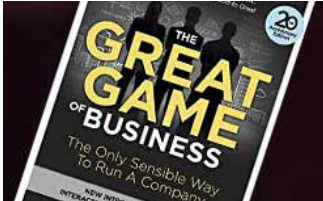




Department of  
Information Science Technology  
**Cullen College of Engineering**

*Course Syllabus — subject to change with notice*

**DIGM 4372 - Digital Media Production Management**  
**Spring - 2025**

<b>Professor</b>	Mark S. Hargrove BFA, MS	
<b>Professor's Email</b>	<a href="mailto:mshargro@central.uh.edu">mshargro@central.uh.edu</a>	
<b>Office Hours</b>	By appointment	
<b>Program Web Site</b>	<a href="http://uh.edu/tech/digitalmedia/">http://uh.edu/tech/digitalmedia/</a>	
<b>Course Location</b>	Section 26027, AMG 320 - Wed., 11:00 AM - 2:00 PM, Face-To-Face Section 18307, AMG 205 - Tues., 8:30 - 11:30 AM, Face-To-Face	
<b>Required Textbooks</b>	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>	
<b>Prior Knowledge</b>	This course assumes computer literacy and knowledge of Adobe Illustrator and some knowledge of Microsoft Excel.	
<b>Course Goals</b>	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"><li>▪ craft financial stories involving: video production, website, and print production;</li><li>▪ understand basic business practices and philosophies;</li><li>▪ be able to craft numeral financial stories in both spreadsheet and infographic form;</li><li>▪ be able to create and/or manipulate business accounting and budget production workflow.</li></ul>	

## Important Information

As a student of the University of Houston, information available at [http://www.uh.edu/provost/stu/stu\\_syllabsuppl/index.php](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

**15% – Attendance (be on-time)**

**15% – Class Participation/Preparedness/Peer Evaluations**

**30% – Lecture Reports**

**40% – 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.

## **Excused Absence Policy**

Regular class attendance, participation, and engagement in coursework are 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. 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](#).

## **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 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.

## **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.

## **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.

## **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/>.

## **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](https://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](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.



## **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 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](mailto: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**

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 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 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/>.

## 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](http://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](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/>