

UNIVERSITY of HOUSTON | DIGITAL MEDIA

Introduction to Digital Media (DIGM 1300) SPRING 2025

JANUARY 13- APRIL 28, 2025

Instructor: Dr. Pamara Chang Liao, Ph.D.

Office: 317 SAB1 (Sugar Land)

Classroom: Synchronous Live (Teams)

Meeting time: M 11:00AM-2:00PM

E-mail: pfliao@uh.edu

Office Hours:

Dr. Chang will hold office hours virtually. To meet for office hours, please email her to schedule a time.

Course Description:

An introduction to the field of digital media, including digital imaging and design, print publishing, web publishing, the business environment, and the rest of the digital media program including but not limited to AR/VR, user experience, social media, computer-mediated communication, etc.

Credit: 3 semester hours

Prerequisites: None

Required Text:

- **Digital Media: Concepts and Application**, Crews & May (Cengage Learning: 2017).
- You can purchase this book at the UH bookstore or from your bookstore of choice. It is available on amazon as well. The bookstore has online versions to rent/buy for the digital version of the book.

Class Format:

This class is synchronous online.

Typically, on Mondays, we will have a lecture. We will also have a guest speaker that comes to visit with the class.

I will also post lecture slides on Canvas before class so that all of you can take notes off of the lecture slides.

UH Email:

Please check and use your CougarNet email for communications related to this course. Faculty use the CougarNet email to respond to course-related inquiries such as grade queries or progress reports for reasons of FERPA. To access your CougarNet email, [login](#) to your Microsoft 365 account with your CougarNet credentials. Visit [University Information Technology \(UIT\)](#) for instructions on how to connect your CougarNet e-mail on a mobile device.

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams are encouraged to be turned on during class, especially when guest speakers are visiting the class.

Reasonable Academic Adjustments/Auxiliary Aids:

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

Academic Honesty Statement:

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Excused Absence Policy:

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with

an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Recording of Class:

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Course Requirements:

Tests:

This course will have two Canvas multiple-choice and short-answer based tests. These tests are not cumulative. Test 1 will only cover section 1 of the class and test 2 will only cover section 2 of the class. All of the test material will be included in my lecture slides, which I will upload to Canvas. Please let me know if you need any accommodations for the exams.

Assignments:

This course will have three assignments. These assignments will be short answer assignments that can be turned in on Canvas. I will cover the assignments in more detail as the semester starts. I will also share a rubric with you to help guide your assignments.

Participation:

Students are required to participate and ask questions to the guest speakers. There will be guest speakers this semester. You will have to ask a question through the Teams chat to at least 6 of the speakers. This will count toward your participation grade. It is also a great experience to ask questions to our speakers. I will keep track of your questions and how many questions you ask throughout the semester. These questions must be relevant. Most of the time, you will know who will come to speak to us, so you can look up information about their job, career path, and of course listen carefully during their introduction.

You will also be responsible to submit discussion videos/posts every other week. You can find all the discussion post information on Canvas.

Lastly, if you miss 6 or more classes this semester, it will result in failing the participation grade altogether. DIGM1300 is a required core class in the DIGM program, so it is of utmost important that you attend class.

Grading System:

(Grades for each of the below will be calculated according to a rubric distributed before their due date.)

Assignments	(3 x 20%)	60%
Tests	(2x15%)	30%
Participation (Guest speaker questions, attendance, discussion videos, etc.)		10%
Course Grade:		100%

Letter Grades:

A 94-100 A- 90-93

B+ 87-89 B 84-86 B- 80-83

C+ 77-79 C 74-76 C- 70-73

D+ 67-69 D 64-66 D- 60-63 F: 59 and below

Extensions Policy:

My policy on accepting late work is simple- I don't accept it unless you ask for an extension **before** the time it is due. If an emergency causes you to miss a deadline, I will ask you to provide documentation of the emergency in some way in order to turn in your assignment late.

The Writing Center:

The consultants at the Center are there to help you improve your course papers and presentation materials. Although they do not proofread or edit, they can provide useful feedback on the organization of any of your work for this course, sentence structure, etc You can make a virtual appointment by calling 713-743-3016, emailing writingcenter@uh.edu or visiting their website: <http://writingcenter.uh.edu/>

Extra Credit:

Extra Credit can be earned by doing DIGM1300 in the news, which I will cover in class, *or* there will be different opportunities that come up throughout the semester. We'll talk over the options during class!

Canvas and Teams:

All class materials will be posted on Canvas and live streamed classes will be on Microsoft Teams. It is your responsibility to familiarize yourself with Canvas and Teams, for all courses, but especially this semester when we have to be flexible per University guidelines. Should you run into technical difficulties, please contact Canvas support (support information is on logon screen).

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Canvas; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

Class Attendance and Administrative Drop Statement:

(UH official statement): Your failure to engage with online material (to show you are “present”); or make contact with faculty to adequately explain your absence by the 10th class calendar day of the semester will result in your being administratively dropped from this course. Being dropped from this course may affect your enrollment status and/or your financial aid eligibility.

Title IX/Sexual Misconduct:

Per the UHS Sexual Misconduct Policy, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

Helpful Information**Mental Health and Wellness Resources**

The University of Houston has a number of resources to support students’ mental health and overall wellness, including CoogsCARE and the UH Go App. UH Counseling and Psychological Services (CAPS) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a Let’s Talk location in-person or virtually. Let’s Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

Need Support Now?

If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.

The Center for Student Advocacy and Community (CSAC) is where you can go if you need help but don’t know where to start. CSAC is a “home away from home” and serves as a resource hub to help you get the resources needed to support academic and personal success. Through our Cougar Cupboard, all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The Cougar Closet is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel

good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh_CSAC and @uhcupbrd. YOU belong here.

Women and Gender Resource Center

The mission of the [WGRC](#) is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

Syllabus Changes:

Please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Canvas announcements, Teams, and email.

Class Schedule:

This syllabus is only a guide for the course and is subject to change with advance notice. When/if we get off-schedule, I will post updates on Canvas as announcements.

Although our main readings will come from the textbook, I am supplementing these readings with selections from other sources to get us thinking critically about digital media in general. These articles and book excerpts will be more challenging than the textbook, and therefore require more unpacking during our weekly discussions.

Week 1 (1/13/25)

Course Introduction

Syllabus Review

(No readings this week. Please familiarize yourself with the syllabus, Canvas, Teams)

Week 2 (1/20/25) – NO CLASS

Week 3 (1/27/25)

Theme: Media and the digital age

Readings: No readings this week; Make sure to attend lecture on Monday for class content for this week

- Lecture
- Guest Lecture (Dr. Tony Liao, DIGM program coordinator)
- Discussion video assignment due 1/31 @ 11:59PM

Week 4 (2/3)

Theme: Media and the digital age cont'd

Readings: *Chapter 3 and 4 of Digital Media*

- Lecture
- Guest Speaker (TBD)

Week 5 (2/10)

Theme: Digital imaging and design

Readings: *Chapter 5 of Digital Media*
PDF on BB

- Monday - Lecture
- Wednesday – Guest Speaker (TBD)
- Discussion video assignment due 2/14 @ 11:59PM

Week 6 (2/17)

Theme: Online impression management + social media

Readings: *PDF on BB*

- Lecture
- Guest Speaker (Dr. Pamara F. Chang – Topic: Social Media)

Week 7 (2/24)

Theme: Raster and vector editing; Color and Color Psychology

Readings: *Chapter 6-7 of **Digital Media***

- Lecture
- Guest Speaker (TBD)
- **ASSIGNMENT 1 IS DUE THIS WEEK (2/28 @ 11:59PM)**
- Discussion video assignment due 2/28 @ 11:59PM

Week 8 (3/3)

Theme: Raster and vector editing; Print publishing; Test Review

Readings: *Chapter 11-12 of **Digital Media***

Study Guide Outline on Canvas

- Lecture
- Guest Speaker (Roneth Vargas, DIGM Alum)

Week 9 (3/10)

NO CLASS THIS WEEK – SPRING BREAK

Week 10 (3/17) – NO CLASS – TEST WEEK

TEST 1 DUE THIS WEEK (3/21 @ 11:59PM)

Week 11 (3/24)

Theme: Deceptive communication online; Print publishing

Readings: *PDF ON BB*

- Lecture
- Guest Speaker (Elizabeth Sowers, Meta UX researcher)
- Discussion video assignment due 3/28 @ 11:59PM

Week 12 (3/31)

Theme: Computer-mediated communication

Readings: *No reading*

- Lecture
- Guest Speaker (Fran Kazarooni, Marketing specialist at Chime)
- **ASSIGNMENT 2 IS DUE THIS WEEK (4/4 @ 11:59PM)**

Week 13 (4/7)

Theme: Presentation strategies; Professionalism

Readings: *Chapter 18-19 of **Digital Media***
PDF on BB

- Lecture
- Guest Speaker (TBD)
- Discussion video assignment due 4/11 @ 11:59PM

Week 14 (4/14)

Future of Digital Media Topics

- Lecture
- Guest Speaker (Dr. Tony Liao, DIGM faculty – theme: AR/VR)

Week 15 (4/21)

Theme: Digital Media Major

Readings: *No reading*

- Lecture
- Discussion video assignment due 4/25 @ 11:59PM

Week 16 (4/28)

TEST WEEK

- **TEST 2 (5/2 @ 11:59PM)**
- **ASSIGNMENT 3 (5/2 @ 11:59PM)**