

**San José State University**  
**Department of Art & Art History**  
**Photo 115 (50047), Intermediate Digital Imaging, 04, Fall, 2021**

**Course and Contact Information**

<b>Instructor:</b>	Dan Herrera
<b>Office Location:</b>	DH 401D (Online via Canvas / Zoom)
<b>Email:</b>	<a href="mailto:daniel.a.herrera@sjsu.edu">daniel.a.herrera@sjsu.edu</a> <i>Note: Please title the subject of your email: YourLastName_Photo115</i>
<b>Office Hours:</b>	Wed. 3pm-4pm
<b>Class Days/Time:</b>	Mon. & Wed. 4pm-6:50pm
<b>Classroom:</b>	ONLINE via Canvas
<b>Prerequisites:</b>	Photo 40
<b>Department Office:</b>	ART 116
<b>Department Contact:</b>	Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a> Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a>

**Course Format**

**Technology Requirements**

This class makes extensive use of the latest version of Adobe Photoshop CC. You will need a computer capable of running Photoshop CC and a high speed internet connection to access online class content. All assignments, readings, handouts, and relevant class info will be located on the *CANVAS Portal*. You are responsible for accessing these materials when made available (and printing them out if you choose).

**Course Description**

An intermediate level survey course investigating the unique possibilities afforded by contemporary digital imaging. Includes preparation of images for presentation print, video, or web. Emphasizes making digital tools relevant to the ongoing development of student work and professional workflow and image editing methods. Photo 40, Beginning Photography is the prerequisite for this class.

### **Course Learning Outcomes (CLO) (Required)**

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

1. Gain proficiency in or further develop Photoshop skills
2. Gain proficiency in or further develop digital video editing skills.
3. Gain a thorough grounding in current professional practice and digital workflow
4. Learn to use your digital skills to complete fine art projects with interesting content and strong concepts
5. Develop a firm understanding of the variables involved in digital output
6. Learn to work within deadlines: complete three projects and a final, in class exercises, and reading/writing assignments within assigned deadlines
7. Will have proficiency in image digital image editing and production
8. Will be able to demonstrate proficiency through class projects and Testing

### **Recommended Texts/Readings**

#### **Textbook**

Title: Photoshop Masking & Compositing (2nd Edition)  
Author: Katrin Eismann, Sean Duggan, James Porto  
Publisher: New Riders, 2012  
ISBN: 9780321701008  
Link: <http://www.amazon.com/Photoshop-Masking-Compositing-Edition-Voices/dp/0321701003>

### **Other equipment / Material Requirements**

- You MUST have your own desktop or laptop computer to take this course.
- You MUST have a copy of Adobe Photoshop CC (latest edition 2021)
- Depending on the size of your computer's hard drive, you may want to buy more storage in the form of an external hard drive. Not mandatory but strongly recommended if you're short on space.

### **Hazardous Materials (HAZMAT)**

This studio course does not require use of hazardous materials. Basic training PowerPoint can be found at: <http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>

### **Library Liaison**

#### **Gareth Scott**

Email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

Phone: (408) 808-2000

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Website: <https://library.sjsu.edu/>

## Shop Safety

This studio course does not require the use of the shop.

## Department Advising

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: <https://www.sjsu.edu/art/advising/advisorsguide/index.html> or the Art & Art History department office in ART 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

## Course Requirements and Assignments

PROJECT 01 Colorizing B&W Photo (5% of total grade)

DUE DATE Week 03 (date approximate)

CLO 01, 04, 05, 06

PROJECT 02 Facemash & Portrait Project  
(10% of total grade)

DUE DATE Week 05 (date approximate)

CLO 01, 04, 05, 06

PROJECT 03 Layout / Art Board Project (10% of total grade)

DUE DATE Week 07 (date approximate)

CLO 01, 04, 05, 06

PROJECT 04 Composite  
(10% of total grade)

DUE DATE Week 09 (date approximate)

CLO 01, 03, 04, 05, 06

MIDTERM Practical Examination  
(15% of total grade).

DUE DATE Exam administered the Week 10 (date approximate)

CLO 01, 02, 03, 04, 05, 06

PROJECT 05 Self-Directed Project  
(10% of total grade)

DUE DATE Week 13 (date approximate)

CLO 01, 02, 03, 04, 05, 06

PROJECT 06 Video and Sound Project  
(20% of total grade)

DUE DATE Week 16 (date approximate)

CLO 01, 02, 03, 04, 05, 06

## **Final Examination or Evaluation**

Final exam will take place according to the Spring 2018 final exam schedule. Exam will be available online only via your Canvas portal.

## **Grading Information**

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:** 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.

## **Determination of Grades**

Your final grade will be based on 6 projects (total of 65%), a midterm practical exam (15%), and class participation (20%).

## **Reading/writing Assignments & journals**

In addition to your projects, I will give short classwork assignments, reading assignments, and discussion topic assignments, which will be addressed during our class meetings. These fall under your Class Participation grade.

## **Class Participation**

Participation is more than just showing up. Participation reflects the expectation that each student attends class; is on time; contributes positively to BOTH THE CANVAS DISCUSSION BOARDS AS WELL AS THE CLASSROOM LEARNING ENVIRONMENT by being attentive, by asking questions, by participating during critiques, and by working on the given assignment. In general, lecture and demonstrations will begin the class session followed by hands on projects. Which means if you are not present, you will miss the demonstration and all of the witty banter that I encourage in each of my classes. Class participation cannot be made up; in fact I rarely ever accept any late work (but more on that later). Class participation is also 20% of your grade. If you have an extenuating circumstance that is going to prevent you from attending, it is your responsibility to make me aware, and please do so sooner rather than later.

## **Make Ups and Late Work**

I don't believe in accepting late work. It's been my experience that late work is typically of poor quality, or seems rushed in an attempt to get it done solely for the sake of getting it done, rather than an attempt to create something of any real significance. But, putting my own experience aside, accepting late work reinforces bad habits for the students. When doing a job or for a client or creating work for a gallery - late work is unacceptable. So, in this respect, I would be doing you (a future professional) a disservice if I accept your late work. However, I do believe that every once in a while, extreme circumstances can sometimes prevent someone from doing their best work. If you find yourself in this situation, give me *something* by the deadline. Show me that you at least tried to meet the deadline, and if your project sucks, tell me that you can do to make it

better. I've been known to cut students a break now and then. I may give you a chance to re-do it and make it better. This is your education, and you choose the level of commitment to each piece of art you create.

If you miss class, it is your responsibility to get yourself up to speed. If you know you will be unable to attend a class, please send me an e-mail (preferably before the missed day), and if appropriate, I'll do my best to let you know what you will be missing. Another good resource is to make a friend in the class; they may be able to help you out too. Many class lectures and demonstrations cannot be repeated or made up. Any deadline or class missed will result in lowering of your grade. Again, talk to me if you are having problems. **Do not miss critique days. Do not leave after your work has been critiqued.** Assignments may sometimes take two class sessions to review all of the work in a thoughtful manner. **I expect you to attend both days of the critique.** Failure to do so, will seriously affect your grade (in a bad way).

**Online Classroom Protocol**

**Video Etiquette:** Please use your cameras so I can see your faces. I understand that this is not always possible but do try to make an effort. It is hard to connect with students in a meaningful way when I can't see what you look like. If you are uncomfortable on camera, please use a photo of yourself as a placeholder.

**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/>'

**Photo115/Section 04 - Intermediate Digital Imaging, Fall 2021**

**Course Schedule**

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug. 23	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Class Introductions</li> <li>● Go over syllabus, class structure, and expectations</li> <li>● Introduce Project 00</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Resolve any Canvas conflicts</li> <li>● Download, and Install Software (as needed)</li> <li>● Complete Project 00</li> </ul>

1	Aug. 25	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review Project 00</li> <li>● Camera RAW</li> <li>● Image size</li> <li>● Resolution</li> <li>● Understanding the work area</li> <li>● Basic retouching</li> <li>● Introduce Project 01</li> <li>● Color demo</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Begin project 01</li> </ul>
2	Aug. 30	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Intro to Brush Panel</li> <li>● Intro to Layers <ul style="list-style-type: none"> <li>○ Adjustment Layers</li> <li>○ Layer Blend Modes</li> <li>○ Layer Hierarchy &amp; Stacking Order</li> </ul> </li> <li>● Complete retouching demo</li> <li>● Continue working on Project 01</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Complete Project 01</li> </ul>
2	Sep. 1	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Online Lab For completing Project 01 with assistance.</li> </ul>
3	Sep. 6	<p><b>LABOR DAY</b></p>

3	Sep. 8	<p><b>Topics: CRITIQUE DAY</b></p> <ul style="list-style-type: none"> <li>● Critique Project 01</li> <li>● Introduce Project 02</li> </ul> <p><b>Homework:</b></p> <p>Begin research for Project 02</p>
4	Sep. 13	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review Project 02 Guidelines</li> <li>● Layers continued <ul style="list-style-type: none"> <li>○ Adjustment layers continued</li> <li>○ Shape layers</li> <li>○ Type layers</li> </ul> </li> <li>● Introduction to Selection Techniques</li> <li>● Introduction to Masking</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Continue working on Project 02</li> </ul>
4	Sep. 15	<p><b>Topics: Individual Student Check-in: DAY 01</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
5	Sep. 20	<p><b>Topics: Individual Student Check-in: DAY 02</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>

5	Sep. 22	<p><b>Topics: CRITIQUE DAY</b></p> <ul style="list-style-type: none"> <li>● Critique Project 02</li> <li>● Introduce Project 03</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Begin Project 03 <ul style="list-style-type: none"> <li>○ Begin research of magazine covers or posters styles.</li> <li>○ Find at least 6 examples.</li> <li>○ Upload examples to CANVAS</li> </ul> </li> <li>● Begin taking images for Project 03</li> </ul>
6	Sep. 27	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review student Project 03 research examples. Discuss strategies to achieve similar results</li> <li>● Introduction to Page Layout <ul style="list-style-type: none"> <li>○ Type tool, guides/grids, &amp; Adobe Color Website</li> </ul> </li> <li>● Differences between vector vs bitmap</li> <li>● Introduce vector tools</li> <li>● Lab for completing Project 03 with assistance</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Continue Project 03</li> </ul>
6	Sep. 29	<p><b>Topics: Individual Student Check-in: DAY 01</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
7	Oct. 4	<p><b>Topics: Individual Student Check-in: DAY 02</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
7	Oct. 6	<p><b>Topics: Individual Student Check-in: DAY 03</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>



8	Oct. 11	<p><b>Topics: CRITIQUE DAY</b></p> <ul style="list-style-type: none"> <li>● Critique Project 03</li> <li>● Introduce Project 04 (P04) – Photorealistic Composite</li> <li>● History of photo manipulation topics</li> <li>● Introduction to midterm exam topics &amp; study guide</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Concept development for Project 04 (P04)</li> <li>● Complete sketches (x4) &amp; Complete proof of concepts (x2)</li> </ul>
8	Oct. 13	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review student concepts for Project 04 (P04)</li> <li>● Discuss strategies to achieve professional results</li> <li>● Review topics as needed for Project 04 (P04)</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Continue Project 04 (P04) <ul style="list-style-type: none"> <li>○ Gathering, shooting, and refining imagery for Project 04</li> </ul> </li> </ul> <p>Study for midterm exam Monday Mar. 23<sup>rd</sup></p>
9	Oct. 18	<p><b>Topics: Individual Student Check-in: DAY 01</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
9	Oct. 20	<p><b>Topics: Individual Student Check-in: DAY 02</b></p> <p>See google sign-up sheet for times</p>
10	Oct. 25	<p><b>Topics: Individual Student Check-in: DAY 03</b></p> <p>See google sign-up sheet for times</p>
10	Oct. 27	<p><b>Topics: CRITIQUE DAY – P04</b></p> <ul style="list-style-type: none"> <li>● Critique Project 04</li> </ul>

		<ul style="list-style-type: none"> <li>● Introduce Project 05 (P05) – Self Directed Project: Series</li> <li>● Review examples of previous student projects (P05)</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Complete proposals for Project 05 (P05)</li> </ul>
11	Nov. 1	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review student proposals for Project 05 (P05), give approval or suggestions to make any adjustments needed.</li> <li>● Lab to begin Project 05</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Begin Project 05</li> </ul>
11	Nov. 3	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Review topics as needed for Project 05</li> <li>● Lab for completing Project 05 with assistance</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Continue Project 05</li> </ul>
12	Nov. 8	<p><b>Topics: Individual Student Check-in: DAY 01</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
12	Nov. 10	<p><b>Topics: Individual Student Check-in: DAY 02</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
13	Nov. 15	<p><b>Topics: Individual Student Check-in: DAY 03</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>

13	Nov. 17	<p><b>Topics: CRITIQUE DAY – P05</b></p> <ul style="list-style-type: none"> <li>● Critique Project 05 (P05)</li> <li>● Introduce Project 06 (P06) – The 4<sup>th</sup> Dimension</li> <li>● Review examples of previous student projects (P06)</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Complete storyboards for P06</li> <li>● Begin filming resources for P06</li> </ul>
14	Nov. 22	<p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>● Introduce video tools (Photoshop) <ul style="list-style-type: none"> <li>○ Color F/X</li> <li>○ Cinamagraph</li> <li>○ Video Masking</li> </ul> </li> <li>● Lab for completing Project 06 with assistance</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Continue Project 06</li> </ul>
14	Nov. 24	<ul style="list-style-type: none"> <li>● <b>NON-INSTRUCTIONAL WORKDAY</b></li> </ul>
15	Nov. 29	<p><b>Topics: Individual Student Check-in: DAY 01</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
15	Dec. 1	<p><b>Topics: Individual Student Check-in: DAY 02</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
16	Dec. 6	<p><b>Topics: Individual Student Check-in: DAY 03</b></p> <ul style="list-style-type: none"> <li>● See google sign-up sheet for times</li> </ul>
Final Exam*	Dec. 8	2:45pm-5pm