

San José State University
Department of Art and Art History
PHOT 115-01, Intermediate Digital Imaging,
Section 01, Class Number 41559, Spring 2020

Course and Contact Information

Instructor(s):	Valerie Mendoza
Office Location:	Duncan Hall of Science, 401C
Telephone:	(408) 924-4693 - Off campus, email preferred
Email:	valerie.mendoza@sjsu.edu
Office Hours:	Tuesdays and Wednesdays from 3:00-4:00 via Zoom; & by appointment only TBA (To Be Arranged)
Class Days/Time:	Mondays and Wednesdays from 12:00 - 2:50
Classroom:	Zoom address distributed via Canvas, IS 219 for rare on-campus meetings
Prerequisites:	PHOT 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.
- * 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 level course investigating the unique possibilities afforded by contemporary digital imaging. Includes preparation of images for presentation via print, video, and/or web. Emphasis upon incorporating digital tools with ongoing development of student work.

Course Format

Technology Intensive, Hybrid - Sync & Cmps Mtgs - Most class meetings will take place via Zoom

You must have your own laptop computer to take this course and will need your laptop with you for most class meetings. Macs are preferred and will make life easier, since demos are given on a Mac. You must 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 need Adobe Photoshop, Premiere Pro and possibly Lightroom as well, if you are already in the habit of using it to organize your images. Follow the instructions at this link to download your free software:

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

Most class meetings will take place on Zoom and will be synchronous. I will send you the link prior to our first meeting. The link will also be available on Canvas, as will the link to my office hours. Our class is listed as

"Hybrid." This means we have limited access to the facilities on campus. You will need to print for one assignment. Printing on campus is both free, and has more educational value since you will print the images yourself. I strongly urge you to make use of this resource if at all possible. Masks (covering both mouth and nose) will be required. Gloves and sanitizing wipes will be used, and we will practice strict social distancing (6' apart). Printing appointments will be staggered, so that only a few students will be in the classroom at any given time. Be forewarned that printing will be costly if you choose an outside service. We may conduct some critiques on campus if this proves possible. Most likely, critiques will also be held via Zoom. Alternatives will be arranged in place of in-class activities for students who cannot come to campus.

Course Materials

Assignments, Readings, Handouts - <https://sjsu.instructure.com/courses/1370218>

Course materials such as your syllabus, assignment instructions, handouts, notes, etc. can be found at the above link or [on Canvas Learning Management System course login website](https://sjsu.instructure.com/) at <https://sjsu.instructure.com/>.

Your Username is your 9-digit SJSU ID number. Your password is your SJSU-One account password.

Canvas is a fairly stable platform, but if you make a habit of downloading important assignments regularly, you will always have them, whether Canvas is active or not. 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 urge you to leave your notifications ON for this course. That way you will be reminded of upcoming assignments and deadlines.

Lynda.com : Of course I will be teaching you to use software, but this is an excellent resource for learning or brushing up on software. Free access through the SJSU library portal here (with library card):

<https://www.lynda.com/portal/patron?org=sjlibrary.org>

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

Photography Program Information

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

Course Goals

The tools for digital image making are relatively recent innovations in a long line of inventions created for business and/or technological purposes prior to their adoption by the artistic community. This heritage is shared with other media such as darkroom photography, film, video, printmaking and printing. Even oil paint was once a new technology. Like all practical tools, in the hands of artists, digital imaging possesses the potential to push far beyond the realm of practical production; to inform, move, provoke and manifest the landscape of dreams. This course will provide an introduction to Adobe Photoshop and basic file management practices. It will also offer the skills necessary to complete time-based video projects with video applications such as Premiere Pro. This course will additionally introduce you to the work of many prominent artists/inventors in digital media, as well as an overview of the current issues, concerns and interests circulating in the digital community.

Students in this course will:

You will be encouraged to bring the 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. Experimentation, risk taking, and sharing knowledge and skills (teaching) will be required of each individual. Consider yourself a member of a team, working closely with your colleagues. Discussions and

critiquing sessions, 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.

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. Art is a form of communication. 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:

1. Further develop knowledge of camera operation and how to insure correctly exposed imagery
2. Gain proficiency in or further develop Photoshop skills
3. Gain proficiency in or further develop digital video editing skills in Premiere Pro or similar application
4. Learn to use our professional printers and print beautiful, successfully color managed images

Course Content Learning Outcomes

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

1. A greater understanding of both historically significant and contemporary artists using digital media through attending lectures, participating in readings/discussions and attending field trips
2. The ability to use digital skills to complete fine art projects with interesting content and strong concepts
3. A firm understanding of the variables involved in digital output (printing)
4. An understanding of the importance of presentation and present your work in a professional manner (whether traditional or experimental)
5. The ability to work within deadlines
6. By the end of the course, students will develop a small body of very finished, professionally presented work with strong, thoughtful content

Reading/writing Assignments & journals

A reading assignment with study questions and a class discussion will accompany each of the three main projects you will be assigned in this class. A written response (worth Reading/Writing credit) will be due on the day of the discussion. If you do not attend the discussion you will not be allowed to turn the response papers in, without acquiring permission to do so in advance in the case of a legitimate reason for your absence. Technical readings and online tutorials will also be assigned. You will have one graded quiz in response to technical readings, and an end of the semester Artist Statement, both of which will be part of your Reading/writing grade.

Journals: Part of your Reading/writing work will also involve keeping a daily journal. I am asking you to **photograph yourself each day** and keep the photographs there in your journal (yes, I am asking you to take a daily “selfie”). Quality is not important. Use the camera in your phone, laptop or a digital camera and create a blog or digital journal. Instant cameras or prints are fine for those of you who prefer analogue journals. I am using the word “journal” in the loosest possible sense. What I require is that you make marks in it each day. This could be a few words noting what you’re thinking about, lines from a conversation overheard, a letter to or from a friend, an interesting text or e-mail sent or received, newspaper/magazine articles, etc. If English is not your first language, use the language with which you are most comfortable. The only stipulation is that you **must** record something **every day**. Memories are extremely ephemeral. This project will provide a means for you to trace and preserve your thought processes and ideas. Reading, writing, and discussions will be significant to your understanding of the subject matter. You will be expected to take them seriously. They will count as 20%

of your final grade. Journals will be checked periodically (dates listed in the Course Schedule) and graded at the end of the semester. More instructions will be provided on Canvas, in terms of how to submit this assignment.

Texts/Readings

Textbook is recommended, but not required. You will need it to successfully pass 1 test, and the book will be a useful reference tool. We will discuss this more in class. Talk with me before you purchase the book. Other options are available for you. Demos will be given in class and links to online tutorials will be provided. But if you are the sort of person who likes referring to a handbook, the book below is excellent.

Adobe Photoshop CC for Photographers: 2018 1st Edition

ISBN-13: 978-1138086760

ISBN-10: 1138086762

Author: Martin Evening.

Available through Amazon for \$48.45-\$51.52, Soft Cover, or \$39.35 on Kindle

Ebay has some cheaper options

Other Readings

In addition to your technical readings, readings of a more philosophical, cultural, and/or theoretical basis will be made available on Canvas for you for each assignment, along with study questions to which you will provide a response for credit.

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Other technology requirements / equipment / material

1. **Reminder:** You MUST have your own laptop computer to take this course. Macs are preferred and will make life easier, since demos are given on a Mac.
2. **Reminder:** You must have the latest edition of the Adobe Creative Suite. As an SJSU student the software is **FREE!** For this course you will need Adobe Photoshop, Premiere Pro and possibly Lightroom as well, if you are already in the habit of using it to organize your images. Follow the instructions at this link to download your free software: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>
3. You will need plenty of room on your laptop hard drive (at least 40 GB), a good size usb drive, and/or an external hard drive or cloud storage space for work space and file storage.
4. Paper will be provided for you, if you print in the lab. If you print at an outside print service, prices vary widely, depending on company, size and number of your prints. Try to print on campus, if at all possible.
5. Canned air: strongly recommended for scanning - if you use the lab.
6. **White cotton gloves: strongly recommended for handling paper during printing - if you print on campus.**
7. **Large cardboard/plastic tube or large artist portfolio for transportation of digital prints – strongly recommended.**
8. Presentation materials – cost varies widely depending on what you choose and size and number of images. I have reduced physical presentations of your work to only one assignment this semester, given

our current situation. Still, you could easily spend \$100 +. If you are creative and plan ahead, less expensive presentation options are possible. Last minute solutions tend to be costly.

Course Requirements and Assignments

Given our current situation, I am reducing your serious assignments from four (required previous semesters for this course) to three. I have added in-class exercises to help you refine your skills. Your three serious projects will be graded based upon **Concept** (strength of ideas communicated), **Technique** (technical proficiency) and **Presentation** (quality and appropriateness of the way you chose to present your work, considering your concept - number and size of images, matted, framed, alternative presentations, etc.). Project grades will be *an average of the three areas*, meaning your work must be *exceptional in all three* to achieve an "A+."

"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."

Class Participation

The best way to develop your skills and concepts is to be present and actively participate. Your participation in the form of regular involvement is not only required but mandatory. Your voice is critical to the success of this class. 20% of your final grade will be based on your overall class participation. For serious illness or family emergencies resulting in multiple missed days, appropriate documentation will be required. Habitual tardiness and/or early departures usually result in a lower class grade due to missed, graded activities and loss of information. If you are experiencing extenuating circumstances it is your responsibility to make me aware of your situation at the time of missed or late work.

Zoom Participation

I will start each session at 11:45, to allow you to settle in and talk among yourselves. Class will begin promptly at noon. Find a quiet, private place in your home for your Zoom class sessions. I am asking that you have your cameras turned on, unless there is a special reason why you cannot do so, in which case, you must let me know. It will help us build a better class dynamic if we are all present, engaged, and can see one another. Dress in presentable clothing, so that you will feel comfortable on camera. To reduce background noise, your microphone should be silenced until you are ready to speak. If you are a naturally quiet person, try using the "Chat" feature. If your camera is consistently turned off, there is no sign of your activity in the "Chat" feature, and/or it is obvious that you are distracted by other activities during class, expect serious deductions in your Class Participation grade.

Classroom Protocol

Students are expected to be punctual, to remain for the duration of the class, and to remain actively engaged during all class meetings. Cell 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.

Final Examination or Evaluation

Our Final Exam is scheduled by SJSU to take place on **Wednesday, December 9th, from 9:45AM to 12:00PM**. Please note that this is a different time than usual. Make appropriate arrangements **now**, so that you will be available to meet on this day. A portion of your final work will be due on this day. Participation is mandatory, per SJSU regulations. SJSU quote: "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

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

A plus = 100 to 97 points

A = 96 to 93 points

A minus = 92 to 90 points

B plus = 89 to 87 points

B = 86 to 83 points

B minus = 82 to 80 points

C plus = 79 to 77 points

C = 76 to 73 points

C minus = 72 to 70 points

D plus = 69 to 67 points

D = 66 to 63 points

D minus = 62 to 60 points

F = 59 points or lower

Course Grade

There are 100 points possible for this course. Your course grade will be based on 3 serious projects: 10% for the first and 20% for the last two (50% total), two in-class assignments (10% total) class participation (20%) and reading and writing assignments (20%). To break this down, 60% of your grade will be based on your visual projects, 40% on Class Participation and Reading/Writing assignments, which means that you should take Class Participation and your Reading/Writing assignments seriously. That said, take risks, break the rules, speak your mind, take yourself and your work seriously and it will pay off in ways you cannot presently foresee.

Grade Reduction for missed Critique days

I expect you to attend all critique days, even if you don't have work of your own to show. A class of this size requires two days of critique. You must attend *both* to earn full credit for your own assignment. Failure to do so will lower your assignment grade by a half letter 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 the

critique. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances. You must notify me in advance if you are experiencing serious difficulties that may cause your work to be late.

Make Ups and Late Work

It is your responsibility to make up missed class sessions or late work. If you must miss a class for a legitimate reason, please send me an e-mail before class. While I will make Zoom recordings available, it is not the same as attending class with the group and will result in missed in-class work, and a reduction for class participation. Late assignments will only be accepted under unusual, extenuating, or emergency circumstances. Talk to me if you are having problems. I will make exceptions for legitimate excuses.

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 you should not assume that I will 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 delivered or mailed to me.
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.

University Policies

Per [University Policy S16-9](https://www.sjsu.edu/gup/syllabusinfo/) (<https://www.sjsu.edu/gup/syllabusinfo/>), 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](https://www.sjsu.edu/gup/syllabusinfo/) (<https://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.

Dropping and Adding

Monday, August 31st: Last day to drop courses without an entry on student's permanent record (D).

Tuesday September 8th: Last day to Add courses and register late (A).

For more information regarding add/drop policies see the Dropping and Adding section at <https://www.sjsu.edu/gup/syllabusinfo/#Adding%20and%20Dropping>

Important Upcoming Deadlines:

As of Today, 8/19

1. Your first writing assignment “The Color of Light – Sunrise/Sunset” is already on Canvas. You should find it there and read the guidelines now. It is due approximately a month from today, on **Monday 9/21**.
2. Take a look at the Profiles Assignment on Canvas. Your completed *electronic* version will be due uploaded to Canvas **Monday 8/24 (next class meeting)**. Please read instructions below for this below before you save. You will need to RENAME the document when you save your additions.

For Monday 8/24

1. Have profiles electronically filed out and uploaded to Canvas before the start of class - Use the interactive pdf provided. Make sure to **RENAME your profile** (using your own last name). We will be

uploading them to one file folder so that all of you have access to them on Canvas today. If you don't rename your file, it will cause confusion, and could cause files to write over one another. **This is your first assignment that counts toward reading/writing points**, so take it seriously.

2. Bring your past work to share with the class – **a credit/no credit assignment - counts toward class participation points**. You will be screen sharing your work, so you will need digital versions of whatever you plan to show.
3. Make sure you attend class again, or you will be dropped. If you can't attend for some reason, you need to let me know **AHEAD OF TIME** (not after you miss class).

For Wednesday 8/26

1. Have Profiles read by today. They were available for you on Canvas by the end of the day on Mon. 8/24. Start thinking about who you might like to work with. The deadline for **choosing partners** will be **Mon. 8/31**, when you will begin to work with them. Your first reading and answers to study questions will be due **Mon. 8/31**.
2. First Assignment will be introduced today - **due Mon. 9/14** (it's on Canvas now).

For Monday 8/31

1. Have Journals purchased (or physically or electronically constructed) by today – your first photos and entries from the weekend should be in them...a credit/no credit assignment - counts toward reading/writing points.
2. First reading due today. Remember to upload your written responses to study questions in the "Reply" section of the Reading assignment on Canvas.
3. Today is your deadline for choosing partners. Your team will begin work on the first assignment today. First assignment is due **Monday 9/14**.
4. Introduction of first assignment continues, followed by first technical demos.

I look forward to working with all of you.

PHOT 115-01 / Intermediate Digital Imaging, Fall 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.

Week	Date	Topics, Readings, Assignments, Deadlines
1	W 8/19	Introduction: Take attendance, go through syllabus together, discussion, in-class writing assignment. On Mon. Aug. 24th : upload completed profiles to Canvas; be ready to screen share past work with class; journals due Mon. Aug. 31st – each of these is worth credit!
2	M 8/24	Look at your past work. Profiles due uploaded to Canvas. Reminders: Sunrise/Sunset due on Mon. Sept. 21st ; 1st Reading/Response due Mon. Aug. 31st . 1st Assignment (on Canvas now) due Mon. Sept. 14th
2	W 8/26	1st Assignment Introduced - 1st technical demo – file size; 10 minute “dates,”
3	M 8/31	First Reading/Discussion due today – upload 1-page response to Canvas (links to reading on assignment handout); Partners chosen for 1st Assignment today! Journal check - due today with images and entries from the weekend! 30-45 minute collaborative partner meetings, Intro/demos continue
3	W 9/02	Demos continue. Open Lab
4	M 9/07	Labor Day Holiday - Enjoy!
4	W 9/09	Printing setup discussion - Open Lab - Work day - TA & I will check your work to be sure that it's print-ready (though you won't be printing this assignment)
5	M 9/14	1st Assignment, Appropriation, due today – Critique - 2nd Assignment on Canvas
5	W 9/16	2nd Assignment, Hyper Real, introduced – Finished Images due 10/07
6	M 9/21	Sunrise/Sunset Due today During class Shooting Assignment – Scavenger Hunt - Have your DSLR Ready - You will download and sort your images during class when you are finished.
6	W 9/23	Reading/Discussion due today – bring response to study questions Intro/technical demos continue – Have Scavenger Hunt images ready to share.
7	M 9/28	Camera Raw Quiz – Technical Reading/Discussion due today - Technical discussion on shooting in Camera Raw - – Image check - Test images must be shot by today
7	W 9/30	ALL IMAGES FOR YOUR PROJECT SHOULD BE SHOT BY TODAY! Have images ready to show TA and I – Open Lab – work on compositing; 1-Month, 2nd Journal Check – TA will check your journals in breakout room – should be up to date!
8	M 10/05	Image Check - Images for 2nd Assignment should be in near-finished state today! TA & I will check your work - Open Lab - trouble shooting
8	W 10/07	Images for 2nd Assignment due today! – Assignment will lose 1/2 letter grade if you are not ready to print today! Create Print Schedule, print demo - I will be in classroom, not students - TA and I will check your images - fine tuning can still happen over the weekend.
9	M 10/12	Print day 1 – Students on campus - scheduled for staggered arrival ATC exhibitions in galleries this week
9	W 10/14	Last Print Day - Students on campus - scheduled for staggered arrival Over the weekend: Work on amazing physical presentation of your project. Remember, presentation will be a MAJOR factor in your grade for this project. ATC exhibitions in galleries this week
10	M 10/19	2nd Assignment, Hyper Real – Critique - Work from ALL students due today!

Week	Date	Topics, Readings, Assignments, Deadlines
10	W 10/21	Critique Continues - 3 rd Assignment on server – due 12/02
11	M 10/26	ATC Presentations - May or may not impact our class. If so, you will be invited to attend and/or Introductions/demos for 3 rd Assignment begin
11	W 10/28	Reading/Discussion due today – Bring response to study questions Demos continue in-class assignment introduced
12	M 11/02	3 rd Journal Check - Have Journals ready for check in breakout room today
12	W 11/04	Guest Lecturer today - Appropriating video - Begin work on in-class video assignment
13	M 11/09	in-class assignment due @end of class
13	W 11/11	Veteran's Day Holiday - Enjoy!
14	M 11/16	Have footage or images shot by today! Work loses ½ a letter grade if you don't have imagery to show. Open lab – discuss/review work in progress with TA & me
14	W 11/18	Open Lab Work Day - trouble shooting with TA and I
15	M 11/23	Work in Progress Check – Have nearly finished videos ready for viewing – work loses ½ a letter grade if you don't have near-finished work to show today – Open Lab
15	W 11/25	Non-Instructional Day - Enjoy!
16	M 11/30	Instructions on upload of videos - Open Lab Work Day
16	W 12/02	3 rd Assignment due today – Critique
17	M 12/07	Critiques Continue for 3 rd Assignment - Last day of regular classes
Final Exam	Weds 12/09 9:45-12:00	Please note that time is different from regular meeting time - plan ahead to attend. Finished JOURNALS and ARTIST STATEMENTS due uploaded to Canvas today!! No late journals or statements accepted. Let's treat this like an online opening - Celebrate your accomplishments!

<https://www.sjsu.edu/classes/final-exam-schedule/fall-2020.php>