

**San José State University
Department of Art and Art History
Photo 40, Section 6: Beginning
Photography Spring Semester 2020**

Course and Contact Information

Instructor:	Mason Hershenow
Office Location:	IS 208
Telephone:	408-924-4685
Email:	mason.hershenow@sjsu.edu
Office Hours:	Thursday 11:30am – 12:00pm
Class Days/Time:	Tuesday/Thursday 12:00 – 2:50pm
Classroom:	IS 219C
Prerequisites:	None

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: 911..... Campus 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

Seminar

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](#) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through [MySJSU](#) at <http://my.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates.

Course Description

A beginning photography course which introduces basic aesthetic issues in image making, primarily in black

Syllabus: Beginning Photography

and white. Introduces photographic techniques using digital cameras, electronic image processing and digital printing. Requires a DSLR (digital single lens reflex) camera capable of fully-manual operation and of shooting in RAW. Requires Adobe Lightroom.

Course Goals

This course will introduce you to the basic concepts and equipment of professional photography, with the goal of providing the fundamental skills necessary for you to create technically successful photographs. This will be accomplished through hands-on experience using the tools of modern photography as well as the study of key concepts and theories in the medium, so that you may become a more effective viewer, critic, and photographer.

Students in this course will:

- Gain experience operating a DSLR camera in a professional and effective manner
- Be provided with a foundational understanding of basic historic and theoretical concepts relevant to the photographic arts
- Learn how to use Adobe Lightroom Classic CC to efficiently organize and edit photographs for both screen and print

Course Learning Outcomes (CLO)

Course Skill Learning Outcomes

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

CLO1 – Operate a manual DSLR camera

CLO2 – Employ the basic compositional and formal elements of the photographic image

CLO3 – Employ digital camera settings and controls and their effects

Course Content Learning Outcomes

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

CLO4 – Successfully importing, enhancing, exporting/printing images using Adobe Lightroom

CLO5 – An overview of relevant historic and contemporary photographic artists

CLO6 – Expressing complex concepts visually using black and white digital photography

Required Texts/Readings

Light and Lens: Photography in the Digital Age by Robert Hirsch
ISBN-13: 978-0240818276

The Nature of Photographs by Stephen Shore
ISBN-13: 978-0714845852

On Photography by Susan Sontag
ISBN-13: 978-0312420093

All readings, including the text books, will be made available through Canvas.

Course Web Materials

- PHOT 40 course materials on-line on the SJSU Canvas site for the course at: <https://sjsu.instructure.com>. Your username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.
- Electronic Resources links to writing guides and Internet sites will posted to Canvas.

Library Liaison

Gareth Scott: https://libguides.sjsu.edu/prf.php?account_id=170021
Email: gareth.scott@sjsu.edu
King Library, 4th Floor
Phone: [\(408\) 808-2094](tel:(408)808-2094)

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

Course Requirements and Assignments

This beginning photography course will introduce you to the basic concepts and equipment of professional photography, with the goal of providing the fundamental skills necessary for you to create technically successful photographs. This will be accomplished through hands-on experience with the tools of modern photography as well as the study of key concepts and theories in the medium, so that you may become a more effective viewer, critic, and photographer.

Each class period, with the exception of critiques and the final, will be structured as follows. The first fifty-minute block will consist of class discussion and/or lecture. The second fifty-minute block will be a working period, where you will do an activity which help to reinforce the concepts we are discussing that week. In the final fifty-minute block we will look at and discuss the work you created in for the day's activity.

As for the semester overall, it will be split into two focuses. In the first part of the semester we will focus on the technical knowledge necessary for this class, and in the second half we will put greater emphasis on developing your own personal aesthetics and conceptual skills. There will be three major photographic projects, along with smaller technically-oriented in-class assignments and a culminating portfolio book. The details of these projects will be provided in due time.

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.

Course Materials

The materials required for this course are as follows:

- A professional-grade DSLR or mirrorless camera with a minimum image quality of 12-megapixels. The camera must be able to capture images in RAW format using a fully manual mode and should support interchangeable lenses. Contact your instructor with any questions or for a list of suggested models.
- A high-speed memory card for your camera with at least 32 GB of storage
- A laptop with at least 40GB of free storage and the ability to run Adobe CC programs. Digital photography requires a significant amount of processing power, so the more free space you have on your hard drive the easier it will be to edit images.
- Adobe Lightroom Classic CC. You are required to use this program for all of your photo editing; therefore, Photoshop CC and new Lightroom CC should not be used for any work you turn in for this course. You have access to the entire Adobe CC Suite for free through SJSU. The Student Access Request Form can be found here: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>
- Adobe Bridge CC. This program will help maintain and organize your images, as well as any and all other Adobe files. Like Lightroom, Bridge is available through Adobe CC Suite.
- An external hard drive with at least 500GB of storage. You are also encouraged to purchase a flash drive or memory stick for quickly sharing and transferring files.
- A USB cable or card reader for transferring images from your camera to your computer.
- A 9" x 12" envelope for storing and turning in prints. Loose prints will not be accepted for any project.

Photography is expensive, but luckily you live in a time when equipment and resources are becoming both more affordable and easier to access. The above list has been provided so that you have an idea up front of what this class will require, but additional costs due to equipment and materials are always a possibility and should be planned for accordingly. Much like the skills you will learn here, if you take proper care of and regularly use the equipment you purchase for this class it will last you for years to come. You are making an investment. College stretches budgets tight, but you are responsible for covering any and all necessary expenses for this class, and for finding creative and affordable solutions when you cannot. If you find yourself unable to do so for any reason, let your instructor know immediately so that a reasonable accommodation can be found.

Online Vendors

Below is a list of reliable and affordably-priced places to purchase photographic equipment and supplies.

- Adorama (New York): A reliable retailer with a wide selection of equipment. <https://www.adorama.com/>
- B&H (New York): Sells almost everything you'll need and offers a student discount program. Closed on Saturdays and observes all major Jewish holidays, so plan ahead for shipping purposes. <https://www.bhphotovideo.com/>
- Freestyle Photo (Los Angeles): Offers a large selection of both traditional and alternative photographic equipment and supplies for both digital and darkroom purposes. <https://www.freestylephoto.biz/>
- KEH: A reliable and affordable place to buy and sell used camera equipment. <https://www.keh.com/>

Final Examination or Evaluation

University policy requires all courses have a culminating activity and meet during their allotted final time slot. For this class, the final will consist of our critique of the third major project and a final exam. The final two

regular class periods will be used to critique your project, and the designated final period will be used to administer the final exam. Attendance to all three of these class periods are mandatory for passing this course. Our designated final period is scheduled for Tuesday, May 13th, from 9:45am–12:00pm.

Grading Information

Assignment Format and Submission: Format and submission requirements will vary by project but will generally include some combination of finalized digital images and/or inkjet prints. You will also be required to submit contact sheets of your original images with each project as proof of your work. To avoid confusion, specific details will be provided with each assignment.

Determination of Grades

The work created for this course will be evaluated using the following criteria:

- A:** Outstanding. The ideas and concepts are complex and thoughtful and have been presented in a clear, organized, and engaging manner; the work shows dedicated consideration far beyond the basic requirements.
- B:** Good. The ideas and concepts are interesting and successfully presented. The work shows potential, but is not necessarily distinctive or complex, or otherwise stops just short of being fully developed.
- C:** Average. The work achieves minimum requirements of the assignment, but seriously lacks clarity, consideration, or ambition. Quality of work meets minimum requirements but is markedly light on conceptual and/or technical knowledge or creative risk. This includes promising ideas or concepts that have ultimately been presented in an incomplete state.
- D:** Unsatisfactory. The work does not satisfy the minimum requirements of the assignment, shows a complete lack of serious concept or consideration, or is otherwise generally unsatisfactory in terms of quality and clarity.
- F:** Failed. No assignment was submitted, or materials submitted do not meet basic assignment criteria.

Extra Credit

In the interest of respecting this course’s purpose while avoiding needlessly contributing to the issue of grade inflation, there will be one and only one opportunity for extra credit:

- **Attend the Photo Department Field Trip** – date and time TBA

Relative weight of course requirements:

- | | |
|--------------------------|-------|
| 1) Project One | (10%) |
| 2) Project Two | (15%) |
| 3) Final Project | (20%) |
| 4) Final Exam | (20%) |
| 5) Midterm | (15%) |
| 6) Museum Paper | (10%) |
| 7) Quizzes and Exercises | (10%) |

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

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

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

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, change of major/minor forms, and a list of advisors, visit <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116. The office may also be reached by phone at 408-924-4320 or by email at art@sjsu.edu

Classroom Protocol

All students are expected to conduct themselves in a professional manner conducive to a university learning environment. You will be expected to be on time, engaged, and present throughout class meetings, critiques, and lectures, as well as to conduct yourself in a manner respectful to both your instructor and your peers. Students are encouraged to engage with their instructor and their classmates regarding any and all work presented. Being an active part of group discussions and critiques is one of the most valuable parts of this experience and provides excellent practice for any courses you may take going forward, so make the most of your time here by participating fully.

Laptop Policy

Laptop usage during class should be limited to editing work for this class and this class only. Please be respectful and close your laptops during lectures, demos, and critiques.

Cellphone Policy

Silence and stow away your cellphone during class. If you need to send a text or make a phone call, you are welcome to step outside of the classroom and do so.

Class Participation

The best way to develop your own skills and ideas is to be present and actively participate in both formal critiques and any opportunities for class discussion. Your voice is critical to both the success of this class and your individual experience. You are required to be present for the entire class to receive full credit, so plan accordingly.

Critiques

Critiques are mandatory and part of your project grade. You are required to attend all critiques in this class, whether you are showing work or not. This is meant to encourage class discussion and ensure that everyone receives as much feedback as possible. If you are unable to attend a critique for any reason, you must notify your instructor beforehand.

Academic and Intellectual Integrity

All work submitted must be entirely of your own creation and produced specifically for the project in question. You are required to shoot new images for each project assigned. Any materials copied or “borrowed”, whether in part or in whole, from work of other individuals without proper credit clearly and overtly given to the original author in a manner which meets professional industry standards will be treated as plagiarism and will result in the failure of the assignment, as well as risk of further disciplinary action. You are here to learn the basics of photography, something which can only be accomplished by actively producing your own work. If you have any questions or concerns regarding your work and this policy, please bring them to your instructor.

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

PHOT 40, Section 6: Beginning Photography

Spring Semester 2020

Unless otherwise noted, all homework listed is due the following class.

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/23	<p>Lecture – Syllabus review, class expectations, and required materials Exercise – Introductions Lecture – What Is Photography, Anyway?</p> <p>Homework:</p> <ul style="list-style-type: none"> Getting to Know You – Submit one of each of the following to me: your favorite image of yourself (selfies accepted), and your favorite image you’ve ever taken. Bring a digital copy of each with you to the next class.
2	1/28	<p>Lecture – What is Photography, Anyway? Exercise – Getting to Know Each Other Lecture – Camera Mechanics</p> <p>Homework:</p> <ul style="list-style-type: none"> Bring a camera to next class, if you have one available
2	1/30	<p>Lecture – Photographic Etiquette Exercise – In the Field Demo – Lightroom Basics</p> <p>Homework:</p> <ul style="list-style-type: none"> Read <i>The Nature of Photographs</i>: Introduction
3	2/4	<p>Discussion – <i>The Nature of Photographs</i> Exercise – Scavenger Hunt Demo – Making Contact Sheets</p> <p>Homework:</p> <ul style="list-style-type: none"> Find a digital copy of your camera’s user manual and submit it on Canvas Submit materials from Scavenger Hunt
3	2/6	<p>Lecture - Histograms and You: Metering and Exposure Techniques Exercise – Shutter Speed and Depth of Field Demo – Metadata, Collections, organization methods, image export Assign Project 1 – Tricks of Light and Shadow (Due Week 5)</p>

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Week	Date	Topics, Readings, Assignments, Deadlines
4	2/11	<p>Lecture – Light and Composition Exercise – Project 1 worktime Demo – Correcting Exposure in Lightroom</p> <p>Homework:</p> <ul style="list-style-type: none"> • Read <i>The Nature of Photographs: The Depictive Level</i>
4	2/13	<p>Lecture – Intro to Formal Critique Exercise – Project 1 worktime Activity – The Depictive Level, in practice</p> <p>Homework:</p> <ul style="list-style-type: none"> • Bring three questions about your work you'd like the class to discuss
5	2/18	<p>Project 1 Due Critique Group A</p>
5	2/20	<p>Project 1 Critique Group B</p>
6	2/25	<p>Lecture – History of Aesthetics and Meaning in Portraiture Exercise – Class Portrait Practice Demo – Editing Portraits</p> <p>Homework:</p> <ul style="list-style-type: none"> • Edit and submit your favorite portrait from the in-class project
6	2/27	<p>Activity – Class Portrait Practice review/discussion Lecture – Portraiture in Photography</p> <p>Homework:</p> <ul style="list-style-type: none"> • Portraits on Instagram
7	3/3	<p>Lecture – Selfie vs Self Portrait Assign Project 2 – The Human Subject Demo – Taking Self Portraits</p> <p>Homework:</p> <ul style="list-style-type: none"> • Read <i>The Nature of Photographs: The Physical Level</i>
7	3/5	<p>Lecture – The Photograph as Physical Object Discussion – <i>Nature of Photographs</i> reading Activity – Exploring Prints</p>
8	3/10	<p>Printing Sign Up Lecture – Symbolism and Meaning in Portraiture</p>

Syllabus: Beginning Photography

Week	Date	Topics, Readings, Assignments, Deadlines
		<p>Demo – Printing from Lightroom</p> <p>Homework:</p> <ul style="list-style-type: none"> • Work on Project 2, prepare images for print
8	3/12	<p>Lecture – Adventures in Digital Printing</p> <p>Activity – Printing/Work Day</p> <p>Homework:</p> <ul style="list-style-type: none"> • Study for Midterm
9	3/17	<p>Activity – Printing/Work Day</p>
9	3/19	<p>Midterm Test</p> <p>Assign Final Project – Photo-Raconteur</p>
10	3/24	<p>Project 2 Due</p> <p>Critique Group A</p>
10	3/26	<p>Project 2</p> <p>Critique Group B</p>
11	3/31	<p>Cesar Chavez Day</p> <p>Campus Closed</p>
11	4/2	<p>Spring Break</p> <p>Be safe out there</p>
12	4/7	<p>Lecture – Visual Storytelling</p> <p>Activity – Sequencing <i>Evidence</i></p>
12	4/9	<p>Project Proposal Due</p> <p>Lecture – Concepts in Material, Presentation, and Sequencing</p> <p>Homework:</p> <ul style="list-style-type: none"> • Read <i>The Nature of Photographs: The Mental Level</i>
13	4/14	<p>Discussion – <i>The Nature of Photographs</i></p> <p>Demo – How to Print a Book Using Lightroom</p> <p>Activity – Visit thesis shows</p>
13	4/16	<p>Lecture – Nostalgia and Photography</p> <p>Activity – Lets Make a Book</p> <p>Homework:</p> <ul style="list-style-type: none"> • Read “In Plato’s Cave” and submit written response on Canvas
14	4/21	<p>Final Project Check-In</p> <p>Discussion – In Plato’s Cave</p> <p>Activity – Lab Day</p>

Syllabus: Beginning Photography

Week	Date	Topics, Readings, Assignments, Deadlines
14	4/23	Lecture – Beyond Still Photography Activity – Lab Day
15	4/28	Museum Papers Due Movie Day Activity – Printing/Lab Day
15	4/30	Movie Day Activity – Printing/Lab Day
16	5/5	No Class Study for Final Exam
16	5/7	Final Exam Final Project Due
Final Exam*	5/13	Final Critique 9:45 – Noon