

San José State University
Department of Art and Art History
PHOT 120, Image & Idea, Section 02 - 28996, Spring 2020

Course and Contact Information

Instructor(s):	Valerie Mendoza
Office Location:	Duncan Hall of Science, 401C
Telephone:	(408) 924-4693
Email:	valerie.mendoza@sjsu.edu
Office Hours:	Wednesday from 12:00 - 2:00 in DH 401C; <i>By Appointment only:</i> Thursdays @ 6PM, IS 219 - <i>Must be arranged in advance</i>
Class Days/Time:	Tuesdays and Thursdays from 3:00 - 5:50
Classroom:	Industrial Studies Building 219
Prerequisites:	PHOT 040 and PHOT 110 or PHOT 112 or PHOT 115

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: 924-2222 (from your cell phone), or use a [Blue Light phone](#)
- * Individuals with disabilities may contact the [Accessible Education Center, www.sjsu.edu/aec/](#) Administrative Building 110, 408-924-6000. A variety of resources are available.
- * Need help with writing? SJSU Writing Center: <http://www.sjsu.edu/writingcenter/>
- * SJSU Counseling Services: <http://www.sjsu.edu/counseling>

Course Description

An intermediate course in which students pursue individual projects. Emphasis on diverse strategies of approach and presentation which culminate on a group exhibition.

Course Format - Activity - meets in classroom on campus

Technology Intensive Course

You must have your own laptop computer to take this course and will need it with you for most class meetings. Macs are preferred and will make life easier, since demos are given on a Mac. You should also have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE** for you! For this course you will likely need Adobe Photoshop, and possibly Lightroom and/or Premiere Pro as well. Follow the instructions at this link to download your free software:

<http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>

Course Materials

Assignments, Readings, Handouts available on Canvas

Course materials such as syllabi, handouts, notes, assignment instructions, etc. can be found under our class name on [Canvas Learning Management System course login website](#) at <https://sjsu.instructure.com/>.

Your Username is your 9-digit SJSU ID number. Your password is your SJSU-One account password. You are responsible for downloading new materials when you are notified that they are available. You should go there now and download the syllabus and first assignments. Make a practice of doing this regularly. Your materials will be available in the **Files** folder on Canvas. Assignments will be available there, and also in the **Assignments** area of Canvas. **I recommend that you turn your Canvas notifications on, so that you will be reminded regularly of upcoming deadlines.**

Photography Program Information

http://www.sjsu.edu/art/art_programs/undergraduate/photography_undergraduate/

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](tel:408-924-4320), art@sjsu.edu

Course Goals

This is an intermediate course focused on the development of conceptually sophisticated work, executed and presented in a professional manner. Throughout the semester, I will be asking you to concentrate on one idea, or set of related ideas, to build a strong body of work which will culminate in a very finished, professionally presented piece to be included in our group exhibition taking place in two or three University Galleries over the week of **May 4th-7th**. Installation will take place on **Friday, May 1st and must be complete by Saturday, May 2nd**; De-installation will take place after class on **Thursday, May 7th @ 6PM and must be complete by noon on Friday, May 8th**. Each of you should mark your calendars with these dates now, and make sure that you will be available to install and de-install your own work, which is a mandatory part of this class. You will be encouraged to bring the experience, interests, ideas and the skills you have acquired over a lifetime into your work, acting as artists and inventors, expanding on ideas previously explored, and developing an individual direction. The course will include technical demos, though the primary goal will not be so much to gain greater technical proficiency, but to gain greater ability to express your ideas and present them in a serious, professional manner, while building your knowledge of the contemporary art world and professional artists. Possessing a strong body of work with a consistent theme and a recognizable style is one of the most important factors for success when artists are considered for commercial jobs, grad school, or submitting proposals to galleries.

Students in this course will:

This course will not only provide the opportunity for you to build a strong body of your own work, it will also invite you to work in both small and large groups while exploring the dynamics of a collective. I cannot overemphasize the importance of emerging from school with a strong peer group, rather than as yet another lone creative person in the world. Your peers can often help you in ways that professors cannot. Experimentation, risk taking, research and sharing knowledge and skills (teaching) will be required of each individual. The success of this class will largely depend upon a strong group dynamic and spirit of cooperation, which you will be responsible for building, along with me and your peers. Consider yourself a member of a creative team, working closely with your colleagues (while developing your own work). Art is not created in a vacuum. The artist is not a divinely inspired being who creates intuitively outside of culture, but an active consumer and producer of culture. Understanding the content of imagery, considering intended audience and intent, recognizing the importance of working within a group (or movement in art history lingo), and taking responsibility for the power which images possess are all part of a vocabulary which has the potential to make you a more eloquent “speaker.”

Course Learning Outcomes (CLO)

Course Skill Learning Outcomes

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

- CLO 1 - To construct all aspects of exhibition presentation
- CLO 2 - To write an artist statement
- CLO 3 - To write a critical review
- CLO 4 - To identify and recite art criticism
- CLO 5 - To create a body of work to be exhibited at the end of the semester

Course Content Learning Outcomes

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

- CLO 6 - Develop a self-determined body of work for exhibition
- CLO 7 - Critically analyze and write about photographs
- CLO 8 - Identify contemporary art making practices
- CLO 9 - Identify local museums and exhibition spaces
- CLO 10 - Identify contemporary artists who use video, photography and installation as parts of their art making process

Required Texts/Readings

Textbook

The Critique Handbook - Chapter 1 + 5 (provided by the instructor in pdf format)

Art and Fear by Ted Orland + David Bayles (Selections provided in pdf format)

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: [\(408\) 808-2094](tel:(408)808-2094)

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Reading/Writing/Discussion

Theory and criticism of contemporary art will be addressed through readings, discussions, critique sessions, and your own presentations. Discussions and critiques are considered mandatory, and will count toward both your class participation grade, and in the case of critiques, the grade you will receive on your projects. Critiques for a class of this size take two class periods. Failure to attend both days of critique will result in a half-letter grade deduction for your work. Your Reading/Writing assignments are worth **20% (20 points)** of your final grade in this course. All readings will be available on Canvas, as well as guidelines for other writing assignments, such as your Artist Statement. I will also ask you to keep a journal and take notes in it each day. The TA and I will check your journal about once a month throughout the semester. I will ask you to bring the journal you plan to use for this purpose to the next class meeting. As a part of your reading/writing assignments, each of you will choose two artists to speak about during a quick, five-minute presentation, delivered throughout the early portion of the semester. Constructive criticism and creative problem solving will be rigorously pursued with the ongoing objective of promoting the intelligence of the work of every member of the class. Field trips to exhibition spaces, both on and off campus, will provide you with firsthand information about living and working as an artist/imagemaker in the 21st century.

Other technology requirements / equipment / material

1. You must have your own laptop computer with a copy of the Adobe Suite of software. Free access at link below.
2. You will most likely need a good-sized usb drive or other form of storage
3. 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 and plan to use video in your work.
4. You may need to purchase additional paper for prints. Prices depend on size and paper quality.
5. Canned air: strongly recommended for scanning
6. **White cotton gloves: strongly recommended for handling paper during printing**
7. **Large cardboard/plastic tube for transportation of digital prints – strongly recommended.**
8. Presentation materials – vary widely depending on what project you choose for exhibition

Adobe Software is often used for this class. SJSU students can download the Adobe Creative Suite for FREE. You must have an active SJSU One ID and password to qualify to download this software. Follow the instructions at this link to download your free software: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>

[Tip: Check your SJSU email (not your personal email) for software download.]

Course Requirements and Assignments

University statement

“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 Project - End of Semester Group Exhibition

Throughout the semester, you will be working on one idea or set of ideas. This course will culminate in a group exhibition. The work you present in this exhibition will represent a highly refined, professionally presented version of the ideas you have been experimenting with all semester. There are **100 points** possible for this course. Your first assignment will be a multiple copy book project worth **10% (10 points)** of your final. Two critiques of your work in progress will be worth **20% (10% each)** of your grade. Your final, included as a part of the group exhibition, is of critical importance to this course and will represent **30%** of your grade. You must complete your final project and participate in the group exhibition or you will fail the course. **Installation will take place beginning Friday, May 1st at 1:00 pm, and must be complete by Saturday May 2nd; de-installation will begin Thursday May 7th @ 6PM and must end by noon on Friday May 8th. Final projects will be due Thursday, April 30th.** The finished & installed version will be critiqued Monday, May 4th. Please note these critically important dates. You should begin to plan now to have extra time available for this significant project at the end of the semester. We will talk about this and plan together throughout the course of the semester.

Exhibition Committees - Semester-long Group Project

You will choose between four different committees: **Curatorial Committee** (exhibition design and setup), **Written Materials (Publication) Committee** (exhibition flier and catalogue and gallery labels), **Opening Festivities Committee** (oversee documentation of the exhibition, collect funds, purchase food, setup and cleanup

on night of opening) and **De-installation Committee** (assign gallery sitters during exhibition, oversee de-installation, patch and repaint walls, sweep and mop floors). A handout with more details is already available for you on Canvas regarding the work that each committee entails and a rough timeline for when the work should occur. Work for each committee is roughly equal, but the distribution of work takes place at different points in the semester. I will allow you to self-select the committee you will work with. The only time I will insist on changes is if too many of you end up on one or several committees. In that case, I will ask that some of you choose a different committee. Half of your class participation grade, or **10% (10 points)** of your overall grade for this course will be based on the quality of your work within your group. This means earning an "A" in this course is not possible without successfully working within one of the four groups.

Class Participation

The best way to develop your skills and ideas is to be present and actively participate. There will be a number of lectures and demos and we'll have many discussions that you will not experience if you are not present. In addition to attending discussions and lectures, you will also be working with a group to help plan our end of semester exhibition. Your participation in your chosen group will account for **10% (10 points)**, or half of your Class Participation grade. Your participation in the form of regular involvement in activities and discussions is not only required but mandatory. A total of **20% (20 points)** of your final grade will be based on your class participation. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation when it occurs. Giving me a list of difficulties you had at the end of the semester won't be very effective in terms of attempting to lobby for a higher grade.

Final Examination or Evaluation

Our Final Exam is scheduled by SJSU to take place on **Thursday, May 14th, from 2:45 -5:00**. This is an SJSU requirement. Please note that this is at a different time than our class usually meets. Plan ahead to be present on this day: "Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment."

Grading Information

Relative weight of course requirements:

Book Project: **10% (10 points) of your final grade**

Two critiques of work in progress: **20% (20 points) of your final grade - 10% (10 points) each**

Your final project presented in the group exhibition: **30% (30 points) of your final grade**

Reading/writing/presentation assignments: **20% (20 points) of your final grade**

Journal: **2.5 points**; Proposal: **2.5 points**; Artist Statement: **5 points** (2.5 for rough draft, 2.5 for final version); Reading Response x 2: **2.5 points each**; 5 Minute Artist Presentation: **5 points**

Class participation: **20% (20 points) of your final grade** (group activity = $\frac{1}{2}$, **10%, 10 points**)

Determination of Grades

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 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. Usually sloppy, incomplete and or late work.
- F You didn't submit an assignment.

Numeric grade equivalents - Detailed Letter Grade Rubric

Outstanding/Excellent/Very Good 100-97(A+)/96-93(A)/92-90(A-)	Good+/Good/Good - 89-87(B+)/86-83(B)/82-80(B-)	Average+/Average/Average - 79-77(C+)/76-73(C)/72-70(C-)	Below Average (+/-) 69-67(D+)/66-63(D)/62-60(D-)	Unsatisfactory Below 60= F
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Grade Reduction for missed Critique days

Assignments take two days to critique in a class of this size. **I expect you to attend both days of the critique**, even if you don't have work to show of your own. Failure to do so will lower your given assignment grade by a half letter grade for each missed critique day, and could affect your Class Participation grade as well. I will be much more likely to accept excuses for late work if you attended both days of the critique. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.

Extra Credit Opportunities

Our **Photography Program Field Trip** will take place soon. Time and date will be announced and added to our daily schedule at the end of this syllabus in advance. Attending for at least 2 hours is worth a half letter grade of extra credit for one of your two "work in progress" grades; a Gallery Review of the work we viewed is worth an additional half letter grade of extra credit. Mark your calendars and plan to attend! There will also be a smaller number of extra credit points available for attending relevant Tuesday Night Lectures from 5:00 to 6:00 pm on Tuesday nights. Those considered relevant for our class will be added to the daily schedule at the end of this syllabus.

Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, laptops (when not specifically asked to use them) or other devices that detract from full attention should be turned off, put away or silenced.

University Policies

[Per University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

Additional Information

Dropping and Adding

Tuesday, February 4th: Last day to drop courses without an entry on student's permanent record.

Tuesday February 11th: Last day to Add courses and register late.

For more information regarding add/drop policies see the Dropping and Adding section at

<http://www.sjsu.edu/gup/syllabusinfo/> - [Adding and Dropping](#)

Shop Safety Test

If you plan to use the Shop (located in the Art Building) for realization of any of your projects, you must take and pass the Shop safety test. Using the Shop is not required for this course, though at least some of you may

end up needing to use it. The test costs \$20 per year **and will ONLY be given between January 23rd and February 14th this semester.** If you took and passed the test last semester, you do not need to take it again this semester. Students must pay at the Bursar's Office, located in the Student Services Center, directly into Fund 62089 with cash or check, and bring the receipt with you on the day that you plan to take the test. If you are interested in taking the test, let me know asap. You cannot schedule the test yourselves. I will call and set up an appointment with Jordan or Lydia: 924-4357. We must schedule your appointment at least 1 day in advance. The video shown in Room 101 can also be viewed online (with captions) at: <http://www.sjsu.edu/at/atn/webcasting/events/shopysafety/> Students are allowed to bring and use notes.

Equipment Loaning Resources

As students enrolled in a Photography course, equipment is available for you on the 4th floor of Duncan Hall at the checkout window. Use the QR code posted on the wall of this classroom and fill out the form prior to visiting the window, or do so while there. Computer labs for student use are available in the Academic Success Center located in Clark Hall and in the Student Union. Computers are also available for rent in the MLK Library. A wide variety of audio-visual equipment is available for student checkout through [Academic Technology](#) located in IRC 112. These items include cameras, audio recorders, sound systems, wireless microphones, projectors, projection screens, monitors, etc. The [Academic Technology](#) website (where you will find links to these services and more) is: <https://www.sjsu.edu/it/services/academic-tech/index.php>. The phone number for equipment checkout is: **924-2888**. Or use the online equipment reservation system found at: <https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php>

Guidelines for Letters of Recommendation

1. You should give me (or any professor) 30 days minimum forewarning for letters of recommendation (not counting holidays or breaks during which I will not be writing letters).
2. I will not be likely to grant last minute requests, though it's always worth a try, in emergencies.
3. It should go without saying that you should be a student who did very well in the class/es you took with me.
4. All pertinent documents necessary for the letter should be emailed to me, including contact information.
5. If hard copies are required, stamped, addressed envelopes for each recipient should be included, along with Contact information for each.
6. I strongly suggest that you schedule a brief meeting during my office hours to discuss the purpose of the letter at the time of your request. I am happy to write letters of support for all who follow these guidelines.

Important Reminders:

For Tuesday 1/28

1. Bring your past work to share with class – a credit/no credit assignment - counts toward class participation points
2. Have Journals purchased (or electronically constructed) that you will be using for this class – your entries from the weekend should be in them...a credit/no credit assignment - counts toward reading/writing points.
3. Make sure you attend class again, or you will be dropped. If you can't attend for some (valid) reason, you need to let me know **AHEAD OF TIME** (not after you miss class).

For Thursday 1/30

1. Have group assignment handout downloaded from Canvas. Be ready to discuss group assignment and begin the process of selecting the group that's right for you.

For Thursday 2/6

1. Exhibition Committee must be chosen by 2/6

For Tuesday, 2/11

1. Proposals for Final Projects due 2/11

For Tuesday, 2/18

1. Book projects due 2/18

I look forward to working with all of you!

Phot 120 / Image and Idea, Spring Semester 2020, Course Schedule

Schedule is subject to change with fair notice. Notice will be given in class, via email, and updated version will be posted to Canvas.

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
1	Thurs 1/23	Introduction: Take attendance, go through class expectations together, discussion, in-class writing assignment. On Tues 1/28: bring work to share with class; First Journal Check.
2	Tues 1/28	Bring work to share - begin to discuss groups if time permits; First Journal Check
2	Thurs 1/30	Discuss groups - first group meetings. Discuss book project - look @ examples
3	Tues 2/4	Exhibition Committee meetings continue - Committee Decisions due by end of next class, 2/6 Begin work on book project - due 2/18
3	Thurs 2/6	Exhibition Committee meetings continue – Exhibition Committees Decision Deadline - choose by end of class. Individual discussions if you want/need them - open lab time provided for book projects - due 2/18
3	Fri 2/7	First Fridays Art Walk in DT San Jose
4	Tues 2/11	Proposals for Final Project due – Present to class
4	Thurs 2/13	Deadline - choosing 2 artists for 5 Minute Presentations - Last day for Shop Test signup Visit - (walk to) MACLA, ICA & Anno Domini
4	Fri 2/14	Final day for Shop Test
5	Tues 2/18	Book project due - Bring all copies to class for critique
5	Thurs 2/20	5 minute presentations begin.
6	Tues 2/25	ATC Presentations MLK Library Room 225, 8:45 am to 5:00 pm - tentative and/or 5 minute presentations continue.
6	Weds 2/26	ATC Presentations MLK Library Room 225, 8:45 am to 5:00 pm - tentative
6	Thurs 2/27	Finish 5 minute presentations. Visit (walk to) San Jose Museum of Art
7	Tues 3/3	Reading Due - The Critique Handbook - Response to Reading due Open Lab - Printing, assistance with technical issues, etc.
7	Thurs 3/5	Open Lab - Printing, assistance with technical issues, etc.
7	Fri 3/4	First Fridays Art Walk in DT San Jose
8	Tues 3/10	First Critique – Present work and plans for the next month
8	Thurs 3/12	First Critique continues – Present work and plans for the next month
9	Tues 3/17	Reading Due - Art and Fear - Response to Reading due - Group meetings - individual meetings with me - work on Artist Statements - open lab
9	Thurs 3/19	Work on Artist Statements - individual meetings with me to review - open lab
10	Tues 3/24	First draft of Artist Statements due - review all in class - upload to Canvas for Written Materials Committee
10	Thurs 3/26	Groups present plans for Final Exhibition to class - First draft of poster due from <u>Written Materials Committee</u> – review in class - Followed by Open Lab/printing
11	Tues 3/31	S p r i n g R e c e s s - E n j o y !

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
11	Thurs 4/2	S p r i n g R e c e s s - E n j o y !
11	Fri 4/3	First Fridays Art Walk in DT San Jose
12	Tues 4/7	Final draft of poster due – <u>Written Materials Committee</u> - present plan for printing and distribution - Followed by Open Lab/printing
12	Thurs 4/9	Open Lab/printing - ALL IMAGES FOR CATALOGUE due to Written Materials Committee by end of class TODAY!!
13	Tues 4/14	Second Critique – Present work and plans for the exhibition – Work should be in a nearly finished state.
13	Thurs 4/16	Second Critique – Present work and plans for the exhibition – Work should be in a nearly finished state. Final draft of artist statements due - submit to Written Materials Committee <u>Written Materials Committee</u> finalizes and reviews catalogue - create 1 pdf file for both classes over the weekend
14	Tues 4/21	Final draft of catalogue due – Must submit for printing today!! <u>Written Materials Committee</u> - All money for Opening Reception must be contributed by today! Open Lab/printing/work day
14	Thurs 4/23	Open Lab/printing/work day
15	Tues 4/28	Open Lab/printing/work day
15	Thurs 4/30	All Final Projects must be completed and ready to hang by the end of class today! Review and leave all finished work in classroom, ready to install
16	Fri 5/1	We receive keys from Gallery Office - All must begin to install today @ 1PM! Install your work - Final Exhibition! <u>Exhibition Committee must be present</u> First Fridays Art Walk in DT San Jose
15	Sat 5/2	Install your work - Final Exhibition! Must be complete prior to end of day. <u>Exhibition Committee must be present</u>
15	Sun 5/3	Light Exhibition - Exhibition Committee only!
16	Mon. 5/4	Exhibition is open to the public! All work must be finished Sunday night. Gallery sitting begins
16	Tues 5/5	1st day of Final Critique - Opening Reception 6:00-8:00 pm - shoot documentation of exhibition before & during Reception - <u>Opening Festivities Committee</u> Required to attend.
16	Thurs 5/7	2nd day of Final Critique - All begin to De-install @ 6PM - <u>De-Installation Committee</u> required to attend
16	Fri 5/8	De-Intall must be finished by noon! - <u>De-Installation Committee</u> required to attend
17	Tues 5/12	Study Day/"Dead" Day - No Class
Final Exam	Thurs 5/14	2:45 - 5:00 - <u>Mandatory!</u> Please note that this is a different time than normal - plan ahead to have this time free and be here. Grades on Final Exhibition & Small Group Projects uploaded to Canvas by today Journals and all Gallery Reports due Reminder: No Gallery Reports or journals accepted after today! Party! Bring snacks to share! Celebrate your accomplishments!

<http://info.sjsu.edu/static/catalog/final-exam-schedule-spring.html>