

**San José State University**  
**Department of Art & Art History**  
**Phot 121, Introduction to Studio Lighting, Section 02**  
**Fall 2019**

**Course and Contact Information**

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<b>Instructor:</b>	<b>Yvonne D. Williams</b>
<b>Office Location:</b>	<b>DH 401</b>
<b>Telephone:</b>	<b>408. 924.4690</b>
<b>Email:</b>	<a href="mailto:yvonne.williams@sjsu.edu">yvonne.williams@sjsu.edu</a>
<b>Office Hours:</b>	<b>M/W 10:30 – 12:00 and by appointment</b>
<b>Class Days/Time:</b>	<b>M/W 3:00 – 5:50</b>
<b>Classroom:</b>	<b>DH 407</b>
<b>Prerequisites:</b>	<b>Photo 40</b>
<b>Department Office:</b>	<b>ART 116</b>
<b>Department Contact:</b>	<b>Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a>      Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a></b>

**Server Information –Assignments, Readings, Handouts**

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Assignments, readings, handouts and other information will be in your required reader. Due to our efforts to make the Department of Art and Art History “paperless,” additional hard copies will be handed out at a minimum. I will be using CANVAS to upload all additional materials and to send out pertinent email notifications. To access CANVAS, go to: <https://sjsu.instructure.com> I would suggest you make copies of all posted handouts and bring them to class to have the materials on hand and ready when needed.

**Course Description**

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*Catalog Description: Concepts and principles of lighting using both daylight and incandescent light sources and the use of standard studio lighting equipment.*

Introduction to Studio Lighting is a beginning studio course. The emphasis of this course will be to learn to see and utilize light in an effective manner that can be applied to all applications of photography. Professional equipment will include - digital cameras, digital capture software, hand-held meters, and a variety of studio hot (continuous) lights and their accessories. This class will expose students to professional studio practices, advanced color theory, color management, and engage them in creative problem solving while learning effective aesthetic and technical concerns of visual perception and communication.

## Course Learning Outcomes (CLO)

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The course will be taught through invigorating (!) lectures, lively demonstrations, studio-shooting assignments, and informative critiques in which all are expected to participate. You will learn to effectively see how light and shadow, shape and inform. As you proceed into this semester, take the time to thoroughly observe light in intimate spaces and public environments, at all times of the day and night and under all weather conditions. Notice how the mood of the person, place, or object change as the light changes. In the studio you will learn to recreate 'natural' light and manipulate light and shadow to express your ideas.

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

1. CLO1 Effectively see how light and shadow, shape and inform.
2. CLO2 To recreate 'natural' light by successfully learning the qualities of studio lighting equipment and to manipulate light and shadow to express emotion, content, and ideas.
3. CLO3 Use a variety of software including remote capture.
4. CLO4 Establish an effective workflow and master color management.
5. CLO5 Use Lightroom to capture, edit, organize, and enhance images.
6. CLO6 Use retouching techniques specific to each assignment and to go beyond traditional lighting by using layers of multiple images to create one image.
7. CLO7 Use Photoshop more effectively to create a final professional image in post-production.
8. CLO8 Effectively describe, discuss, and write about what constitutes a strong commercial image.
9. CLO9 Create layouts for publications.
10. CLO10 Work as a team player as most assignments are accomplished with the assistance of a partner.
11. CLO11 Recognize leaders in the field of commercial photography and their 'style'.

## Required Texts/Readings

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- SJSU Photo Lab Manual: available online
- PHOTO 121 Reader: available at the SJSU Print Shop.

## Technology Requirements / Equipment / Materials

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**Laptop Computer:** PC or MAC

**Software:** Photoshop CC2017 and Light Room 5+

1. You MUST have your own laptop computer to take this course. Macs are strongly suggested and with all things computer- the newer the more compatible.
2. Software- Adobe Lightroom and Photoshop: Do not purchase this, Adobe offers software while a student at SJSU.
3. A USB thumb drive/ memory stick with a large memory.

## **Library Liaison**

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**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 Office

## **Classroom Protocol**

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Laptop use will be abundant for taking notes and for working in post process on your photographs. It will NOT BE USED for FB, email, or other non-relevant activities not pertinent to this course. This includes cell phones, as well. Professional courtesy is expected.

## **Course Requirements and Assignments**

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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](http://www.sjsu.edu/senate/docs/S12-3) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

## **Photo 121 Reader**

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The reader contains everything you will need for this course. Refer to the reader for all assignments, readings, due dates, critique information, scheduled exams, etc. The attached schedule will have all due dates.

## **University Policies**

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NOTE that [University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

## **Department Advising**

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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](mailto:art@sjsu.edu)

## **Fall 2019 Tuesday Night Lecture Series**

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Held most every Tuesday in the Art Building at 5:00 before the Gallery Openings. Check schedule online or on the list located in the Art Building.

## Grading Policy

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**The work created in class will be evaluated based on the following criteria.**

A: **Outstanding:** thoughtful and intelligent ideas presented in a clear, organized, and engaging manner; among the very best.

B: **Above Average - Good:** the ideas are interesting and successfully presented; shows potential, but not necessarily distinctive; roughly equal in quality to the majority of work completed by other students.

(continued on the next page.)

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.

*A plus = 1000 to 970 points*

*A = 969 to 940 points*

*A minus = 939 to 900 points*

*B plus = 899 to 870 points*

*B = 869 to 840 points*

*B minus = 839 to 800 points*

*C plus = 799 to 770 points*

*C = 769 to 740 points*

*C minus = 739 to 700 points*

*D plus = 699 to 670 points*

*D = 669 to 640 points*

*D minus = 639 to 600 points*

*F = 599 points or lower*

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
<i>A plus</i>	<i>960 to 1000</i>	<i>96 to 100%</i>
<i>A</i>	<i>930 to 959</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>900 to 929</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>860 to 899</i>	<i>86 to 89 %</i>
<i>B</i>	<i>830 to 829</i>	<i>83 to 85%</i>
<i>B minus</i>	<i>800 to 829</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>760 to 799</i>	<i>76 to 79%</i>

<i>C</i>	730 to 759	73 to 75%
<i>C minus</i>	700 to 729	70 to 72%
<i>D plus</i>	660 to 699	66 to 69%
<i>D</i>	630 to 659	63 to 65%
<i>D minus</i>	600 to 629	60 to 62%

**\*With communication before a deadline, late work may be accepted, otherwise for every day that the work is late one letter grade will be deducted.**

### **Determination of Grades**

#### **Criteria per studio assignments**

Lighting	40 points
Design/ Visual impact	30 points
Concept	30 points

Poor presentation on final portfolio	- one letter grade less
Missed Deadline for Critique	- one letter grade less, per day late
More than one concept explored	- plus 1/2 letter grade

### **Final Grades**

Studio Assignments #1-4	10 points each =	40 points
Studio Assignments #5-8	15 points each =	45 points
Gaffers Kit, Writings, Quizzes		5 points
Final Presentation of Portfolio		<u>10 points</u>
		100 Points

Asking questions, taking risks, seeking out answers, sharing your thoughts, and taking your work seriously will lead to a higher understanding of the medium and will result in amazing work. Your uniqueness is an asset in this class.

### **Final Examination**

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Final exam will be by portfolio review, details are in your reader.

### **University Policies**

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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/>

### **Major/Minor Degrees in Photography**

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

Dates for BFA in Photography submissions will be announced during the first month of classes.

### **SJSU Counseling Services**

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The SJSU Counseling Services is located on the corner of 7<sup>th</sup> 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](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

### **Emergency Phone Numbers while on campus**

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**Emergency: 911**

**Escort Service: 42222**

# Schedule

## PHOT 121, Section 2 / Intro to Studio Lighting

### FALL 2019 Course Schedule

This schedule is subject to change with fair notice and notice will be made available in class, via email, and on listed on canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	W Aug. 21	<p><b>Introductions:</b> Green Sheets, Adds and Class overview</p> <p><b>Images:</b> What is Commercial Photography?</p> <p><b>Homework: 2 TERRIBLE PRINT ADS</b></p>
	M Aug. 26	<p><b>Discussion:</b> What makes a great commercial photograph?</p> <p><b>Video:</b> The Construction of a Commercial Shoot</p> <p><b>Lecture:</b> How we see light (things your mother never told you...)</p> <ul style="list-style-type: none"> <li>- Quality, Quantity, Color &amp; Direction of LIGHT</li> <li>- Visual Perception</li> <li>- Gaffer's kit</li> </ul> <p><b>Homework: 2 GREAT PRINT ADS – Writing Assignment #1</b></p> <p style="text-align: center;"><b>Download Lightroom and Photoshop to your laptop</b></p> <p style="text-align: center;"><b>Gathering supplies - gaffer's kit</b></p>
2	W Aug. 28	<p><b>Lecture:</b> Light Meters – the mystery unveiled</p> <ul style="list-style-type: none"> <li>-Quality, Quantity, Color &amp; Direction of Light reviewed</li> </ul> <p><b>Discussion: Great Print Ads</b></p> <p><b>Groups:</b> Choose partners, Locker Assignments, <b>Order supplies</b> Studio Tour</p> <p><b>Homework: Writing Assignment #2</b></p>

	M Sept. 2	LABOR DAY! No Classes/ Campus is Closed
3	W Sept. 4	<p><b>Studio:</b> Shooting Portraits of Partners</p> <p><b>Lecture:</b> Using the Canon 6D, remote capture, and Lightroom</p> <p><b>Bring In:</b> <b>Computer w/ LR 2019 and Photoshop 2019 installed</b></p> <p><b>Homework:</b> <b>Print 'Portraits of Partners' -- Due on Monday</b></p>
	M Sept. 9	<p><b>Studio:</b> Shooting Perspective - Prep for THE CUBE - Working with Light and Shadow</p> <p><b>Lecture:</b> Using the Canon 6D, remote capture, and Lightroom</p> <p><b>Bring In:</b> <b>Computer w/ LR 2019 and Photoshop 2019 installed</b></p>
4	W Sept. 11	<p><b>Studio:</b> <b>Welcome to the Cube!!!!!!!!!!</b></p>
	M Sept. 16	<p><b>CRITIQUE: The infamous "CUBE"</b></p> <p><b>Lecture:</b> - Upcoming assignment – GLASS Product with attitude - Making Contact Sheets - Lightroom to Photoshop, Color Management Basics</p> <p><b>Demo:</b> Product with Attitude, Gels</p> <p><b>Studio:</b> Prepping for Glassware with Attitude</p> <p><b>Due:</b> <b>Glassware for approval</b></p>

5	W Sept. 18	<b>Open Studio: Gathering of supplies for the Glass Assignment</b>
	M Sept. 23	<b>Studio: Glass Product with Attitude</b>
6	W Sept. 25	<b>Studio: Glass Product with Attitude</b>
	M Sept. 30	<p><b>Lecture:</b> Lightroom and Photoshop + Retouching including Glass and Food</p> <p><b>Slides:</b> FOOD Shots and The Magazine Layout</p> <p><b>Video:</b> Post Production techniques</p>
7	W Oct. 2	<p><b>CRITIQUE: Glass Product with Attitude - turn in 2+ Contact sheets</b></p> <p><b>Homework: - (3) Food Photography Images from the Web</b></p> <p><b>- FIND Props, Props, and more Props!!!</b></p> <p><b>- BUY Garnish, Garnish, Garnish!!</b></p>
	M Oct. 7	<p><b>Slides:</b> FOOD Shots and The Magazine Layout</p> <p><b>Lecture:</b> Setting up the Food Shot</p>
8	W Oct. 9	<p><b>Studio:</b> FOOD Shoot – Main Image and Layout Images</p> <p><b>Due: (3) Food Photography Images from the Web</b></p>
	M Oct. 14	<b>Studio:</b> FOOD Shoot – Main Image and Layout Images

		<b>Hands-on:</b> Photoshop assistance
9	W Oct. 16	<b>Studio:</b> FOOD Shoot – Main Image and Layout Images <b>Hands-on:</b> Photoshop assistance
	M Oct. 21	<b>CRITIQUE:</b> Food Shot and Layout, Also Due (3) + Contact sheets
10	W Oct. 23	<b>Slides:</b> <b>The Character</b> <b>The Character in Photoshop</b> Before and After Glassware and Food Shots <b>Demo:</b> How to set up background poles, fabric, paper backdrops <b>Homework:</b> <b>Planning for the Character Shot</b>
	M Oct. 28	<b>Studio:</b> <b>The Character</b>
11	W Oct. 30	<b>Studio:</b> <b>The Character</b>
	M Nov. 4	<b>CRITIQUE:</b> <b>The Character Shot - turn in Contact sheets</b> <b>Group:</b> <b>Discussion and Planning Inside/ Outside shot</b> <b>Homework:</b> <b>Seek out props for Inside/Outside</b>
		<b>Slides:</b> <b>Inside/Outside shoot</b> <b>Lecture:</b> <b>Dropping in backgrounds via Photoshop</b>

12	W Nov. 6	<b>The Character in Photoshop</b> <b>Remaining Assignments</b> <b>Photo Shop advanced</b>  <b>Group: Discussion and Planning Inside/ Outside shot</b>  <b>Studio: Bring in Props: Inside/ Outside Shoot</b>
	M Nov. 11	<b>Veteran's Day: No Classes/ Campus Closed</b>
13	W Nov. 13	<b>Studio: Inside/ Outside Shoot</b>  <b>Homework: Editorial Research paper</b>
	M Nov. 18	<b>Studio: Inside/ Outside Shoot</b> <b>Homework: Editorial Research paper</b>
14	W Nov. 20	<b>Lecture: Photoshop: Dropping in backgrounds, correcting light, adding shadows</b>  <b>Slides: The Editorial Shot</b>
	M Nov. 25	<b>CRITIQUE: Inside/ Outside - turn in Contact sheets</b>
15	W Nov. 27	<b>Thanksgiving Holiday: No Classes/ Campus Closed</b>
	M Dec. 2	<b>Due: Editorial Research paper</b>  <b>Studio: Editorial shot</b>

16	W Dec. 4	<b>Studio: Editorial shot</b>
	M Dec. 9	<b>Critique: Editorial - turn in Contact sheets</b>
<b>Final</b>	<b>Final Portfolio</b>	<b>Section 2: Dec. 17, Tuesday: meets at 12:15- 2:30</b>