DIGM 2353
PAGE LAYOUT & DESIGN
Fall 2021

Instructor: Jim de Vega
jmdevega@central.uh.edu | hours by appointment

Lab Manager: Mike Dawson
mjdawson@central.uh.edu

UNIVERSITY of
HOUSTON
COLLEGE of TECHNOLOGY
Digital Media

LECTURE
16952 | Mon: 11am – 1pm

LAB
21158 | Tue 11am – 2pm

16926 | Wed 11am – 2pm

16927 | Thu 11am – 2pm

COURSE SYLLABUS
Subject to change with notice

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:

- 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.

PREREQUISITES
DIGM 1350 Graphics for Digital Media.

REQUIRED ITEMS
Students who join online will need:

- 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 for more information.

- A microphone.

- Webcam

- Download and install Microsoft Teams. Do not use the web app. Microsoft Teams is free for students. Instructions are in Appendix A.

RECOMMENDED ITEMS
- 13 x 19 Itoya Portfolio (available on amazon.com for $20.80).

- A way to back-up your files (e.g., Microsoft One-Drive through Access UH, External Hard Drive, DIGM file server, etc.).

- Sketchpad

EXPECTATIONS
Students are expected to:

- Attend class

- Show process through revisions and project development

- Participate in critiques

- 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 ABSENCES
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. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

PROJECTS OUTLINED BY WEEKS
Week 1 – 4
Project 1: Typographic Hierarchy Poster

Week 4 – 7
Project 2: Album Cover | Design Movement

Week 7 – 10
Project 3: Digifest Event Identity System

Week 10 –15
Project 4: Personal Branding | Identity System

GENERAL DEADLINES
Projects
Project deadlines are detailed in the course schedule. Projects will be submitted via OneDrive shared link.

InDesign Assignments
Due Sundays, end of day (11:59 pm). Assignments will be submitted via Blackboard.

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 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	20%
Project 3	20%
Project 4	35%
InDesign Assignments	10%

PROJECTS

Each project will be graded according to the following criteria:

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

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 a number of 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.

INDESIGN ASSIGNMENTS

Assignments are due on Sunday's at end of day (11:59 pm) the week after they are assigned.

DUE DATE POLICY

Assignments: No late assignments will be accepted.

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

ILT ACADEMIC PRE-REQUISITE 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 Fall 2020 explicitly states 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) is 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.

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 CLASSES

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

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](#)

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.

ADD/DROPS
Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

INCOMPLETE
An "incomplete" grade will only be issued if the student maintains an acceptable level of achievement and cannot, due to some factor beyond the control of the student, complete one or more major assignments. 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 you in ensuring that your academic pursuits meet with success and 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 about 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) 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, which is a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html.

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 in 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

PORTFOLIO PRESENTATION
TBD

Projects are printed and presented in a portfolio. Portfolios are due in the midterm week (first half assignments) and Final portfolio will be submitted at the end of the semester. Include all the projects listed on the provided checklist unless otherwise instructed by your professor or lab instructor.

Printed projects are to be kept and submitted in a 13 X 19" portfolio (samples will be shown in class). This oversized format is necessary to support the press sheets you will print.

Portfolio projects are to be printed in actual size on 11 x 17 sheets. See example below.

In addition to printing, all projects are to be saved, packaged, zipped and copied to your professors University of Houston OneDrive at the end of the semester.

DEGREE REQUIREMENTS
Visit: https://uh.edu/tech/digitalmedia/program/degree-requirements/

All students should discuss their choice of elective courses with Dr. Waite or an academic counselor. ELECTIVES MUST BE CAREFULLY CHOSEN.

MIXING electives means to take courses across DIGM disciplines. It is best for generalists (strategists) and students should take a second video class, a print class, a programming/coding class, an ePublishing class, etc.

MATCHING electives means to delve more deeply into ONE area of digital media that we cover by taking multiple related classes. The following are examples.

Print: 3252, 3152, 3350, 4373

Packaging: 3355, 4375, 3252, 3152, 3350

Motion Media: 3370, 3374, 4350, 4371

Gaming and Simulation: 4381, 4382, 3370, 4371

eMedia/Publishing: DIGM 3356, HDCS 4369, 4374, and 4375

Sales/Marketing...SCLT 2380 and 3381, DIGM 3356, HDCS 4374 and 4375

Coding, Web Development: ELET 2300, COSC 1306, DIGM 4381

All DIGM majors (not minors or those in other majors) need to read and sign the Digital Media student contract at Digital Media Student Contract

Note: students must access this from their UH account through MS 365.

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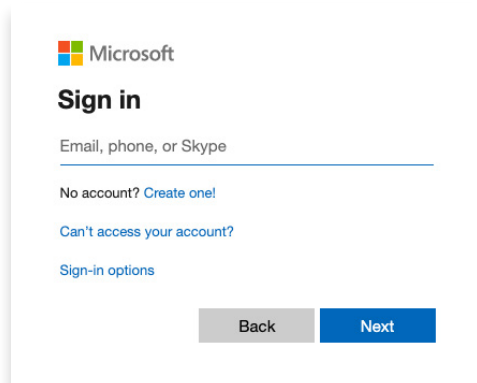
After downloading the app, sign in with username@cougarnet.uh and your CougarNet password.

1. Sign-in to your
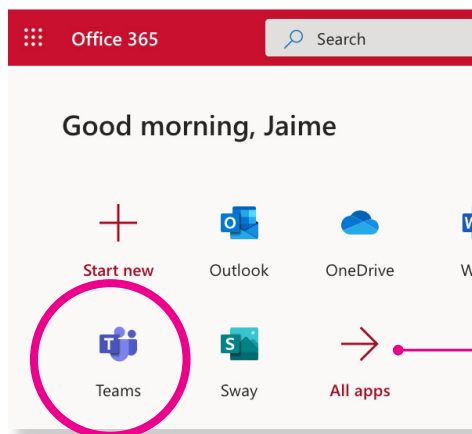https://accessuh.uh.edu/login.php
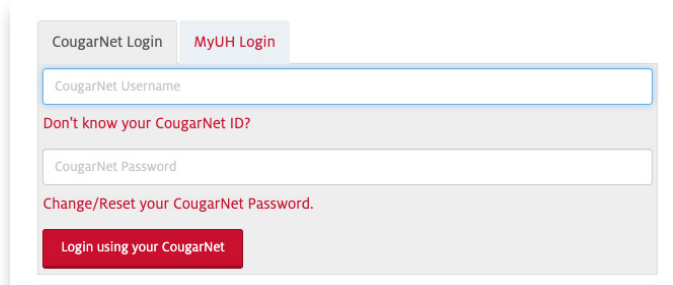
2. Click on the Office 365 icon.

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.