Course and Contact Information

Instructor: Jonathan Fung, Ph.D.
Office Location: Duncan Hall, Room 401D
Telephone: Please email
Email: jonathan.fung@sjsu.edu
Office Hours: Friday, 3:30-4:30PM
Class Days/Time: Friday, 9:30AM-3:30PM
Classroom: Duncan Hall, Room 407

“Technique undoubtedly helps make photography magical, but I prefer to work with atmosphere. I think that the obsession with technique is a male thing. Boy's toys. They love playing... but once you've perfected something you have to start searching for a new toy. I would rather search for a new model or location.” – Ellen von Unwerth

Faculty Web Page and MYSJSU Messaging
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the Canvas Leaning Management System course login website at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through MySJSU at http://my.sjsu.edu (or other communication system as indicated by the instructor) to learn of any updates.

Course Description
A beginning fashion photography course which introduces beauty, catalog and fashion editorial techniques utilizing digital cameras, electronic image processing and digital printing. Requires Adobe Lightroom.

Course Content and Objectives
The course will introduce the student to the language of fashion photography with assignments designed to develop both technical skills and aesthetic nuances with the ability to communicate as an artist. This semester you will learn the basics of creating headshots, beauty, catalog and editorial. A fashion portfolio will be created that showcases a visual style and communicates a narrative story.

Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:
CLO 1. Understand how to produce a successful fashion photography shoot  
CLO 2. Communicate and execute a strong creative vision  
CLO 3. Become proficient with studio strobe lighting  
CLO 4. Gain confidence shooting on location with natural light  
CLO 5. Learn to collaborate and network with confidence  
CLO 6. Develop a fashion portfolio with visual style and creative content

**Required Texts/Readings**  
Articles, images and websites will be available on class Canvas page.

**Recommended Reading**  
Harper’s Bazaar, Marie Claire, Vogue, Elle, Allure, Glamour, In Style, Grazia

**Adobe Software Programs** - San José State provides currently enrolled students in eligible classes, faculty, staff and administrators with free Adobe software for their campus computers and their home computers. The software may only be used for education-related activities and may not be used for commercial purposes. You must have an active SJSUOne ID and password to qualify for ordering and downloading this software.

**For More Information**  
To request access or for information and other resources on Creative Cloud, please visit the eCampus Adobe page.

**Equipment/Materials Requirement**  
- Digital DSLR Camera: Must have a full "manual mode" (able to manually adjust the aperture, shutter & ISO)  
- Memory card for your camera: At least 32GB is recommended.  
- Laptop: You are required to have your own laptop computer to take this course. You will need at least 40GB of space on your hard drive for this course.  
- Card Reader/Cable: if needed for your computer.  
- Adobe Lightroom installed for photo editing (available free through MYSJSU SPARTAN APPS PORTAL)  
- USB Flash Drive/Memory Stick: 16GB minimum  
- Portfolio  
- Grip kit – gaffer’s tape, spring clamps, c47’s, box knife, ND gels, gaffer gloves  
- External Hard Drive: Recommended

**Suggested Local Vendors**  
Foto Express - 304 E Santa Clara Street, San Jose, (408) 971-3977  
San Jose Camera & Video - 1600 S Winchester Blvd, Campbell, (408) 374-1880  
Kaufman's Camera -154 W. 25th Ave, San Mateo, (650) 574-3429  
Bear Images - 417 Lambert Ave., Palo Alto, 94306, (650) 813-9820  
Adolf Gasser- 181 2nd Street, SF, (415) 495-3852

**Online Vendors**  
Adorama (NYC) – www.adorama.com  
B&H (NYC) - www.bhphotovideo.com

**Library Liaison**  
Gareth Scott: https://libguides.sjsu.edu/prf.php?account_id=157124
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 at [http://www.sjsu.edu/senate/docs/S12-3.pdf](http://www.sjsu.edu/senate/docs/S12-3.pdf).

Class Participation
Your participation in the form of regular involvement in activities and discussions is not only required but mandatory. This includes asking questions, which can have a positive effect on your class participation grade. You are expected to attend all critiques, whether or not you have work to show. Failure to do so could negatively affect your class participation grade. Your voice is critical to the success of this class. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation when it occurs. Be proactive and communicate throughout the semester.

Final Examination
The Final Exam is a required class. Missing it may result in not passing the class despite all previous work being turned in. **The Final Exam is on Monday, May 20 at 7:15-9:30AM in Duncan Hall, Rm 409.**

Determination of Grades
I strongly encourage risk-taking and thoughtful experimentation, which will help increase your course grade. Your assignments will be graded on your creativity, technical achievements and your creative solutions to the challenges given. The work created in class will be evaluated based on the following criteria:

- **A - Excellent:** 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:** 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 – Below Average:** Does not satisfy the minimum requirements of the assignment.
- **F – Unsatisfactory:** Did not submit an assignment.

Participation Grade can be adversely affected by missing class, showing up late, sleeping, on your device, being a distraction, and being an unengaged member of the class.

Printing Days
Printing sessions are scheduled in advance for assignments. You must be present for your scheduled printing day, **otherwise you will fail the assignment.** Printing is done only during class time and under the supervision of the professor.

Projects
Fashion Photographer Presentation = 50 points
Catalog + Preproduction = 50 points
Headshot + Preproduction = 50 points
Beauty + Preproduction = 100 points
Justice + Preproduction = 150 points
Editorial + Preproduction = 200 points
Participation = 100 points (includes class discussions, shoots, critiques, exercises, printing, gallery exhibition)

**Total Possible Points: 700 points**

**Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.**
Documented personal, family and health emergencies will be considered and evaluated. You must provide official documentation when you return to class after an absence. An excused absence or extension will be at the discretion of the instructor.

**Grading Scale**
All assignments have clear criteria and objectives to meet. All students shall be treated equitably. The criteria for determining a student’s grade shall be as follows on a percentage of the total points:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Point</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
<td>90-92%</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
<td>87-89%</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
<td>83-86%</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
<td>80-82%</td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
<td>77-79%</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
<td>73-76%</td>
</tr>
<tr>
<td>C-</td>
<td>1.7</td>
<td>70-72%</td>
</tr>
<tr>
<td>D+</td>
<td>1.3</td>
<td>67-69%</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
<td>60-66%</td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
<td>0-59%</td>
</tr>
</tbody>
</table>

**Classroom Protocol**
All students are expected to conduct themselves in a professional manner conducive to a university learning environment. This includes being on-time to class. You will be expected to be on time, engaged and present throughout class meetings, critiques, lectures, shooting assignments and lab. Students are encouraged not only to engage with their instructor regarding their work, but also with the other students within the class. *Participation in group critiques is both expected and mandatory.*

**Laptop Etiquette**
Laptop usage beyond tether capturing and editing photographs for this class is prohibited.

**Cell Phone Etiquette**
Cell phone use is absolutely prohibited in class.

*Failure to follow the laptop and cell phone etiquette will affect your class participation grade severely.*
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 at http://www.sjsu.edu/gup/syllabusinfo/”

Academic integrity
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy F15-7 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. Visit the Student Conduct and Ethical Development website for more information.

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 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

Student Technology Resources
Computer labs and other resources for student use are available in:
- Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall
- Academic Technology Computer Center at http://www.sjsu.edu/at/hd/ on the 1st floor of Clark Hall
- Associated Students Computer Services Center at http://as.sjsu.edu/ascsc/ on the 2nd floor of the Student Union
- Student Computing Services at http://library.sjsu.edu/student-computing-services/student-computing-services-center
- Computers at the Martin Luther King Library for public at large at http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library
- Additional computer labs may be available in your department/college

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’ free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website 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 at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

Accommodation to Students’ Religious Holidays
University Policy S14-7 states that San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.

Consent for Recording of Class and Public Sharing of Instructor Material
University Policy S12-7, 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.”

Department Advising
For information about majors and minors in Art & Art History, for a 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

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
PHOT125-01 (27834) Fashion Photography Course Schedule - Spring 2019

Schedule is subject to change with fair notice. Notice will be given verbally in class and sent via email.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
</table>
| 1    | Friday 1/25 | Inspiration  
Welcome! Introductions, class overview and expectations, syllabus  
Photography Vocabulary  
Equipment Demo  
Research fashion photographers |
| 2    | Friday 2/1  | Aldous Huxley’s Process of Seeing  
Visualization  
Fashion Photographer Presentations  
Introduce Assignment 1: Catalog  
**Homework: Fashion Photographer Presentation Due and bring laptop with Lightroom and Photoshop installed** |
| 3    | Friday 2/8  | A Critical Eye  
**Shoot Assignment 1: Catalog**  
**Homework: Assignment 1: Catalog Preproduction Due** |
| 4    | Friday 2/15 | Emotion  
Introduce Assignment 2: Headshot  
**Critique Session – Assignment 1 Catalog** |
| 5    | Friday 2/22 | The Art of Composition  
Makeup, Hair, Styling  
**Shoot Assignment 2: Headshot**  
**Homework: Assignment 2: Headshot Preproduction Due** |
| 6    | Friday 3/1 | What is Beauty?  
Introduce Assignment 3: Beauty  
**Develop Class “Beauty” Concept**  
**Critique Session – Assignment 2 Headshot** |
| 7    | Friday 3/8 | Location Shoot  
**Beauty Shoot**  
**Homework: Assignment 3: Beauty Preproduction Due** |
| 8    | Friday 3/15 | Social Justice  
The intersection between Art and Justice  
**Critique Session – Assignment 3 Beauty**  
Introduce Assignment 4: Justice  
Individual production meetings – develop & refine concept  
**Homework: Assignment 4: Justice Preproduction Due** |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Friday 3/22</td>
<td><strong>Ethics</strong>&lt;br&gt;Shoot Assignment 4: Justice&lt;br&gt;Homework – read <em>A Frame for Thinking Ethically on Canvas</em></td>
</tr>
<tr>
<td>10</td>
<td>Friday 3/29</td>
<td>Introduce Assignment 5: Editorial&lt;br&gt;Critique Session – Assignment 4 Justice</td>
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<td></td>
<td>Friday 4/5</td>
<td><strong>Spring Break (April 1-5) – No Class!</strong></td>
</tr>
<tr>
<td>11</td>
<td>Friday 4/12</td>
<td><strong>Shoot Assignment 5: Editorial</strong>&lt;br&gt;Homework: Assignment 5: Editorial Due</td>
</tr>
<tr>
<td>12</td>
<td>Friday 4/19</td>
<td><strong>Finish Shooting Assignment 5: Editorial</strong>&lt;br&gt;Printing Session – Print Assignment 5: Editorial&lt;br&gt;You must be present to print or you will receive a 2 grade deduction.</td>
</tr>
<tr>
<td>13</td>
<td>Friday 4/26</td>
<td><strong>Printing Session – Print Assignment 5: Editorial</strong>&lt;br&gt;You must be present to print or you will receive a 2 grade deduction.</td>
</tr>
<tr>
<td>14</td>
<td>Friday 5/3</td>
<td><strong>Install Assignment 5: Editorial for Gallery Exhibition</strong></td>
</tr>
<tr>
<td>15</td>
<td>Friday 5/10</td>
<td><strong>Critique Session – Assignment 5 Editorial and Wrap Party!</strong></td>
</tr>
</tbody>
</table>
|      | Final Exam | Mon, May 20 7:15-9:30AM<br>*Please note that the time is different from our regular meeting time.