

San José State University
Department of Art and Art History
PHOT 197.01, Senior Project Photography, Fall 2021, Hybrid

Course and Contact Information

Instructor:	Binh Danh
Office Location:	On Zoom: On campus: Duncan Hall (DH) 401C
Email:	binh.danh@sjsu.edu
Office Hours:	Tuesday: 3:30 PM to 5:30 PM
Class Days/Time:	Tuesday and Thursday: 6 PM to 8:50 PM
Classroom:	On Zoom: On Campus: Duncan Hall 4th floor

Course Description

An undergraduate exit class in creating professional artist portfolios, developing methods of approaching galleries, or the commercial side of photography, refining a professional web presence and other relevant forms of career development.

Furthermore, we will explore how contemporary artists engage with photographic materials and methods in pursuit of their ideas. This course introduces students to both established and emerging artists working in photography in recent years up to the present day through lectures, screenings, student presentations, readings, and writing assignments. We will use the internet as a constantly refreshing resource, accessing blogs, and online curatorial spaces on issues related to contemporary photography. We will hear from current graduate students about their creative practices and decision that led them to a life of creative pursuits.

Course Format

Technology Intensive, Hybrid, and Online Courses (mostly synchronous Learning)

See: [Learn Anywhere](#)

We will meet over Zoom and on-campus on Tuesdays and Thursdays. Scheduled on-campus class times are reserved for working in the photo facility. Please observe any Covid restriction, if required to do so, such as face masks that completely cover the nose and mouth. Please refrain from coming to campus if you are feeling sick.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, readings, slide presentations, grades, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>

Your login is your student ID#. You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

Course Goals

- Students will gain awareness of photography as a means to fine arts and other creative fields.
- Students will be able to analyze and critique photographic images as a way to inform their creative practice.
- Students will develop their visual perception and learn how to use the photographic medium as a form of creative expression.
- Students will explore how photography operates in their chosen fields of fine art or commercial realms, explore entrepreneur possibilities in the creative fields, and set goals and decisions for continuing success with a BFA degree.

Course Learning Outcomes (CLO)

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

CLO1 - Gain an understanding and utilize photographic related vocabulary.

CLO2 - Create a final semester project that demonstrates a high level of technical and conceptual mastery of photographic medium.

CLO3 - Utilize and apply professional practices for photographers and art professionals that will allow the the student to have a thriving art/photography career in the future.

CLO4 - Develop written and oral communication skills that will allow the students to effectively communicate what their work is about and how it relates to the contemporary art discourse and/or commercial art applications.

CLO5 - Professionally present their photography work through the creation of a portfolio website, self-published hard copy photo book , and other promotional materials.

CLO6 -Speak and write about their work in an effective way that communicates their ideas and is industry appropriate.

CLO7 - Begin a successful photography career in the fine art or commercial world that is sustainable and financially viable.

CLO8 - Develop a studio practice that feeds their creativity and allows them to continue to grow as artists.

CLO9 - Prep for the next stepping-stones in the photographic field

CLO10 - Gain an understanding of what Photography is, where it has come from, and where it is going

Required Texts/Readings

[Art/Work: Everything You Need to Know \(and Do\) As You Pursue Your Art Career](#)

by Heather Darcy Bhandari and Jonathan Melber (*see Canvas*)

Other Readings and suggested books:

[Living and Sustaining a Creative Life: Essays by 40 Working Artists](#)

by Sharon Louden

[How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul](#)

by Carol Michels

[Big Magic: Creative Living Beyond Fear](#)

by Elizabeth Gilbert

[Studio Life: Rituals, Collections, Tools, and Observations on the Artistic Process](#)

by Sarah Trigg

[Steal Like an Artist: 10 Things Nobody Told You About Being Creative](#)

[Show Your Work!](#)

by Austin Kleon

[Art & Fear: Observations On the Perils \(and Rewards\) of Artmaking](#)

By David Bayles and Ted Orland

Online readings available in Canvas course website

Other technology requirements / equipment / material

- DSLR/mirrorless/film camera and lens(s)
- Laptop Computer
- USB Stick and External Hard Drive for backup (you will be taking A LOT of images)
- Tripod (strongly recommended, but can be borrowed from check out window) - Portfolio case/box/folder for storing and transporting images
- Presentation materials like art supplies, matting, framing, etc. (perhaps optional)

Adobe Software Programs - Creative Cloud from this website: <https://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>

SJSU is providing all students, faculty, staff, and administrators with free Adobe software for campus and home computers, and you must have an active SJSU One ID and password to qualify for ordering and downloading this software.

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (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, art@sjsu.edu

Course Requirements and Assignments

“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.”

Attendance

This course is lecture/technique-intensive, and attendance is required at all lecture and critique sessions. Do not schedule appointments, work, or any other commitment during this class, as they will not be excused.

Critiques and Assignments

The class curriculum will focus on:

1) Learning about professional development and the tribulation of being a professional artist

Subject matters could range from the art market, gallery representation, and how to find employment. How do we make ends meet as an artist? Other topics such as goals, fear, maintaining a studio practice out of art school, and the challenges and rewards of being a working artist in the 21st-century.

2) Developing your artistic portfolio via critiques

As one of the essential elements in the study of art, critiques will play a vital role in this course. We will have weekly critiques, and attendance at critiques is mandatory. You are required to show up for critiques prepared with your finished work. Your assignment will be graded following the critique, and late assignments will only be accepted under unusual, extenuating, or emergency circumstances. Additionally, you must be prepared to engage in discussions about your work as well as the work of your classmates in a manner that is educational, analytical, and objective. Participating in critique discussion is as essential as showing up for the critique, and your level of participation will be considered in your final grade.

Make the most of your critiques. It may not always feel like it, but this process is a privilege. Treat this opportunity as you would a studio visit from a well-known curator or gallerist. Ensure you're as well prepared as possible, especially for your final critique, with work in a near finish state. The first critique should be used for work in progress. What I mean by “work in progress” may not be resolved in terms of presentation, or maybe missing potential additional elements. Sketches, notes, or spoken descriptions of your work are complicated to build a productive critique around and should only be considered as supplemental materials. Even your “work in progress” should be presented in as complete a form as possible. You will encounter time and space limits in your professional lives. Use this class as practice. Please make every effort to give your work a thorough discussion, attention, and respect it deserves.

15 Weekly Canvas Assignments – See schedule for each class session

49.5% (495 points)

- Canvas Assignment #1: Helsinki Bus Theory
- Canvas Assignment #2: CV and Resume
- Canvas Assignment #3: Writing Artist Statement and Art Bio
- Canvas Assignment #4: Showing your work: in-print and online
- Canvas Assignment #5: Writing a Project Proposal
- Canvas Assignment #6: Fear and Art
- Canvas Assignment #7: Giving an Art Talk
- Canvas Assignment #8: Graduate School
- Canvas Assignment #9: Lecture by Carrie Mae Weems
- Canvas Assignment #10: Finding a Photo/Art related job or starting one yourself
- Canvas Assignment #11: Other Funding
- Canvas Assignment #12: Selling your work or service
- Canvas Assignment #13: Lecture by _____
- Canvas Assignment #14: The Art Market
- Canvas Assignment #15: Working as an Artist

Semester project (portfolio)

25% (250 points)

Tuesday Night Lectures series participation

7.5% (75 points)

Participation (Critiques, class activities)

18% (180 points)

TOTAL

100% (1000 points)

Participation:

Please keep in mind that for classes such as this one, active participation is essential. You are expected to attend all class meetings, including those you are not presenting or having work critiqued, and you are expected to actively participate in discussions about the work of your peers, readings, lectures, etc. Taking chances will be highly rewarded! Your good energy is always evident, even if some of your projects don't reach the level of success you initially imagined. I would much prefer to reward you for "failing" at a higher level than succeeding at your current level of comfort.

Final Examination

Our Final Exam is scheduled to take place on Thursday, December 9th @ 5:15 PM to 7:30 PM.

“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 assignments.”

Grading Information

The criteria to earn an excellent grade:

- Technical proficiency in subject matter with the camera, darkroom, and image presentation
- A thorough understanding and creative interpretation of all assignments
- Often going beyond the minimum shooting requirements for each assignment
- Exhibiting in-depth verbal engagement in critiques and class discussions.
- Punctual daily attendance

- A comprehensive and neatly organized Photography Notebook
- Respect for the photo area, cleaning up after yourself and helping your peers do the same
- Evidence that you have challenged yourself above and beyond the status quo

Numeric grade equivalents:

100% and over A+

93% - 99% A

92% - 90% A-

89% - 88% B+

87% - 83% B

82% - 80% B-

79% - 78% C+

77% - 73% C

72% - 70% C-

69% - 68% D+

67% - 63% D

62% - 60% D-

Below 60% F

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.

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Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smartphones, or other devices that detract from full attention should turn off or silenced. Regularly checking your phone during lectures, demos, and critiques will lower your participation grades.

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.

Academic Integrity:

Students at SJSU are required to demonstrate academic integrity and follow SJSU's Code of Academic Conduct.

This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. SJSU's policies and procedures provide students a fair hearing if a complaint is made against you.

Additional Note:

This syllabus is subject to change in the event of unforeseen circumstances or the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape how the course unfolds.

PHOT 197/Section 01 Senior Photography Project, Fall Semester 2021

Course Schedule

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
1	Thurs. Aug 19	1) Class orientation and summary 2) Syllabus 3) Canvas 4) Attendance 5) Setting up a home studio and using DH Photo lab 6) Goals and plans (for the next several weeks) 7) Semester project proposal due _____ 8) Student presentation of past work next week
2	Tues. Aug 24 Thurs. Aug 26	Canvas Assignment #1: Helsinki Bus Theory (due Aug 31) Canvas Assignment #2: CV (curriculum vitae) and résumé (due Sept 2) Student presentation Student presentation
3	Tues. Aug 31 Thurs. Sept 2	Canvas Assignment #3: Writing Artist Statement and Art Bio (due Sept 7) Canvas Assignment #4: Showing your work: in-print and online (due Nov 23) Canvas Assignment #5: Writing a Project Proposal (due Sept 9)
4	Tues. Sept 7 Thurs. Sept 9	Canvas Assignment #6: Fear and Fame (due Sept 16) Canvas Assignment #7: Giving an Artist Talk (due Sept 21 & 23)

5	Tues. Sept 14 Thurs. Sept 16	Canvas Assignment #8: Graduate School (due Sept 16) Canvas Assignment #9: Lecture by Carrie Mae Weems (due Sept 23)
6	Tues. Sept 21 Thurs. Sept 23	Student presentation: Artist Talks Student presentation: Artist Talks
7	Tues. Sept 28 Thurs. Sept 30	Student presentation: Artist Talks Canvas Assignment #10: Finding a Photo/Art related job or starting one yourself (due Oct 5) Individual meeting with me
8	Tues. Oct 5 Thurs. Oct 7	Individual meeting with me Critique
9	Tues. Oct 12 Thurs. Oct 14	Campus studio day Canvas Assignment #11: Funding (due Oct 19) Canvas Assignment #12: Selling your work or service (due Oct 19) Canvas Assignment #13: Lecture (due Oct 26) Canvas Assignment #14: The Art Market (due Nov 2)
10	Tues. Oct 19 Thurs. Oct 21	Campus studio day Campus studio day
11	Tues. Oct 26 Thurs. Oct 28	Campus studio day Critique
12	Tues. Nov 2 Thurs. Nov 4	Campus studio day Canvas Assignment #15: Working as an Artist (due Nov 9) Critique
13	Tues. Nov 9 Thurs. Nov 11	Individual meeting with me No classes: Veterans Day
14	Tues. Nov 16 Thurs. Nov 18	Critique Campus studio day

15	Tues. Nov 23 Thurs. Nov 25	Online Gallery Assignment and website-link help sign-up sheet, website due before Nov 30 th No classes: Thanksgiving
16	Tues. Nov 30 Thurs. Dec 2	Online Gallery Assignment and website Due PHOT 197 Wrap-up: Summary and finding your way with your degree
Final Exam	Thurs. Dec 9 @ 5:15 PM to 7:30 PM	Final Critique