San José State University
Department of Art & Art History
Photo 115 (21930), Intermediate Digital Imaging, 01, Spring, 2020

Course and Contact Information

Instructor:	Dan Herrera
Office Location:	IS 208
Email:	daniel.a.herrera@sjsu.edu *Note: Please title the subject of your email: YourLastName_Photo115*
Office Phone:	408-924-4685
Office Hours:	Wed. 11am-12noon
Class Days/Time:	Mon. & Wed. 8am-10:50am
Classroom:	Industrial Studies (IS) Room 219
Prerequisites:	Photo 40
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Course Format

Technology Requirements

This class makes extensive use of the latest version of Adobe Photoshop CC. You will need a computer capable of running Photoshop CC and a 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

An intermediate level survey course investigating the unique possibilities afforded by contemporary digital imaging. Includes preparation of images for presentation print, video, or web. Emphasizes making digital tools relevant to the ongoing development of student work and professional workflow and image editing methods. Photo 40, Beginning Photography is the prerequisite for this class.

Course Learning Outcomes (CLO)

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

1. Gain proficiency in or further develop Photoshop skills
2. Gain proficiency in or further develop digital video editing skills.

3. Gain a thorough grounding in current professional practice and digital workflow
4. Learn to use your digital skills to complete fine art projects with interesting content and strong concepts
5. Develop a firm understanding of the variables involved in digital output
6. Learn to work within deadlines: complete three projects and a final, in class exercises, and reading/writing assignments within assigned deadlines
7. Will have proficiency in image digital image editing and production
8. Will be able to demonstrate proficiency through class projects and Testing

Recommended Texts/Readings

Textbook

Title: Photoshop Masking & Compositing (2nd Edition)
Author: Katrin Eismann, Sean Duggan, James Porto
Publisher: New Riders, 2012
ISBN: 9780321701008
Link: http://www.amazon.com/Photoshop-Masking-Compositing-Edition-Voices/dp/0321701003

Other equipment / Material Requirements

- You MUST have your own laptop computer to take this course.
- You MUST have a copy of the Adobe Photoshop CC
- You MUST have a USB flash-drive (16GB Minimum)
- You may need to purchase additional paper for your printed projects. Prices range depending on size and paper quality. We will discuss paper options the first week of class.
- White cotton gloves for handling paper during printing – Strongly Recommended
- Large cardboard/plastic tube for transportation of digital prints – Strongly Recommended
- 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.
- Presentation materials – cost varies widely depending on what you choose.

Hazardous Materials (HAZMAT)

This studio course does not require use of hazardous materials. Basic training powerpoint can be found at: http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf

Library Liaison

Gareth Scott
Email: 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 studio course does not require the use of the shop.

Course Requirements and Assignments

PROJECT 01   Colorizing B&W Photo (5% of total grade)
DUE DATE   Week 03 (date approximate)

CLO   01, 04, 05, 06

PROJECT 02 Facemash & Portrait Project
(10% of total grade)
DUE DATE   Week 05 (date approximate)
CLO   01, 04, 05, 06

PROJECT 03 Layout / Art Board Project (15% of total grade)
DUE DATE   Week 07 (date approximate)
CLO   01, 04, 05, 06

PROJECT 04 Composite
(15% of total grade)
DUE DATE   Week 09 (date approximate)
CLO   01, 03, 04, 05, 06

MIDTERM   Practical Examination
(15% of total grade).
DUE DATE   Exam administered the Week 10 (date approximate)
CLO   01, 02, 03, 04, 05, 06

PROJECT 05 Video and Sound Project
(20% of total grade)
DUE DATE   Week 16 (date approximate)
CLO   01, 02, 03, 04, 05, 06

Final Examination or Evaluation

Final exam will take place according to the Spring 2020 final exam schedule. Exam will be available online only via your Canvas portal.

Grading Information

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:** 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.

Determination of Grades

Your final grade will be based on 6 projects (total of 65%), a midterm practical exam (15%), and class participation (20%).

Reading/writing Assignments & journals
In addition to your projects, I will 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 20% or 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. But, putting my own experience 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 awhile, 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 you 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. 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. Another good resource is to make a friend in the class; they may be able to help you out too. 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 at http://www.sjsu.edu/gup/syllabusinfo/"

Photo115 / Intermediate Digital Imaging, Spring 2020, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan. 27	**Topics:** • Class Introductions • Go over the syllabus, class structure, and expectations • Logging into Canvas • Introduce Project 00 **Homework:** • Resolve any Canvas conflicts • Watch Adobe TV Video • Buy, download, and install the software (as needed) • Complete Project 00
1	Jan. 29	**Topics:** • Review Project 00 • Camera RAW • Image size • Resolution • Understanding the work area • Basic retouching • Introduce Project 01 • Color demo **Homework:** • Begin project 01

2	Feb. 3	**Topics:**
		
		• Intro to Brush Panel
		• Intro to Layers
		    o Adjustment Layers
		    o Layer Blend Modes
		    o Layer Hierarchy & Stacking Order
		• Complete retouching demo
		• Continue working on Project 01
		
		Homework:
		
		• Complete Project 01

2	Feb. 5	**Topics:** • Lab For completing Project 01 with assistance.
3	Feb. 10	**Topics:** • Lab For completing Project 01 with assistance.
3	Feb. 12	**Topics:** • Lab For completing Project 01 with assistance.
4	Feb. 17	**Topics: CRITIQUE DAY** • Critique Project 01 • Introduce Project 02 **Homework:** • Begin collecting images for Project 02

4	Feb. 19	**Topics:**
		
		• Review Project 02 Guidelines
		• Layers continued
		    o Adjustment layers continued
		    o Shape layers
		    o Type layers
		• Introduction to Selection Techniques
		• Introduction to Masking
		
		Homework:

		● Continue working on Project 02
5	Feb. 24	**Topics:** ● Review progress on Project 02 ● Masking Continued ● Retouching Continued (Portrait Retouching) **Homework:** ● Continue Project 02
5	Feb. 26	**Topics: LIGHTING STUDIO WORKSHOP: DAY 01** ● Studio Lab – I will demonstrate a basic lighting set-up and be doing portraits to complete the portrait portion of Project 02. **Homework:** ● Continue Project 02
6	Mar. 2	**Topics: LIGHTING STUDIO WORKSHOP: DAY 02** ● Studio Lab – I will demonstrate a basic lighting set-up and be doing portraits to complete the portrait portion of Project 02. **Homework:** ● Complete Project 02
6	Mar. 4	**Topics:** ● Lab For completing Project 01 with assistance.

7	Mar. 9	**Topics: CRITIQUE DAY**
		
		• Critique Project 02
		• Introduce Project 03
		
		Homework:
		
		• Begin Project 03
		    o Begin research of magazine covers or posters styles.
		    o Find at least 6 examples.
		    o Upload examples to CANVAS

		• Begin taking images for Project 03
7	Mar. 11	**Topics:** • Review student Project 03 research examples. Discuss strategies to achieve similar results • Introduction to Page Layout ○ Type tool, guides/grids, & Adobe Color Website • Differences between vector vs bitmap • Introduce vector tools • Lab for completing Project 03 with assistance
8	Mar. 16	**Topics:** • Review page layout techniques as needed • Lab for completing Project 03 with assistance **Homework:** • Prepare Project 03 files for printing lab
8	Mar. 18	**Topics:** • Review page layout techniques as needed • Review midterm Study Guide • Lab for completing Project 03 with assistance **Homework:** • Prepare Project 03 files for printing lab • Take midterm exam via. Canvas by Mar. 20 (exam closes at 11:59pm)
9	Mar. 23	**Topics: PRINTING LAB: Day 01** • Printing Lab for Project 03
9	Mar. 25	**Topics: PRINTING LAB: Day 02** • Printing Lab for Project 03
10	Mar. 30	**SPRING BREAK**
10	Apr. 1	**SPRING BREAK**

11	Apr. 6	**Topics: CRITIQUE DAY** • Critique Project 03 • Introduce Project 04 (P04) – Photorealistic Composite • History of photo manipulation topics • Introduction to midterm exam topics & study guide **Homework:** • Concept development for Project 04 (P04) • Complete sketches & proof-of-concepts (x2)
11	Apr. 8	**Topics:** • Review topics as needed for Project 04 (P04) **Homework:** • Continue Project 04 (P04) • Gathering, shooting, and refining imagery for Project 04
12	Apr. 13	**Topics:** • Review topics as needed for Project 04 (P04) **Homework:** • Continue Project 04 (P04) • Gathering, shooting, and refining imagery for Project 04
12	Apr. 15	**Topics:** • Review topics as needed for Project 04 (P04) **Homework:** • Continue Project 04 (P04) • Gathering, shooting, and refining imagery for Project 04
13	Apr. 20	**Topics: PRINTING LAB: DAY 01** Printing Lab for Project 04 (P04)

13	Apr. 22	**Topics: PRINTING LAB: DAY 02** Printing Lab for Project 04 (P04)
14	Apr. 27	**Topics: CRITIQUE DAY – P04** • Critique Project 04 • Introduce Project 05 (P05) – The 4th dimension • Review examples of previous student projects (P05) **Homework:** • Complete proposals for Project 05 (P05)

14	Apr. 29	**Topics:**
		
		• Introduce video tools (Photoshop)
		    o Color F/X
		    o Cinamagraph
		    o Video Masking
		• Review storyboards for Project 05 (P05), give approval or suggestions to make any adjustments needed.
		• Lab to begin Project 05
		
		Homework:
		
		• Begin Project 05

15	May 4	**Topics:** • Review topics as needed for Project 05 • Lab for completing Project 05 with assistance **Homework:** • Continue Project 05
15	May 6	**Topics:** • Review topics as needed for Project 05 • Lab for completing Project 05 with assistance **Homework:** • Continue Project 05

16	May 11	**Topics:**
		• Review topics as needed for Project 05 • Lab for completing Project 05 with assistance **Homework:** • Complete Project 05 – Export and upload videos to CANVAS as well as uploading videos to YouTube and provide links.
Final Exam*	May. 14	Industrial Studies RM 219 @ 7:15-9:30 AM