

San José State University
Department of Art & Art History
PHOT123-01 (28907) Photo Illustration - Spring 2021

Course and Contact Information:

Instructor:	Jonathan Fung, Ph.D.
Office Location:	Zoom Office
Telephone:	<i>Please email</i>
Email:	jonathan.fung@sjsu.edu
Office Hours:	Monday, 3:00 to 4:00PM and by Appointment
Class Days/Time:	Monday/Wednesday, 12:00-2:50PM
Classroom:	Zoom Video Conferencing, (Zoom link located on Canvas)
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu http://photo.sjsu.edu/faculty/jonathan-fung/
Prerequisites:	PHOT 40
Equipment Request	https://photo.sjsu.edu/facilites/equipment-rental/
Units: 3.0	

“The camera is an instrument that teaches people how to see without a camera.” ~ Dorothea Lange

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](http://my.sjsu.edu) at <http://my.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates.

Course Description

The technical and conceptual aspects of producing effective photographic illustrations for various narrative purposes (e.g., advertisements, magazines, story illustrations, posters, etc.). Course is repeatable once for credit.

Course Format - Technology Intensive, Online Course

Technology Intensive Course

You must have your own laptop computer to take this course and will need your laptop with you for all class meetings. Your laptop must have a working computer camera or webcam with audio and internet connection. Students must turn-on their computer camera or webcam during the entire class and unmute audio when asked to speak. 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 Lightroom and Photoshop to edit and 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>

Course Content and Objectives

This course deals with the techniques and concepts used to create photographic illustrations for various narrative purposes (magazine illustrations, corporate reports, story illustrations, fine art works, etc.) You will be responsible for the conception, design, layout, production and final presentation of four major projects.

Assignment parameters and evaluation criteria are designed to closely simulate those currently employed by your future employers (advertising agencies, graphic design studios, industrial in-house art departments, book and magazine publishers, and commercial photographic studios). All assignments are concept oriented and studio/location based. Experience with Adobe Photoshop or some other photo editing program, a computer, scanner and color ink-jet printer, though not mandatory, will be helpful in completing some assignments.

Course Learning Outcomes (CLO)

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

CLO 1. Conceptualize and execute photographic illustrations based on specific requirements.

CLO 2. Continue to develop photographic skills through camera, post-production and lighting Techniques.

CLO 3. Learn composition techniques that help you to pre-plan ideas, to fit specific criteria of assignments.

CLO 4. Create comprehensive images that fulfill assignment requirements whether commercially or fine art based.

CLO 5. To begin to or continue to develop digital darkroom skills.

Required Texts/Readings

Textbook: None - Readings will be uploaded to Canvas as downloadable PDF files.

Recommended Reading

L'Officiel Paris, Grazia, Folkr, Fae, Adieu, Numero, Nylon, Harper's Bazaar, Marie Claire, Vogue, Elle

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

- 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 -16GB minimum

Recommended

- External Hard Drive
- Grip kit – gaffer’s tape, metal spring clamps, c47’s, box knife, ND gels, diffusion, gaffer gloves

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 Vendor

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 class 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 20 at 9:45AM-12:00PM 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.

Projects

Assignment 1 – Artist Self-Portrait + Preproduction = 100 points

Assignment 2 – Food Editorial + Preproduction = 100 points

Assignment 3 – Fashion Photographer Presentation = 50 points

Assignment 4 – Content Magazine Fashion Editorial + Preproduction = 150 points

Assignment 5 – Comic Book Art Illustration + Preproduction = 100 points

Participation = 100 points (includes discussions, critiques, exercises, attitude, engagement & collaboration)

Total Possible Points: 600 points

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

Documented personal, family and mental 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. ***However, all shooting assignments can be resubmitted with in a two-week period after the original deadline for a higher grade.***

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](#) 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/ascs/> 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 and Psychological Services (CAPS)

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential 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 and Psychological Services website at <http://www.sjsu.edu/counseling>

Student Food Shelves

SJSU students in need of immediate food assistance have access to a number of small, self-serve "shelves" around the main campus. At these informal pantries there is no registration process. Students can stop in and take items as needed. For free food notifications you can follow @SJSUFreeFood on Twitter.

SJSU Cares

For campus resources to help you deal with situations outside of the classroom that may take away from your academic success, go to SJSU Cares: http://www.sjsu.edu/studentaffairs/current_students/sjsucares/

*Kindness, patience and flexibility continue to be the attributes we need the most during this time. Our Spartan family remains strong, and we will continue to look out for one another.

Emergency phone numbers

Emergency: 911; Escort Service: 42222

Local and Online Resources

Websites of Local Museums and Galleries:

San Jose Museum of Art: <http://www.sjmusart.org>

San Jose Institute for Contemporary Art: <http://www.sjica.org>

MACLA: Movimiento de Arte y Cultura Latino Americana: <https://maclaarte.org/>

De Saisset Museum (Santa Clara University Campus): <http://www.scu.edu/desaisset>

Triton Museum: <http://www.tritonmuseum.org>

Cantor Arts Center - Stanford University Art Events: <http://museum.stanford.edu/>

SF Camerawork: <http://www.sfcamerawork.org/>

Minnesota Street Project: www.minnesotastreetproject.com

Carmel's Center for Photographic Art: <http://www.photography.org>

San Francisco Museum of Modern Art: <http://www.sfmoma.org>

Yerba Buena Center for the Arts: <https://ybca.org/>

Pier 24: www.pier24.org

Fine Art Museums of San Francisco: www.famsf.org

News on Bay Area Art Exhibits and Performances

SF Gate News, art section: <http://www.sfgate.com/art/>

SF Art Dealers Association: <http://www.sfada.com>

Bay Area Gallery Listings: <http://sfbayareagalleryguide.com/>

Online edition of SJ Metro weekly newspaper: <http://www.metroactive.com/arts/>

Excellent Bay Area photo organization, check for upcoming events: <http://www.photoalliance.org>

Aperture Foundation (some content requires library card or subscription): <https://aperture.org/>

LensCulture photo organization and online magazine: <https://www.lensculture.com/>

American Suburb X, Archive of artists, interviews, essays: <http://www.americansuburbx.com/>

Bios and links to photographers: <http://the-artists.org/artistsbymovement/photography>

PHOT123-01 (28907) Photo Illustration Course Schedule-Spring 2021

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	Wed 1/27	Welcome! Introductions, course overview & expectations, syllabus, equipment, fill out survey & equipment request form
2	Mon 2/1	Photo Illustration Aldous Huxley's Process of Seeing What makes a Powerful Portrait? How and Why to Create Pre-production? <i>Introduce Assignment 1: Artist portrait</i>
2	Wed 2/3	Photography Technical & Aesthetic Skills Pitch artist portrait concept with mood board
3	Mon 2/8	1:1 Student Conferences Studio
3	Wed 2/10	1:1 Student Conferences Studio
4	Mon 2/15	Assignment 1 DUE: Artist Portrait + Class Critique Session Introduce Assignment 2: Food Editorial
4	Wed 2/17	Food Photography Studio & Natural Lighting Styling Design Elements
5	Mon 2/22	1:1 Student Conferences Studio
5	Wed 2/24	1:1 Student Conferences Studio
6	Mon 3/1	Show food editorial images & layout in progress
6	Wed 3/3	Assignment 2 DUE: Food Editorial + Class Critique Session
7	Mon 3/8	What is Beauty? Introduce Assignment 3: Fashion Editorial Guest Speaker: Daniel Garcia, Content Magazine Models, Styling – Makeup/Hair/Clothing Studio & Location Communication Introduce Assignment 3: Research Fashion Photographers & Magazines
7	Wed 3/10	Workflow Professionalism Communication Deadlines
8	Mon 3/15	Assignment 3 DUE: Fashion Photographer Presentation
8	Wed 3/17	Pitch fashion editorial concept

Week	Date	Topics, Readings, Assignments, Deadlines
9	Mon 3/22	1:1 Student Conferences – show test shots & pre-production Studio
9	Wed 3/24	1:1 Student Conference – show test shots & pre-production Studio Content Magazine Deadline – upload bio + social media handles
		Spring Break (March 29 to April 2) – No Classes!!
10	Mon 4/5	Show fashion editorial spread in progress
10	Wed 4/7	1:1 Student Conferences – show final images Studio
11	Mon 4/12	1:1 Student Conferences – show final images Studio
11	Wed 4/14	Assignment 4: Content Magazine Submission DUE – upload images to Box Critique Assignment 4
12	Mon 4/19	Finish Assignment 4 Class Critique Session Introduce Assignment 5: Comic Book Art Illustration
12	Wed 4/21	Pitch comic book art concept
13	Mon 4/26	1:1 Student Conferences Studio
13	Wed 4/28	1:1 Student Conferences Studio
14	Mon 5/3	Show comic book art illustration images in progress
14	Wed 5/5	1:1 Student Conferences Studio
15	Mon 5/10	1:1 Student Conferences Studio
15	Wed 5/12	Fine-tune layout & design
16	Mon 5/17	Assignment 5 DUE: Comic Book Art Illustration + Class Critique Session
Final Exam	Thurs, May 20 9:45AM-12PM	<i>Please note that the time is different from our regular meeting time - plan ahead to attend.</i> Finish Assignment 5 Class Critiques Celebrate class accomplishments!