

San José State University
Department of Art & Art History
PHOT 125-01 (25050) Fashion Photography - Spring 2020

Course and Contact Information:

Instructor:	Jonathan Fung, Ph.D.
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Office Hours:	Monday & Wednesday, 11:00AM to 12:00PM
Class Days/Time:	Monday & Wednesday, 8:00AM-10:50AM
Classroom:	Duncan Hall, Room 407
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“Technique undoubtedly helps make photography magical, but I prefer to work with atmosphere. I think that the obsession with technique is a male thing. Boy's toys. They love playing... but once you've perfected something you have to start searching for a new toy. I would rather search for a new model or location.” – Ellen von Unwerth

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the [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 fashion photography course which introduces beauty and editorial techniques utilizing digital cameras, electronic image processing and digital printing. Requires Adobe Lightroom.

Course Content and Objectives

The course will introduce the student to the language of fashion photography with assignments designed to develop both technical skills and aesthetic nuances with the ability to communicate as an artist. This semester you will learn the basics of creating fashion headshots, beauty and editorial. A student gallery exhibition will showcase the final class project. A fashion portfolio will be developed with a visual style that communicates a story.

Course Learning Outcomes (CLO)

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

- CLO 1. Understand how to produce a successful fashion photography shoot
- CLO 2. Communicate and direct a strong creative vision
- CLO 3. Become proficient with studio strobe lighting
- CLO 4. Gain confidence shooting on location with natural light
- CLO 5. Learn to collaborate with a small team with confidence
- CLO 6. Develop a fashion portfolio with visual style and creative content

Required Texts/Readings

Articles, images and video tutorials will be available on the class Canvas page.

Recommended Reading

Harper's Bazaar, Marie Claire, Vogue, Elle, Allure, Glamour, Grazia, Nylon

Adobe Software Programs - San José State provides **currently enrolled students in eligible classes**, faculty, staff and administrators with free Adobe software for their campus computers and their home computers. The software may only be used for education-related activities and may not be used for commercial purposes. You must have an active [SJSUOne](#) ID and password to qualify for ordering and downloading this software.

For More Information

To request access or for information and other resources on Creative Cloud, please visit the [eCampus Adobe page](#).

Equipment/Materials Requirement

- Digital DSLR Camera: Must have a full "manual mode" (able to manually adjust the aperture, shutter & ISO)
- Memory card for your camera: At least 32GB 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 Lightroom CC Classic installed for photo editing (available free through MYSJSU SPARTAN APPS PORTAL)
- USB Flash Drive/Memory Stick: 16GB minimum
- Portfolio
- Grip kit – gaffer's tape, metal spring clamps, c47's, box knife, ND gels, diffusion, gaffer gloves
- External Hard Drive: Recommended

Suggested Local Vendors

Foto Express (Henry Chang) - 304 E Santa Clara Street, San Jose, (408) 971-3977
San Jose Camera & Video - 1600 S Winchester Blvd, Campbell, (408) 374-1880

Online Vendors

B&H (NYC) - www.bhphotovideo.com

Library Liaison

Gareth Scott

Email: gareth.scott@sjsu.edu

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Phone: (408) 808-2094

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

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>

Class Participation

Your participation in the form of regular involvement in activities and discussions is not only required but mandatory. This includes asking questions, which can have a positive effect on your class participation grade. *You are expected to attend all critiques, whether or not you have work to show. Failure to do so could negatively affect your class participation grade.* Your voice is critical to the success of this class. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation when it occurs. Be proactive and communicate throughout the semester.

Final Examination

The Final Exam is a required class. Missing it may result in not passing the class despite all previous work being turned in. **The Final Exam is on Thursday, May 14 at 7:15-9:30AM in Duncan Hall, Rm 409.**

Determination of Grades

I strongly encourage risk-taking and thoughtful experimentation, which will help increase your course grade. Your assignments will be graded on your creativity, technical achievements and your creative solutions to the challenges given. The work created in class will be evaluated based on the following criteria:

A - Excellent: 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: 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 – Below Average: Does not satisfy the minimum requirements of the assignment.

F – Unsatisfactory: Did not submit an assignment.

Participation Grade can be adversely affected by missing class, showing up late, sleeping, on your device, being a distraction, and being an unengaged member of the class.

Printing Days - Printing sessions are scheduled in advance for the final assignment. You must be present for your scheduled printing day, otherwise you will fail the assignment. Printing is done only during class time and under the supervision of the professor.

Projects

Assignment 1 - Fashion Photographer Presentation = 100 points

Assignment 2 – Fashion Studio Headshot + Preproduction = 100 points

Assignment 3 – Slow Fashion + Preproduction = 100 points

Assignment 4 – Location + Preproduction = 100 points

Assignment 5 – Editorial + Preproduction = 100 points

Assignment 6 - Gallery Exhibition (must be present) = 30% of gallery exhibition

Participation = 100 points (includes class discussions, critiques, shoots, exercises, printing, install/deinstall, and participate in class gallery exhibition)

Total Possible Points: 600 points

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

Documented personal, family and health emergencies will be considered and evaluated. You must provide official documentation when you return to class after an absence. An excused absence or extension will be at the discretion of the instructor.

Grading Scale

All assignments have clear criteria and objectives to meet. All students shall be treated equitably. Any assignment can be reshot and resubmitted for a higher grade two weeks after the due date. The criteria for determining a student's grade shall be as follows on a percentage of the total points:

Letter Grade	Grade Point	Percentage
A	4.0	93-100%
A-	3.7	90-92%
B+	3.3	87-89%
B	3.0	83-86%
B-	2.7	80-82%
C+	2.3	77-79%
C	2.0	73-76%
C-	1.7	70-72%
D+	1.3	67-69%
D	1.0	60-66%
F	0.0	0-59%

Classroom Protocol

All students are expected to conduct themselves in a professional manner conducive to a university learning environment. This includes being on-time to class. You will be expected to be on time, engaged and present throughout class meetings, critiques, lectures, shooting assignments and lab. Students are encouraged not only to engage with their instructor regarding their work, but also with the other students within the class. *Participation in group critiques is both expected and mandatory.*

Laptop Etiquette

Laptop usage beyond tether capturing and editing photographs for this class is prohibited.

Cell Phone Etiquette

Cell phone use is absolutely prohibited in class.

Failure to follow the laptop and cell phone etiquette will affect your class participation grade severely.

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/>"

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy F15-7 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. Visit the Student Conduct and Ethical Development website for more information.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

Student Technology Resources

Computer labs and other resources for student use are available in:

- Academic Success Center at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall
- Academic Technology Computer Center at <http://www.sjsu.edu/at/hd/> on the 1st floor of Clark Hall
- Associated Students Computer Services Center at <http://as.sjsu.edu/ascc/> on the 2nd floor of the Student Union
- Student Computing Services at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- Computers at the Martin Luther King Library for public at large at <http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections' free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at <http://peerconnections.sjsu.edu> for more information.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the

Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

Accommodation to Students' Religious Holidays

University Policy S14-7 states that San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
 - It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
 - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

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

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 at <http://www.sjsu.edu/counseling>.

Emergency phone numbers

Emergency: 911; Escort Service: 42222

PHOT125-01 (25050) Fashion Photography Course Schedule-Spring 2020

Schedule is subject to change with fair notice. Notice will be given verbally in class and sent via email.

COURSE SCHEDULE

Week	Date	Topics, Readings, Assignments, Deadlines
1	Mon 1/27	Welcome! Introductions, class overview and expectations, syllabus, lockers Photography Vocabulary
1	Wed 1/29	<i>Visualization</i> Aldous Huxley's Process of Seeing Research and select fashion photographers
2	Mon 2/3	<i>Inspiration</i> Develop fashion photographer presentation Bring laptop with Lightroom and Photoshop installed
2	Wed 2/5	<i>Fashion Headshot</i> Create pre-production Introduce Assignment 2: Fashion Headshot Assignment 1- Fashion Photographer Presentations DUE
3	Mon 2/10	<i>Technical Skills</i> Equipment Demo 3-point lighting Styling – Makeup/Hair/Clothing Homework: Assignment 2: Fashion Headshot Preproduction DUE
3	Wed 2/12	Shoot Assignment 2: Fashion Studio Headshot
4	Mon 2/17	Shoot Assignment 2: Fashion Studio Headshot
4	Wed 2/19	<i>Sustainability</i> Introduce Assignment 3: Slow Fashion Critique Session – Assignment 2 Fashion Headshot DUE
5	Mon 2/24	Social Justice Arts Advocacy Research Slow Fashion Develop theme, concept, location, model, styling
5	Wed 2/26	<i>The Art of Composition</i> Directing and communicating to the model and production team Homework: Assignment 3: Slow Fashion DUE
6	Mon 3/2	Shoot Assignment 3: Slow Fashion
6	Wed 3/4	Shoot Assignment 3: Slow Fashion
7	Mon 3/9	<i>What is Beauty?</i> Introduce Assignment 4: Class Location Shoot Critique Session – Assignment 3 DUE: Slow Fashion
7	Wed 3/11	<i>Natural Light</i> Reflector/Silk <i>Prep for location shoot with concept, styling, hair, make-up and models</i>
8	Mon 3/16	<i>A Critical Eye</i> Scout locations, book models, bring clothing & accessories

Week	Date	Topics, Readings, Assignments, Deadlines
8	Wed 3/18	Practice Class Location Shoot <i>Homework: Assignment 4: Location Shoot Preproduction DUE</i>
9	Mon 3/23	Shoot Assignment 4: Location
9	Wed 3/25	Shoot Assignment 4: Location
	Friday 3/30	Spring Break (March 30 to April 3) – No Class!
10	Mon 4/6	<i>Editorial</i> Introduce Assignment 5: Editorial (Perform) Critique Session – Assignment 4 DUE: Location
10	Wed 4/8	<i>Content Magazine</i> Research, develop editorial concept
11	Mon 4/13	Editorial Test Shoot – bring props
11	Wed 4/15	Shoot Assignment 5: Editorial
12	Mon 4/20	Shoot Assignment 5: Editorial
12	Wed 4/22	First Critique Session – Assignment 5: Editorial
13	Mon 4/27	Reshoot Assignment 5: Editorial Print Images
13	Wed 4/29	Assignment 5 DUE: Editorial Print images
14	Mon 5/4	Install Gallery Exhibition
14	Tues 5/5	Set-up Fashion Photography Exhibition – 5:00 to 8:00PM
	Friday 5/8	De-install Fashion Photography Exhibition – 10AM to 12PM
15	Mon 5/11	Prepare for final exam paper, class celebration
Final Exam	Thurs, May 14 7:15-9:30AM	FINAL EXAM