DIGM 2353
PAGE LAYOUT & DESIGN
Fall 2019

LECTURE
24120 | Wed 9 am –11 pm | AH 104

LAB
28911 | Wed 1 –4 pm | T102 A
24122 | Fri, 8 –11 am | T102 A
24123 | Fri, 1 – 4 pm | T102 A

Instructor: Jim de Vega
jmdevega@central.uh.edu | hours by appointment
Lab Manager: Mike Dawson
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COURSE SYLLABUS
Subject to change with notice

COURSE GOALS
Page Layout and Design provides students with an understanding of the technological systems that extend the range of human communications, with an emphasis on visual communication processes. The course is an overview, which only begins to scrape the surface of the field of graphic communication/digital media. You will walk away from this course knowing a little bit about a lot of things, but you will not master any one area. If any topics are of particular interest to you, your professor will be happy to offer you further opportunities for additional study.

The primary objectives of this class are for you to:

2. Develop projects thought the design process and methods.
3. Critique layouts using design vocabulary developed during the course.
4. Develop the technical skills in the use of Adobe InDesign.

This course is designed to be taken by committed Digital Media majors and minors. Others may enroll in the class if they have completed the prerequisite (DIGM 1350).

REQUIRED TEXTBOOKS
DIGM 2353 Course Pack
ISBN: 9781975061197

CONNECT TO FILE SERVER FROM HOME
Go to: uh.edu/digitalmedia
Select: Student Resources

RECOMMENDED TOOL
Adobe Creative Cloud. As low as $19.99 per month (annual plan paid monthly) from www.adobe.com

REQUIRED STORAGE
Use a portable hard drive for backing up and archiving your projects. You must back up all work to the student server, one portable disk, and a third location. Losing data is not an excuse in digital media.

You are responsible for your data. At the end of each lab, always backup your work to one of the following: Microsoft One-Drive through Access UH | Google Drive | Dropbox.com | DIGM file server (students$)

OPEN LAB
http://www.uh.edu/tech/digitalmedia/students/student-resources/

REQUIRED PORTFOLIO
13 × 19 Itoya Portfolio (available on amazon. com for $20.80)

EXPECTATIONS
Students are expected to attend class, show process through revisions and project development, participate in critiques and meet deadlines. Students are responsible for finding out about, and making up any assignments missed due to absence or tardiness.

ATTENDANCE
More than 4 absences (Lecture or Lab), unless excused, by a student during the semester will result in a reduction of their final course grade by one letter. More than 7 absences, will result in course failure. Each late arrival to class after 3 lates will be marked as an absence. If a student arrives late, they are responsible for notifying your professor of this at the end of class, otherwise they will be marked absent.

EXCUSED ABSENCES
If, during the semester, a student misses class due to a family emergency or severe illness (death, unforeseen hospitalizations or other traumatic life events), contact your professor as soon as possible to receive an excused absence and to make arrangements for missed deadlines or late work. Common illnesses such as the flu, colds, and stomach viruses do not warrant an excused absence.

Students who know they will miss class time due to religious holidays not recognized by the University should inform your professor one week in advance of the holiday to receive an excused absence and to make arrangements for missed or late work.

PROJECTS OUTLINED BY WEEKS
(Subject to change)

Week 1 – 2
Typography + Hierarchy

Week 3 – 4
PGSF Poster

Week 5 – 6
Album Cover | Design Movement

Week 6 –9
Digifest ID System

Week 10 – 14
Personal Branding: ID System

Week 12 –14
Portfolio Presentation

Week 16
Submit Portfolio

GENERAL DEADLINES
Projects: Due midterm (2 projects) and end-of-semester (all projects - 4 total)

Botello Chapters + Quizzes: Due Every Tuesday, end of day (11:59 pm).

Lab Workbook Assignments: Due dates will be posted on 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. A project that shows research, process, concept, well executed composition and presented professionally are examples of “exceeds expectation.”

B | projects are not only technically accurate, but also well designed showing an understanding of basic principles of design (use of type & Image, an understanding of design principles and layout concepts, and so forth).

C | Project content is technically accurate.

D | A project with technical flaws that will prevent it from working. For example, if the project is submitted at the wrong size or lacking production marks.

F | Failure to submit projects, or projects that have multiple technical flaw and lacks understanding of design principles and layout concepts.

GRADING
Projects + Process  60%
Portfolios Presentation  20%
Botello Chapters + Quizzes  15%
Lab Workbook Exercises  5%

PROJECTS + PROCESS
Projects are considered a part of the lab component of the course and will be graded by your Lab Professor and Instructor.

Each project will be graded according to the following criteria and averaged to one final grade per assignment:

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

PORTFOLIO PRESENTATION
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 on page 3.

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

BOTELLO CHAPTERS
Botello assignments are due every Tuesday at end of day (11:59 pm) the week after they are assigned. Submit finished assignments via Blackboard.

Feedback on assignments will be provided via Blackboard. Assignments will not be accepted late for any reason; however, the two lowest grades will be dropped from the individual assignment calculation.

BOTELLO QUIZZES
Botello quizzes are due every Tuesday at end of day (11:59 pm) the week after they are assigned.

Focus your attention on http://www.uh.edu/provost/policies/honesty/. Note that, according to University policy, your professor can take one or more of several actions if you cheat. Sanctions may include, but are not limited to: a lowered grade, failure on the examination or assignment in question, failure in the course, probation, suspension, or expulsion from the University of Houston, or a combination of these.

LAB EXERCISES
Lab Exercises will consist of brief tasks to become familiar with InDesign tools. The exercises will reinforce project work-flow. Lab Exercises due dates will be posted on Blackboard.

DUE DATE POLICY
No late work will be accepted in this class. (In order to allow for unexpected issues you may face, instructors will eliminate the 1 lowest quiz and assignment grades for final calculation).

PROCESS: FAILURE AND DISCOVERY
This class requires exploration and experimentation of problems in search of their appropriate solutions. Along with experimentation comes failure, but with failure comes new discoveries. Here is an outline of the steps a designer takes for a project.

1. Analyze the problem
2. Make a list of solutions and produce sketches of all the possible ways in which the problem could be solved; challenge yourself to go beyond what is familiar, obvious or at times comfortable.

3. Seek feedback from colleagues or classmates.
4. Continue to modify and improve with a number of possible solutions. Seek more feedback.
5. Work and rework chosen solution considering initials 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” that enables you to assess the work of your peers, your own work, and design in the world at large. Participation in critiques is part of your grade.

EVALUATION METHODS
Critiques and Reviews: thoughtful discussion of work is one of the best learning experiences. Students are evaluated on process and responses to classmates’ projects using design vocabularies developed during the course. Critiques offer the opportunity to give and receive constructive comments that help to improve students’ work.

Pinning up sketches is required, not optional. At the beginning of each class the students need to be prepared to pin up work due for that day.

ADD/DROPS
Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures must be followed to the letter.

INCOMPLETE
An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond the control of the student, complete one or more major assignment. 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.

NETIQUETTE IN CLASS
UH’s buildings are fully wireless. You can log-on to the Internet from any part of any of our buildings, including the classrooms.

However, it is unacceptable to use your laptop for surfing the web, answering e-mails, playing games, or other off-task functions during class.
Cellphones, PDAs, and other hand-held devices fall into the same category as laptops. They should not be used for outside class activities.

**IMPORTANT INFORMATION**
As a University of Houston student, information available at www.uh.edu/provost/policies/student/resources/ 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; and Other Information. Please note that ALL requests pertaining to accommodations must be provided to the professor 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.