

San José State University
Department of Art and Art History
PHOTO 123 - 01: 40702, Photo Illustration
Fall Semester 2019

Course and Contact Information

Instructor:	Jesus Aguilar
Office Location:	Duncan Hall 401B
Telephone:	(408) 209 - 4471 (cell, email preferred)
Email:	jesus.aguilar@sjsu.edu
Office Hours:	Tu Th 5:00-6 pm by appointment
Class Days/Time:	Tu Th 6:00PM - 8:50PM
Classroom:	Duncan Hall 407
Prerequisites:	Photo 40
Units:	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: 911Campus Escort: 42222
- * Individuals with disabilities may contact the Disability Resource Center (DRC), 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 : Activity, Lectures

Course Description

The technical and conceptual aspects of producing effective photographic illustrations for various narrative purposes (e.g. advertisements, magazines, story illustrations, posters, etc). Course is repeatable once for credit. Prerequisite: PHOT 40.

Course Goals & Learning Objectives

This course deals with the techniques and concepts used to create photographic illustrations for various narrative purposes (magazine illustrations, corporate reports, story illustrations, fine art works, etc.) You will be responsible for the conception, design, layout, production and final presentation of six major projects. Assignment parameters and evaluation criteria are designed to closely simulate those currently employed by your future employers (advertising agencies, graphic design studios, industrial in-house art departments, book

and magazine publishers, and commercial photographic studios). All assignments are concept oriented and studio based. However, some may require location photography or wet darkroom work; therefore required equipment depends upon the specific concept for the assignment. Experience with and access to Adobe Photoshop or some other photo editing program, a computer, scanner and color ink-jet printer, though not mandatory, will be helpful in completing some assignments.

Course Learning Outcomes (CLO)

- Conceptualize and execute photographic illustrations based on specific requirements
- Continue to develop photographic skills through camera, post-production and lighting techniques within a commercial photography focus
- Learn composition techniques that help you to pre-plan ideas, troubleshoot production, and adjust to fit specific criteria for a professional photographic “assignment”
- Create comprehensive images that fulfill assignment requirements whether commercially or fine art based
- Continue to develop digital darkroom and editing skills

Required Texts/Readings

- There is not a required text for this course.
- Materials vary by project. You will be given instructions with each project, but propping, models, backgrounds etc will be your responsibility.
- A computer (laptop) is necessary to complete most, if not all projects. A jump/thumb drive is required to upload projects to the class computer for critique if not printing assignments.

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices

Course Requirements and Assignments

Students are required to complete six major shooting assignments that include (may vary depending on time) :

1. The Abstract/Conceptual
2. Portrait as Someone or Something else
3. Phrases / Idioms
4. Editorial
5. The Assignment - Food Photography to a Layout
6. The Assignment - Magazine Cover

Note: *At Least 2 of these assignments must be completed in Studio*

- If during scheduled studio time you do not need to photograph, that time is to be used in class working on your project on the computer, printing digitally or in the darkroom unless discussed with the instructor.

- In addition to each shooting assignment, comps (or layout) are to be discussed with the instructor before or during the 1st studio day for each project. Use this time to discuss your idea, and any technical difficulties and/or suggestions. These meetings are the responsibility of the student and count towards participation.
- Ideas and problem solving will be discussed in class during critique of each project to help develop problem solving and production skills and to brainstorm alternative approaches
- Proper presentation will be required for each project; exact requirements will be discussed with each particular assignment.

“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.”

Final Examination or Evaluation

- The final project critique will be held on the last day of instruction as well as the scheduled final exam time (see syllabi). It will consist of a compilation of skills learned throughout the semester including photographic skills, post-production skills, layout/formatting requirements and presentation. Specific grading criteria will be handed out with assignment.

Grading Information

- Each project is graded based on a total number of possible points divided specifically for each assignment.

For example, an assignment may be worth 100 points divided as follows: (EACH ASSIGNMENT WILL BE DIFFERENT SO PAY ATTENTION TO THE INSTRUCTIONS!)

Concept, design and visual impact ~ 40%
Technical execution: Primarily on photographic expertise, Digital/Darkroom Skills ~ 50%
Research Comps (tear sheets, inspiration) ~ 10%

Missed critique/deadline -25pts ~ none redeemable
Missing comp -10pts ~ 5pts redeemable

Determination of Grades

- Each assignment will have specific requirements that may change the general guideline above, so please read each assignment sheet carefully.

Relative weight of course requirements:

Assignment	
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	Possible Points
Assignment #1: The Abstract/Conceptual	100 pts
Assignment #2: Portrait as Someone or Something Else	100 pts
Assignment #3: Phrases / Idioms	150 pts
Assignment #4: Editorial	150 pts
Assignment #5: Food Photo into Layout	150 pts
Assignment #6: Magazine Cover into Layout	200 pts
Participation	50 pts
Final Presentation (Portfolio of Class Work)	100 pts
Points Possible	1000
A+ = 1000-975 A = 974-950 A- = 949-925 B+ = 924-875 B = 874-825 B- = 824-775 C+ = 774-725 C = 724-675 D = 674-600 F = <599 Final grade totals may fluctuate depending on syllabus changes.	

Numeric grade equivalents:

93% and above	A
92% - 90%	A-
89% - 88%	B+
87% - 83%	B
82% - 80%	B-
79% - 78%	C+
77% - 73%	C
72% - 70%	C-
69% - 68%	D+
67% - 63%	D
62% - 60%	D-
below 60%	F

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)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

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/>.”

Course Schedule

Photo 123, Section 1/Photo Illustration, Fall 2019

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
1	8/22	Welcome! Administration stuff / Powerpoint Presentation
2	8/27 8/29	Intro to Photo Illustration/Research & Comps/Tears. Assignment #1 Studio Day
3	9/3 9/5	Studio Day Assignment #1 Due: Critique
4	9/10 9/12	Lecture: Editorials, Portraits for Editorial/Conceptual. Assignment #2

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		Studio Day
5	9/17 9/19	Studio Day Studio Day
6	9/24 9/26	Assignment #2 Due: Critique Lecture: Phrases/Idioms. Adv. Studio Practices, workflow. Assign #3
7	10/1 10/3	Studio Day Studio Day
8	10/8 10/10	Studio Day Assignment #3 Due
9	10/15 10/17	Lecture: Assignment Photography/Art Directors, Editorial Work Assignment #4 Studio Day
10	10/22 10/24	Studio Day Studio Day
11	10/29 10/31	Assignment #4 Due: Critique Lecture: Packaging Photography, Working with Layouts, Overlays, Art Direction. Assignment #5
12	11/5 11/7	Studio Day Studio Day
13	11/12 11/14	Studio Day Assignment #5 Due: Critique
14	11/19 11/21	Lecture: Magazine Covers, Magazine Spreads, Editorial & Multiple Layouts. Art Direction and Editorial/Illustration. Assignment #6 Studio Day
15	11/26 11/28	Studio Day Thanksgiving Break
16	12/3 12/5	Studio day Last Day of Class: Assignment #6 Due: Critiques
Final Exam	12/12 5:15 PM	Portfolio of all 6 Assignments Due: Final Critiques