San José State University  
Department of Art & Art History  
Photo 120, Image and Idea, Sections 01 and 02  
Spring 2016

Course and Contact Information

Instructor:       Professor Robin Lasser
Office Location: Industrial Studies 219
Telephone:       (510 282 6993) cell preferred
Email:           robin.lasser@sjsu.edu
Office Hours:    Tuesday and Thursday 11-12 (drop in)
Class Days/Time: Tu. + Thurs. sections 01, 12:00-2:50 section 02, 3:00-5:50
Classroom:       Industrial Studies room 219
Prerequisites:   Beginning Photo + consent of instructor

Course Format

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, or lots of CDs/DVDs to save large files onto.
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
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.

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 21st century. Multiple contemporary guest artists will visit the class and present their work and professional practice.

**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.)

**Learning Outcomes**

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**

- 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

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).

1. You will write an artist statement, aligned with learning objective 2.
2. You will write a review of an exhibition, aligned with learning objective 3.
3. You will write a review about a visiting artist, aligned with learning objective 4.
4. You will create a body of work or installation for final exhibition aligned with learning objective 5.
5. You will identify strategies for exhibition promotion and display aligned with learning object 1

Grading Policy

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%),

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.
Classroom Protocol

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. Be on time, no cell phone use during class.

University Policies

General Expectations, Rights and Responsibilities of the Student
As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

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 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 at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop 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 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, 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.”
**Academic integrity**

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf 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. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

**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 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

**Accommodation to Students’ Religious Holidays**

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. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

**Student Technology Resources**

Computer labs for student use are available in the Academic Success Center 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.

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 is 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 at http://peerconnections.sjsu.edu for more information.

**SJSU Writing Center (Optional)**

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.)

**SJSU Counseling Services (Optional)**

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 at http://www.sjsu.edu/counseling.

**Library Liaison**

Our library Liaison is Rebecca Kohn. She can be reached via email at Rebecca.Kohn@sjsu.edu and by phone at (408) 808-2007. Her office is located on the 4th floor of the King Library and she welcomes students to contact her with research questions. Art and Art History Library Resources are available online at: libguides.sjsu.edu/Art. All of the University Library Resources can be accessed at: libguides.sjsu.edu/az.php
# Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/28</td>
<td>Introductions and attendance. Class Overview</td>
</tr>
<tr>
<td>2</td>
<td>2/2</td>
<td>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, Image and Idea class. 3PM class attends lecture in Art building, room 144, 5-6 PM, “The Plastic Ocean.” Extra credit if students from noon class attend the lecture. Assignment: Come to class session, (group 1- 2/9) (group 2-2/11) with 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.</td>
</tr>
<tr>
<td>2</td>
<td>2/4</td>
<td>Field trip to local contemporary art galleries: ICA, MACLA, and Anno Domini. Turn in exhibition review on Tuesday, February 9.</td>
</tr>
<tr>
<td>3</td>
<td>2/9</td>
<td>Collect exhibition reviews. Group 1 presents ideas and turns in proposals. Lecture by Sam Bower, 5-6PM, room 144 art building. Extra credit for attending if you are in the noon class.</td>
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<tr>
<td>3</td>
<td>2/11</td>
<td>Group 2 presents ideas and turns in proposals.</td>
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<tr>
<td>4</td>
<td>2/16</td>
<td>Finish proposals and Digital Darkroom flow from camera to print.</td>
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<tr>
<td>4</td>
<td>2/18</td>
<td>Continue printing demo with alternative surfaces, lab and individual feedback on work in progress.</td>
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<tr>
<td>5</td>
<td>2/22</td>
<td>Lab and individual help on your first projects.</td>
</tr>
<tr>
<td>5</td>
<td>2/24</td>
<td>Lab and individual help on your first projects. Either print and or bring in your work in progress for brain storming and response purposes. First critique group 1, Tuesday, March 1, group 2 on Thursday, March 3.</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topics, Readings, Assignments, Deadlines</td>
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<tr>
<td>6</td>
<td>3/1</td>
<td>Critique group 1</td>
</tr>
<tr>
<td>6</td>
<td>3/3</td>
<td>Critique group 2</td>
</tr>
<tr>
<td>7</td>
<td>3/8</td>
<td>Finish critiques, lab, and lecture in Art building, room 144, 5-6PM by Sonya Renee Taylor, performance artist, poet, and activist. Extra credit if students from noon class attend this lecture.</td>
</tr>
<tr>
<td>7</td>
<td>3/10</td>
<td>Field trip to the San Jose Museum of Art, Photographer Richard Misrach and composer Guillermo Galindo, “Border Cantos” Exhibition response due 3/15</td>
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<tr>
<td>8</td>
<td>3/15</td>
<td>Turn in exhibition papers. Lab. 5-6PM lecture in room 144, Guest artist/photographer Raheleh (Minoosh) Zomorodinia</td>
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<tr>
<td>8</td>
<td>3/17</td>
<td>Turn in response to guest artist. Lab and in class individual critiques for work in progress.</td>
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<tr>
<td>9</td>
<td>3/22</td>
<td>Lab and in class individual critiques for work in progress</td>
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<tr>
<td>9</td>
<td>3/24</td>
<td>Examples of how to write an artist statement. Begin to write your statement in class. Lab and individual critiques. Print for the 2nd critique!!!!</td>
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<tr>
<td>10</td>
<td>3/29</td>
<td>Holiday.</td>
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<tr>
<td>10</td>
<td>3/31</td>
<td>Holiday</td>
</tr>
<tr>
<td>11</td>
<td>4/5</td>
<td>Exhibition jobs defined and assigned. All images and text must be sent to designer and wall label person by __. Continue to work on artist statements. Frame at least one piece. Remember by _______ you must send your final edited artist statement to the designer, 3 images, 4 x 6 at 300 dpi jpg. You must send your wall label information to the wall label person including your name, title of series, size, medium and year completed.</td>
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<tr>
<td>11</td>
<td>4/7</td>
<td>All students must come to class either to print, frame, or work on your artist statement. Robin and TA’s will facilitate printing, help edit your artist statements, and advise for your formal 2nd critique. <strong>April 9, Saturday, field trip to the Albany Bulb Landfill</strong></td>
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<tr>
<td>12</td>
<td>4/12</td>
<td>Critique group 1- 5PM lecture “Asylum of the Birds” by Rodger Ballen</td>
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<tr>
<td>12</td>
<td>4/14</td>
<td>ATC</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topics, Readings, Assignments, Deadlines</td>
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<tr>
<td>13</td>
<td>4/19</td>
<td>Critique group 2</td>
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<tr>
<td>13</td>
<td>4/21</td>
<td>Finish critiques and send all images and text to designers of catalog, poster, and wall labels. Artist statement and images sent to catalog designers, caption information sent to wall label designers. Send by April 22nd, midnight.</td>
</tr>
<tr>
<td>14</td>
<td>4/26</td>
<td>Lab for printing and framing. Check poster and catalog- Ray Beldener lecture 5PM, room 144.</td>
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<tr>
<td>14</td>
<td>4/28</td>
<td>Last day for printing and framing. Final check for poster and catalog. Catalog goes to production.</td>
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<tr>
<td>15</td>
<td>5/3</td>
<td>Check to see that all framing and presentation strategies are ready.</td>
</tr>
<tr>
<td>15</td>
<td>5/5</td>
<td>Check to see that all framing and presentation strategies are ready. Hang show on Friday, May 6. 1PM till early evening. Everyone must hang their own work</td>
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<tr>
<td>16</td>
<td>5/10</td>
<td>Final critique in gallery, (guest speaker Dorothy Santos) and opening reception from 6-8PM</td>
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<tr>
<td>16</td>
<td>5/12</td>
<td>De – install.</td>
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