Time: Mon & Wed / 3pm-5:50pm
Classroom: (IS 219) Industrial Studies: Room 219
Prerequisites: Photo 40

Course Fees: All SJSU students are now paying the Student Success, Excellence and Technology Fee. The fee helps to supply the materials or services made available in this class: chemistry, ink, printers, servicing equipment, etc. Please be advised that additional costs for materials will be necessary in order for you to complete the course successfully.

Department Office: Art 116
Department Contact: Website: www.sjsu.edu/art Email: art@sjsu.edu

Server Information – Assignments, Readings, Handouts

All assignments, readings, handouts, and relevant class info will be located on the *CANVAS Portal*. You are responsible for accessing these materials when made available (and printing them out if you choose). Due to our efforts to make the School of Art and Design a “paperless” environment hard copies will NOT be handed out in class.

Our server address is: <http://photo.sjsu.edu> □ Once at the Photo department site, choose “resources” and then "Login" under “Instructional Course Materials.” This will bring up an interactive user window. User ID and password:

Your User ID is:

Your Password is:

Again, I rarely (if ever) use the photo server. If I do place materials for you there, you will find them in the “Herrera”

folder. Both the User ID and Password ARE case sensitive, so be sure to use lower case where indicated. Please let me know if you have problems accessing the site. Most of the materials needed for the course will be accessed through our CANVAS portal.

Course Description

An intermediate level survey course investigating the unique possibilities afforded by contemporary digital imaging. Includes preparation of images for presentation print, video, or web. Emphasizes making digital tools relevant to the ongoing development of student work and professional workflow and image editing methods. Photo 40, Beginning Photography is the prerequisite for this class.

Course Content & Objective

There are a number of digital imaging tools currently available. For this course, we will be focusing the lions-share of our attention on Photoshop. Photoshop is a magical tool, with applications in nearly every form of visual media like graphic design, web design, animation, video, and yes, even photography. This class will introduce Photoshop mostly from the perspective of a photographer. It will be a tool intensive class, but with the goal of utilizing these tools in powerful and creative ways. As Photoshop is a very deep program, we will not attempt to learn every tool, but instead will focus on the tools, techniques, and digital imaging theories that are most relevant to photographers. Additionally, this course will introduce basic file management, workflow practices, as well as currents trends and concerns for contemporary digital image-makers.

Student Learning Outcomes

1. Gain proficiency in or further develop Photoshop skills
2. Gain proficiency in or further develop digital video editing skills.
3. Gain a thorough grounding in current professional practice and digital workflow
4. Learn to use your digital skills to complete fine art projects with interesting content and strong concepts
5. Develop a firm understanding of the variables involved in digital output
6. Learn to work within deadlines: complete three projects and a final, in class exercises, and reading/writing assignments within assigned deadlines

Course Learning Outcomes (CLO)

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

1. Will have proficiency in image digital image editing and production
2. Will be able to demonstrate proficiency through class projects and Testing

Recommended Texts/Readings

Title: Photoshop Masking & Compositing (2nd Edition)
 Author: Katrin Eismann, Sean Duggan, James Porto
 Publisher: New Riders, 2012
 ISBN: 9780321701008
 Link: <http://www.amazon.com/Photoshop-Masking-Compositing-Edition-Voices/dp/0321701003>

Other Readings

Other reading materials will be made available through your CANVAS Portal.

Other equipment / Material Requirements

1. You MUST have your own laptop computer to take this course.
2. You MUST have a copy of the Adobe Creative Suite CS6 or Creative Cloud
3. You MUST have a USB flash-drive (16GB Minimum)
4. You may need to purchase additional paper for your printed projects. Prices range depending on size and paper quality. We will discuss paper options the first week of class.
5. Canned air for scanning – *Strongly Recommended*
6. White cotton gloves for handling paper during printing – *Strongly Recommended*
7. Large cardboard/plastic tube for transportation of digital prints – *Strongly Recommended*
8. 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.
9. Presentation materials – cost varies widely depending on what you choose.

Library Liaison

Elisabeth Thomas: elisabeth.thomas@sjsu.edu

Course Requirements and Assignments

PROJECT 01	Colorizing B&W Photo (5% of total grade)
DUE DATE	Week 03 (date approximate)
SLO	01, 04, 05, 06
PROJECT 02	Facemash & Portrait Project (10% of total grade)
DUE DATE	Week 05 (date approximate)
SLO	01, 04, 05, 06
PROJECT 03	Layout / Art Board Project (10% of total grade)
DUE DATE	Week 07 (date approximate)
SLO	01, 04, 05, 06
PROJECT 04	Composite (10% of total grade)
DUE DATE	Week 09 (date approximate)
SLO	01, 03, 04, 05, 06

MIDTERM Practical Examination □ (15% of total grade).
DUE DATE Exam administered the Week 10 (date approximate)
SLO 01, 02, 03, 04, 05, 06

PROJECT 05 Self-Directed Project □ (10% of total grade)
DUE DATE Week 13 (date approximate)
SLO 01, 02, 03, 04, 05, 06

PROJECT 06 Video and Sound Project □ (20% of total grade)
DUE DATE Week 16 (date approximate)
SLO 01, 02, 03, 04, 05, 06

Grading Policy

The work created in class will be evaluated based on the following criteria:

- A **Outstanding:** thoughtful and intelligent ideas presented in a clear, organized, and engaging manner; among the very best.
- B **Above Average:** 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 **Unsatisfactory:** does not satisfy the minimum requirements of the assignment; generally unsatisfactory in terms of quality and clarity.
- F You didn't submit an assignment.

Final Grade

Your final grade will be based on 6 projects (total of 65%), a midterm practical exam (15%), and class participation (20%).

Reading/writing Assignments & journals

In addition to your projects, I will give short classwork assignments, reading assignments, and discussion topic assignments, which will be addressed during our class meetings. These fall under your Class Participation grade.

Class Participation

Participation is more than just showing up. Participation reflects the expectation that each student attends class; is on time;

contributes positively to BOTH THE CANVAS DISCUSSION BOARDS AS WELL AS THE CLASSROOM LEARNING ENVIRONMENT by being attentive, by asking questions, by participating during critiques, and by working on the given assignment. In general, lecture and demonstrations will begin the class session followed by hands on projects. Which means if you are not present, you will miss the demonstration and all of the witty banter that I encourage in each of my classes. Class participation cannot be made up; in fact I rarely ever accept any late work (but more on that later). Class participation is also 20% of your grade. If you have an extenuating circumstance that is going to prevent you from attending, it is your responsibility to make me aware, and please do so sooner rather than later.

Make Ups and Late Work

I don't believe in accepting late work. It's been my experience that late work is typically of poor quality, or seems rushed in an attempt to get it done solely for the sake of getting it done, rather than an attempt to create something of any real significance. I find myself-wondering if I spend more time grading than the student spent making. But, putting my own experience aside, accepting late work reinforces bad habits for the students. When doing a job or for a client or creating work for a gallery - late work is unacceptable. So, in this respect, I would be doing you (a future professional) a disservice if I accept your late work. However, I do believe that every once in awhile, extreme circumstances can sometimes prevent someone from doing their best work. If you find yourself in this situation, give me *something* by the deadline. Show me that you at least tried to meet the deadline, and if your project sucks, tell me that you can do to make it better. I've been known to cut students a break now and then. I may give you a chance to re-do it and make it better. This is you education, and you choose the level of commitment to each piece of art you create.

If you miss class, it is your responsibility to get yourself up to speed. If you know you will be unable to attend a class, please send me an e-mail (preferably before the missed day), and if appropriate, I'll do my best to let you know what you will be missing. Another good resource is to make a friend in the class; they may be able to help you out too. Many class lectures and demonstrations cannot be repeated or made up. Any deadline or class missed will result in lowering of your grade. Again, talk to me if you are having problems. **Do not miss critique days. Do not leave after your work has been critiqued.** Assignments may sometimes take two class sessions to review all of the work in a thoughtful manner. **I expect you to attend both days of the critique.** Failure to do so, will seriously affect your grade (in a bad way).

Classroom Protocol

Laptop Etiquette: Please use your laptops in respectful manner. It is fine to have laptops open during open lab time, or during demos or lectures when asked to follow along or take notes. Laptops should remain closed during critiques or films. Answering email, instant messaging, running irrelevant Google searches or working on projects from another class are all off limits during anything other than open lab time.

Cell Phone Etiquette: Ringers on cell phones should be turned off during class time. Leaving the class to take a call

should only be done in emergencies. Web browsing or other handheld device use is not permitted during class activities.

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.

Phot 115 (42463)/ Intermediate Digital Imaging, Fall 2017, Course Schedule

This schedule is subject to change based on the needs of the class and any unforeseen circumstances. I will make every effort to keep the schedule updated and accurate on the CANVAS portal. I will verbally make an announcement of any changes in class if they occur. It is the student’s responsibility to keep abreast of changes and due dates.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Wednesday Aug. 23 rd	Topics: <ul style="list-style-type: none"> • Class Introductions • Go over syllabus, class structure, and expectations • Logging into Canvas • Introduce Project 00 Homework: (Due Aug. 28th) <ul style="list-style-type: none"> • Resolve any Canvas conflicts • Watch Adobe TV Video • Buy, Download, and Install Software (as needed) • Complete Project 00 (P00)
2	Monday Aug. 28 th	Topics: <ul style="list-style-type: none"> • Review Project 00 • Camera RAW • Image size • Resolution • Understanding the work area

		<ul style="list-style-type: none"> ● Basic retouching ● Introduce Project 01 ● Color demo <p>Homework:</p> <ul style="list-style-type: none"> ● Begin Project 01 (P01)
2	Wednesday Aug. 30 th	<p>Topics:</p> <ul style="list-style-type: none"> ● Intro to Brush Panel ● Intro to Layers <ul style="list-style-type: none"> ○ Adjustment Layers ○ Layer Blend Modes ○ Layer Hierarchy & Stacking Order ● Complete retouching demo ● Continue working on Project 01 <p>Homework: (Due Sept. 6th)</p> <ul style="list-style-type: none"> ● Complete Project 01 (P01)
3	Monday Sept. 4 th	<ul style="list-style-type: none"> ● Labor Day - Campus Closed
3	Wednesday Sept. 6 th	<p>Topics: CRITIQUE DAY – P01</p> <ul style="list-style-type: none"> ● Critique Project 01 ● Introduce Project 02 <p>Homework:</p> <ul style="list-style-type: none"> ● Begin research for Project 02 (P02)
4	Monday Sept. 11 th	<p>Topics:</p> <ul style="list-style-type: none"> ● Review Project 02 Guidelines ● Layers continued ● Introduction to Selection Techniques ● Introduction to Masking <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 02 (P02)
4	Wednesday Sept. 13 th	<p>Topics:</p> <ul style="list-style-type: none"> ● 1st review of student progress on Project 02 ● Masking Continued ● Retouching Continued (Portrait Retouching) <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 02 (P02) ● Prepare for portrait lighting workshop Sept. 18th & 20th
5	Monday Sept. 18 th	<p>Topics: LIGHTING STUDIO WORKSHOP: DAY 01</p> <ul style="list-style-type: none"> ● Studio Lab – I will demonstrate a basic lighting set-up and be doing portraits to complete the portrait portion of Project 02. <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 02
5	Wednesday Sept. 20 th	<p>Topics: LIGHTING STUDIO WORKSHOP: DAY 02</p> <ul style="list-style-type: none"> ● Studio Lab – I will demonstrate a basic lighting set-up and be doing portraits to complete the portrait portion of Project 02. <p>Homework: (Due Sept. 25th)</p> <ul style="list-style-type: none"> ● Complete Project 02 (P02)

6	Monday Sept. 25 th	<p>Topics: CRITIQUE DAY – P02</p> <ul style="list-style-type: none"> ● Critique Project 02 ● Introduce Project 03 - Page Layout & Art Board <p>Homework: (Due Sept. 27th)</p> <ul style="list-style-type: none"> ● Complete research for Project 03 (P03) - magazine covers or posters styles. <ul style="list-style-type: none"> ○ Find at least 6 examples. ○ Upload examples to CANVAS
6	Wednesday Sept. 27 th	<p>Topics:</p> <ul style="list-style-type: none"> ● Review student Project 03 research examples ● Discuss strategies to achieve similar results ● Introduction to Page Layout <ul style="list-style-type: none"> ○ Type tool, guides/grids, & Adobe Color Website ● Differences between vector vs bitmap ● Introduce vector tools <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 03 (P03)
7	Monday Oct. 2 nd	<p>Topics:</p> <ul style="list-style-type: none"> ● Review page layout techniques as needed ● Lab for completing Project 03 with assistance <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 03 (P03)
7	Wednesday Oct. 4 th	<p>Topics:</p> <ul style="list-style-type: none"> ● Review page layout techniques as needed ● Lab for completing Project 04 with assistance <p>Homework:</p> <ul style="list-style-type: none"> ● Continue working on Project 03 (P03) ● Prepare P03 files for printing lab Oct. 9th & Oct. 11th
8	Monday Oct. 9 th	<p>Topics: PRINTING LAB: DAY 01</p> <ul style="list-style-type: none"> • Printing Lab for Project 03 (P03)
8	Wednesday Oct. 11 th	<p>Topics: PRINTING LAB: DAY 02</p> <ul style="list-style-type: none"> • Printing Lab for Project 03 (P03)
9	Monday Oct. 16 th	<p>Topics: CRITIQUE DAY – P03</p> <ul style="list-style-type: none"> • Critique Project 03 • Introduce Project 04 (P04) – Photorealistic Composite • History of photo manipulation topics • Introduction to midterm exam topics & study guide <p>Homework: (Due Oct. 18th)</p> <ul style="list-style-type: none"> • Concept development for Project 04 (P04) <ul style="list-style-type: none"> ● Complete sketches (4) & Complete proof of concepts (2)

9	Wednesday Oct. 18 th	<p>Topics:</p> <ul style="list-style-type: none"> • Review student concepts for Project 04 (P04) • Discuss strategies to achieve professional results • Review topics as needed for Project 04 (P04) <p>Homework:</p> <ul style="list-style-type: none"> • Continue Project 04 (P04) <ul style="list-style-type: none"> ◦ Gathering, shooting, and refining imagery for Project 04 • Study for midterm exam Monday Oct. 23rd
10	Monday Oct. 23 rd	<p>Topics:</p> <ul style="list-style-type: none"> • Lab for completing Project 04 with assistance • Optional: Lab for completing midterm exam <ul style="list-style-type: none"> ◦ The midterm exam will be available on CANVAS until 11:59pm <p>Homework:</p> <ul style="list-style-type: none"> • Prepare P04 files for printing lab Oct. 25th & Oct. 30th
10	Wednesday Oct. 25 th	<p>Topics: PRINTING LAB: DAY 01</p> <ul style="list-style-type: none"> • Printing Lab for Project 04 (P04)
11	Monday Oct. 30 th	<p>Topics: PRINTING LAB: DAY 02</p> <ul style="list-style-type: none"> • Printing Lab for Project 04 (P04)
11	Wednesday Nov. 1 st	<p>Topics: CRITIQUE DAY – P04</p> <ul style="list-style-type: none"> • Critique Project 04 • Introduce Project 05 (P05) – Self Directed Project: Series • Review examples of previous student projects (P05) <p>Homework: (<i>Due Nov. 6th</i>)</p> <ul style="list-style-type: none"> • Complete proposals for Project 05 (P05)
12	Monday Nov. 6 th	<p>Topics:</p> <ul style="list-style-type: none"> • Review student proposals for Project 05 (P05), give approval or suggestions to make any adjustments needed. • Lab to begin Project 05 <p>Homework:</p> <ul style="list-style-type: none"> • Begin Project 05
12	Wednesday Nov. 8 th	<p>Topics:</p> <ul style="list-style-type: none"> • Review topics as needed for Project 05 • Lab for completing Project 05 with assistance <p>Homework:</p> <ul style="list-style-type: none"> • Continue Project 05
13	Monday Nov. 13 th	<p>Topics:</p> <ul style="list-style-type: none"> • Review topics as needed for Project 05 • Lab for completing Project 05 with assistance <p>Homework:</p> <ul style="list-style-type: none"> • Continue Project 05
13	Wednesday Nov. 15 th	<p>Topics:</p> <ul style="list-style-type: none"> • Review topics as needed for Project 05 • Review student progress on P05 • Lab for completing P05 with assistance <p>Homework:</p> <ul style="list-style-type: none"> • Prepare P05 files for printing lab Nov. 20th & Nov. 22nd

14	Monday Nov. 20 th	Topics: PRINTING LAB: DAY 01 <ul style="list-style-type: none"> • Printing Lab for Project 05 (P05)
14	Wednesday Nov. 22 nd	Topics: PRINTING LAB: DAY 02 <ul style="list-style-type: none"> • Printing Lab for Project 05 (P05)
15	Monday Nov. 27 th	Topics: CRITIQUE DAY – P05 <ul style="list-style-type: none"> • Critique Project 05 (P05) • Introduce Project 06 (P06) – The 4th Dimension • Review examples of previous student projects (P06) Homework: (Due: Nov. 29th) <ul style="list-style-type: none"> • Complete storyboards for P06 • Begin filming resources for P06
15	Wednesday Nov. 29 th	Topics: <ul style="list-style-type: none"> • Introduce video tools (Photoshop) <ul style="list-style-type: none"> ○ Color F/X ○ Cinamagraph ○ Video Masking • Lab for completing Project 06 with assistance Homework: <ul style="list-style-type: none"> • Continue Project 06
16	Monday Dec. 4 th	Topics: <ul style="list-style-type: none"> • Review topics as needed for Project 06 • Lab for completing Project 05 with assistance Homework: <ul style="list-style-type: none"> • Continue Project 06
16	Wednesday Dec. 6 th	Topics: <ul style="list-style-type: none"> • Review topics as needed for Project 06 • Lab for completing Project 05 with assistance Homework: <ul style="list-style-type: none"> • Complete Project 06 – Export and upload videos to CANVAS as well as uploading videos to YouTube and provide links.
17	Monday Dec. 11 th	Topics: CRITIQUE DAY – P06 <ul style="list-style-type: none"> • Critique Project 06