

San José State University
Department of Art & Art History
Phot 121, Introduction to Studio Lighting, Section, 04
Spring 2020

Course and Contact Information

Instructor:	Yvonne D. Williams
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Office Hours:	M/W 10:30 – 12:00 and by appointment
Class Days/Time:	M/W 3:00 – 5:50
Classroom:	DH 407
Prerequisites:	Photo 40
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Server Information –Assignments, Readings, Handouts

Assignments, readings, handouts and other information will be in your required reader. Due to our efforts to make the Department of Art and Art History “paperless,” additional hard copies will be handed out at a minimum. I will be using CANVAS to upload all additional materials and to send out pertinent email notifications. To access CANVAS, go to: <https://sjsu.instructure.com> I would suggest you make copies of all posted handouts and bring them to class to have the materials on hand and ready when needed.

Course Description

Catalog Description: Concepts and principles of lighting using both daylight and incandescent light sources and the use of standard studio lighting equipment.

Introduction to Studio Lighting is a beginning studio course. The emphasis of this course will be to learn to see and utilize light in an effective manner that can be applied to all applications of photography. Professional equipment will include - digital cameras, digital capture software, hand-held meters, and a variety of studio hot (continuous) lights and their accessories. This class will expose students to professional studio practices, advanced color theory, color management, and engage them in creative problem solving while learning effective aesthetic and technical concerns of visual perception and communication.

Course Learning Outcomes (CLO)

The course will be taught through invigorating (!) lectures, lively demonstrations, studio-shooting assignments, and informative critiques in which all are expected to participate. You will learn to effectively see how light and shadow, shape and inform. As you proceed into this semester, take the time to thoroughly observe light in intimate spaces and public environments, at all times of the day and night and under all weather conditions. Notice how the mood of the person, place, or object change as the light changes. In the studio you will learn to recreate 'natural' light and manipulate light and shadow to express your ideas.

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

1. CLO1 Effectively see how light and shadow, shape and inform.
2. CLO2 To recreate 'natural' light by successfully learning the qualities of studio lighting equipment and to manipulate light and shadow to express emotion, content, and ideas.
3. CLO3 Use a variety of software including remote capture.
4. CLO4 Establish an effective workflow and master color management.
5. CLO5 Use Lightroom to capture, edit, organize, and enhance images.
6. CLO6 Use retouching techniques specific to each assignment and to go beyond traditional lighting by using layers of multiple images to create one image.
7. CLO7 Use Photoshop more effectively to create a final professional image in post-production.
8. CLO8 Effectively describe, discuss, and write about what constitutes a strong commercial image.
9. CLO9 Create layouts for publications.
10. CLO10 Work as a team player as most assignments are accomplished with the assistance of a partner.
11. CLO11 Recognize leaders in the field of commercial photography and their 'style'.

Required Texts/Readings

SJSU Photo Lab Manual: available online

PHOTO 121 Reader: available at the SJSU Print Shop.

Technology Requirements / Equipment / Materials

Laptop Computer: PC or MAC

Software: Photoshop CC2017 and Light Room 5+

1. You MUST have your own laptop computer to take this course. Macs are strongly suggested and with all things computer- the newer the more compatible.
2. Software- Adobe Lightroom and Photoshop: Do not purchase this, Adobe offers software while a student at SJSU.
3. A USB thumb drive/ memory stick with a large memory.

Library Liaison

Gareth Scott: email: gareth.scott@sjsu.edu phone: (408) 808-2094

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

Classroom Protocol

Laptop use will be abundant for taking notes and for working in post process on your photographs. It will NOT BE USED for FB, email, or other non-relevant activities not pertinent to this course. This includes cell phones, as well.

Professional courtesy is expected.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Photo 121 Reader

The reader contains everything you will need for this course. Refer to the reader for all assignments, readings, due dates, critique information, scheduled exams, etc. The attached schedule will have all due dates.

University Policies

NOTE that [University policy F69-24](#) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

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 116, [408-924-4320](tel:408-924-4320), art@sjsu.edu

Grading Policy

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 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.

***With communication before a deadline, late work may be accepted, otherwise for every day that the work is late one letter grade will be deducted.**

Determination of Grades

Criteria per studio assignments

Lighting	40 points
Design/ Visual impact	30 points
Concept	30 points

Poor presentation on final portfolio	- one letter grade less
Missed Deadline for Critique	- one letter grade less, per day late
More than one concept explored	- plus 1/2 letter grade

Final Grades

Studio Assignments #1-4	10 points each =	40 points
Studio Assignments #5-8	15 points each =	45 points
Gaffers Kit, Writings, Quizzes		5 points
Final Presentation of Portfolio		<u>10 points</u>
		100 Points

Asking questions, taking risks, seeking out answers, sharing your thoughts, and taking your work seriously will lead to a higher understanding of the medium and will result in amazing work. Your uniqueness is an asset in this class.

Final Examination

Final exam will be by portfolio review, details are in your reader.

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/>

Major/Minor Degrees in Photography

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 116, 408-924-4320, art@sjsu.edu

Dates for BFA in Photography submissions will be announced during the first month of classes.

SJSU Counseling Services The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

Emergency Phone Numbers while on campus

Emergency: 911

Escort Service: 42222

Schedule

PHOT 121, Section 4 / Intro to Studio Lighting

Spring 2020 Course Schedule

This schedule is subject to change with fair notice and notice will be made available in class, via email, and on listed on canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	M Jan 27	<p>Introductions: Green Sheets, Adds and Class overview</p> <p>Images: What is Commercial Photography?</p> <p>Homework: 2 Terrible PRINT ADS</p>
	W Jan 29	<p>Discussion: What makes a great commercial photograph?</p> <p>Video: Light</p> <p>Lecture: How we see light (things your mother never told you...) - Quality, Quantity, Color & Direction of LIGHT - Visual Perception - Gaffer's kit</p> <p>Groups: Choose partners, Locker Assignments, Order supplies Studio Tour</p> <p>Homework: 2 GREAT PRINT ADS – Writing Assignment #1</p> <p>Download Lightroom and Photoshop to your laptop</p> <p>Gathering supplies - gaffer's kit</p>
2	M Feb 3	<p>Due: 2 terrible print Ads and Writing Assignment #1- Great Ads</p> <p>Lecture: Light Meters – the mystery unveiled -Quality, Quantity, Color & Direction of Light reviewed Using the Canon 6D, remote capture, and Lightroom</p> <p>Demo: Light</p> <p>Discussion: Great Print Ads</p> <p>Homework: Writing Assignment #2</p>

Week	Date	Topics, Readings, Assignments, Deadlines
	W Feb 5	<p>Studio: Shooting Portraits of Partners</p> <p>Lecture: Using the Canon 6D, remote capture, and Lightroom</p> <p>Bring In: Computer w/ LR 2019 and Photoshop 2019 installed</p> <p>Homework: Print 'Portraits of Partners' -- Due on Monday</p>
3	M Feb 10	<p>Due:</p> <ul style="list-style-type: none"> - Writing Assignment #2 - Portraits of Partners <p>Studio:</p> <ul style="list-style-type: none"> Shooting Perspective - Prep for THE CUBE - Working with Light and Shadow
	W Feb 12	<p>Studio: Welcome to the Cube!!!!!!!!!!!!</p>

Week	Date	Topics, Readings, Assignments, Deadlines
4	M Feb 17	<p>CRITIQUE: The infamous "CUBE"</p> <p>Lecture: - Upcoming assignment – GLASS Product with attitude - Making Contact Sheets - Lightroom to Photoshop, Color Management Basics</p> <p>Demo: Product with Attitude, Gels</p> <p>Studio: Prepping for Glassware with Attitude</p> <p>Due: Glassware for approval</p>
	W Feb 19	<p>Open Studio: Gathering of supplies for the Glass Assignment Planning session for Glass Assignment</p>
5	M Feb 24	<p>Studio: Glass Product with Attitude</p>
	W Feb 26	<p>Studio: Glass Product with Attitude</p>
6	M Mar 2	<p>Lecture: Lightroom and Photoshop + Retouching including Glass and Food</p> <p>Slides: FOOD Shots and The Magazine Layout</p>
	W Mar 4	<p>CRITIQUE: Glass Product with Attitude - turn in 2+ Contact sheets</p>

Week	Date	Topics, Readings, Assignments, Deadlines
		<p>Homework: - (3) Food Photography Images from the Web</p> <p>- FIND Props, Props, and more Props!!!</p> <p>- BUY Garnish, Garnish, Garnish!!</p>
7	M Mar 9	<p>Studio: FOOD Shoot – Main Image and Layout Images</p> <p>Due: (3) Food Photography Images from the Web</p>
	W Mar 11	<p>Studio: FOOD Shoot – Main Image and Layout Images</p> <p>Hands-on: Photoshop assistance</p>
8	M Mar 16	<p>Studio: FOOD Shoot – Main Image and Layout Images</p> <p>Hands-on: Photoshop assistance</p>
	W Mar 18	<p>CRITIQUE: Food Shot and Layout, Also Due (3) + Contact sheets</p> <p>*Resubmit Due on Mon March 25</p>
9	M Mar 23	<p>Slides: The Character The Character in Photoshop</p> <p>Demo: Before and After Glassware and Food Shots How to set up background poles, fabric, paper backdrops</p> <p>Homework: Planning for the Character Shot</p>

Week	Date	Topics, Readings, Assignments, Deadlines
	W Mar 25	Resubmit: Food Layout
10	M Mar 30	SPRING BRRRREAK!! March 30 – April 3
11	M Apr 6	<p>Slides: The Character The Character in Photoshop Before and After Glassware and Food Shots</p> <p>Demo: How to set up background poles, fabric, paper backdrops</p> <p>Homework: Planning for the Character Shot</p>
	W Apr 8	Studio: The Character
12	M Apr 13	Studio: The Character
	W Apr 15	<p>CRITIQUE: The Character Shot - turn in Contact sheets</p> <p>Group: Discussion and Planning Inside/ Outside shot</p> <p>Homework: Seek out props for Inside/Outside</p>
13	M Apr 20	<p>Slides: Inside/Outside shoot</p> <p>Lecture: Dropping in backgrounds via Photoshop The Character in Photoshop</p>

Week	Date	Topics, Readings, Assignments, Deadlines
		Remaining Assignments Photo Shop advanced Group: Discussion and Planning Inside/ Outside shot Studio: Bring in Props: Inside/ Outside Shoot
	W Apr 22	Studio: Inside/ Outside Shoot
14	M Apr 27	Studio: Inside/ Outside Shoot Homework: Editorial Research paper
	W Apr 29	CRITIQUE: Inside/ Outside - turn in Contact sheets Slides: The Editorial Shot
15	M May 4	Studio: Editorial shot Due: Editorial Research paper
	W May 6	Studio: Editorial shot
16	M May 11	Critique: Editorial Shot
Final Exam		May 13, Wed: meets at 12:15-2:30 PM

