

San José State University
Department of Art and Art History
PHOTO 125-01: 49170

Special Topics: Food Photography, FALL 2020

Course and Contact Information

Instructor:	Jesus Aguilar
Office Location:	Duncan Hall 401B
Telephone:	(408) 209-4471 cell: (email preferred)
Email:	jesus.aguilar@sjsu.edu
Office Hours:	M / W 11AM - 12 PM or by appointment
Class Days/Time:	Monday / Wednesday 8:00 AM - 10:50 AM
Classroom:	Online - Synchronous, Asynchronous
Prerequisites:	Phot 112, Phot 113, Phot 115

Course Description

Apply new skills to working with food and photography in a commercial and fine art context, from advertising to conceptual art approaches. Course makes use of readily available tools and technologies (DSLR, Natural Light) to create professional / studio quality photographs.

Course Format

Technology Intensive, Hybrid, and Online Courses

Course will be taught entirely online, with synchronous and asynchronous delivery of content and activities. Students are required to have Internet connectivity, computer (laptop preferred), DSLR, Adobe Lightroom (not required), Adobe Photoshop, Capture Pro (required, begin with free trial). Course will be taught using Digital Capture and Digital Imaging workflow.

Course Goals

Photo 125 - Food Photography is an advanced photography course incorporating practices and approaches to working with food as subject, material, and inspiration to create effective images in both fine art and commercial uses. Students will learn the historical relationship between food and art, contemporary techniques used in food photography, and use of advanced natural and artificial lighting to create studio quality images.

Course Learning Outcomes (CLO)

1. Understand the historical relationship between food and art.
2. Understand food photography's role in advertising, commercial, and user created social media representation of food and its impact on modern culture.
3. Create professional quality food photographs for use in advertising / commercial contexts
4. Utilize advanced tethered capture, processing, and editing tools
5. Master artificial and natural lighting techniques in the creation of studio quality photographs
6. Utilize professional practices regarding propping, set design and composition, in the creation of photographic still life
7. Create a food photography portfolio. Emphasis will be placed on developing the student's style and point of view within the context of the final body of work.
8. Utilize digital imaging and editing techniques to enhance/manipulate/compose photographic images

Required Texts/Readings

Textbook

The following are recommended but not required:

Food Photography: A Beginner's Guide to Creating Appetizing Images Paperback – July 22, 2016 by Corinna Grisseman. Kindle version available on Amazon \$17

From Plate to Pixel: Digital Food Photography and Styling, Helen Dujardin.

Still Life : Irving Penn Photographs, 1938-2000, John Szarkowski 2001

Food Styling: The Art of Preparing Food for the Camera, by Celores Custer

Other technology requirements / equipment / material

DSLR with manual functions

Computer with Internet Access and Tether (USB) inputs for use with DSLR

Tether USB cable (specific to DSLR)

Tripod

Adobe Lightroom for Image Developing/ Processing (optional)

Adobe Photoshop for Image Manipulations / Enhancement / Digital Retouch

Capture One Pro for Digital Capture - \$7/mo student price, or \$63 prepaid for 12 mos.

Diffusion material (store bought or created)

Grey Card (Macbeth Color Card or Neutral Grey Paint Chip)

Scissors / Box Knife/ Xacto Knife

Gaffers Tape, Duct Tape

Earthquake Putty hold

30x40 White mat board (may need additional sizes)

30x40 Black mat board (may need additional sizes)

Optional:

Small mirrors
Reflectors: black, white, silver, gold
Canned air
Black velvet cloth
Fishing line

Food Related items:
water, vegetable oil, small paint brushes, small scissors,
Paper towels, PAM spray, windex

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

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 Requirements and Assignments

Three major shooting assignments pertaining to specific food photography subjects and techniques will account for 60 % of final grade.

A Final food photography portfolio comprising of six unique images (not previously used for assignments) are required for the final project, 20% of final grade. Your final portfolio must show competent (and intentional) lighting, composition, and propping. Additionally, it must show consistency in style, concept, and potential end use (commercial and/or fine art). Portfolio must be assembled and presented professionally.

Technical and general course content quizzes will account for 10% of final grade.
Class participation and zoom classroom etiquette will account for 10% of final grade.

“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 Examination or Evaluation

A culminating final portfolio presentation and critique will be held on the last day of instruction as well as on the final exam date. (see syllabus)

Grading Information

- Each project is graded based on a total number of possible points divided specifically for each assignment.
- For example, an assignment may be worth 100 points divided as follows:
 - Photographic technique 50%: Is thought put into lighting, focal length, Depth of field, Composition? Are highlight and shadow detail addressed? Is image retouched, cropped, color corrected?
 - Design, concept, and visual impact 40%: Is composition and perspective used in the strongest way? Are props, backgrounds and surfaces well thought out? How unique and visually impactful is the image?
 - Assignment Files are labeled correctly and submitted onetime 10%.
Missed critique / deadline - minus 20% (none redeemable)

Assignments are to be uploaded onto Canvas online at the beginning of class on the day of critique. Any assignment not uploaded at the beginning of critique (INCLUDING CORRECT FILE NAMING) will be graded as 'missed deadline'. Assignments may be reshot to improve a grade, however missed-critique / deadline penalties are not redeemable.

Relative weight of course requirements:

Grading Breakdown	Points
Successful completion of 3 food photography assignments: 200 points each	600
1. The Historical: Art Imitating Art	
2. The Conceptual: Food as something or someone else	
3. The Commercial: Food as commodity	
Final Portfolio	200
- These images will be graded on originality of subject matter, - technical execution, aesthetic treatment of subject matter, and final presentation	
Quizzes - technical and general class content	100
Participation / Zoom Virtual learning Etiquette	100
Total Points Possible	1000

Course Letter Grade will be assigned as follows:

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
<i>A plus</i>	<i>960 to 1000</i>	<i>96 to 100%</i>
<i>A</i>	<i>930 to 959</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>900 to 929</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>860 to 899</i>	<i>86 to 89 %</i>
<i>B</i>	<i>830 to 859</i>	<i>83 to 85%</i>
<i>B minus</i>	<i>800 to 829</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>760 to 799</i>	<i>76 to 79%</i>
<i>C</i>	<i>730 to 759</i>	<i>73 to 75%</i>
<i>C minus</i>	<i>700 to 729</i>	<i>70 to 72%</i>
<i>D plus</i>	<i>660 to 699</i>	<i>66 to 69%</i>
<i>D</i>	<i>630 to 659</i>	<i>63 to 65%</i>
<i>D minus</i>	<i>600 to 629</i>	<i>60 to 62%</i>

Classroom Protocol

Course will be taught both synchronously and asynchronously online.

A typical format will be:

- Synchronous (live zoom meeting) when introducing new concepts, techniques, and assignments.
- Asynchronous (home studio, photographing time) when working on assignments, studying for quizzes, accessing lecture links, videos, tutorials, post production.

Students are expected to be punctual for class via zoom link on synchronous class meetings. Synchronous meeting will be announced at least 1 week in advance. Primary communication will take place via email and ongoing canvas assignments and lecture materials. Please check your SJSU email weekly and check Canvas during normal class meeting times to download new assignments and new content during asynchronous class dates.

Zoom virtual learning expectations

- Log in on time during class meetings
- Mute your microphone when not speaking (limits background noise)
- Limit distractions, Avoid multitasking (put away your phone, do not work on other assignments, apps)
- Avoid eating and chewing gum
- Prepare materials in advance (if you're sharing content, make sure it accessible on your computer)
- Be mindful of background noises and music
- Dress Properly (dress as you are attending class in person), sit upright
- Turn on your video (visual feedback is important). You must have prior approval to turn video off.

- Be prepared to contribute to the course critiques and be called upon.
- Zoom etiquette will account for class participation and teamwork grade

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.

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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.

Photo 125-01/Special Topics: Food Photography, Fall 2020

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines	
1	8/19	First day of Class - Food Photography Overview., introductions, review syllabus. Online quiz/questionnaire (not graded)	
2	8/24	Zoom Lecture - Tips for setting up your home studio/shooting space. Intro to Tethering software.	
2	8/26	Zoom Lecture - Food’s presence in the history of Art and Photography, and its cultural signifiers. Capture One tutorial. Introduce Assignment 1: The Historical	
3	8/31	Asynch: Shooting day	
3	9/2	Asunch: Shooting day	

Week	Date	Topics, Readings, Assignments, Deadlines	
4	9/7	No class - Labor Day	
4	9/9	Assignment 1 due: zoom group critique	
5	9/14	Asynch: Advanced tethering, more capture tools and tech	
5	9/16	Zoom lecture: more capture tools, or finish critique	
6	9/21	Zoom lecture: Image processing, color adjustments, etc. Tips for working with food. Food Photography and conceptual art. Introduce Assignment 2: The Conceptual	
6	9/23	Asynch: shooting day	
7	9/28	Asynch: shooting day	
7	9/30	Asynch: shooting day or post production	
8	10/5	Assignment 2 due: zoom group critique	
8	10/7	Assignment 2: zoom critique continued..	
9	10/12	Zoom lecture: Food for commercial/advertising, advanced tools, formats. Intro to world of commercial food photography. Food styling, food propping, industry norms. Introduce Assignment 3: The Commercial	
9	10/14	Asynch: shooting day	
10	10/19	Asynch: shooting day	
10	10/21	Zoom demo: more tips commercial/advertising food photo. Advanced post production techniques.	
11	10/26	Asynch: shooting day or post production	
11	10/28	Assignment 3 due: zoom critique	
12	11/2	Assignment 3 due: zoom critique continued..	
12	11/4	Zoom lecture: Assign Final portfolio requirements	
13	11/9	Asynch: shooting day for final	
13	11/11	No class - Veterans Day	
14	11/16	Asynch: shooting day for final	
14	11/18	Asynch: shooting day for final	

Week	Date	Topics, Readings, Assignments, Deadlines	
15	11/23	Zoom class: check ins on final. Be prepared to share your progress and ask questions: technical, aeshtetic, conceptual	
15	11/25	No class - Thanksgiving break	
16	11/30	Asynch: shooting day for final or post production Online quiz	
16	12/2	Final Portfolios due: zoom critiques	
17	12/7	Final Portfolios due: zoom critiques continued..	
Final Exam	12/11	Friday 12/11 7:15 - 9:30 AM	