

San José State University
Department of Art & Art History
PHOT125-02 (49811) Fashion Photography - Fall 2021

Course and Contact Information:

Instructor:	Jonathan Fung, Ph.D.
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Email:	jonathan.fung@sjsu.edu
Office Hours:	Tuesday/Thursday, 3:30-4:30PM
Class Days/Time:	Tuesday & Thursday, 12:30-3:20PM
Classroom:	Duncan Hall, Room 409
Department Office:	Art 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu http://photo.sjsu.edu/faculty/jonathan-fung/

“I wanted a change from a formal, particularly styled, supposedly “perfect” woman-too concerned about social integration and acceptance-to a more outspoken and adventurous woman, in control of her own life and emancipated from masculine control. A woman who could speak for herself.” Peter Lindbergh

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 mode 4 hybrid fashion photography course which introduces beauty, advertising and editorial techniques utilizing digital cameras, tether capturing, film cameras optional, studio and natural lighting, and electronic image processing. Requires Adobe Lightroom and/or Photoshop.

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 beauty, advertising and editorial photography. There will be an opportunity for your work to get published in Content Magazine, which would showcase your fashion editorial assignment. A fashion portfolio will be developed with a strong 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 competent 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, Nylon, L'Officiel Paris, Grazia, Adieu, Numero

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
- 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 so I can help you. Try to 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 Wednesday, December 8 at 12:15-2:30PM on Zoom.**

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 - Fashion Photographer Presentation = 100 points

Assignment 2 – Fashion Studio Headshot + Preproduction = 100 points

Assignment 3 – Body + Preproduction = 100 points

Assignment 4 – Location + Preproduction = 100 points

Assignment 5 – Editorial + Preproduction = 100 points

Participation = 100 points

(includes class discussions, critiques, class shoots, exercises, and participation with Content Magazine)

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 professor.

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 within 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/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 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>.

Building Access

As a reminder, all buildings on campus are locked and require your Tower ID card to access buildings on campus. We realize the start of the semester is also a transitional period where many individuals may be receiving their Tower ID card. As a result, we will ensure buildings remain unlocked for the first two weeks of the semester during times classes, programs, and activities take place. Starting Monday, September 6, your Tower ID card will be required to access buildings. If you do not have a Tower ID card, please contact the [Tower ID card office](#). If your Tower ID card is malfunctioning, please contact the [FD&O Customer Service Center](#).

Emergency phone numbers

Emergency: 911; Escort Service: 42222

PHOT125-02 (49811) Fashion Photography Course Schedule-Fall 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	Thurs 8/19	Welcome! Introductions, course overview & expectations, syllabus, equipment, fill out survey & equipment request form
1	Tues 8/24	<i>Visualization</i> Aldous Huxley's Process of Seeing Photography Vocabulary Research and select a fashion photographer Introduce Assignment 1 – Fashion Photographer Presentation
2	Thurs 8/26	<i>Inspiration</i> Develop fashion photographer presentation Visit fashion location shoot images in the art building on your own How and why to create pre-production?
2	Tues 8/31	<i>Fashion Headshot</i> Assignment 1 - Fashion Photographer Presentation DUE Upload PPT to Canvas before class <i>Introduce Assignment 2: Fashion Headshot</i>
3	Thurs 9/2	<i>Technical & Aesthetics</i> 3-point lighting Styling – Makeup/Hair/Clothing Finish Fashion Photographer Presentations Homework: Assignment 2: Fashion Headshot Preproduction DUE
3	Tues 9/7 In-Person	Shoot Assignment 2: Fashion Studio Headshot (Studio) Demo equipment, tether capturing, assign partners, studios, and lockers Directing and communicating with a model and production team
4	Thurs 9/9 In-Person	Shoot Assignment 2: Fashion Studio Headshot (Studio)
4	Tues 9/14	<i>What is Beauty?</i> The Body Critique Session – Assignment 2 Fashion Headshot DUE <i>Introduce Assignment 3: Body</i>
5	Thurs 9/16	<i>Social Justice Arts Advocacy</i> View “The True Cost” documentary Fast Fashion Develop ideas for body assignment
5	Tues 9/21	<i>The Art of Composition</i> Directing and communicating with a model and production team Homework: Assignment 3: Body Preproduction DUE
6	Thurs 9/23	Shoot Assignment 3: Body 1:1 Student Conferences
6	Tues 9/28	Shoot Assignment 3: Body 1:1 Student Conferences
7	Thurs 9/30	<i>Natural Light</i>

Week	Date	Topics, Readings, Assignments, Deadlines
		Location Shoot <i>Prep for location shoot with a concept, styling, hair, make-up and models</i>
7	Tues 10/5	Critique Session – Assignment 3 DUE: Body <i>Introduce Assignment 4: Class Location Shoot</i>
8	Thurs 10/7	<i>A Critical Eye</i> Pull resources together, networking Scout locations, book models, styling: hair, make-up, clothing & accessories
8	Tues 10/12 In-Person	Collaboration (Studio) Practice Class Location Shoot Directing & Communicating with the model & production team Homework: Assignment 4: Location Shoot Preproduction DUE
9	Thurs 10/14 In-Person	Shoot Assignment 4: Location (Station X)
9	Tues 10/19	Evaluate location images and shoot. Prep for next class location shoot.
10	Thurs 10/21	<i>Fashion Editorial</i> Guest Speaker – Content Magazine <i>Introduce Assignment 5: Editorial Sight & Sound</i>
10	Tues 10/26	1:1 Student Conferences
11	Thurs 10/28 In-Person	Shoot Assignment 4: Location (Station X)
11	Tues 11/2	<i>Celebrate!</i> Critique Session – Assignment 4 DUE: Location
12	Thurs 11/4	1:1 Student Conferences
12	Tues 11/9	Pitch fashion editorial concept Critique 1-2 Editorial Test Images
12	Thurs 11/11	No Class – Veteran’s Day
13	Tues 11/16 In-Person	Open Studio (optional) Content Magazine Deadline-upload bio + social media handles to Box.com
13	Thurs 11/18 In-Person	Open Studio (optional) 1:1 Student Conferences Show editorial design & layout in progress
14	Tues 11/23 In-Person	Open Studio (optional) 1:1 Student Conferences Show editorial design & layout in progress
	Thurs 11/25	No Class (November 24-26) Thanksgiving Holiday
14	Tues 11/30	<i>Finishing</i> Show fashion editorial spread in progress
15	Thurs 12/2	Assignment 5 DUE: Editorial – upload images to Box.com + Canvas Critique Session – Assignment 5: Editorial
Final Exam	Wed, Dec 8 12:15-2:30PM Zoom Classroom	FINAL EXAM Finish Assignment 5 Critique Session Celebrate!

