

UNIVERSITYof HOUSTON | DIGITAL MEDIA

DEPARTMENT OF INFORMATION SCIENCE TECHNOLOGY

Year Course Offered: 2025

Semester Course Offered: Spring

Department: DIGM

Course Number: 4351

Name of Course: Portfolio Development for DIGM

Sections: 18304 & 18305

Name of Instructor: Mark Hargrove

Meeting Place/Time:

Face-to-Face

Section 17171 – Room 306, Monday, 11 AM – 2 PM

Section 16304 – Room 306, Wednesday, 8 -11 AM

Phone: (713) 473-1118 | Email: mshargro@central.uh.edu | Office Hours: By Appointment

Course Description:

This class will instruct students on designing, creating, and presenting a printed portfolio of their work. They will also design and assemble a portfolio website using commercially available software. Their challenges include implementing sound design, layout, typography, color usage, copywriting, and soft skills. During this process, they understand the building blocks of website design.

Learning Objectives

The course will allow students to practice different concepts, steps, and styles to deliver an effective portfolio presentation.

Students completing the course will be able to:

- understand the workings of the Internet and associated elements
- create and design a website
- understand how to design for digital mediums, users, accessibility, and the screen
- be able to plan a well-organized website
- create a site-specific and usable navigation
- publish and test their site
- understand different tools that are used to build websites
- understand and apply web interface design principles and guidelines
- understand and apply typographic specifications for the Internet
- understand and apply graphics file formats for the Internet
- understand computer color basics
- discuss and implement Search Engine Optimization (SEO)

- consider ethical ramifications of the web
- design, plan and build a hard copy portfolio of their work produced in DIGM courses
- understand the differences between an online and a physical portfolio presentation
- use social engineering skills to persuasively present their work to interested persons

Required Textbooks:

None

Recommended Reading:

- The Principles of Beautiful Web Design Paperback – September 29 2020, ISBN 10: [1925836363](#) / ISBN 13: [9781925836363](#)
- [Webflow – 2021 Design Portfolio Course](#), Build and visually design a full portfolio website within the span of 21 days.
- [Webflow University](#), A library of lessons covering everything from layout and typography to interactions and 3D transforms.
- Adobe Forums: [forums.adobe.com](#) lets you tap into peer-to-peer discussions, questions and answers on Adobe products.
- Adobe TV: [tv.adobe.com](#) is an online video resource for expert instruction and inspiration about Adobe products, including a How-To channel to get you started with your product.
- Adobe Design Center: [www.adobe.com/designcenter](#) offers thoughtful articles on design and design issues, a gallery showcasing the work of top-notch designers, tutorials, and more.
- Adobe Labs: [labs.adobe.com](#) gives you access to early builds of cutting-edge technology, as well as forums where you can interact with both the Adobe development teams building that technology and other like-minded members of the community.

Information Technology Used in this Course:

You will need either a flash drive or a hard drive for backing up and archiving your files. You will be given 10 GB of network storage space on the UH server. Your account will be deleted at the end of the semester, and servers do crash, so frequently back up your work and make a copy, for the record, at the end of the semester. You will be given access and space on Microsoft OneDrive. Your computer will need a webcam and access to the Internet.

Software requirements plus other hardware are:

- USB flash drive for backing up work
- MS Teams and Blackboard
- Webcam
- MS Office 2019 or higher
- Firefox or Chrome Browser
- Adobe CC

All of the software except MS Office is available for download and installation on your computer, courtesy of Azure Dev Tools for Teaching. Office 365 is free to you as a student. For additional information, please visit the following:

<http://www.uh.edu/technology/college/technical-support/general-faq/>

Course Delivery:

Face-to-Face

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. Students have a designated face-to-face spot reserved, but alternative ways to participate are also provided. These alternatives may include (but are not limited to) attending class sessions through synchronous streaming, participating in discussion boards, and/or completing self-directed activities.

Course Credit:

This course is governed by The University of Houston Policy and Policies of the Accrediting bodies. First, students should understand that each class credit hour requires three hours per week: one hour in lecture and two hours of personal study/homework. Thus, a three-hour course requires nine hours per week: three in class and six on your own. You owe the instructor at least a total of nine hours per week.

Assignments/Exams:

- Attendance and Participation 20%
 - Lab Assignments: 15%
 - Web Portfolio Project: 25%
 - Physical Portfolio: 25%
 - Class Presentation: 15%
- The instructor retains the right to evaluate a subjectively individual student's grade in appropriate cases.*

Letter Grades:

	A 94-100	A- 90-93
B+ 87-89	B 84-86	B- 80-83
C+ 77-79	C 74-76	C- 70-73
D+ 67-69	D 64-66	D- 60-63

You know the rest.

DIGM Academic Prerequisite and Progression Requirements:

The Digital Media Department strives to create 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, helps student success. You must obtain a C- or better in DIGM 4351 to sign up for classes where DIGM 4351 is a prerequisite.

Online Learning Resources

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.

Class problems:

Occasionally, problems or concerns arise about your course. The ILT Department expects you to first communicate with the course instructor about problems and concerns.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator (Prof. Bret Detillier for CIS, Dr. Tony Liao for DIGM, and Professor Brian Mehring for TLIM). If the situation is still not

resolved, contact the ILT Department Chair, Dr. George Zouridakis, to communicate your problems or concerns.

Lectures:

Online lectures/presentations will be posted on Canvas.

Attendance/Participation:

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences will be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including medical illness of the 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](#).

Regular participation and punctual attendance are required of each student. Be on time for labs! Tardier more than 10 minutes counts as 1/2 an absence.

In addition to the University's policy, it is the instructor's decision to constitute an excused absence based on academic and professional growth opportunities outside the class. If there is any question as to the nature of the absence, the student should seek out the instructor prior to the absence.

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 academic adjustments/auxiliary aid, please contact the [Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with Disabilities).

Lab Policies:

The Digital Media Laboratory's use is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules:

- Do not use the printer in the lab for anything other than classwork.
- Computers are provided for your use.
- No food or drinks will be allowed in the lab.
- Before leaving lab each day, you will be responsible for logging off
- Downloading of any software will be considered theft, which is a violation of the University's Academic-Honesty policy. The Department Chair will be informed of all occurrences of software piracy. Any affected student will be suspended from class until a Departmental Hearing is called.

Late Assignments:

There is a great deal of work for this course. No late work will be accepted. Thus, it is better to submit work that is partly completed than to submit nothing at all.

Missed Classes:

If you are absent on the due date, the assignment will not be accepted in most cases. You must make arrangements to accommodate your absence, whether excused or unexcused.

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences will be excused as provided in The University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate](#)

Excused Absence Policy for reasons including medical illness of the 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](#).

Expectations:

Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than "B." Please provide the attention, motivation, and effort necessary to reach this grade expectation.

If you meet the minimum requirements of any assignment, you have done an average job that will earn you a "C." You must do more than the minimum requirements if you want to earn a higher grade. Remember, the professor is your client, and just as in the professional world, you will be expected to meet the client's approval.

Adds/Drops:

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

Incompletes:

An "Incomplete" grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignments. If a student wishes an "incomplete," he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

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](tel: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. 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/>.

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 the 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.

Online Learning Resources

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, Blackboard, and Canvas; using your smartphone as a webcam, and downloading Microsoft Office 365 at no cost. For questions or assistance, contact UHOnline@uh.edu.

UH Email

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

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on while attending the class, or you will not be counted as present. This is a face-to-face class; students must have special permission to attend an online class.

Security Escorts and Cougar Ride

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. The security escort service is designed for community members who have safety concerns and would like to have a Security Officer walk with them for their safety as they make their way across campus. Based on availability, either a UHPD Security Officer or a Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety, please call [713-743-3333](tel:713-743-3333). Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called "Cougar Ride" that provides rides to and from all on-campus shuttle stops and the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

Syllabus Changes

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through your UH email.

Artificial Intelligence

Students are encouraged to engage with course content and develop their own critical thinking and writing skills. While AI tools like ChatGPT can be useful for brainstorming, they should not be relied upon for producing final submissions. AI-generated content is often inaccurate, and submitting it as your own work

constitutes plagiarism. If you use AI, disclose how and where it was used, and ensure that any AI-derived information is fact-checked. This course values your personal insights, and assignments are designed to be fulfilling, so prioritize your own voice in your work. Academic integrity is paramount.

UH - Launch

Undergraduate Student Success Center for Peer Tutoring -
<http://www.uh.edu/ussc/launch/>

Student Accommodations Under the Americans with Disabilities Act:

When possible, and in accordance with 504/ADA guidelines, the instructor will attempt to provide reasonable academic accommodations to students who request and require them. Students with Special Needs should inform the instructor at the beginning of the semester.

Center for Students with Disabilities: <http://www.uh.edu/csd/>.

Other Important University Policies and Helpful Information:

UH DAPS: 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. No appointment is 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

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>

Campus Carry: <http://www.uh.edu/police/campus-carry/>