

San José State University
Department of Art & Art History
PHOT 115, Intermediate Digital Imaging,
Section 02, Class Number 22666, Spring 2018

Course and Contact Information

Instructor:	Valerie Mendoza
Office Location:	Duncan Hall of Science, 401C
Telephone:	(408) 924-4693
Email:	valerie.mendoza@sjsu.edu
Office Hours:	Tuesday: 3:00-5:00 <i>By Appointment only:</i> Wednesdays. 6:00-7:00 PM Wednesday appointments must be arranged <i>in advance</i> .
Class Days/Time:	Mondays and Wednesdays from 3:00 - 5:50
Classroom:	Industrial Studies Building 219
Prerequisites:	PHOT 40
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Course Format

Technology Intensive Course

You must have your own laptop computer to take this course and will need your laptop with you for most class meetings. Macs are preferred and will make life easier, since demos are given on a Mac. You must also have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE** for you! For this course you will need Adobe Photoshop, Premiere Pro and possibly Lightroom as well, if you are already in the habit of using it to organize your images. Follow the instructions at this link to download your free software:
<http://its.sjsu.edu/services/software/adobe/>

Assignments, Readings, Handouts

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found under our class name on [Canvas Learning Management System course login website](http://sjsu.instructure.com/) at <http://sjsu.instructure.com/>. You are responsible for downloading new materials when you are notified that they are available. You should go there now and download the syllabus and first assignments. Make a practice of doing this regularly. Start a folder on your laptop and download and keep materials for our class there. That way you have what you need safe, whether or not you're online, especially if you do not have access to the internet at home.

Course Description

An intermediate level course investigating the unique possibilities afforded by contemporary digital imaging. Includes preparation of images for presentation via print, video, and/or web. Emphasis upon incorporating digital tools with ongoing development of student work.

Course Content and Objective

The tools for digital image making are the latest in a long line of innovations created for business and/or technological purposes prior to their adoption by the artistic community. This heritage is shared with other media such as photography, film, video, printmaking and printing. Even oil paint was once a new technological achievement. Like all practical tools, in the hands of artists, digital media possesses the potential to journey far beyond the realm of practical production; to inform, move, provoke and manifest the landscape of dreams. This course will provide an introduction to Adobe Photoshop and basic file management practices. It will also offer the skills necessary to complete time-based video projects with video applications such as Premiere Pro. This course will additionally provide an introduction to the work of many prominent artists/inventors in digital media, as well as an overview of the current issues, concerns and interests circulating in the digital community, of which you will be interacting as a member.

You will be encouraged to bring the interests, ideas and the skills you have acquired over a lifetime into your work, acting as artists and inventors, expanding on ideas previously explored, and developing an individual direction. Experimentation, risk taking, and sharing knowledge and skills (teaching) will be required of each individual. Consider yourself a member of a team, working closely with your colleagues. Discussions and critiquing sessions, constructive criticism and creative problem solving will be rigorously pursued with the ongoing objective of promoting the intelligence of the work of every member of the class.

Art is not created in a vacuum. The artist is not a divinely inspired being who creates intuitively outside of culture, but an active consumer and producer of culture. Art is a form of communication. Understanding the content of imagery, considering intended audience and intent, recognizing the importance of working within a group (or movement in art history lingo), and taking responsibility for the power which images possess are all part of a vocabulary which has the potential to make you a more eloquent “speaker.”

Course Learning Outcomes (CLO)

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

1. Further develop knowledge of camera operation and how to insure correctly exposed imagery
2. Gain proficiency in or further develop Photoshop skills
3. Gain proficiency in or further develop digital video editing skills in Premiere Pro or similar application
4. Gain a greater understanding of both historically significant and contemporary artists using digital media through attending lectures, participating in readings/discussions and attending field trips
5. Learn to use your digital skills to complete fine art projects with interesting content and strong concepts
6. Develop a firm understanding of the variables involved in digital output (printing)
7. Learn to use our professional printers and print your own beautiful, successfully color managed images
8. Refine your understanding of the importance of presentation and present your work in a professional manner (whether traditional or experimental)
9. Learn to work within deadlines
10. By the end of the course, you will develop a small body of very finished, professionally presented work with strong, thoughtful content

Reading/writing Assignments & journals

One reading assignment with study questions and a class discussion will accompany each of the three main projects you will be assigned in this class. A written response (worth Reading/Writing credit) will be due on the day of the discussion. If you do not attend the discussion you will not be allowed to turn the response papers in late, without acquiring permission to do so in advance (in the case of a legitimate reason for your absence). Technical readings and online tutorials will also be assigned. You will have one written, graded quiz in response to technical readings, which will be part of your Reading/writing grade.

Part of your Reading/writing work will also involve keeping a daily journal. I am asking you to **photograph yourself each day** and keep the photographs there in your journal (yes, I am asking you to take a daily “selfie”). Quality is not important. Use the camera in your phone, laptop or a digital camera and create a blog or digital journal. Instant cameras or prints are fine for those of you who prefer analogue journals. I am using the word "journal" in the loosest possible sense. What I require is that you make marks in it each day. This could be a few words noting what you're thinking about, lines from a conversation overheard, a letter to or from a friend, an interesting text or e-mail sent or received, newspaper/magazine articles, etc. If English is not your first language, use the language with which you are most comfortable. The only stipulation is that you must record something every day. Memories are extremely ephemeral. This project will provide a means for you to trace and preserve your thought processes and ideas. Reading, writing, and discussions will be significant to your understanding of the subject matter. You will be expected to take them seriously. They will count as 20% of your final grade. Journals will be checked periodically (dates listed in your syllabus) and graded at the end of the semester.

Required Texts/Readings

Textbook is recommended, but not required. You will need it to successfully pass 1 test, and it will be a useful reference tool. We will discuss this more in class so talk with me before you purchase the book.

Adobe Photoshop CC for Photographers: 2016 Edition
ISBN-10: 1138690244
ISBN-13: 978-1138690240
Author: Martin Evening.
Available through Amazon for \$40.76.

Demos will be given in class and links to online tutorials will be provided. But if you are the sort of person who likes referring to a handbook, the book above is excellent.

Other Readings

In addition to your technical readings, readings of a more philosophical, cultural, and/or theoretical basis will be made available on the server for you for each assignment, along with study questions to which you will provide a response for credit (referred to above).

Other technology requirements / equipment / material requirements

1. **Reminder:** You **MUST** have your own laptop computer to take this course. Macs are preferred and will make life easier, since demos are given on a Mac.
2. **Reminder:** You must also have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE** for you! For this course you will need Adobe Photoshop, Premiere Pro and possibly Lightroom as well, if you are already in the habit of using it to organize your images. Follow the instructions at this link to download your free software: <http://its.sjsu.edu/services/software/adobe/>
3. You will need plenty of room on your laptop hard drive (at least 40 GB), a good size jump drive, and/or lots of CD's and DVD's for work space and file storage.

4. You may need to purchase additional paper for your Photoshop/still image projects. Prices range depending on size and paper quality. More information on this in a few weeks.
5. Canned air: strongly recommended for scanning
6. **White cotton gloves: strongly recommended for handling paper during printing**
7. **Large cardboard/plastic tube or large artist portfolio 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, but you will likely spend \$100 to \$200 or more on this class for presentation materials. Considering the fact that you won’t have to purchase film and probably won’t opt to purchase additional paper to print on, this is a “cheap” class, compared with traditional darkroom courses. If you are creative and plan ahead, less expensive presentation options are possible. Last minute solutions tend to be more expensive.

Library Liaison

Aliza Elkin: aliza.elkin@sjsu.edu Phone: 408-808-2043
 Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

Final Examination or Evaluation

Our Final Exam is scheduled by SJSU to take place on **Thursday, May 17, from 12:15 to 2:30**. Please note that this is a different day of the week and time than usual. Make appropriate arrangements **now**, so that you will be available to meet on this day. Your final projects will be due on this day. Needless to say, this will be an important day. Participation is mandatory, per SJSU regulations. Plan ahead to be there.

Grading Information

Three regular projects plus your final will be graded based upon **Concept** (strength of ideas communicated), **Technique** (technical proficiency) and **Presentation** (quality and appropriateness of the way you chose to present your work, considering your concept - matted, framed, alternative presentations, etc.). Project grades will be *an average of the three areas*, meaning your work must be *exceptional in all three* to achieve an “A+.”

Detailed Letter Grade Rubric

Outstanding 100-97(A+)	Excellent 96-94(A)	Very Good 93-90(A-)	Good+/Good/Good - 89-87(B+)/86-84(B)/83-80(B-)	Average+/Average/Average - 79-77(C+)/76-74(C)/73-70(C-)	Below Average (+/-) 69-67(D+)/66-64(D)/63-60(D-)	Unsatisfactory Below 60= F
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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 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. Usually sloppy, incomplete and or late work.
- F You didn't submit an assignment.

Grade Reduction for missed Critique days

Assignments take two days to critique in a class of this size. **I expect you to attend both days of the critique**, even if you don't have work to show of your own. Failure to do so will lower your given assignment grade by a half letter grade for each missed critique day, and could affect your Class Participation grade as well. I will be much more likely to accept excuses for late work if you attended both days of the critique.

Course Grade

Your course grade will be based on an average of 3 regular projects (40%) plus your Final Assignment (20%), class participation (20%) and reading and writing assignments (20%). Take risks, break the rules, speak your mind, take yourself and your work seriously and it will pay off in ways you cannot presently foresee.

Make Ups and Late Work

It is your responsibility to make up missed class sessions or late work. If you must miss a class, please send me an e-mail (preferably before class), so that I may let you know what you will be missing. Many class lectures and demonstrations cannot be repeated or made up and if they are graded activities, will result in missed work and/or a grade reduction. Any project deadline missed will result in lowering the project grade one letter for each week that it is late. Talk to me if you are having problems. I will make exceptions for legitimate excuses.

Extra Credit

There will be a field trip and accompanying gallery review, each worth extra credit of 1/2 letter grade (for a project), or in place of a missing written assignment. Dates for the field trip and a deadline for the review will be announced soon. Occasionally there are guest lecturers as a part of the Tuesday Night Lecture series that are relevant to our class. I will announce any relevant lectures in advance and attendance at the specified lecture will be worth extra credit. I urge you to take advantage of these opportunities as they occur. There will be no additional chances for extra credit at the end of the semester.

Classroom Protocol

Class Participation

The best way to develop your skills and concepts is to be here and actively participate. There will be a number of lectures, demos and discussions that are not possible to make up. Your participation in the form of regular involvement is not only required but mandatory. 20% of your final grade will be based on your overall class participation. Your voice is critical to the success of this class. For serious illness or family emergencies resulting in multiple missed days, appropriate documentation will be expected. Habitual tardiness and/or early departures usually result in a lower class grade due to missed, graded activities and loss of information. You should also expect a lower Class Participation grade if you regularly miss part of the class, at either the beginning or the end. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation at the time of missed or late work. Giving me a list of difficulties you experienced at the end of the semester won't be effective in terms of attempting to lobby for a higher grade.

Laptop Etiquette

Please use your laptops in respectful manner. It is fine to have laptops open during open lab time, demos or lectures when I've asked you to follow along or take notes. Laptops should remain closed during critiques, films or demos that do not require your participation. Please show respect for me and those around you.

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. The same goes for texting. Again, please show respect for those around you.

Guidelines for Letters of Recommendation

1. You should give me (or any professor) 30 days minimum forewarning for letters of recommendation (not counting holidays or breaks during which I will not be writing letters).
2. I will not be likely to grant last minute requests, though it's always worth a try, in emergencies.
3. It should go without saying that you should be a student who did very well in the class/es you took with me.
4. All pertinent documents necessary for the letter should be delivered or mailed to me.
5. If hard copies are required, stamped, addressed envelopes for each recipient should be included, along with Contact information for each.

I strongly suggest that you schedule a brief meeting during my office hours to discuss the purpose of the letter at the time of your request. I am happy to write letters of support for all who follow these guidelines.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [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.

Mon. 2/5: Last day to drop without "W" grade. After this date, a Late Drop petition will be required.

Mon. 2/12: Last day to Add via MySJSU online and without a petition & late fee.

For more information regarding add/drop policies: <http://www.sjsu.edu/gup/syllabusinfo/> - [DroppingAdding](#)

Shop Safety

If you plan to use the Shop (located in the Art Building) for realization of any of your projects, you must take and pass the Shop safety test. Using the Shop is not required for this course, though it does have a very nice mat cutter available for your use. Tests cost \$20 a year **and will ONLY be given this semester between January 24th and February 16th**. If you took and passed the test last semester, you do not need to take it again this semester. If you are interested in taking the test, you should contact the shop asap to set up an appointment: 924-4357. If you miss this opportunity, you will not be able to use the shop until after you take and pass the test next semester, during the testing period.

Important Upcoming Deadlines:

As of Today, 1/24

1. Your first writing assignment "The Color of Light – Sunrise/Sunset" is already on the server. You should download and read it now. It is due approximately a month from today, on **Monday 2/26**.
2. Take a look at the Profiles doc on Canvas. Your completed *electronic* version will be due on **Mon, 1/29 (next class meeting)**. Please read instructions below for this below before you save. You will need to RENAME the document when you save your additions.

Important Upcoming Deadlines (continued):

For Monday 1/29

1. Have profiles electronically filed out and turned in on Canvas before the start of class - Use the pdf provided (which is interactive). Make sure to **RENAME your profile** (using your own last name). We will be uploading them to one file folder so that all of you have access to them on Canvas today. If you don't rename your file, you may overwrite someone else's profile (and the next person could overwrite yours). **This is your first assignment that counts toward reading/writing points**, so take it seriously.
2. Bring your past work to share with the class – **a credit/no credit assignment - counts toward class participation points.**
3. Have Journals purchased (or physically or electronically constructed) by today – your first photos and entries from the weekend should be in them... a credit/no credit assignment - counts toward reading/writing points.
4. Make sure you attend class again, or you will be dropped. If you can't attend for some (valid) reason, you need to let me know **AHEAD OF TIME** (not after you miss class).

For Wednesday 1/31

1. Profiles will be available for you on Canvas today. Please read them and start thinking about who you might like to work with. The deadline for **choosing partners** will be **Mon. 2/5**, when you will begin to work with them. Your first reading and answers to study questions will also be due next **Mon. 2/5**.
2. Bring your past work to share with class – **a credit/no credit assignment - counts toward class participation points.**
3. First Assignment will be introduced today - **due Weds. 2/14** (it's actually on the server now).

For Monday 2/5

1. First reading due today. Remember to bring your written responses to study questions.
2. Today is your deadline for choosing partners. Your team will begin work on the first assignment today. First assignment is due **Wednesday 2/14**.
3. Introduction of first assignment continues, followed by first technical demos.

I look forward to working with all of you.

Phot 115 / Intermediate Digital Imaging Spring 2018

Tentative Course Schedule

Schedule is subject to change with fair notice. Notice will be given in class, via email, and updated version will be posted to Canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	M 1/24	Introduction: Take attendance, go through syllabus together, discussion, in-class writing assignment. On Mon. Jan. 29th : upload completed profiles, bring journals & bring work to share with class – each of these is worth credit!
2	M 1/29	Look at your past work. Profiles due. First Journal Check, bring journals! Reminders: Sunrise/Sunset due on Mon. Feb 26th ; Reading due Mon. Feb. 5th . 1 st Assignment (on Canvas now) due Weds. Feb. 14th
2	W 1/31	1 st Assignment Introduced - 1 st technical demo – file size; 10 minute “dates,”
3	M 2/5	First Reading/Discussion due today – bring 1-page response (links to reading on assignment handout); Partners chosen for 1st Assignment today 30-45 minute collaborative partner meetings, Intro/demos continue
3	W 2/7	Demos continue. Open Lab
4	M 2/12	Demos continue - Printing setup discussion - Open Lab
4	W 2/14	1st Assignment , Appropriation, due today – Critique - 2nd Assignment on server
5	M 2/19	2 nd Assignment, Hyper Real, introduced – Finished Images due 3/14
5	W 2/21	2 nd Assignment introduction continues + Lecture: Photography technical refresher
6	M 2/26	Sunrise/Sunset Due today 1-Month Journal Check – Bring Journals – should be up to date! In-class Shooting Assignment – Scavenger Hunt - Bring your DSLR Test Images for your 2nd Assignment due Wednesday
6	W 2/28	Reading/Discussion due today – bring response to study questions Technical demos continue – Have test images ready to show TA and me
7	M 3/5	Camera Raw Quiz – Technical Reading/Discussion due today – Demos continue
7	W 3/7	Mid-term Journal Check – Bring Journals – should be up to date! ALL IMAGES FOR YOUR PROJECT SHOULD BE SHOT BY TODAY! Have images ready to show TA and me – Open Lab – work on compositing
8	M 3/12	Image Check - Images for 2nd Assignment should be in near-finished state today! – Otherwise, assignment begins to lose credit (½ letter grade a day) - Open Lab
8	W 3/14	Images for 2nd Assignment due today! – <u>Assignment will lose 1 letter grade if you are not ready to print today!</u> Print demo - All students must be ready to print today!
9	M 3/19	Print day 1 – continue printing. Over Spring Recess: Work on amazing physical presentation of your project...
9	W 3/21	Print day 2 – continue printing Over Spring Recess: Work on amazing physical presentation of your project. Remember,

Week	Date	Topics, Readings, Assignments, Deadlines
		presentation will be a MAJOR factor in your grade for this project.
10	MW 3/26-3/30	S P R I N G R E C E S S - E N J O Y !
11	M 4/2	2 nd Assignment, Hyper Real – Critique - Work from ALL students due today
11	W 4/4	Critique Continues - 3 rd Assignment on server – due 4/30
10	M 4/9	3 rd Assignment, Digital Video, introduced ATC WEEK - Visit Galleries on your own in Art Building and IS and view work
11	W 4/11	Introductions/demos for 3 rd Assignment continue (most likely) or there is a slight chance that ATC may interfere. Stay tuned for more info. Demos will likely continue today
12	M 4/16	Reading/Discussion due today – Bring response to study questions Demos continue in-class assignment introduced
12	W 4/18	in-class assignment due @end of class
13	M 4/23	Have footage or images shot by today! Work loses ½ a letter grade if you don't have imagery to show. Open lab – discuss/review work in progress with TA & me @ end of class
13	W 4/25	Work in Progress Check – Have nearly finished videos ready for viewing – work loses ½ a letter grade if you don't have near-finished work to show today – Open Lab
14	M 4/30	3 rd Assignment due today – Critique – Handout for Final available on server
14	W 5/2	Finish up Critique - Final discussed – Due 5/17
15	M 5/7	Individual Meetings - Open Lab - Printing
15	W 5/9	Individual Meetings - Open Lab – Printing
16	M 5/14	Finished JOURNALS DUE! Last day for printing - Last regular day of class
16	W 5/16	NO CLASS - STUDY DAY
*Final Exam	Thurs. 5/17 12:15-2:30	Please note that day & time is different from our regular meeting day/time - plan ahead to attend. Final Critique – Work from ALL STUDENTS DUE TODAY ARTIST STATEMENTS due today!! No late statements accepted – hard copies <u>only</u> – DO NOT email or use Canvas Lets treat this like an opening - Bring snacks to share! Celebrate your accomplishments!

<http://info.sjsu.edu/static/catalog/final-exam-schedule-spring.html>

*There shall be an appropriate final examination or evaluation at the scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course.