

**San José State University**  
**Department of Art & Art History**  
**Photo 40 (45171), Beginning Photography, 03, Fall, 2019**

**Course and Contact Information**

Instructor: Dan Herrera  
Office Location: DH 401D  
Email: [daniel.a.herrera@sjsu.edu](mailto:daniel.a.herrera@sjsu.edu)  
Note: Please title the subject of your email: *YourLastName\_Photo40*  
Office Hours: Wed. 11am-12noon  
Class Days/Time: Mon. & Wed. 8am – 10:50am  
Classroom: Industrial Studies (IS) Room 219C  
  
Prerequisites: **None**  
Department Office: ART 116  
Department Contact: Website: [www.sjsu.edu/art](http://www.sjsu.edu/art) Email: [art@sjsu.edu](mailto:art@sjsu.edu)

**Course Format**

**Technology Requirements**

This class makes extensive use of high speed internet connection to access online class content. All assignments, readings, handouts, and relevant class info will be located on the CANVAS Portal. You are responsible for accessing these materials when made available (and printing them out if you choose). Due to our efforts to make the School of Art and Design a “paperless” environment hard copies will NOT be handed out in class.

**Course Description**

A Beginning photography course which introduces basic aesthetic issues in (primarily black and white) image making. Introduces photographic technique utilizing digital cameras, electronic image processing and digital printing. Requires a DSLR (digital single lens reflex) type camera. Requires Adobe Lightroom.

**Course Objective**

Picture this: You are at an event and you see something interesting. The light looks fantastic and your subject is perfectly placed. You pull out your new iPhone 9s PlusX (you know, the one with the new camera that has a squillion mega-pixels). and you click the shutter. You eagerly look at the image that pops up on your screen, but instead of your intended masterpiece, you are met with an image that doesn't look at all like you had envisioned it.

Nearly everyone has the ability to take a photograph at anytime. This class is about moving beyond the automatic features found in most consumer level camera phones and point-and-shoot cameras to explore how to make a photograph that reflects your personal vision and style.

We will begin the semester by learning the technical aspects of the camera, some basic editing using Adobe Lightroom, and moving from the screen to a physical print. The remainder of the course will focus on developing your aesthetic and conceptual skills.

Some open lab time will be scheduled during class to allow you to work on your projects, though you will find that you will need additional time to allow you to work at your own pace. Print days are an important part of our schedule. Students are not allowed to print without instructor supervision, so it is especially important that you be here and prepared to print on print days. You will not have opportunities to print outside of class, though you should plan to work on other aspects of your projects (shooting, editing and preparing your work for critique through some form of presentation: considering sequencing for earlier projects, matting, mounting, etc. for later projects).

### **Student Learning Outcomes**

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

- Acquire an understanding of photographic materials, process, and equipment
- Increase the student's creativity and ability to use photography as a form of self-expression.
- The acquisition of a visual vocabulary and the appropriate way to give feedback during a critique.
- Gain skill in handling and application of equipment and process.
- Become familiar with historical and contemporary developments of photography.
- Learn advanced elements of the photographic image and their application to visual communication and aesthetic appreciation

### **Course Learning Outcomes (CLO)**

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

- CLO 01 Understand the basic compositional and formal elements of the photographic image.
- CLO 02 Possess at least a beginning level photographic vocabulary.
- CLO 03 Understand digital camera settings and controls and their effect on exposure and resulting image.
- CLO 04 Learn to successfully shoot, import, enhance, export/print images using Adobe Lightroom.
- CLO 05 Gain an overview of relevant historic and contemporary photographic artists and issues.
- CLO 06 Develop ability to create imagery with a strong conceptual basis.
- CLO 07 Learn to use our printers and print your own images.
- CLO 08 Gain an understanding of the importance of presentation and present your work in a professional manner
- CLO 09 Learn to work within deadlines: complete projects, in class exercises, and reading/writing assignments within assigned deadlines.
- CLO 10 By the end of the course: develop a small body of very finished, professionally presented work with strong, thoughtful content

## Required Texts/Readings

Title: Adobe Photoshop Lightroom Classic CC (2019) Classroom in a Book  
Author: RC Concepcion  
ISBN 13: 978-0135298657

SJSU Photo Lab Manual, Download from the Photo Area Website: [photo.sjsu.edu](http://photo.sjsu.edu)

This manual is required reading for every photography student and will help acquaint you with the SJSU Dept. of Art and Art History Photo Lab facility and safety procedures. There is a safety quiz required for all students using the Photo Lab -- passing this quiz is a requirement to use the Lab. The manual, also, contains important information regarding traditional photo processing such as film developing and printing at SJSU. Having a copy of this manual with you while in the Lab will prove helpful.

## Recommended Texts/Readings

Title: Light and Lens: Photography in the Digital Age  
Author: Robert Hirsch – 3<sup>rd</sup> Edition 2018  
ISBN 13: 978-1138944398

\*Note: Used copies of these books are often available from [www.Amazon.com](http://www.Amazon.com) at discounted prices.

## Other Readings

Other reading materials will be made available through your CANVAS Portal.

## Other technology requirements / equipment / materials

- You MUST have your own laptop computer to take this course. Macs are strongly suggested and preferred. They will make life easier, since demos are given on a Mac.
- You will need plenty of room on your laptop hard drive (at least 40 GB), plus a good size USB jump drive/memory stick/flash drive.
- A copy of Adobe Lightroom CC installed on your laptop.
  - Note: Software may be free - I will check - If not: You MUST have the latest edition of Adobe Lightroom, Student Teacher Edition from Adobe's website. The price varies depending on which applications are included. Don't purchase anything until I provide you with more information.
- Digital Camera with a minimum of 6-mega-pixel capacity and a full "manual mode" (able to manually adjust both shutter speed and f/stops). RAW shooting capability recommended. The more automatic your camera is, the less control you will have over your images, and the less opportunity you will have to experiment.

- The following are some suggested digital single lens reflex (DSLR) cameras with full manual controls:
  - Nikon - D40, D50, D70's, D80
  - Canon - EOS Digital Rebel (XT, XTi, 10D, 20D, 30D)
  - Olympus - Evolt 300, 330, 500
  - Pentax - K100D, K110D, K10D
  - Panasonic - Lumix DMC FZ7's, FZ30's, FZ50's
- Memory card for your camera (1GB+ is recommended).
- Card reader/cable for memory card above (if needed for your computer).
- Paper will be provided for most assignments (unless you wish to purchase special paper for a particular project).
- Portfolio, OR portfolio box, OR large manila envelope – these will be used to transport your prints - must be labeled with your name. Can be an inexpensive version. Should be brought on print days. You will also use this to turn in your work. We will not accept prints submitted loose.
- Presentation materials such as mat board – cost varies widely depending on what you choose.

### **Optional supplies**

- Shutter Release (for your brand of camera)
- Tripod

### **Vendors**

- Freestyle Photo
  - <http://www.freestylephoto.biz/>
- FotoXpress (7th and Santa Clara, has student discount)
- Adorama (great for equipment and supplies)
  - [www.adorama.com](http://www.adorama.com)
- B&H Photo
  - [www.bhphotovideo.com](http://www.bhphotovideo.com) (great for equipment and supplies)
- KEH Photo (great for used camera equipment)
  - [www.keh.com](http://www.keh.com)

### **Hazardous Materials (HAZMAT)**

All students must pass the basic safety exam for handling hazardous materials. The exam and information will be provided both in class and online. For more information please see this Basic training powerpoint:

<http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>

### **Library Liaison**

#### **Gareth Scott**

Email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

Phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

## Shop Safety

This course does not require usage of the shop.

## Course Requirements and Assignments

Your grade in this class will be based on the completion of 3 assignments, the **final project**, a research project/presentation, and classroom participation.

PROJECT 01 Space and Time (13% of total grade)  
DUE DATE Week 05 (date approximate)  
CLO 01, 02, 03, 04, 07, 09

PROJECT 02 Portrait (13% of total grade)  
DUE DATE Week 08 (date approximate)  
CLO 01, 02, 03, 04, 07, 09

PROJECT 03 Sense of Place (14% of total grade)  
DUE DATE Week 12 (date approximate)  
CLO 01, 02, 03, 04, 06, 07, 09

PROJECT 04 Self-Directed (20% of total grade)  
DUE DATE Week 16 (date approximate)  
CLO 01, 02, 03, 04, 05, 06, 07, 08, 09, 10

MIDTERM EXAM (10%)  
DUE DATE Week 8 (date approximate)  
CLO 01, 02, 03, 04, 05, 06

## Final Examination or Evaluation

Final exam will take place according to the Spring 2019 final exam schedule. Exam will be available online only via your Canvas portal.

## Grading Information

Your final grade will be based on an average of 3 projects (40%), your final project (20%), a quiz (5%), and class participation (35%). Take risks, break the rules, speak your mind, and take yourself and your work seriously. Hold yourself to a higher standard than what is expected of you - it will pay off in ways you cannot presently foresee.

- A **Outstanding:** Handing in all assignments on time and of outstanding quality. Actively participates in class critiques and discussions. Presents thoughtful and intelligent ideas in a clear, organized, and engaging manner. Work is among the very best.
- B **Above Average:** Handing in all assignments on time, and of above average quality. Actively participates in class critiques and discussions. Presents ideas that are interesting and successfully

presented; shows potential, but not necessarily distinctive. Work is roughly equal in quality to the majority of work completed by other students.

- C **Average / Mediocre:** Handing in all assignments on time and of outstanding quality. Actively participates in class critiques and discussions. 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.

### **Reading/Writing Assignments & journals**

In addition to your projects, I may give short classwork assignments, reading assignments, and discussion topic assignments, which will be addressed during our class meetings. These fall under your Class Participation grade.

### **Class Participation**

Participation is more than just showing up. Participation reflects the expectation that each student attends class; is on time; contributes positively to BOTH THE CANVAS DISCUSSION BOARDS AS WELL AS THE CLASSROOM LEARNING ENVIRONMENT by being attentive, by asking questions, by participating during critiques, and by working on the given assignment. In general, lecture and demonstrations will begin the class session followed by hands on projects. Which means if you are not present, you will miss the demonstration and all of the witty banter that I encourage in each of my classes. Class participation cannot be made up; in fact I rarely ever accept any late work (but more on that later). Class participation is also 30% of your grade. If you have an extenuating circumstance that is going to prevent you from attending, it is your responsibility to make me aware, and please do so sooner rather than later.

### **Make Ups and Late Work**

I don't believe in accepting late work. It's been my experience that late work is typically of poor quality, or seems rushed in an attempt to get it done solely for the sake of getting it done, rather than an attempt to create something of any real significance. I find myself-wondering if I spend more time grading than the student spent making.

Putting my own personal belief aside, accepting late work reinforces bad habits for the students. When doing a job or for a client or creating work for a gallery - late work is unacceptable. So, in this respect, I would be doing you (a future professional) a disservice if I accept your late work. However, I do believe that every once in a while, extreme circumstances can sometimes prevent someone from doing their best work. If you find yourself in this situation, give me *something* by the deadline. Show me that you at least tried to meet the deadline, and if your project sucks, tell me that you can do to make it better. I've been known to cut students a break now and

then. I may give you a chance to re-do it and make it better. This is your education, and you choose the level of commitment to each piece of art you create.

If you miss class, it is your responsibility to get yourself up to speed. I recommend finding a “buddy” who is a fellow student in the class or seek the instructors help outside of class during posted office hours. If you know you will be unable to attend a class, please send me an e-mail (preferably before the missed day), and if appropriate, I’ll do my best to let you know what you will be missing. Many class lectures and demonstrations cannot be repeated or made up. Any deadline or class missed will result in lowering of your grade. Again, talk to me if you are having problems. **Do not miss critique days. Do not leave after your work has been critiqued.** Assignments may sometimes take two class sessions to review all of the work in a thoughtful manner. **I expect you to attend both days of the critique.** Failure to do so, will seriously affect your grade (in a bad way).

### Classroom Protocol

**Laptop Etiquette:** Please use your laptops in respectful manner. It is fine to have laptops open during open lab time, or during demos or lectures when asked to follow along or take notes. Laptops should remain closed during critiques or films. Answering email, instant messaging, running irrelevant Google searches or working on projects from another class are all off limits during anything other than open lab time.

**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. Web browsing or other handheld device use is not permitted during class activities.

### 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/>”

### Photo 40 / Beginning Photography, Fall 2019, Course Schedule

*NOTE: This schedule is subject to change. Changes will be posted via your CANVAS portal.*

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug. 21	<b>Topics</b> <ul style="list-style-type: none"> <li>● Course Introduction, administration, tour facilities, Introduce Project 00</li> </ul> <b>Homework (Due Aug. 26th)</b> <ul style="list-style-type: none"> <li>● ORDER ANY NEEDED SUPPLIES</li> <li>● Bring your camera, note taking materials,</li> <li>● Complete Project 00</li> </ul>
2	Aug. 26	<b>Topics</b> <ul style="list-style-type: none"> <li>● Review Project 00: Students previous work &amp; influences</li> </ul>
2	Aug. 28	<b>Topics:</b>

		<ul style="list-style-type: none"> <li>• Introduction to Camera &amp; Adobe Lightroom</li> </ul>
3	Sep. 2	<b>LABOR DAY CAMPUS CLOSED</b>
3	Sep. 4	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Continued - Introduction to Camera &amp; Adobe Lightroom</li> <li>• Introduce Project 01</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Begin Project 01</li> </ul>
4	Sep. 9	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Review working images for Project 01, Adobe Lightroom Demo: File Management &amp; Importing.</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Continue Project 01</li> </ul>
4	Sep. 11	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Continued review of working images for Project 01, Adobe Lightroom Demo: Basic edits &amp; Exporting to print.</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Ready Project 01 images for print.</li> </ul>
5	Sep. 16	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 01 Print Day 1 of 2</li> </ul>
5	Sep. 18	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 01 Print Day 2 of 2</li> </ul>
6	Sep. 23	<b>Topics: CRITIQUE DAY</b> <ul style="list-style-type: none"> <li>• Critique: Project 01</li> </ul>
6	Sep. 25	<b>Topics: CRITIQUE DAY (continued as needed)</b> <ul style="list-style-type: none"> <li>• Continue critique of Project 01 as needed</li> <li>• Introduce Project 02, Lecture: The Portrait</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Begin Project 02</li> </ul>
7	Sep. 30	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Review working images for Project 02, Adobe Lightroom Demo: Local Adjustments &amp; Retouching</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Continue Project 02</li> </ul>
7	Oct. 2	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Review working images for Project 02 as needed</li> <li>• 1<sup>st</sup> midterm exam study review</li> </ul> <b>Homework:</b> <ul style="list-style-type: none"> <li>• Ready Project 02 images for printing</li> </ul>
8	Oct. 7	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 02 Print Day 1 of 2</li> </ul>
8	Oct. 9	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 02 Print Day 2 of 2</li> </ul>
9	Oct. 14	<b>Topics: CRITIQUE DAY</b> <ul style="list-style-type: none"> <li>• Critique Project 02</li> </ul>
9	Oct. 16	<b>Topics: CRITIQUE DAY (continued as needed)</b>

		<ul style="list-style-type: none"> <li>• Continue critique of Project 02 as needed</li> <li>• 2<sup>nd</sup> midterm exam study review</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Take midterm exam via Canvas (due by Friday Oct. 22 at 11:59 midnight)</li> </ul>
10	Oct. 21	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Introduce Project 03, Lecture: Sense of Place</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Begin Project 03</li> </ul>
10	Oct. 23	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Introduce Project 03, Lecture: Sense of Place</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Begin Project 03</li> </ul>
11	Oct. 28	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• 1st review student progress for Project 03, Adobe Lightroom Demo: Personal Style</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Continue Project 03</li> </ul>
11	Oct. 30	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Review student progress for Project 03, Adobe Lightroom Demo: Personal Style</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Continue Project 03</li> </ul>
12	Nov. 4	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Continue Project 03</li> <li>• Personal Style Adobe Lightroom Demos a la carte and as needed.</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Ready Project 03 file for printing</li> </ul>
12	Nov. 6	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Lab: Project 03 Print Day</li> </ul>
13	Nov. 11	<b>VETERANS DAY CAMPUS CLOSED</b>
13	Nov. 13	<p><b>Topics: CRITIQUE DAY</b></p> <ul style="list-style-type: none"> <li>• Critique Project 03</li> </ul>
14	Nov. 18	<p><b>Topics: CRITIQUE DAY (continued as needed)</b></p> <ul style="list-style-type: none"> <li>• Continue critique of Project 03 as needed</li> <li>• Introduce Project 04, Lecture: Working with a series</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Begin Project 04</li> </ul>
14	Nov. 20	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Review student progress for Project 04</li> <li>• A la carte Adobe Lightroom Demos as needed</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>• Continue Project 04</li> </ul>
15	Nov. 25	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Review student progress for Project 04</li> <li>• A la carte Adobe Lightroom Demos as needed</li> </ul>

		<b>Homework:</b> <ul style="list-style-type: none"> <li>• Continue Project 04</li> </ul>
15	Nov. 27	Non- Instructional Day
16	Dec. 2	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 04 Print Day 1 of 2</li> </ul>
16	Dec. 4	<b>Topics:</b> <ul style="list-style-type: none"> <li>• Lab: Project 04 Print Day 2 of 2</li> </ul>
17	Dec. 9	<b>Topics: CRITIQUE DAY</b> Critique Project 04
Final Exam*	Dec. 11	December 11, 7:15am - 9:30am