

# DIGM 1350

GRAPHICS FOR DIGITAL MEDIA  
Spring 2022

LAB | 19002 | Mon/Wed 2 –5pm  
Instructor: Jim de Vega

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hours by appointment

Lab Manager: Mike Dawson  
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## COURSE SYLLABUS

*Subject to change with notice*

### COURSE GOALS

Students will familiarize themselves with vector and pixel-based concepts and terminology used in print and digital media for image creation techniques.

Students will learn a process-driven structure to create/design graphics to compose, learn the tools to develop and manipulate illustrations and imagery for a given media.

Students completing the course will have a broader overview of image generation procedures to design vector and pixel-based compositions/Layouts and effectively communicate technically through verbal and written communication.

Course Objectives:

1. Apply basic composition concepts
2. Critique and execute projects based on the Principles of Design
3. Produce projects grounded on process and methods of design.
4. Demonstrate technical skills in Adobe Photoshop, Illustrator and InDesign
5. Compare the advantages and disadvantages of using vector and pixel based compositions.

### EXPECTATIONS

Students are expected to:

- Attend class
- Show process through project development and revisions
- Participate in critiques
- Meet deadlines

### REQUIRED ITEMS

Students who join online will need:

1. A PC or MAC that meets the hardware requirements for Adobe Creative Cloud. Please visit the link for details: <https://helpx.adobe.com/creative-cloud/system-requirements.html>
2. A subscription to Adobe Creative Cloud (Photoshop, Illustrator, and InDesign). Visit [www.adobe.com](http://www.adobe.com) for more information.
3. Webcam
4. A microphone.

5. Download and install Microsoft Teams. The web app is insufficient. This is free for students. Instructions are on Appendix A.

### RECOMMENDED ITEMS

6. Back-up your files (e.g. Microsoft One-Drive through Access UH, External Hard Drive, DIGM file server, etc.).
7. Headphones. Prevents feedback during Teams meetings.

### ATTENDANCE

More than 3 absences, unless excused, will reduce the student's final course grade by one letter. More than 7 absences will result in course failure.

3 late arrivals will be an absence. If a student arrives late, they are responsible for notifying the professor at the end of that class. Otherwise, they will be marked absent.

### 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](#).

### PROJECTS OUTLINED BY WEEKS

*(Subject to change)*

#### Week 1

Introduction to Illustrator

#### Week 2 – 4

Project 1: Informative Poster  
*Part 1: Stylizations*

#### Week 4 – 6

Project 1: Informative Poster  
*Part 2: Color Application*

#### Week 7

Project 1: Informative Poster  
*Part 3: Composition + Production*

#### Week 7 – 8

Introduction to Photoshop  
Project 2: Panel Series  
*Part 1: Inventions Process Series*

#### Week 7 – 10

Project 2: Panel Series  
*Part 2: Inventions Process Series*

#### Week 10–12

Introduction to InDesign  
Project 2: Panel Series  
*Part 3: Inventions Process Series*

#### Week 12–15

Project 3: Process Book

### GENERAL DEADLINES

Projects + Assignments: The course schedule in Blackboard details all the deadlines.

### PERCENT/LETTER GRADES

A	95 – 100
A-	90 – 94
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

## GRADING CRITERIA

**A** Student exceeds expectations. A project that shows research, process, concept. Well-executed composition exhibiting a deep understanding of principles of design and compositional concepts.

**B** Projects are technically accurate and well designed, showing a good understanding of the principles of design (use of type & Image, an understanding of design principles and layout concepts. Project development through out the project life cycle is consistent and shows development

**C** Project content is technically accurate with a basic understanding of design and layout concepts. Project development and process is satisfactory.

**D** A project with technical flaws that will prevent it from working. For example, if a student submits a project at the wrong size or lacking production marks and incomplete project. A poor understanding of the principles of design and composition concepts. Project development is weak and inconsistent process with minimum development.

**F** Failure to submit project or a project with multiple technical flaws and lacking an understanding of composition and layout concepts. Project process is inconsistent, poor process and development.

## GRADING

Project 1: Informative Poster	30%
Project 2: Panel Series	30%
Project 3: Project Process Book	30%
Assignments	10%

## PROJECTS

Projects are considered a part of the course's lab component.

Each project will be graded according to the following criteria and averaged to one final grade per project:

- Layout/Composition
- Craft/Technical skill
- Process/Development

Project deadlines are detailed in the course schedule. Submission instructions are posted one week before the project deadline.

## PROJECT PROCESS

**Failure and Discovery:** This class requires exploration and experimentation with design problems. With experimentation comes failure, but with failure comes discovery. The steps a designer takes are as follows:

1. Analyze the problem
2. Sketch possible ways in which the design problem could be solved. Sketches allow designers to challenge themselves to go beyond what is familiar, obvious, or comfortable.
3. Seek feedback from colleagues or classmates.
4. Modify and improve with several possible

iterations while seeking more feedback.

5. Work and rework the strongest version while considering initials goals.
6. Finalize the solution for presentation.

## VERBAL CRITIQUES, ANALYSIS & EVALUATION

The critique process helps you become familiar with the vocabulary of design and to develop a critical eye. This critical eye enables you to assess your peers' work, your work, and design in the world at large.

Thoughtful discussion of work is the best way to learn design. Critiques offer the opportunity to give and receive constructive comments that help to improve students work. Presenting sketches (drafts) is required, not optional. At the beginning of each lab, students need to be prepared to present work due for that day.

Students are evaluated on process and responses to classmates projects using design vocabularies developed during the course.

Participation in critiques is part of your grade.

## ASSIGNMENTS

Submit all assignments on Blackboard. All deadlines are set at 11:59. Do not turn in work at or near this deadline. It is your responsibility to ensure work uploads properly to Blackboard. Assignments sent via email will not be accepted.

## DUE DATE POLICY

No late work will be accepted in this class.

## PRESENCE IN CLASS

Your presence in class each session means that you:

- Are NOT exhibiting any [Coronavirus Symptoms](#) that make you think that you may have COVID-19
- Have NOT tested positive or been diagnosed for COVID-19
- Have NOT knowingly been exposed to someone with COVID-19 or suspected/presumed COVID-19

If you are experiencing any COVID-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see [Student Protocols](#) for what to do if you experience symptoms and [Potential Exposure to Coronavirus](#) for what to do if you have potentially been exposed to COVID-19. Consult the [Undergraduate Excused Absence Policy](#) or [Graduate Excused Absence Policy](#) for information regarding excused absences due to medical reasons.

## FACE COVERING POLICY

To reduce the spread of COVID-19, the University strongly encourages everyone (vaccinated or not) to wear face coverings indoors on campus, including classrooms, for both faculty and students.

## REQUIRED DAILY HEALTH SELF-ASSESSMENT

Your presence in class each session means that you have completed a daily self-assessment of your health/exposure and you:

- Are NOT exhibiting any [Coronavirus Symptoms](#)
- Have NOT tested positive for COVID-19
- Have NOT knowingly been exposed to someone with COVID-19 or suspected/presumed COVID-19

If you are experiencing any COVID-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see [COVID-19 Diagnosis/Symptoms Protocols](#) for what to do if you experience symptoms and [Potential Exposure to Coronavirus](#) for what to do if you have potentially been exposed to COVID-19. Consult the (select: [Undergraduate Excused Absence Policy](#) or [Graduate Excused Absence Policy](#)) for information regarding excused absences due to medical reasons.

## COVID-19 INFORMATION

Students are encouraged to visit the University's [COVID-19](#) website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

## VACCINATIONS

Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent [vaccine information](#), and consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

## REASONABLE ACADEMIC ADJUSTMENTS/AUXILIARY AIDS

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact the [Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

## 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 [Center for Students with DisABILITIES](#). 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.

## SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, 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 Blackboard announcements and cougar net email.

## 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 Blackboard; 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.

## UH EMAIL

Check and use your Cougar net email for communications related to this course. To access this email, [login](#) to your Microsoft 365 account with your Cougar net credentials.

## WEBCAMS

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during critiques, discussions, or one-on-one feedback.

## HONOR CODE STATEMENT

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: "I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."

## COURSE DELIVERY FORMATS AND FINAL EXAMS

### Face-to-Face Courses

This course is being offered in the Face-to-Face format with a safe number of students in a socially distanced classroom. Lectures and participation occur in-person and in real time. The final exam for this course will be given per the University schedule.

### Hybrid Courses

This course is being offered in the Hybrid format

with a fixed meeting pattern that includes both face-to-face sessions and online asynchronous work. The final exam for this course will be given per the University schedule.

### HyFlex Courses

This course is a HyFlex course. Some students may have a designated face-to-face spot reserved, but alternative ways to participate will also be provided. These alternatives may include (but are not limited to) attending class sessions through synchronous streaming, viewing recordings of class meetings asynchronously, participating in discussion boards, and/or completing self-directed activities. This course will have a final exam per the University schedule. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

Students with a spot reserved in the classroom may opt from session to session to attend synchronously or asynchronously online.

We cannot expect students to attend live classes or attend all synchronous online session. This means that we must live-stream and record all classes that are not recorded lectures.

### Synchronous Online Courses

This course is being offered in the Synchronous Online format. Synchronous online class meetings will take place according to the class schedule. There is no face-to-face component to this course. In between synchronous class meetings, there may also be asynchronous activities to complete (e.g., discussion forums and assignments). This course will have a final exam per the University schedule. The exam will be delivered in the synchronous online format, and the specified date and time will be announced during the course. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

### Asynchronous Online Courses

(or asynchronous exam in another course format)

This course is taught asynchronously, which means there is no designated day or time assigned to the course (although optional synchronous sessions are possible, such as virtual office hours or discussion groups). Asynchronous instruction generally involves accessing content, such as recorded video lectures, readings, discussion prompts, assignments, and assessments during a flexible time frame, with due dates as specified. This course will have a final exam at the course conclusion. The exam will be asynchronous, and the date and time that it will be released and due will be announced during the course. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed

and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

### Alternative Assessment in Any Course Format

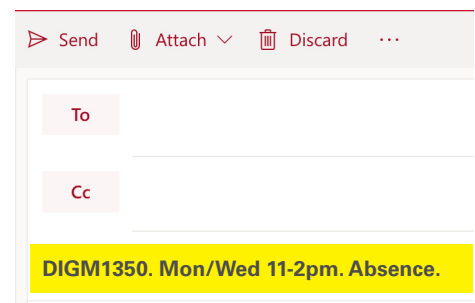
An alternative assessment will be used in the place of the traditional final exam at the course conclusion. Instructions will be provided, including the date and time that the assessment materials will be released to the class and will be due, resources and collaborations that are allowed and disallowed in the process of completing the assessment, procedures to follow if connectivity or other resource obstacles are encountered during the assessment period, acceptable submission formats, and submission location.

## EMAILING PROFESSOR

If you email the professor, please follow the structure below:

Include the course number, the lab day/time, and subject (purpose of email).

See example below:



- Personal emails will not be answered. Use your UH email account.
- Emails that don't include the correct subject line may not be answered.
- Communications of any kind sent to your professors outside of business hours may not be answered until the next business day. This is particularly true on weekends.

## ADD/DROPS

Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures must be followed to the letter.

## INCOMPLETE

An Incomplete grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond the control of the student, complete one or more major assignment. If a student wishes an "incomplete" grade, s/he must explain the situation to your professor in advance and make

specific arrangements to make up missing work no later than one year after the “incomplete” is issued.

### IMPORTANT INFORMATION

As a University of Houston student, information available at [www.uh.edu/provost/policies/student/resources/](http://www.uh.edu/provost/policies/student/resources/) will be critical to ensuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website concerning The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; and Other Information. Please note that ALL requests on accommodations must be provided to the professor in the first week of the semester.

### AMERICANS WITH DISABILITIES ACT

In accordance with the guidelines of the American with Disabilities Act, I will make every effort to reasonably accommodate students who request and require assistance.

### CAPS

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless.

You can reach CAPS ([www.uh.edu/caps](http://www.uh.edu/caps)) by calling (713) 743 5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus.

### ACADEMIC HONESTY

Students are expected to abide by the University of Houston Academic Honesty Policy in all matters pertaining to this course.

[Academic Honesty Policy – Office of the Provost](#)

[Academic Honesty Policy – Undergraduate Catalog](#)

### ETIQUETTE BASICS OF PROFESSIONAL VIRTUAL INTERACTIONS

Test your tech and control your environment (e.g., blur your background). Wear classroom-ready clothing and be mindful of distractions (e.g., eating, music, using the bathroom, cell phone, others in your room/space). Use the mic/ video when speaking and the Raise-Hand feature to call the Instructor's attention. You may use the Chat room, but the Instructor is unable to moderate the Chat and lecture simultaneously. Off-topic side conversations in the Chat are strongly discouraged. We will handle any time zone considerations as needed.

Finally, the Student Code of Conduct is in place: be courteous and respectful, and be mindful of any misconduct <https://uh.edu/dos/behavior-conduct/student-code-of-conduct/>

Technical Difficulties: in general, virtual interaction software takes up a lot of capacity on your computer. Close all other applications and browser tabs that are not required for participating in class to reduce lag or other

technical difficulties.

### HELPFUL INFORMATION

COVID-19 Updates: <https://uh.edu/covid-19/>

Coogs Care: <https://www.uh.edu/dsaes/coogscare/>

Laptop Checkout Requests: <https://www.uh.edu/infotech/about/planning/off-campus/index.php#do-you-need-a-laptop>

Health FAQs: <https://uh.edu/covid-19/faq/health-wellness-prevention-faqs/>

Student Health Center: <https://uh.edu/class/english/lcc/current-students/student-health-center/index.php>

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### DIGIFEST

**Due: January 31st**—Registration for DigiFest must be done by January 31, 2022.

Using your Cougarnet credentials, log on to the link below and complete the form by January 31, 2022.

<https://forms.office.com/r/6qXFhE9DmCforms.office.com>

The Department of ILT will be hosting a “DigiFest” in Spring 2022 on March 23rd from 2:00–5:00 pm. ATTENDANCE IS REQUIRED. The purpose is to showcase your senior portfolios to potential employers, VIPs from the Sugar Land community, and UH faculty and staff. The networking provided by this event is a tremendous opportunity to meet professionals. These professionals will give you feedback that you cannot get anywhere else. Missing this opportunity would be a critical error in your future career.

All DIGM seniors are expected to take part in this event. Your display and presentation are worth up to 30% of your grade. Bring copies of your resume, pen, paper, and a portfolio. And, be sure to practice your 30 second introduction (elevator pitch)!

Power cords are prohibited. Be advised, you will have a limited amount of space to display your items.

If you need help preparing for the event contact Christal Pradia, College of Technology's Career Development Specialist. Ms. Pradia can be available on the Sugar Land campus for one-on-one or small group advisement sessions. Please make an appointment with her by contacting her:

Phone: 713-743-4151

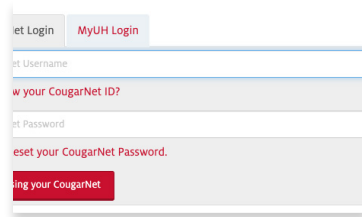
Email: [cwpradia@uh.edu](mailto:cwpradia@uh.edu)

More information will be provided as the date approaches.

## INSTALLING MICROSOFT TEAMS

Having the Microsoft Teams app installed on your computer or mobile device offers ready access to your teams and provides features, such as notifications for updates and activities within the team. It is also recommended for when you participate in meetings via Teams, because the app provides you with access to the meeting chat. There is a Microsoft Teams app for Windows, iOS, and Android devices. The Teams app can be found at the lower-left corner of the Teams window or through your device's app store.

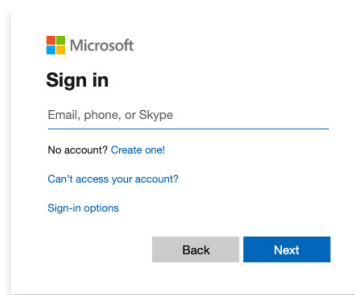
After downloading the app, sign in with `username@cougarnet.uh` and your CougarNet password.



1. Sign-in to your <https://accessuh.uh.edu/login.php>

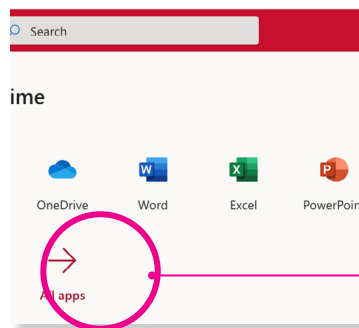


2. Click on the Office 365 icon.



3. Username and password should be the same as AccessUH.

Example: `jmdevega@cougarnet.uh.edu`



4. You will see the available Office 365 applications. Click the Teams Icon, and you will be taken to the Teams application.

Click on the Teams icon and you will be taken to the Teams application. Download and install on your PC or MAC.

If you don't see Teams there, click on the All Apps link and find it there.