

UNIVERSITY of HOUSTON

COLLEGE of TECHNOLOGY

Digital Media

Year Course Offered: 2021

Semester Course Offered: Fall

Department: DIGM

Course Number: 4351

Name of Course: Portfolio Development for DIGM

Section: 26825

Meeting Place/Time: Face-to-Face, Tuesday 8:00 - 11:00 AM, Sugar Land, Room 243b

Name of Instructor: Mark Hargrove

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

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 email and or MS Teams.

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 gain an understanding of the building blocks of website design.

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

Learning Objectives - 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, user, 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 – Tuesday 8:00 - 11:00 AM, Room 243b

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 10%
- Lab Assignments: 15%
- Web Portfolio Project: 30%
- Physical Portfolio: 30%
- Class Presentation: 15%

The instructor retains the right to subjectively evaluate an 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.

The UH Interim Grading Policy applicable for Spring, Summer, and Fall 2020 explicitly stated that a program, department, or college might enforce a prerequisite or minimum GPA policy. Therefore, the DIGM Department's policy 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 instructor's letter grade determines whether the student has met the prerequisites for a future course. This ensures students have the correct levels of knowledge to advance in the program and prevents poor student outcomes in courses due to lack of prerequisite knowledge.

You must obtain a C or better in DIGM 2325 to sign up for classes where DIGM 2325 is a prerequisite.

Class problems:

Occasionally, there will be problems or concerns that arise about the course you are taking. The ILT department expects that you communicate with the course instructor about issues and concerns first.

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. Jerry Waite for DIGM, Professor Brian Mehring for TLM). If the situation is still not resolved, contact the ILT Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns.

Lectures:

Online lectures/presentations will be posted on Blackboard. Students should become well familiar with a given lecture prior to coming to the lab.

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.

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.

Presence in class:

Your presence in class each session means that you:

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

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

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 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.

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 Policy:	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
Recording of Class:	Students may not record all or part of a class, Livestream all or part of a class, or make/distribute screen captures without the 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 . Suppose YOU HAVE AN ACCOMMODATION TO RECORD CLASS-RELATED ACTIVITIES. In that case, 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 studying and notetaking. The 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 the student's office and may result in disciplinary action.
Syllabus changes:	Due to the changing nature of the things, 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 email and or MS Teams.
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. They can also be configured on IOS and Android mobile devices. 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 while attending class through MS Teams.
Sexual Misconduct Policy:	For more information about the UHS Sexual Misconduct policy and counseling and support resources available to you, go to the UHV Title IX Website: https://www.uh.edu/equal-opportunity/titleIX-sexual-misconduct/
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.

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/>