

**San José State University**  
**Department of Art and Art History**  
**PHOT 120, Image and Idea, Sections 1 & 2, Spring 2017**

**Course and Contact Information**

<b>Instructor:</b>	Robin Lasser
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<b>Office Hours:</b>	Tu. and Thurs. 11:00 AM - 12:00 PM
<b>Class Days/Time:</b>	Tu. and Thurs. Section One - 12-2:50, Section Two - 3-5:50
<b>Classroom:</b>	IS 219
<b>Prerequisites:</b>	Photo 40

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

**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 21<sup>st</sup> century. Multiple contemporary guest artists will visit the class and present their work and professional practice.

**Course Learning Outcomes (CLO)**

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 - You will learn:

- 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

## Course Assignments

*You will write an artist statement, aligned with learning objective 2.*

*You will write a review of an exhibition, aligned with learning objective 3.*

*You will write reviews about two visiting artist, aligned with learning objective 4*

*You will create a body of work or installation for final exhibition aligned with learning objective 5*

## Course Format and technology required

1. You should have your own laptop computer to take this course. You should own a copy of the Adobe Suite of software. Free access at link seen below. You will most likely need a good-sized jump drive, a flash card and driver.
2. 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.
3. You may need to purchase additional paper for prints. Prices depend on size and paper quality.
4. Canned air: strongly recommended for scanning
5. White cotton gloves: strongly recommended for handling paper during printing
6. Large cardboard/plastic tube for transportation of digital prints – strongly recommended.
7. Presentation materials – vary widely depending on what project you choose.

**Adobe Software Programs - Creative Cloud from this website: <http://its.sjsu.edu/services/software/adobe/>**

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.

*Basic training PowerPoint: <http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>*

## Library Liaison (Required)

*Rebecca Kohn ([rebecca.kohn@sjsu.edu](mailto:rebecca.kohn@sjsu.edu))*

## Required Texts/Readings

### Textbook

Readings will be distributed at the beginning of each topic section. The readings will be sent to students by e-mail prior to the introduction of each topic. 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 reading.)

### 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 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.

97-100 = A+

93-96 = A

90-92 = A-

87-89 = B+

83-86 = B

80-82 = B-

77-79 = C+

73-76 = C

70-72 = C-

67-69 = D+

63-66 = D

60-62 = D-

59 and below = F

### Final Examination or Evaluation

The final exhibition constitute the final examination

### 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%),

## PHOT 120 /Image and Idea, Spring 2017, 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

Week	Date	Topics, Readings, Assignments, Deadlines
1	January 26	Introductions and attendance. Class Overview Read pdf on Data Print- I will send on Friday by e-mail
2	January 31	Guest artist "Data Print" Simon Hanukai- Assignment: turn in written reflection on his presentation due February 7.
2	February 2	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.  <b>Assignment:</b> 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.  Group 1 presents on Feb 7 and turns in proposal, group 2 presents on February 9 and turns in proposal. Write your proposal over the weekend
3	February 7	Turn in guest artist reflections (entire class) Group 1 presents their proposals orally and turns in written max one page proposal.
3	February 9	Group 2 presents their proposals orally and turns in written max one page proposal.
4	February 14	Digital Darkroom flow from camera to print.
4	February 16	Field trip or guest artist Arzu Mistry Assignment: Write paper, due February 21.
5	February 21	Printing Demonstrations-turn in written reflection from guest artist or gallery field trip.
5	February 23	Printing Lab and individual help on your first projects
6	February 28	Turn in reflection paper and Lab. Individual help on your first projects Everyone must speak individually with Sean or Robin before 1 <sup>st</sup> critique!
6	March 2	Final lab and print day before 1 <sup>st</sup> critique
7	March 7	Critique group 1
7	March 9	Critique group 2
8	March 14	(Finish any extra presentations if necessary) Robin and or Sean present their work.
8	March 16	Printing and Lab / individual critiques
9	March 21	Printing and Lab / individual critiques
9	March 23	Printing and Lab / individual critiques
10	March 28	Spring break
10	March 30	Spring break
11	April 4	Jobs for exhibition and lab
11	April 6	Last printing day prior to Critique 2
12	April 11	Group 1 critique –everything must be finalized and one print ready to hang
12	April 13	Group 2 critique- everything must be finalized and one print ready to hang
13	April 18	Artist statement examples and finish any left over critiques.
13	April 20	Robin and Sean in class help for editing your statement. Lab

14	April 25	Lab- final prints for exhibition
14	April 27	ATC all class attends on the 2 <sup>nd</sup> floor of Library or frame your work
15	May 2nd	Lab- final prints for exhibition- final framed works checked off
15	May 4	Lab- final prints for exhibition- final framed works checked off Hang work on Friday May 5, all artists must hang work that Friday from 1PM till finished- that evening. Plan on the entire afternoon and evening to hang work.
16	May 9	Exhibition Reception and final critique
16	May 11	De install and grading
Final Exam	May 16	Final evaluations

Discover and Go Program. This requires you log in with your SJPL id and pin. I have linked to it on my main libguide, but please promote it to students as it includes big venues like the Asian Art Museum, Contemporary Jewish Museum, Museum of the African Diaspora, and many others around the Bay. The direct link is <https://sjpl.discoverandgo.net/>