

San José State University
Department of Art & Art History
Photo 123/ 40911 / Photo Illustration, Section 1, Fall 2017

<i>Instructor:</i>	<i>Sandra Frank</i>
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<i>Office Hours:</i>	<i>T/TH 11am-noon and by appointment</i>
<i>Class Days/Time:</i>	<i>T/TH 8am - 10:50 pm</i>
<i>Classroom:</i>	<i>Duncan Hall 407</i>
<i>Prerequisites:</i>	<i>Photo 40</i>
<i>Department Office:</i>	<i>Art 116</i>
<i>Depart. Contact:</i>	<i>www.sjsu.edu/art email: art@sjsu.edu</i>

“Photography is the story I fail to put into words.” Destin Sparks

Course Description

The technical and conceptual aspects of producing effective photographic illustrations for various narrative purposes (e.g. advertisements, magazines, story illustrations, posters, etc). Course is repeatable once for credit. Prerequisite: PHOT 40.

Course Goals and Learning Objectives

This course deals with the techniques and concepts used to create photographic illustrations for various narrative purposes (magazine illustrations, corporate reports, story illustrations, fine art works, etc.) You will be responsible for the conception, design, layout, production and final presentation of six major projects. Assignment parameters and evaluation criteria are designed to closely simulate those currently employed by your future employers (advertising agencies, graphic design studios, industrial in-house art departments, book and magazine publishers, and commercial photographic studios). All assignments are concept oriented and studio based. However, some may require location photography or wet darkroom work; therefore required equipment depends upon the specific concept for the assignment. Experience with and access to Adobe Photoshop or some other photo editing program, a computer, scanner and color ink-jet printer, though not mandatory, will be helpful in completing some assignments.

Course Learning Outcomes (CLO)

- Conceptualize and execute photographic illustrations based on specific requirements
- Continue to develop photographic skills through camera, post-production and lighting techniques
- Learn composition techniques that help you to pre-plan ideas, to fit specific criteria of assignments
- To create comprehensive images that fill assignment requirements whether commercially or fine art based
- To begin to, or continue to develop digital darkrooms skills

Text and Material Requirements

- There is not a required text for this course.
- Materials vary by project. You will be given instructions with each project, but propping, models, backgrounds etc will be your responsibility.
- A computer (laptop) is necessary to complete most, if not all projects. A jump/thumb drive is required to upload projects to the class computer for critique if not printing assignments.

Library Liaison

Elisabeth Thomas (elisabeth.thomas@sjus.edu)

Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

Course Requirements and Assignments

- ✓ Students are required to complete six major shooting assignments:
 - Pet Peeve
 - Photograph of an Illustration
 - Self portrait ~ Based on famous painting
 - Magazine Spread
 - Phrases / Idioms
 - Children's Book
- ✓ Students may be required to include at least one photographic image executed specifically in the studio for particular assignments
- ✓ If during scheduled studio time you do not need to photograph, that time is to be used in class working on your project on the computer, printing digitally or in the darkroom unless discussed with the instructor.
- ✓ In addition to each shooting assignment, comps (or layout) are to be discussed with the instructor before or during the 1st studio day for each project. Use this time to discuss your idea, and any technical difficulties and/or suggestions. These meetings are the responsibility of the student and they do count towards participation.
- ✓ Idea and problem solving solutions will be presented to class during critique of each project to help develop photographic problem solving skills or to understand alternative methods of achieving desired results
- ✓ Proper presentation will be required for each project; exact requirements will be discussed with each particular assignment.

Final Evaluation

The final project critique will be held on the last day of instruction as well as the scheduled final exam time (see syllabi). It will consist of a compilation of skills learned throughout the semester including photographic skills, post-production skills, layout/formatting requirements and presentation. Specific grading criteria will be handed out with assignment.

Grading Policy

Each project is graded based on a total number of possible points divided specifically for each assignment.

For example, an assignment may be worth 100 points divided as follows: (EACH ASSIGNMENT WILL BE DIFFERENT SO PAY ATTENTION TO THE INSTRUCTIONS!)

- ✓ Concept, design and visual impact ~ 40%
- ✓ Technical execution: Primarily on photographic expertise ~ 40%
Secondarily on Digital darkroom skills (this is not a Digital Photography class) ~10%
- ✓ Point deduction will occur for the following, if necessary, on EACH assignment:
Missed critique/deadline -25pts ~ none redeemable
Missing comp -10pts ~ 5pts redeemable

Each assignment will have specific requirements that may change the general guideline above, so please read each assignment sheet carefully.

Grade slips are given to students with comments and point totals for each assignment. Students are able to keep a tally of accumulated points throughout the semester from these grade slips. Please remember that grades reflect an opinion, not of you as a person but of how well your assignment has been completed based on the above criteria. The critique should give you a good basis for understanding how each assignment has been graded, but if it doesn't, feel free to ask for a more detailed explanation.

The following list shows a breakdown of the possible points earnable throughout the semester and the Final semester letter grade attached (provided there are not any syllabus changes):

Assignment	Possible Points
Assignment #1: Pet Peeve	50 pts
Assignment #2: Self Portrait ~ Based on a famous painting / image	100 pts
Assignment #3: Magazine Spread	150 pts
Assignment #4: Photograph of an Illustration	200 pts
Assignment #5: Phrases / Idioms	150 pts
Assignment #6: Children's Book	300 pts
Participation	50 pts
Total Points Possible	1000
A+ = 1000-975 A = 974-950 A- = 949-925 B+ = 924-875 B = 874-825 B- = 824-775 C+ = 774-725 C = 724-675 D = 674-600 F = <599 Final grade totals may fluctuate depending on syllabus changes.	

Please remember that grades reflect an opinion, not of your capabilities, nor of you as a person but only of how well you have done on a particular assignment. The critique should give you a good basis for understanding how your grade was determined. If it doesn't, feel free to ask for more details. Assignments may be redone to improve a grade. Final grades are tallied as total of all assignments in addition to any extra credit.

Extra credit can be earned through various means, such as additional assignment work, papers on gallery exhibits, research into current artistic and commercial trends among others. Proposals can be discussed with instructor.

NO EXTRA CREDIT WILL BE GIVEN/ACCEPTED IF REGULAR ASSIGNMENTS ARE NOT COMPLETED.

Deadlines and Class Participation

- Learning to meet rigorous deadlines standards is a major aspect of your professional preparation. Assignments are expected to be ready for presentation at the START of class. Assignments handed in after the ten-minute grace period will be graded as a missed deadline.
- Participation is an important consideration in grading, and you cannot participate if you are not here. There is a ten-minute grace period from the time class is scheduled to begin, after which you are marked late. Two lates equal an absence, and three absences constitute zero class participation credit. If there are specific reasons you will miss more class than allowed, please feel free to discuss this with me.

Classroom Protocol

Participation: Class participation is essential.

Class participation includes being an active partner and constructively vocal during critiques.

You WILL be deducted participation points for inappropriate cell phone use!

Late arrivals and absences are a consideration in final grading. Two late arrivals equal an absence, and three absences constitute zero class participation. If there are specific reasons you will miss more class than allowed, please feel free to discuss this with me.

Laptop Etiquette

Laptop and other personal computing device usage is permissible during lecture for note taking and applicable Google searches; however, taking notes by hand (in your visual diary) is preferred. I AM HAPPY TO REPEAT AS NECESSARY!

During open lab time, one partners laptop must be used for direct download of images only ~ NO CF cards are to be used in the schools cameras.

Please use your laptops in a respectful manner. Answering email, instant messaging, checking your Facebook account, running irrelevant Google searches or working on projects from other classes are all off limits. Please show respect for me and those around you. *Any disregard to this requirement will result in loss of any participation credit.*

Cell Phone Etiquette

Ringers on cell phones should be turned off during class time *especially* during critiques. If you occasionally forget, it's no big deal, but this is your warning that I, as the instructor, have the option of ANSWERING your phone if I choose (this goes for text messaging as well ~ I have texted back to moms, girl/boy friends, and bosses) and have had some interesting conversations to say the least. Leaving the class to take a call should only be done in emergencies. *Inappropriate or excessive cell phone use during critiques will result in your being told to leave the class and your grade lowered by 10pts.* Again, please show respect for those around you.

In Case of an Emergency

In case of an emergency such as a natural disaster, hazardous situations, etc that require evacuating the building immediately, please evacuate down the nearest stairwell and reconvene on the side of Duncan Hall near the AS House. Leave all belongings if you must leave in a hurry ~ *they are replaceable, you*

are not. Do not attempt to turn off studio lights etc. Classrooms are supposed to be locked by full-time faculty. Students will be notified by instructor as to when they may re-enter the building.

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](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/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](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

University Policies

Office of Graduate and Undergraduate Programs maintains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc.”

You may find all syllabus related University Policies and resources information listed on GUP's Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

“If you always do what you've always done,
you'll always get-what-you-always-got.”

George W. Bush

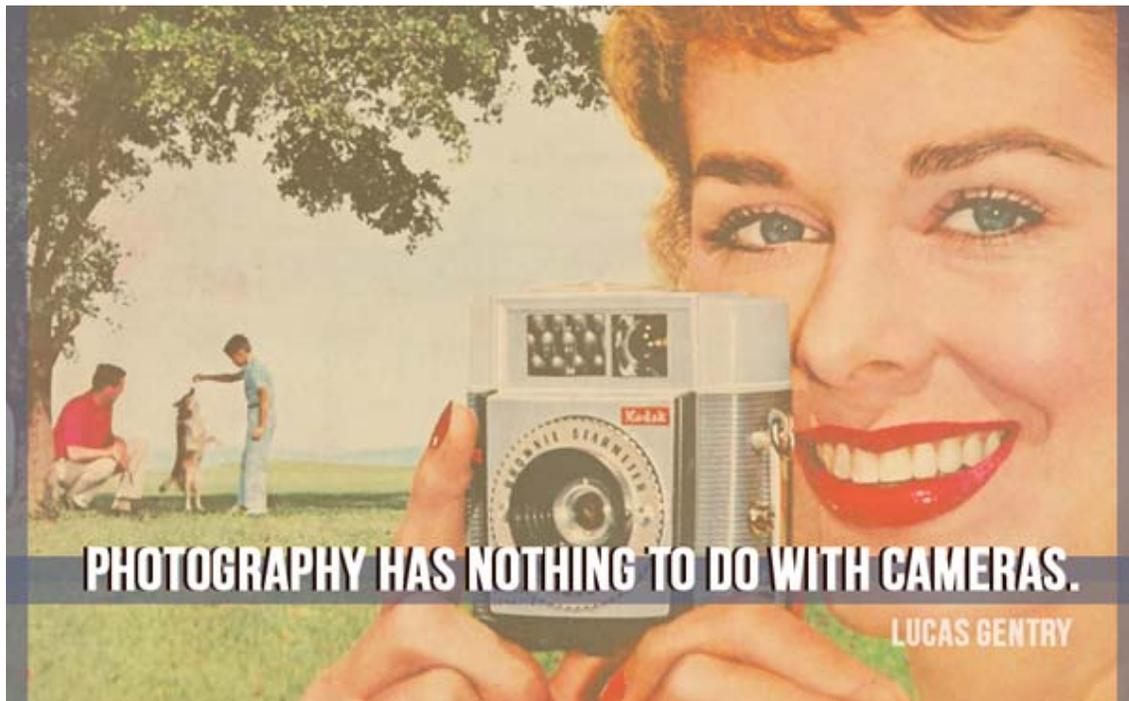


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Week	Date	Topics, Readings, Assignments, Deadlines
1	8/24	Welcome! Administration stuff / Powerpoint Presentation
2	8/29	<i>Lecture:</i> Roughs, Comps, Layouts <i>Lecture:</i> Photo Illustrations Shooting Assignment #1: Pet Peeve Due:9/7
	8/31	Studio / Print
3	9/5	Studio / Print
	9/7	Critique: Assignment #1: Pet Peeve
4	9/12	Lecture: The Perils of Creative Freedom (ie: Working with Art Directors) Demo: Painting with Light / Alternative Camera Techniques Shooting Assignment #2: Self-Portrait Based on a Famous Painting or Image Due: 9/28
	9/14	Studio: Comp review / Shooting
5	9/19	Studio: Portrait
	9/21	Studio: Portrait
6	9/26	Studio: Portrait
	9/28	Critique: Shooting Assignment #2: Portrait
7	10/3	<i>Lecture:</i> Magazine spreads and Working with specific details Shooting Assignment #3: Magazine Spread Due: 10/19
	10/5	Studio
8	10/10	Studio
	10/12	Studio / Print
9	10/17	Studio / Print
	10/19	Critique: Magazine Spread
10	10/24	<i>Lecture:</i> Photograph an Illustration ~ Research ideas Shooting Assignment #4: Photograph an Illustration Due: 11/9
	10/26	Studio
11	10/31	Studio
	11/2	Studio

Week	Date	Topics, Readings, Assignments, Deadlines
12	11/7	Studio / Print
	11/9	Critique: Photograph an Illustration
13	11/14	Studio: Final Project
	11/16	Studio: Final Project
14	11/21	Studio: Final Project
	11/23	Thanksgiving – NO CLASS
15	11/28	Studio: Final Project
	11/30	Studio: Final Project
16	12/5	Studio: Final Project
	12/7	Last Day of Instruction / Critique
Final Exam	Fri Dec 15 7:15	FINAL Critique and P O T L U C K !

As always, this syllabus is subject to change. Students will be notified in class or via email of any changes.

“Human salvation lies in the hands of the creatively maladjusted.”
Martin Luther King, Jr