



Department of
Information Science Technology

Cullen College of Engineering

Course Syllabus — subject to change with notice

DIGM 4372 - Digital Media Production Management
Summer - 2024

Professor	Mark S. Hargrove BFA, MS	The image shows the cover of the book 'The Great Game of Business' by Jack Stack. The cover is dark with yellow and white text. It features the title 'THE GREAT GAME OF BUSINESS' in large, bold letters. Below the title, it says 'The Only Sensible Way To Run A Company'. There is a '20th Anniversary Edition' badge in the top right corner.
Professor's Email	mshargro@central.uh.edu	
Office Hours	By appointment	
Program Web Site	http://uh.edu/tech/digitalmedia/	
Course Location	AMG 320	
Important Days/Times	Tues & Thurs, 11:30 AM - 2:30 PM, Face-To-Face	
Required Textbooks	Stack, Jack (2013). The Great Game of Business. Crown Business Books. New York (ISBN: 978-0-385-34833-1). <i>Make sure it is the 20th Anniversary Edition.</i>	
Prior Knowledge	This course assumes computer literacy and knowledge of Adobe Illustrator and some knowledge of Microsoft Excel.	
Course Goals	Credit 3 hrs. How much should you charge a client for website design, video shoots, or social media campaigns? What hourly rate is appropriate for a young talent? How can you create a production budget that will be approved by the client or a boss? The Costing course is specifically tailored to meet the needs of creative technologists. Media producers will gain financial knowledge and experience that will enable them to effectively communicate the value of their production strategy. Students who complete the course will: <ul style="list-style-type: none">▪ craft financial stories involving: video production, website, and print production;▪ understand basic business practices and philosophies;▪ be able to craft numeral financial stories in both spreadsheet and infographic form;▪ be able to create and/or manipulate business accounting and budget production workflow.	

Important Information

As a student of the University of Houston, information available at http://www.uh.edu/provost/stu/stu_syllabsuppl/index.php will be critical to you in insuring 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 with regard to: The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; Other Information.

Course Credit

This course is governed by The University of Houston's policy and accrediting bodies' policies. 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, at least.

Grades

30% – Lecture Reports

**20% – Class Participation,
Attendance/Preparedness/Peer Evaluations**

50% – Lab Assignments

Letter Grades

A – 94-100 A- – 90-93

B+ – 89-87 B – 86-84 B- – 83-80

C+ – 77-79 C – 74-76 C- – 70-73

D+ – 67-69 D – 64-66 D- – 60-63

~ The instructor retains the right to subjectively evaluate an individual student's grade in appropriate cases.

Interim Undergraduate Grade Policy

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. Thus, course prerequisites are strictly enforced in all ILT Department courses. This helps 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.

Lecture Reports The lecture material will be crucial in completing your lab work effectively and effectively. Lecture reports will be written up with proper grammar, spelling, and APA citations that includes notes on the lecture and lecture materials (book chapters). It will be submitted on Canvas.

Class Participation, Attendance/Preparedness/Peer Feedback

For lecture OR LAB you will be required to speak up. In addition, provide feedback to your fellow evaluation team's numeral story efforts. The goal being to catch errors, present solutions and assist your fellow students in better numeral strategies. You will also be presenting your own work. You will be providing written feedback to all your teammates.

Lab Assignments Every lab, the instructor will give students specific assignments to complete during the week. The instructor will demo the various tools and techniques first to help students with the assignment. In every instance on the week they are to be submitted, Lab Assignments will be due Sunday evening by 11:59 PM. Students are required to submit their work to their team PRIOR to the start of lab.

Work Submission Lab Assignments and Lecture Reports will be due via Canvas. Peer Evaluations are due on TEAMS. The instructor will inform you about work submission during each lab.

- Work submitted via email will not be graded.
- Late work will not be accepted.
- It is your responsibility to make sure your work has been submitted correctly!

Attendance/Participation Regular and punctual attendance is required of each student. Be on time for class. If you come late, you will miss class interaction.

There will be a grade penalty for each unexcused absence. After three unexcused absences the student might either be dropped from the course or his/her grade might be negatively affected . In addition to the College's policy, it is the instructor's decision as to what will 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.

Excused Absences are defined as follows:

- Illness with a doctor's note
- Participation in a college function with a note from the advisor
- Death in the family with appropriate documentation

Students should not only attend each lab regularly and punctually, they should also come the lab prepared. As such, students should review the materials posted on Canvas before each class.

Communications Students are expected to check their college e-mails, Teams and Canvas regularly. If on-line services go down, notices will be posted at the office. Student e-mails must be sent through a college e-mail. Communication time frame is 48 hours excluding weekends and holidays.

Class Problems Occasionally, problems or concerns arise about your course. The department expects you to first communicate with the course instructor about issues and concerns.

If problems or concerns cannot be resolved with the instructor, the next appropriate action is to contact the program coordinator (Dr. Tony Liao for DIGM). Contact the Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns if the situation is unresol

Late Assignments Late work will not be accepted.

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.

Cheating Policy Academic dishonesty, such as cheating, plagiarism, copyright infringement and collusion will not be tolerated.

Please see the UH website for more information:

<http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty>

This includes the use of unauthorized books, notes, electronic resources (such as cell phones, laptops, smart watches, glasses, and tablets) or otherwise securing help on a test or assignment. All students involved will earn a grade of zero and no makeup is possible.

Copying another student's full or partial assignment, making changes and submitting it as your work is also cheating. All students involved will earn a grade of zero and no make-up is possible. The instructor also reserves the right to drop the student from the course if caught cheating.

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

Students must understand that a W is considered an attempt:

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," "W," or "I."

Also, an undergraduate student may use up to six (6) 'W' grades in his or her UH career. This includes courses attempted at Texas public universities since Fall 2007 and before transferring to UH. (See <https://uh.edu/provost/students/student-policies/index#6-w-limit>)

The refund policy can be found here: <https://www.uh.edu/financial/payment/refunds/>.

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 note taking. 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.

Americans With Disabilities Act Academic Accommodations: Students with disabilities who are requesting academic accommodations under Section 504 and the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 should contact the Disability Services Coordinator on campus and provide documentation that states evidence of a "substantially limiting" disability as defined by federal legislation noted above.

The college will make reasonable accommodations for students with documented disabilities. Please note that accommodations provided are not retroactive.

UH Caps Statement 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

UH Policy On Campus Carry of Concealed Weapons

Beginning last year, legally licensed students, staff or faculty are authorized by the State of Texas to carry concealed weapons in University buildings. The relevant rules are at: <http://www.uh.edu/police/campus-carry/>

If you see a gun or if someone says they have one, then call the police first at either 713-743-3333 or call 911, then tell your instructor or TA.

Concealed means concealed.

COVID-19/ Vaccinations Information

Students are encouraged to visit the University's COVID-19 website for important information including diagnosis and symptom protocols, on-campus testing, and vaccine information. Please check the website throughout the semester for updates. Students are asked to familiarize themselves with pertinent vaccine information and to consult with their health care provider.

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)

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.

Syllabus Changes

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 on-line 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

Please 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 (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.)

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/>.

Security Escorts and Cougar Ride

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for the 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 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. 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, as well as 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/>.

Helpful Information

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

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: <https://www.uh.edu/police/policies-training/campus-carry/>