

San José State University
Department of Art & Art History
Phot 121, Introduction to Studio Lighting, Section 01, 03
Spring 2017

Course and Contact Information

Instructor:	Yvonne D. Williams
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Office Hours:	M/W 10:30 – 12:00 and by appointment
Class Days/Time:	M/W 12:00 – 2:50, 3:00 – 5:50
Classroom:	DH 407
Prerequisites:	Photo 40
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Server Information –Assignments, Readings, Handouts

Assignments, readings, handouts and other information will be in your required reader. Due to our efforts to make the Department of Art and Art History “paperless,” additional hard copies will be handed out at a minimum. I will be using CANVAS to upload all additional materials and to send out pertinent email notifications. To access CANVAS, go to: <https://sjsu.instructure.com> I would suggest you make copies of all posted handouts and bring them to class to have the materials on hand and ready when needed.

Course Description

Catalog Description: *Concepts and principles of lighting using both daylight and incandescent light sources and the use of standard studio lighting equipment.*

Introduction to Studio Lighting is a beginning studio course. The emphasis of this course will be to learn to see and utilize light in an effective manner that can be applied to all applications of photography. Professional equipment will include - digital cameras, digital capture software, hand-held meters, and a variety of studio hot (continuous) lights and their accessories. This class will expose students to professional studio practices, advanced color theory, color management, and engage them in creative problem solving while learning effective aesthetic and technical concerns of visual perception and communication.

Course Learning Outcomes (CLO)

The course will be taught through invigorating (!) lectures, lively demonstrations, studio-shooting assignments, and informative critiques in which all are expected to participate. You will learn to effectively see how light and shadow, shape and inform. As you proceed into this semester, take the time to thoroughly observe light in intimate spaces and public environments, at all times of the day and night and under all weather conditions. Notice how the mood of the person, place, or object change as the light changes. In the studio you will learn to recreate 'natural' light and manipulate light and shadow to express your ideas.

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

1. CLO1 Effectively see how light and shadow, shape and inform.
2. CLO2 To recreate 'natural' light by successfully learning the qualities of studio lighting equipment and to manipulate light and shadow to express emotion, content, and ideas.
3. CLO3 Use a variety of software including remote capture.
4. CLO4 Establish an effective workflow and master color management.
5. CLO5 Use Lightroom to capture, edit, organize, and enhance images.
6. CLO6 Use retouching techniques specific to each assignment and to go beyond traditional lighting by using layers of multiple images to create one image.
7. CLO7 Use Photoshop more effectively to create a final professional image in post-production.
8. CLO8 Effectively describe, discuss, and write about what constitutes a strong commercial image.
9. CLO9 Create layouts for publications.
10. CLO10 Work as a team player as most assignments are accomplished with the assistance of a partner.
11. CLO11 Recognize leaders in the field of commercial photography and there 'style'.

Required Texts/Readings/ Equipment needs

Required Readings

SJSU Photo Lab Manual

PHOTO 121 Reader: available at the SJSU Print Shop.

Required Equipment

Laptop Computer: PC or MAC

Software: Photoshop CC2015 and Light Room 5+

1. You MUST have your own laptop computer to take this course. Macs are strongly suggested and with all

things computer- the newer the more compatible.

2. Software- Adobe Lightroom and Photoshop: Do not purchase this yet. Adobe sometimes offers a student edition to SJSU students for free or at a minimal cost. I will let you know on the first day of classes if this is possible. If it is not, you may purchase a copy of both from the cloud for a monthly subscription fee.
3. A USB jump drive/ memory stick with a large memory.
4. Portable back-up hard drive is strongly recommended.

Library Liaison

Rebecca Kohn: rebecca.kohn@sjsu.edu

Classroom Protocol

This course is taught as a professional practices course and professional attitudes toward the work ethic and courtesy toward all is expected. All work will be due at the BEGINNING of class on critique days. Do not be late for class, three late days and your grade will be reduced by one letter grade. Do not miss a deadline or fail to professionally present your assignments or your grade will be reduced by one letter grade. Each day your assignment is late it will drop a letter grade.

Laptop use will be abundant for taking notes and for working in post process on your photographs. It will NOT BE USED for FB, email, or other non-relevant info not pertinent to this course. This includes cell phones, as well. I am asking and expecting professional courtesy in this regard.

And BTW, we instructors know when you are on these sites, we see you, we just do not always address it in class because it will break the tempo of the classroom lecture.

Professional courtesy is expected!

Course Requirements and Assignments

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](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Photo 125 Reader

Refer to the reader for all assignments, readings, scheduled exams, etc. The attached schedule will have all due dates.

NOTE that [University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

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 - 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.

***With communication before a deadline, late work may be accepted, otherwise for every day that the work is late one letter grade will be deducted.**

Grading: Criteria per studio assignments

Lighting	40 points
Design/ Visual impact	30 points
Concept	30 points

Poor presentation on final portfolio	=	one letter grade less
Missed Deadline for Critique	=	one letter grade less, per day late
Missed Deadline Twice	=	no grade for assignment
More than one concept explored	=	plus 1/2 letter grade

Final Grades

Studio Assignments #1-4	10 points each =	40 points
Studio Assignments #5-7	13 points each =	39 points
Gaffer's Kit, Writings, Quizzes		5 points
Final Presentation of Portfolio		<u>16 points</u>
		100 Points

Asking questions, taking risks, seeking out answers, sharing your thoughts, and taking your work seriously will lead to a higher understanding of the medium and will result in amazing work. Your uniqueness is an asset in this class.

University Policies

“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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

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 year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. 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/>.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <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.”

Student Technology Resources

Computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/) 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

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.

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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 are 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](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

SJSU Writing Center

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](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>.

SJSU Counseling Services

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](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

Emergency phone numbers

Emergency: 911; Escort Service: 42222

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

PHOT 121 / Intro to Studio Lighting

Spring 2017

Course Schedule

This schedule is subject to change with fair notice and notice will be made available in class, via email, and on listed on canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	M Jan. 30	<p>Introductions: Green Sheets, Adds and Class overview</p> <p>Images: What is Commercial Photography?</p> <p>Homework: 2 TERRIBLE PRINT ADS</p>
2	W Feb. 1	<p>Discussion: What makes a great commercial photograph?</p> <p>Video: The Construction of a Commercial Shoot</p> <p>Lecture: How we see light (things your mother never told you...)</p> <ul style="list-style-type: none"> -Quality, Quantity, Color & Direction of LIGHT -Visual Perception -Gaffer's kit <p>Homework: 2 GREAT PRINT ADS – Writing Assignment #1</p> <p style="text-align: center;">Download Lightroom and Photoshop to your laptop</p> <p style="text-align: center;">Gathering supplies - gaffer's kit</p>
2	M Feb. 6	<p>Lecture: Light Meters – the mystery unveiled Quality, Quantity, Color & Direction of Light reviewed</p> <p>Discussion: Great Print Ads</p> <p>Groups: Choose partners, Locker Assignments, Order supplies Studio Tour</p> <p>Homework: Writing Assignment #2</p>
3	W Feb. 8	<p>Studio: Shooting Portraits of Partners</p> <p>Lecture: Using the Canon 5D, remote capture, and Lightroom</p> <p>Bring In: Computer w/ LR #5 and Photoshop CC installed</p> <p>Homework: Print 'Portraits of Partners'</p>

3	M Feb. 13	<p>Studio: Shooting Perspective</p> <p>Lecture: Using the Canon 5D, remote capture, and Lightroom</p> <p>Bring In: Computer w/ LR #5 and Photoshop CC installed</p> <p>Homework: Print ‘Perspective Assignment’</p>
4	W Feb. 15	<p>Demo:</p> <ul style="list-style-type: none"> - The Canon 5D - Creating sets, seamless background + + + - Making Contact sheets <p>Studio:</p> <ul style="list-style-type: none"> - Prep for THE CUBE - Working with Light and Shadow
	M Feb. 20	<p>Studio: Welcome to the Cube!!!!!!!!!!</p>
5	W Feb. 22	<p>CRITIQUE: The infamous “CUBE”</p> <p>Lecture:</p> <ul style="list-style-type: none"> - Upcoming assignment – GLASS Product with attitude - Lightroom to Photoshop, Color Management Basics <p>Demo: Product with Attitude, Gels</p> <p>Studio: Prepping for Glassware with Attitude</p> <p>Due: Glassware for approval</p>
	M Feb. 27	<p>Studio: Glass Product with Attitude</p>
6	W Mar. 1	<p>Studio: Glass Product with Attitude</p>
	M Mar. 6	<p>Lecture: Lightroom and Photoshop + Retouching including Glass and Food</p> <p>Slides: FOOD Shots and Product/ Still Life shots</p>

		Video: Post Production techniques
7	W Mar. 8	CRITIQUE: Glass product with Attitude - turn in 2+ Contact sheets Video: Post Production techniques Homework: - (3) Food Photography Images from the Web - FIND Props, Props, and more Props!!! - BUY Garnish, Garnish, Garnish!!
	M Mar. 13	Studio: FOOD Shoot – Main Image and Layout Images Due: (3) Food Photography Images from the Web
8	W Mar. 15	Studio: FOOD Shoot – Main Image and Layout Images
	M Mar. 20	CRITIQUE: Food Shot and Layout, Also Due 3 + Contact sheets
9	W Mar. 22	Lecture: Printing Food Shot and Layout shots for gallery display Lecture: Working with a Model Homework: Planning for the Model/ Character Shot
	March 27- March 31	Spring Break!!!!!!
	M Apr. 3	Printing: Food and Layout shot shots for gallery display Hands-on: Come with your files ready to print

		Homework: Planning for the Model/ Character Shot
10	W Apr. 5	Lecture: Printing Food Shot and Layout shots for gallery display Lecture: Working with a Model Homework: Planning for the Model/ Character Shot
	M Apr. 10	Studio: The Model / Character
11	W Apr. 12	Studio: The Model / Character
	M Apr. 17	CRITIQUE: The Model/ Character Shot - turn in Contact sheets Lecture: Remaining Assignments Photo Shop advanced Group: Discussion and Planning Inside/ Outside shot Homework: Seek out props for Inside/Outside, bring in on Wednesday
12	W Apr. 19	Prep: Find and Bring in Props for Inside/Outside Lecture: Dropping in backgrounds via Photoshop Group: Discussion and Planning Inside/ Outside shot
	M Apr. 24	Studio: Inside/ Outside Shoot
13	W Apr. 26	

		Studio: Inside/ Outside Shoot
	M May. 1	CRITIQUE: Inside / Outside - turn in Contact sheets Discussion: Editorial Hands- on: Sign-up sheets for individual help, PS, etc.
14	W May. 3	Discussion: Editorial Lecture: Editorial Slides Hands- on: Photoshop Individual Help – as per sign-up sheet
15	M May. 8	Studio: Editorial shot Due: Editorial research paper
	W May. 10	Studio: Editorial shot
16	M May. 15	Critique: Editorial - turn in Contact sheets
Final Exam	Final Portfolio	Sec. 1 Tuesday, May 23, 9:45 am -12:00 Sec. 3 Thursday, May 18, 12:15 – 14:30