

San José State University  
Department of Art and Art History  
**PHOT115-02: Intermediate Digital Imaging (41778)**  
**Fall Semester 2019**

## Course and Contact Information

<b>Instructor:</b>	Eliana Cetto
<b>Office Location:</b>	DH 401D
<b>Telephone:</b>	Please Email
<b>Email:</b>	<a href="mailto:eliana.cetto@sjsu.edu">eliana.cetto@sjsu.edu</a>
<b>Office Hours:</b>	Wednesday 10:50 - 11:50 am
<b>Class Time:</b>	Monday/Wednesday 3:00 pm - 5:50 pm
<b>Classroom:</b>	Industrial Studies (IS) 219
<b>Prerequisites:</b>	PHOT40
<b>Units:</b>	3

## Additional Contact Information

- \* E-mail is generally the best method of contact during non-office hours.
- \* Please allow 48-hours for an e-mail response.
- \* Emergency: 911
- \* Campus Escort: 42222
- \* Individuals with disabilities may contact the Accessible Education Center (AEC), Administrative Building 110, (408)-924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

## Course Format

### Technology Intensive Course

This is a technology intensive course which requires your own laptop for most class meetings. Macs are preferred, since demos are given on a Mac. You must also have the latest edition of the Adobe Creative Suite. As an SJSU student this software is **free!** For this course you will need Adobe Photoshop, Premiere Pro and possibly Lightroom, if you are already in the habit of using it to organize your images. When signing up for your free download, make sure to use your SJSU email or your request will be denied, and check your SJSU email for the linked reply. Follow the instructions at this link to download your free software: <http://its.sjsu.edu/services/software/adobe/>

### Assignments, Readings, Handouts

Course materials, including syllabus, assignments, readings, handouts, etc. can be found under our class name on the [Canvas Learning Management System](http://sjsu.instructure.com/) course login website at <http://sjsu.instructure.com/>. Your username is your 9-digit SJSU ID number and your password is your SJSU-One account password.

Canvas use is required and frequent. You are responsible for logging in regularly, downloading new materials, and posting in online class forums when assigned. Begin today by downloading the syllabus and first assignments. It is recommended that you keep a folder on your laptop with class

materials downloaded so they are safely stored and accessible, particularly if you do not have regular internet access.

## **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 Goals**

As a society, we consume vast amounts of digital imagery. What does it mean to be a photographer now? In a time when everyone is continually taking and sharing images, how do we produce creative works filled with artistic meaning? In this class, students will be encouraged to reflect upon their current context in a technological age, by creating relevant, impactful and unique digital artworks.

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 prominent artists in digital media, as well as an overview of the current issues, concerns and interests circulating in the fields of fine art photography and video art.

## **Students in this course will:**

Students in this course will develop unique digital content, professionally presented artworks, and accompanying conceptual ideas. This class will also explore ideas around image manipulation, image appropriation and copyright law, and time based media/new genre arts. Professional artists statements and titles will be due with every project, to help contextualize the work created in this class and develop a framework for your larger artistic practice. Because this is an intermediate course, the final project asks for the refinement (or resubmission) of a previous project, encouraging deeper development of concepts and improvement of technique, while considering previous critique feedback and updated project expectations.

In our media-driven society, most of us have learned to view, understand, and “read” images. Even beginning image-makers intuitively know some of the qualities that create a successful photograph. Our photographic ‘eye’ also allows us to enjoy and interpret video content, of which both mediums we will hone in this course.

Understanding the content of imagery, considering audience and intent, recognizing the importance of working within an artistic movement, and taking responsibility for the power which images possess are all part of a vocabulary explored this semester. Taking artistic risks and experimentation will be rewarded. Discussions, critiquing sessions, and creative problem solving will be pursued with the intention of improving the artwork of every member of the class.

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

### **Course Skill Learning Outcomes**

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. Learn to use our professional printers and print beautiful, successfully color managed images

### **Course Content Learning Outcomes**

Upon successful completion of this course, students will have mastered:

1. A greater understanding of both historically significant and contemporary artists using digital media through attending lectures, participating in readings/discussions and attending field trips
2. The ability to use digital skills to complete fine art projects with interesting content and strong concepts
3. A firm understanding of the variables involved in digital output (printing)
4. An understanding of the importance of presentation and present your work in a professional manner (whether traditional or experimental)
5. The ability to work within deadlines
6. By the end of the course, students will develop a small body of very finished, professionally presented work with strong, thoughtful content

## Required Supplies

### Required Texts/Readings

There is ***no textbook*** for this class. Important reading material will be found on the course Canvas Site, along with all other course materials.

If you like referring to a handbook, the *optional* book below is a detailed text that comes with updates for new Photoshop versions on the book website [photoshopforphotographers.com](http://photoshopforphotographers.com)

*Adobe Photoshop CC for Photographers: 2018 1st Edition*

Author: Martin Evening

ISBN-13: 978-1138086760

ISBN-10: 1138086762

### Equipment / Material Requirements

1. Reminder: You **MUST** have your own laptop computer to take this course.
2. Reminder: You must also have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE!** For this course you will need Adobe Photoshop, Premiere Pro and possibly Lightroom, if you are already in the habit of using it to organize your images. Follow the instructions at this link to download: <http://its.sjsu.edu/services/software/adobe/>
3. You will need plenty of room on your laptop hard drive (at least 50 GB), a good size usb drive, and/or an external hard drive for work space and file storage
4. 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 low on space.
5. You may need to purchase additional paper for your printed projects. Prices range depending on size and paper quality. More information on this in a few weeks.
6. Canned air: strongly recommended for scanning
7. White cotton gloves: strongly recommended for handling paper during printing
8. Large cardboard/plastic tube or large artist portfolio strongly recommended for transportation of digital prints.
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. If you are creative and plan ahead, less expensive presentation options are possible. Last minute solutions tend to be more expensive.

### Course Web Materials

PHOT115, Intermediate Digital Imaging 41778

Course materials on the SJSU Canvas site for the course at: <https://sjsu.instructure.com> Your Username is your 9-digit SJSU ID number. Your password is your SJSU-One account password.

**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

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

**Course Requirements and Assignments**

**Course Projects:**

<p><b>The Remix: Appropriated Imagery</b> Introducing image appropriation, compositing, editing and digital output (workflow, output strategies/sending work to print, and alternative presentations). ~5 collage minimum (size/complexity can alter minimum) 3 printed out-of-house</p>	<p>15%</p>
<p><b>Truth, Manipulation, and Fabrication</b> Reviewing photoshop and basic camera functions, while introducing digital image manipulation, in-camera practical effects, and color-managed printing. ~5 print minimum (size/complexity can alter minimum) printed in class</p>	<p>15%</p>
<p><b>Time Machines: Video Art</b> Introducing time-based media, sound, video publishing and exploring multimedia video artists (i.e video installation, new genre, internet art, performance, new media and hybrid art that incorporates video) Video run-time 0:30 -1:30 (privately/publicly published online and can be alternatively presented)</p>	<p>20%</p>
<p><b>Refine/Resubmit/Redo Project</b> An opportunity to refine or resubmit a previous project. Work must be significantly updated, containing at least 50% new material since previous critique.</p>	<p>25%</p>
<p><u>Reading and Writing Assignments</u> Each project will require reading assigned articles for in-class discussions. A written artists statement with artwork title(s) will also be required for each work submitted.</p>	<p>15%</p>
<p><u>Participation</u> Active engagement in exercises, discussions, activities, critique dialogue, and classroom activities.</p>	<p>10%</p>
<p><u>Total Grade</u></p>	<p><b>100%</b></p>

**Grading Policy**

The three regular projects plus your final will be graded based upon:

- **Concept** (strength of ideas communicated)
- **Technique** (technical proficiency)
- **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+."

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

**Grading Information Determination of Grades**

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.

**Detailed Letter Grade Rubric**

Outstanding - Very Good	Good - Above Average	Average - Below Average	Unsatisfactory	Zero Credit
100-97 (A+)	89-87 (B+)	79-77 (C+)	69-67 (D+)	59-0 (F)
96-93 (A)	86-83 (B)	76-73 (C)	66-63 (D)	
92-90 (A-)	82-80 (B-)	72-70 (C-)	62-60 (D-)	

**Final Examination or Evaluation**

Our Final Exam is scheduled by SJSU to take place on **Tuesday, December 17th, from 12:15-2:30**. 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.

**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 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. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances. 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.

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 that day.

**Extra Credit**

There will be an optional field trip and accompanying gallery review for extra credit. 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**

Participation in exercises, discussions, and activities is required to succeed in this class. Participation in peer discussions can be in the form of asking questions, sharing experiences, and giving constructive feedback. Exercises that are relevant to the course material will be given in class and cannot be made up. The exercises may be on the camera, computer, and may involve short excursions to other parts of campus. Participation is required and a significant part of your grade.

The best way to develop your skills and concepts is to be here and actively participate. 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 can result in a lower grade due to missed activities and loss of information. 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.

### **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 note:** Except in cases of documented emergencies, incomplete grades are not given in this course.

"All students have the right, within a reasonable time, to know their academic scores, to review their grade- dependent work, and to be provided with explanations for the determination of their course grades." See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

### **Additional Note:**

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

### **Department Advising**

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(H) 116, 408- 924-4320, [art@sjsu.edu](mailto:art@sjsu.edu) .

### **Dropping and Adding**

**Friday September 3rd:** Last day to drop courses without an entry on student's permanent record.

**Tuesday September 10:** Last day to Add courses and register late.

For more information regarding add/drop policies see the Dropping and Adding section at <http://www.sjsu.edu/gup/syllabusinfo/>

### **Shop Safety**

Using the Shop is not required for this course, though it does have a very nice mat cutter available for your use that might come in handy for other Photo classes. If you plan to use the Shop (located in the Art Building) for realization of your projects in any art class, you must take and pass the Shop safety test. Tests cost \$20 a year and are only conducted at the start of the semester. If you are interested in taking the test, contact the shop asap to set up an appointment: 924-4357.

## 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 the Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

### **CONSENT FOR RECORDING OF CLASS & 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 green sheet 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](http://www.sjsu.edu/senate/docs/S07-2.pdf) 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](http://www.sjsu.edu/studentconduct/) 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](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. The phone number at IRC is: 924-2888

#### **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. 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.

#### **SJSU COUNSELING SERVICES**

The SJSU Counseling Services is located on the corner of 7th St and San Fernando St, 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>.

#### **STUDENT FOOD SHELVES**

SJSU students in need of immediate food assistance have access to a number of small, self-serve "shelves" around the main campus. At these informal pantries there is no registration process. Students can stop in and take items as needed. For free food notifications you can follow @SJSUFreeFood on Twitter.

#### **JUST IN TIME**

In partnership with Second Harvest Food Bank, SJSU hosts free food programs on campus once a month with perishable and non-perishable grocery items for students on the following dates:

#### **SJSU CARES:**

For campus resources to help you deal with situations outside of the classroom that may take away from your academic success, go to SJSU Cares:  
[http://www.sjsu.edu/studentaffairs/current\\_students/sjsucares/](http://www.sjsu.edu/studentaffairs/current_students/sjsucares/)

**EMERGENCY PHONE NUMBERS**

Emergency: 911; Escort Service: 42222

**Course Schedule**  
**PHOT 115, Section 2: [Intermediate Digital Imaging] Fall Semester 2019**

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

Wk	Date	Topics, Readings, Assignments, Deadlines
1	W 8/21	Introductions and Syllabus Review
2	M 8/26	Presentations of Past Student Work Assign The Remix Project 1 Reading, due 9/4 Intro Color of Light Observations, due 9/18
2	W 8/28	Intro The Remix Project 1, due 9/23 Finish any remaining student presentations
3	M 9/2	No Class - Labor Day
3	W 9/4	The Remix Project 1 Reading Due for Discussion
4	M 9/9	Demonstrations for Project 1
4	W 9/11	Demos continue. Open Lab
5	M 9/16	Open Lab
5	W 9/18	Color of Light Observations Due Today Intro Truth Fabrication & Manipulation Project 2, due 10/16
6	M 9/23	The Remix Project 1 Final Critique Due Today
6	W 9/25	Project 2 introduction continues Photography technical refresher: In-class shooting assignment Bring your DSLR
7	M 9/30	Proj 2 Technical Reading/Discussion due today Technical demos continue
7	W 10/2	Mid-term Image Check ALL IMAGES SHOULD BE SHOT BY TODAY! Open Lab
8	M 10/7	Images for Project 2 must be ready to print next class or project begins to lose credit (1/2 letter grade a day) Open Lab Intro Time Machines Project 3 due 11/18, and related reading due 10/30
8	W 10/9	Print-Ready Images for Project 2 due today! Print demo - All students must be ready to print!
9	M 10/14	Print day 2 – continue printing
9	W 10/16	Truth Fabrication & Manipulation Project 2 Final Critique - Work from ALL students due today
10	M 10/21	Project 2 Critique continues
10	W 10/23	Time Machines Project 3 Digital Video, full introduction - Lecture & examples
11	M 10/28	Project 3 Video, introduction continues
11	W 10/30	Technical Demos/examples continue Project 3 Reading/Discussion due today
12	M 11/4	Technical Demos for Project 3 continue Final Project Introduced

12	W 11/6	Demos for Project 3 continue <b>Work in Progress Check</b> – Have nearly finished videos ready for viewing Open Lab
13	M 11/11	<b>No Class - Veterans Day</b>
13	W 11/13	Open lab – discuss/review work in progress
14	M 11/18	<b>Time Machines Project 3 Final Critique</b> Work from ALL students due today
14	W 11/20	Project 3 Critique Continues Final Project discussed in detail
15	M 11/25	Individual Meetings for Refine/Resubmit/Redo Final Project Open Lab – Printing
15	W 12/27	<b>No Class - Holiday/Non-Instructional Day</b>
16	M 12/2	Individual Meetings - Open Lab – Printing
16	W 12/4	Individual Meetings - Open Lab – Printing
17	M 12/9	<b>Last day for printing - Last regular day of class</b>
Final Exam	Tues. 12/17 12:15-2:30	<b>Refine/Resubmit/Redo Final Critique – Work from ALL STUDENTS DUE TODAY</b> <b>ARTIST STATEMENTS also due today!</b> No late statements accepted – hard copies only – Bring snacks to share (optional)! Celebrate your accomplishments! <a href="http://info.sjsu.edu/static/catalog/final-exam-schedule-fall.html">http://info.sjsu.edu/static/catalog/final-exam-schedule-fall.html</a>