



DIGM 1350 | Graphics for Digital Media

Section: 11287 | Face-to-Face

TuTh 08:30 AM-11:30 AM | UH-Sugar Land; Albert and Mamie George Bldg.; AMG 104

Prerequisite(s): Grade of C- or better in ENGL 1301 or ENGL 1302 or credit for AP English Language and Composition. Pixel-based and vector graphics for use in print and digital media.

General Course Information

Name: Charlie Beyl

Department: Digital Media

Email: cbeyl@cougarnet.uh.edu

Phone: 717-808-0955

Office Hours

By appointment

Course Objectives and Student Learning Outcomes

Course Objectives:

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 class 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.

The primary objectives of this class are for you to:

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 Instructional Materials

You will be required to get a [subscription to the Adobe Creative Cloud](#) for your laptop. We will be using Illustrator, Photoshop and InDesign for all projects and assignments. You will not be able to complete this course without these applications.

Course Schedule, Assignments, and Assessments

Course Schedule

Week 1-3

Introduction to Illustrator

Project 1: Informative Poster- Part 1: Stylizations

Project 1: Informative Poster- Part 2: Color Application

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

Week 4-6

Introduction to Photoshop

Project 2: Panel Series - Part 1: Research & Sketches

Project 2: Panel Series - Part 2: Visual System

Introduction to InDesign

Project 2: Panel Series - Part 3: Layout & Composition

Week 7-8

Project 3: Project Process Book

Canvas Assignments

Submit all assignments on Canvas. 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 Canvas. Assignments sent via email will not be accepted.

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.

Discussion and Lecture Topics

Our projects dictate our lecture topics. Depending on the project we will discuss aspects of the Adobe software we are using, design fundamentals, print and web industry standards and practices.

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 is 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 initial 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.

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Grading Rubrics and Weights

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 an understanding of basic 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. Project development is weak and inconsistent with minimum development.

F: Failure to submit projects or projects with multiple technical flaws and lacking an understanding of composition and layout

concepts. Project process is inconsistent, poor development.

Weights

Project 1: Invention Poster- 30% of grade

Project 2: Invention Panel Series- 30% of grade

Project 3: Project Process Book- 30% of grade

Canvas Assignments- 5% of grade

Critiques- 5% of grade

Course Policies and Procedures

DUE DATE POLICY

No late work will be accepted in this class.

ILT ACADEMIC PREREQUISITE AND PROGRESSION REQUIREMENTS

The Information & Logistics Technology Department strives to create the proper academic conditions for student success. Course content, technical skill development, professional practice in education, and program accreditation by professional organizations support using minimum grade or GPA requirements to enforce a program prerequisite structure. This practice, in turn, supports student success.

The UH Interim Grading Policy applicable for Spring, Summer, and Fall 2020 explicitly stated that a program, department, or college may enforce a prerequisite or minimum GPA policy. Therefore, it is the policy of the ILT Department that the Catalog prerequisite structure and associated minimum grade or GPA requirements for its programs and courses be enforced for Fall 2020 grades that lead into Spring 2021 and beyond. This means that, even when Satisfactory (S) was the reported grade in Fall 2020, the letter grade assigned by the Instructor determines whether the student has met the prerequisites for a future course. This is to ensure students have the correct levels of knowledge to advance in the program and to prevent poor student outcomes in courses due to lack of prerequisite knowledge.

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.

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 (specify how students will be notified of changes).

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

Email communications related to this course will be sent to your Exchange email account which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your CougarNet credentials or through Access UH. Additional assistance can be found at the Get Help page.

WEBCAMS

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on (state when webcams are required to be on and the academic basis for requiring them to be on). (Example: Webcams must be turned on during exams to ensure the academic integrity of exam administration.)

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.

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.

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/ 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. 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) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the Let's Talk program, a drop-in consultation service at convenient locations and hours around campus—http://www.uh.edu/caps/outreach/lets_talk.html.

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ACADEMIC HONESTY

Focus your attention on <http://www.uh.edu/provost/policies/honesty/>. Note that, according to University policy, your professor can take one or more of several actions if you cheat. Sanctions may include, but are not limited to: a lowered grade, failure on the examination or assignment in question, failure in the course, probation, suspension, or expulsion from the University of Houston, or a combination of these.

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/behaviorconduct/> 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.

ARTIFICIAL INTELLIGENCE

Imagery created with Artificial Intelligence Software: In this course the use of imagery generated by AI software such as MidJourney, Dall-E and similar programs for the execution of any of the class assignments will not be allowed. This includes classwork and homework, thumbnails, preliminary sketches, color studies, image reference, elements or finished pieces - even if you modify the AI generated images, collage parts of them, trace them or use them as references. The use of Artificial Intelligence methods to create work are considered shortcuts that would contradict the department education mission, the student's goals and the ability of the student to learn techniques and media as well as enhancing problem solving methods. The images you will make in this class will be your own creations. They will be unique and original and rendered by

hand even if digital methods are used. Work created with Artificial Intelligence may be considered plagiarism and disciplinary action could be taken.

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-healthcenter/index.php>

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.

University Policies and Student Support Resources

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.

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 (known at UH as the Equal Opportunity Services office or "EOS"). Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the UH [Title IX/Sexual Misconduct Resources page](#). Please note that you may also report concerns of discrimination based on your protected class identity to EOS.

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.

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.

Academic Honesty Policy

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.