

**Course Syllabus**

Subject to change with notice

Instructor: Jim de Vega

jmdevega@central.uh.edu | hours by appointment

**Lecture**

14457: Mon | 11 am – 1 pm | BH2, Rm, 103

**Lab**

14459: Mon | 1 pm – 4 pm | AMG, Rm, 104

17764: Tue | 11:30 am – 2:30 pm | AMG, Rm, 320

**Course Goals**

Page Layout & Design provides students with a working knowledge of page layout design and technological systems that extend the range of human communications, emphasizing design concepts, visual communication theory, and the design process.

The primary objectives of this class are for you to:

- Develop an eye for hierarchy and typographic composition.
- Create layouts grounded on the Principles of Design and Page Layout Concepts.
- Develop projects through the design process and methods.
- Critique layouts using design vocabulary developed during the course.
- Develop technical skills in Adobe InDesign, Illustrator, Photoshop.

**Prerequisite**

DIGM 1350 Graphics for Digital Media.

**Required Items**

- 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>
- A subscription to Adobe Creative Cloud (Photoshop, Illustrator, and InDesign). Visit [www.adobe.com](http://www.adobe.com) for more information.
- Download and install Microsoft Teams. Do not use the web app. Microsoft Teams is free for students. Instructions are in Appendix A.
- Sketchpad for ideation, process and note taking.
- Folders to organize printed materials.

**Recommended Items**

- 13 x 19 Itoya Portfolio (available on amazon.com)
- A way to back-up your files (e.g., Microsoft One-Drive through Access UH, External Hard Drive, DIGM file server, etc.).

**Expectations**

Students are expected to:

- Be present
- Present work through the design process at every phase of the project cycle
- Engage in critiques as a learning method
- Meet deadlines

**Attendance**

More than 4 absences in both lecture and lab, unless excused, will reduce the students' final course grade by one letter. More than 7 absences will result in course failure.

After 3 late arrivals, it will be marked as 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 – 5**

Project 1: Typographic Hierarchy Poster

**Week 6 – 8**

Project 2: Design History/Movement

**Week 9 – 12**

Project 3: Event Identity System

**Week 13 – 15**

Project 4: Personal Branding | Identity System

**Projects Deadlines**

Projects must be completed and submitted via Canvas on the scheduled date. Deadlines are detailed in the course schedule.

Missing deadline: Two day maximum. A letter grade deduction to the final project grade for each day it's late.

**InDesign Assignments Deadlines**

Due on Sunday's at end of day (11:59 pm) the week after they are assigned. Assignments will be submitted via Canvas. No late assignments will be accepted.

**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**

Incomplete project submission starts at C-

**A** | Student exceeds expectation—produces high volume of drafts and experiments/takes risks to solve the design problem. Process and project development is consistent and provides insightful feedback during

critiques. Demonstrates a deep understanding of design/layout concepts and principles of design and executing a high level piece of layout design.

**B** | Projects are not only technically accurate, but also well designed. Displays an understanding of principles of design (use of type & Image). Participates in critiques and demonstrates a clear progression throughout the project process.

**C** | Project content is technically accurate. Demonstrates a basic understanding of design principles and meets the basic requirements of the project. Participates in critiques and consistent through the project process.

**D** | Weak understanding of design principles, poorly designed layouts. A project with technical flaws that will prevent it from working ( incorrect dimensions or lacking production marks). Inconsistent process/ project development. Misses multiple critiques and fails to provide feedback during critiques.

**F** | Failure to submit projects, or projects that have multiple technical flaw. Poorly designed layouts that fails to demonstrate an understanding of design principles/layout concepts. Fails to develop project, inconsistent and does not provide feedback during critiques.

### Grading

Project 1	15%
Project 2	25%
Project 3	40%
Project 4	10%
InDesign Assignments	10%

### Projects

Each project will be graded according to the following criteria:

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

### Image Generative AI

We specifically forbid the use of image generative artificial intelligence (AI) tools at all stages of the work process, including preliminary ones. Violations of this policy will be considered academic misconduct. We draw your attention to the fact that different classes at UH could implement different AI policies, and it is the student's responsibility to conform to expectations for each course.

### Chat GPT

If applicable, you may use Chat GPT to create copy for page layout projects.

### 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:

- Analyze the problem
- 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.
- Seek feedback from colleagues or classmates.

- Modify and improve with a number of possible iterations while seeking more feedback.
- Work and rework the strongest version while considering initial goals.
- 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.

Engagement in critiques is part of your grade.

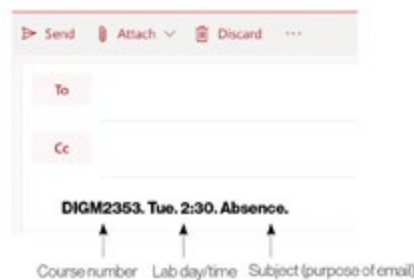
### Academic Information

#### 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:



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.

It is important that the students understand that a W is considered an attempt:

### Student Policies, Resources and Refunds

Students are allowed a maximum of two attempts in any of our courses. Under this policy, the "count" includes all attempts that result in a course grade of "A-F", "W" or "I."

Up to six (6) "W" grades may be used by an undergraduate student in his or her UH career. This includes courses attempted at Texas public universities since Fall 2007 and prior to transferring to UH.

#### Student Policies & Resource

<https://uh.edu/provost/students/student-policies/index#6-w-limit>

#### Refund Policy

<https://www.uh.edu/financial/payment/refunds/>

### 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.

### 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](http://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](http://988lifeline.org).

### 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](mailto: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.

### 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/>.

### 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.

### 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 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 (*No final for this course*).

### 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.