# San José State University
# Department of Art & Art History
## Phot 112 - 49168, Color Photography, Section 02
## Fall 2020

## Course and Contact Information

| | |
|---|---|
| **Instructor:** | Victoria Heilweil |
| **Office Location:** | Zoom Personal Meeting Room - link will be supplied |
| **Telephone:** | Please email |
| **Email:** | victoria.heilweil@sjsu.edu |
| **Office Hours:** | Thursdays, 11:00am-12:00pm or by appointment |
| **Class Days/Time:** | Tuesday/Thursday 12:00pm-2:50pm |
| **Classroom:** | https://sjsu.instructure.com/courses/1372731 |
| **Department Office:** | ART 116 |
| **Department Contact:** | Website: www.sjsu.edu/art    Email: art@sjsu.edu |
| **Prerequisites** | Photo 40 |

## 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.
\* 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.

## Catalog Course Description

An intermediate course introducing principles of color photography, color theory, a refined use of the camera

and digital printing techniques. Requires a DSLR (digital single lens reflex) type camera. Requires Adobe Lightroom Classic and Adobe Photoshop.

## Course Format
This course will be conducted online, with some possible limited digital printing on campus. Students who are not able to come to campus, or do not feel comfortable coming to campus will be given alternatives to the on campus printing. As the class will have weekly synchronous class meetings over zoom, students ideally should have a reliable internet connection, a built-in or stand-alone webcam, and a working microphone. It is recommended that you attend the synchronous zoom class meetings on a laptop or desktop computer, as a phone screen is too small to adequately view images. Students should use the zoom application, rather than a web browser for the synchronous meetings. In addition to the course Canvas site, we will also be using Google Drive.

This is a technology intensive course. Students are required to have a DSLR or mirrorless camera with manual controls that takes RAW files, and a memory card with sufficient storage for 200-500 images. Students are also required to have a computer with the current versions of Adobe Lightroom Classic CC and Adobe Photoshop installed. These programs are free to all SJSU students taking a class that requires it. In order to install and run these programs, you will need a 64-bit processor, 8GB of RAM, and a minimum of 8GB of hard disk space, with additional space for your photographs unless they are kept on an external hard drive. In addition, to run the most recent versions of these programs your operating system cannot be older than macOS v10.13 or Windows 10, version 1809.

## MYSJSU Messaging - Canvas Information

Course materials such as syllabus, handouts, notes, assignment instructions, video tutorials, visual presentations, etc. can be found on Canvas Leaning Management System course login website. You are responsible for regularly checking with the messaging system through MySJSU to learn of any updates. Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.

For help with using Canvas see the Canvas Student Resources page.

## Course Goals
This intermediate level photography course provides the student a solid background in the theory and practice of color photography. Though we see in color, it is easy to take it for granted in a representational medium such as photography. This course trains you to consciously and creatively use color in your photographs. We will be reviewing the knowledge, skills and ideas that you were exposed to in previous introductory photography classes, refining what you have learned and expanding your understanding of photography as a creative medium. Emphasis is on technical, aesthetic and symbolic expression of color, from initial image capture to finished print. It is my goal to help you become skilled photographers with greater knowledge about the power of color and how to harness it to your benefit

Each of the initial assignments will focus on a specific aspect of color theory. Students will gain a greater understanding of how color schemes, saturation, color temperature and color as emphasis can be used in photographic composition and symbolism. These assignments are followed by a more extensive Final Project. Each project is designed to inspire personal vision and creativity. Self-expression through the medium of photography is strongly encouraged.

## Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:

![SJSU | DEPARTMENT OF ART AND ART HISTORY]

CLO1 – See and think in color and to understand how photographs translate the world of color.

CLO2 – Acquire an understanding of color theory and to apply that knowledge in practice.

CLO3 – Become proficient at making color prints.

CLO4 – Implement a color workflow for color management both in Adobe Lightroom and Photoshop.

CLO5 – Gain familiarity with color history and contemporary uses of color in the fine arts.

CLO6 – Build a portfolio of digital color prints.

CLO7 – Develop competency in verbal and written communication of art concepts.

CLO8 – Successfully work within assigned deadlines.

## Required Texts
SJSU Lab Manual (available online at **photo.sjsu.edu**)

Light and Lens: Photography in the Digital Age - Robert Hirsch - 2018 edition (2012 edition is OK too)
ISBN:-13: 978-0240818276
Available as a free eBook through the SJSU Library

Supplementary learning materials will be available in the weekly modules located on the Canvas course website.

## Equipment / Material Requirements

• Digital DSLR or Mirrorless Camera: Must have a minimum of 10-mega-pixel capacity and a full "manual mode" (able to manually adjust both shutter speed and aperture). Must be able to shoot RAW.
• Memory card for your camera: At least 16GB is recommended.
• Laptop: You are required to have your own laptop computer to take this course.  You will need at least 40GB of space on your hard drive for this course.
• Card Reader/Cable: if needed for your computer.
• Adobe Software Programs (Lightroom Classic and Photoshop) - Creative Cloud from this website: http://its.sjsu.edu/services/software/adobe/ SJSU is providing all students, faculty, staff and administrators with free Adobe software for campus and home computers, and you must have an active SJSU One ID and password to qualify for ordering and downloading this software.
• USB Thumb Drive/Memory Stick: 1GB minimum
• Paper and ink will be provided if you choose to print on campus, however you will produce a final project that has a variety of presentation options, and will incur costs.  It is likely you will also print with an external photo lab.
• Portfolio Box: To hold and protect prints.
• Tripod and Cable Release: Optional, but very helpful.
• External Hard Drive: Optional, but recommended.

## Online Vendors:
Adorama – NY https://www.adorama.com/
B&H – NY Closed on Saturdays and observes all major Jewish Holidays, plan ahead for shipping purposes, especially in the fall. https://www.bhphotovideo.com/
Freestyle Photo – Los Angeles  https://www.freestylephoto.biz/
KEH – great for buying used camera equipment. https://www.keh.com/

**Suggested Local Vendors:**
Foto Express- 304 E Santa Clara Street, San Jose (408) 971-3977
San Jose Camera & Video - 1600 S Winchester Blvd, Campbell (408) 374-1880
Looking Glass Photo - 1045 Ashby Avenue, Berkeley CA (510)-548-6888
Kaufmann's Camera - 1502 El Camino Real, San Bruno (650) 574-3429
Samy's Camera - 1090 Bryant Street, SF (415)621-8400

**Library Liaison**

**Gareth Scott**
**Email:** gareth.scott@sjsu.edu
**Phone:** (408) 808-2094
King Library, 4th Floor
Art and Art History Resources: **https://libguides.sjsu.edu/Art**

**Department Advising**
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

**Course Requirements and Assignments**
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. More details about student workload can be found in **University Policy S19-6** at **http://www.sjsu.edu/senate/docs/S19-6.pdf**.

The class includes five photographic assignments, a final photographic project, a print portfolio, one photographer presentation and one exam.  In addition there will be weekly required discussion topics and short quizzes in each module on Canvas.  Plan on spending **several hours each week** outside of class photographing and adjusting your images.  I can't stress this enough - you will be photographing EVERY WEEK.  Plan ahead for this.

**Class Participation**
The best way to develop your skills and ideas is to be here and actively participate. While attendance cannot be graded as part of your participation grade, there will be a number of lectures, demos and discussions that you will not experience if you are not present in the synchronous class meetings. Your participation in the form of regular involvement in activities and discussions (both in person and on Canvas) is not only required but truly appreciated by myself and your peers. I expect you to attend all critiques as they are critical learning opportunities.  Any missed synchronous critiques, must be made up asynchronously. Your voice is critical to the success of this class.

**Final Examination or Evaluation**
The Final Exam is a required class, and will be used for our last critique of your print portfolio.  Missing it without prior arrangements, or a personal or family emergency will result in a deduction of one full letter from your critique grade.  The Final Exam is on **Thursday, December 10th from 9:45am-noon.**

## Grading Information

### Determination of Grades

Taking chances will be highly rewarded! Your good energy is always evident, even if some of your projects don't reach the level of success you initially imagined. I would much prefer to reward you for "failing" at a higher level than succeeding at your current level of comfort. Each assignment will be graded on the quality of the technique and your creative solutions to the challenges given.

### The following criteria will be applied to evaluate individual projects:

• Exposure/Quality Focus – Good exposures that are neither under nor overexposed, subject in
  focus (as required), no camera shake
• Processing Technique – Good tonal range, including white highlights and detail in the shadow
  areas
• Artistic Merit – Composition, visual impact, subject interest
• Originality – Uniqueness of idea and vision, original concept, creative in thought and appearance

### The criteria to earn an excellent grade:

• Technical proficiency in assignments
• A thorough understanding and creative interpretation of all assignments
• Often going beyond the minimum requirements for each assignment
• Exhibiting thorough verbal engagement in critiques and class discussions
• Punctual attendance in the synchronous class meetings
• Evidence that you have challenged yourself above and beyond the status quo

### Relative weight of course requirements

| | |
|---|---|
| Assignments | 20% |
| Final Project | 30% |
| Print Portfolio | 10% |
| Photographer Presentation | 5% |
| Weekly Discussion Topics | 10% |
| Critique Participation | 10% |
| Module Quizzes | 5% |
| Exam | 10% |

**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.

**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.

**Numeric Grade Equivalents:**
97 - 100%    A+
93 - 96.9%    A
90 - 92.9%    A-
87 - 89.9%    B+
83 - 86.9%    B
80 - 82.9%    B-
77 - 79.9%    C+
73 - 76.9%    C
70 - 72.9%    C-
67 - 69.9%    D+
63 - 66.9%    D
60 - 62.9%    D-
Below 60%    F

**All assignments must be uploaded to Canvas before the start of class on the due date to be considered on time.** Late assignments will be reduced by one letter grade for each week it is late, unless advance notice is given to me and I have approved the late submission.  Documented personal, family and health emergencies are exempt from this late policy.

Please speak with me if you are having problems or falling behind in the class.  I cannot help you, or offer any solutions, if I don't know there is an issue.  In addition, the longer you wait, the less options I will be able to offer you.

**Please note:** Except in cases of documented emergencies which have been discussed with me, incomplete grades are not given in this course.

This course must be passed with a C or better as a CSU graduation requirement.

A minimum aggregate GPA of 2.0 SJSU Studies (R, S, & V) shall be required of all students as a graduation requirement. Note that "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.

## Extra credit
I will share with you throughout the semester opportunities for online artist talks and panels.  For extra credit you must post a summary, and a discussion of what you learned from the talk/panel, and/or how it inspired you in the Extra Credit Discussion topic.

## Online Class Protocol
Unless indicated, class will meet via Zoom, and start promptly at 12pm. Please arrive on time to the class meeting.  It is distracting and unprofessional to arrive late, and you will inevitably miss important information. Class will rarely meet for the entire time on Zoom, and the remainder of the scheduled class time is to be used

for required asynchronous activities on Canvas. I will be using the Zoom Meeting Attendance Report to track attendance in the synchronous classes. Zoom provides a roster of people who attended the class meeting, along with the times they joined and left the meeting.

Questions and comments may be entered anytime during the synchronous class session in the "chat" box. Students are asked to remain on mute until called on to speak. Students who wish to speak should use the "hand raise" icon in the participant list. It is expected that students will have their video on for the entire class meeting. We are a community, and it is very difficult to connect with each other when you don't see facial expressions. All students are expected to conduct themselves in a professional manner conducive to a university learning environment. This includes finding a dedicated, quiet space where you can give your full attention to the class, turning your cell phone and other devices off, closing any non-essential programs and applications on your computer. Be respectful and thoughtful with your language, and in how you treat others in the class.

## 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/. Please review this website for information on Adding and Dropping Classes, Accommodations for Students with Disabilities, Counseling and Psychological Services, Peer Connections, Students Technology Resources and the Writing Center.

### Academic Integrity
Submitting projects already turned in in another class counts as cheating. All work made in this class must be new work, created by the student submitting the project. In addition, each assignment must consist of new images taken specifically for that assignment.

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 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 is available at http://www.sjsu.edu/studentconduct/.

### SJSU Cares
SJSU Cares provides resources and services for SJSU students facing any kind of financial crisis. If you're having trouble paying for food, housing or other bills, they will help you get the help you need, including a free food pantry for students daily. For additional information, visit the SJSU Cares website at https://www.sjsu.edu/sjsucares/get-assistance/index.php

### Learn Anywhere
The SJSU website includes a helpful section called Learn Anywhere that has a plethora of important information for students to successfully navigate online learning. Included are Canvas, Zoom and Adobe CC Installation tutorials, technology and campus resources.

### Additional Note:
This semester is an exciting new paradigm for teaching and learning. As such, I reserve the right to make changes to the syllabus, assignments and course requirements as needed to insure that students will be engaged and successful in the course. Your cooperation in this adventure is appreciated.

# Course Schedule
# PHOT 112-02: Color Photography, Fall 2020

*Schedule is subject to change with fair notice. Notice will be sent via email. In the event of a more substantial change, you will be given an updated syllabus.*

| Module | Date | Topics, Readings, Assignments, Deadlines |
|---|---|---|
| 0 | Thurs 8/20 | Introductions<br>Syllabus and class expectations |
| 1 | Tues 8/25 | Two Color Photographers: William Eggleston & Erica Deeman<br>Manual Camera Review |
| 1 | Thurs 8/27 | Manual Camera Review<br>**Color Schemes Assignment - Due 9/10** |
| 2 | Tues 9/1 | Lightroom Classic Review |
| 2 | Thurs 9/3 | **Color Schemes Mid-Review** |
| 3 | Tues 9/8 | Adjusting Color in Lightroom Classic |
| 3 | Thurs 9/10 | **Color Schemes Critique**<br>**Color as Emphasis Assignment - Due 9/24** |
| 4 | Tues 9/15 | Color of Light<br>White Balance<br>**Color Photographer Presentations Begin** |
| 4 | Thurs 9/17 | **Color as Emphasis Mid-Review** |
| 5 | Tues 9/22 | Color Management<br>Printing from LR, using outside photo labs |
| 5 | Thurs 9/24 | **Color as Emphasis Critique**<br>**Warm/Cool Assignment - Due 10/8** |
| 6 | Tues 9/29 | On-campus printing appointments (no Zoom meeting) |
| 6 | Thurs 10/1 | **Warm/Cool Mid-Review**<br>**Color Photographer Presentations** |
| 7 | Tues 10/6 | Photoshop Instruction |
| 7 | Thurs 10/8 | **Warm/Cool Critique**<br>**Saturated/Muted Assignment - Due 10/22** |

| Module | Date | Topics, Readings, Assignments, Deadlines |
|--------|------|------------------------------------------|
| 8 | Tues 10/13 | **Warm/Cool Critique**<br>Review Prints |
| 8 | Thurs 10/15 | **Saturated/Muted Mid-Review** |
| 9 | Tues 10/20 | Photoshop Instruction - Printing from Photoshop<br>**Color Photographer Presentations** |
| 9 | Thurs 10/22 | **Saturated/Muted Critique**<br>**Diptych/Triptych/Grid Assignment - Due 11/5** |
| 10 | Tues 10/27 | **Color Photographer Presentations**<br>Photoshop Layout<br>Color Symbolism<br>**Final Project - Due 12/3** |
| 10 | Thurs 10/29 | Individual Meetings |
| 11 | Tues 11/3 | **Color Photographer Presentations**<br>Individual Meetings |
| 11 | Thurs 11/5 | **Diptych/Triptych/Grid Critique** |
| 12 | Tues 11/10 | **Final Project Mid-Critique #1**<br>**Review Artist Statements** |
| 12 | Thurs 11/12 | On-Campus Printing Appointments |
| 13 | Tues 11/17 | **Exam - Complete by Sunday 11/22**<br>Individual Meetings |
| 13 | Thurs 11/19 | **Final Project Mid-Critique #2**<br>Review Book Layout |
| 14 | Tues 11/24 | On-Campus Printing Appointments<br>Individual Meetings |
| 14 | Thurs 11/26 | **Thanksgiving Holiday!  No School!** |
| 15 | Tues 12/1 | On-Campus Printing Appointments<br>Individual Meetings |
| 15 | Thurs 12/3 | **Critique Final Project** |
| 16 | Tues 12/8 | **Critique Final Project** |

| Module | Date | Topics, Readings, Assignments, Deadlines |
|--------|------|------------------------------------------|
| Final Exam* | Thursday 12/10 9:45am-noon | THIS IS A REQUIRED CLASS<br>**Review Print Portfolios** |