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APPROVED DEC 07 2011  
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# Memo

April 29, 2011

To: Academic Committee  
From: Digital Media Faculty c/o Jerry Waite  
Date: April 29, 2011  
Re: Proposed DIGM course/program changes

The Digital Media program is growing much faster than anticipated. In an effort to accommodate the growing number of students and their interests within the field of Digital Media, as well as to incorporate advances in Digital Media technologies, the DIGM faculty request several changes to our degree plan and courses. Changes are reflected in the attached model degree plan, course flowchart, and CBM 003 forms. Brief explanations are found below.

**Degree Plan changes:**

In the *Writing in the Discipline* area, we request that TELS 3363 become the default course.

In the *Math/Reasoning* area, we note that students who choose the new eMedia area of emphasis (see below) will need to take MATH 1330 as a prerequisite for ELET 2300 and MATH 1431 as a prerequisite for CIS 2336.

In the *Major Requirements* section, we have broken the major into a 60 hour core, provided five 12-hour "tracks" for the students to choose, increased the number of elective hours from three to six, and updated course rubrics and titles that have changed since the previous degree plan was published.

The primary change in the major is the "core/track" arrangement. The core contains the basic courses in each of our Digital Media fields (print, computer graphics, web, photography, and videography) as well as essential leadership (we added Team Leadership to the list of required core courses), information technology, supply chain, and math/reasoning courses. In this way, we will ensure that our graduates are well versed in the breadth of Digital Media technologies.

Students will then be allowed to focus their majors into one of five tracks: Print, e-Media, Video, eCommerce, and Packaging. At present, the Digital Media program offers sufficient classes for students to complete only the Print Media area. To complete the eMedia area, we are proposing a new course, ePublishing (see below) and will draw upon the expertise and course offerings of our colleagues who teach C++ Programming and Internet Applications Development. We have two video courses on the books at this time. Our primary objective in hiring our next faculty member will be this area. We expect that individual to "flesh out" the video area of emphasis. In the mean time, we will borrow courses from Communications. eCommerce combines existing classes from the Human Development and Consumer Sciences Department along with our Integrated Media course and our new ePublishing course. The final area of emphasis, Packaging, will require one new DIGM course (Package Design—see below) and will utilize several existing print-media courses. The Supply Chain Faculty are working with the Gulf Coast Institute of Packaging Professionals to design a Packaging Manufacturing course that will eventually become part of this area of emphasis.

The *Electives* section as been revised to allow students to choose six hours of guided electives rather than the three hours that were provided in the previous degree plan. The additional elective hours are possible due to the "breaking out" of some courses that are currently required into the areas of emphases.

**Course changes:**

**DIGM 3354:** This CBM reflects a minor name change as well as a description change that better reflects the introductory nature of the course as well as its all-encompassing nature (from concept through delivery). Previously, the course description and title focused solely on preproduction and production.

**DIGM 3356:** This CBM is a request for a new course that will emphasize ePublishing. This burgeoning area of Digital Media serves the mobile computing market and is exemplified by the iPad and similar portable devices. *A sample course syllabus is included with this proposal.*

**DIGM 3374:** This CBM reflects a course number change, a minor name change, and revision to the course description to better reflect the more advanced nature of the course (it builds upon DIGM 3354) as well as its all-encompassing nature (from concept through delivery). Previously, the course description and title focused solely on production and post-production. The change also represents a move for the course from the senior level to the junior year...as shown on the attached flow chart.

**DIGM 4372:** This course has morphed from a printing estimating/costing class into a course that deals with cost analysis for print, graphic design, web design, photography, and videography. Thus, the course prerequisites need to change to require students to have completed introductory courses in all those areas *before* enrolling in the DIGM 4372 course. One consequence of this change would be to require students who minor in Graphic Communications Technology to take four additional prerequisite courses. We do not wish to burden those students with additional coursework. So, we will waive the DIGM 2351 and 3354 courses (each course has multiple prerequisites) for Graphic Communications Technology minors only. We will accommodate these students by grouping them together in class and having them specialize in print media costing/estimating.

**DIGM 4375:** This proposed course, which we are developing in conjunction with the Gulf Coast Institute of Packaging Professionals, will teach our students how to design packaging and will become part of the Packaging Emphasis within the DIGM degree plan. *A sample course syllabus is included with this proposal.*

**DIGM 4376:** We request name and description changes to better reflect the content of this course. Previously, this course, which was called "Multimedia," focused on flash animation. It is now the capstone of all our computer graphics courses and will integrate computer graphics, photography, web design, videography, and animation into integrated websites. Thus, the title "Integrated Media" better captures the content of the course.

**DIGM 4378:** The Senior Project course is now the capstone course for the entire Digital Media program...not just the Print Media courses. Thus, the prerequisites need to change to reflect this reality.

**DIGITAL MEDIA (DIGM)**

UNIVERSITY OF HOUSTON  
COLLEGE OF TECHNOLOGY

DEPT. OF INFORMATION & LOGISTICS TECHNOLOGY  
BACHELOR OF SCIENCE

NAME \_\_\_\_\_ SSN \_\_\_\_\_ CATALOG \_\_\_\_\_

**UNIVERSITY CORE REQUIREMENTS (42 SH)**

**Communication (6 SH)**

	GR	SH	AH
ENGL 1303 English Composition I	_____	_____	_____
ENGL 1304 English Composition II	_____	_____	_____

**Writing in the Discipline (3 SH)**

TELS 3363 Technical Communication	_____	_____	_____
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**History/Government (12 SH)**

HIST 1376 or 1377 US History to 1867	_____	_____	_____
HIST 1378 or 1379 US History since 1867	_____	_____	_____
POLS 1336 US & TX Const/Politics	_____	_____	_____
POLS 1337 US Government	_____	_____	_____

**Humanities\* (3 SH)**

_____	_____	_____	_____
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**Visual/Performing Arts\* (3 SH)**

_____	_____	_____	_____
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**Social/Behavioral Sciences\* (3 SH)**

_____	_____	_____	_____
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**Math/Reasoning (12-13 SH)**

Students must choose 12-13 hours from courses listed below.

MATH 1310 College Algebra	_____	_____	_____
MATH 1313 Fin Math With Appls	_____	_____	_____
TMTM 3360 Applied Tech Statistics	_____	_____	_____
PHIL 1321 Logic I	_____	_____	_____

**eMedia Area of Emphasis Requires MATH 1330 & MATH 1431**

MATH 1330 Precalculus	_____	_____	_____
MATH 1431 Calculus	_____	_____	_____

**Natural Sciences\* (6 SH)**

_____	_____	_____	_____
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_____	_____	_____	_____
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**APPROVALS:**

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Date \_\_\_\_\_

Department Chair \_\_\_\_\_ Date \_\_\_\_\_

**Major Requirements (72 SH)**

**MUST RECEIVE A "C" OR BETTER**

	GR	SH	AH
<b>Digital Media Core—60 hours</b>			
DIGM 2350 Graphics for Digital Media**	_____	_____	_____
DIGM 2351 Web Design**	_____	_____	_____
DIGM 2352 Digital Photography**	_____	_____	_____
DIGM 3351 Graphic Prod Process Cont. 1	_____	_____	_____
DIGM 3353 Visual Communications Tech.	_____	_____	_____
DIGM 3354 Video Production I****	_____	_____	_____
DIGM 4372 Costing in Graphic Communications	_____	_____	_____
DIGM 4378 Sr. Project	_____	_____	_____
ITEC 3325 Survey of Info Tech Applications	_____	_____	_____
SCLT 2362 Intro To Logistics Technology	_____	_____	_____
SCLT 2380 Distribution Channels	_____	_____	_____
SCLT 3381 Ind. and Consumer Sales	_____	_____	_____
TELS 3340 Org Leadership and Supervision	_____	_____	_____
TELS 3345 Human Resources in Tech	_____	_____	_____
TELS 3355 Project Leadership	_____	_____	_____
TELS 3365 Team Leadership	_____	_____	_____
TELS 4341 Production & Service Operations	_____	_____	_____
TELS 4342 Quality Improvement Methods	_____	_____	_____

**Students Must Choose One Area of Emphasis**

**Print Media Area of Emphasis—12 hours**

DIGM 3350 Digital Media Mat & Proc	_____	_____	_____
DIGM 3252/3152 Graphic Prod Process Cont. 2 & Lab	_____	_____	_____
DIGM 4373 Graphic Prod Process Cont. 3	_____	_____	_____
DIGM 4375 Package Design	_____	_____	_____

**eMedia Area of Emphasis—12 hours Prerequisite of MATH 1330 and MATH 1431**

ELET 2300 Introduction to C++ Programming	_____	_____	_____
CIS 2336 Internet Application Development	_____	_____	_____
DIGM 3356 ePublishing	_____	_____	_____
DIGM 4376 Integrated Media	_____	_____	_____

**Video Production Area of Emphasis—12 hours**

DIGM 3374 Video Production 2****	_____	_____	_____
DIGM 4376 Integrated Media	_____	_____	_____
Guided Elective _____	_____	_____	_____
Guided Elective _____	_____	_____	_____

**eCommerce Area of Emphasis—12 hours**

DIGM 3356 ePublishing	_____	_____	_____
DIGM 4376 Integrated Media	_____	_____	_____
HDCS 4374: Entrepreneurial E-Tailing	_____	_____	_____
HDCS 4375: Strategies in E-Tailing	_____	_____	_____

**Packaging Area of Emphasis—12 hours**

DIGM 3252/3152 Graphic Prod Process Cont. 2 & Lab	_____	_____	_____
DIGM 4373 Graphic Prod Process Cont. 3	_____	_____	_____
DIGM 4375 Package Design	_____	_____	_____
Guided Elective _____	_____	_____	_____

**ELECTIVES (6 SH): Choose 6 hours from among the following**

_____	_____	_____	_____
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DIGM 4396, HDCS 3369, TELS 2360, TELS 4371, Computer Literacy\*\*\*  
Up to 6 hours of ART coursework

**NOTE:** The Academic Services Center can assist in determining the directed emphasis courses that best fit your degree requirements.

36 advanced (3000, 4000 level) semester hours (SH) must be completed.

TASP requirements must be met.

\* Refer to class schedule for lists of courses that satisfy University Core requirements.

\*\* Equivalent courses from other UH departments and community colleges can satisfy this course requirement.

\*\*\* Students must pass the department computer literacy test prior to enrollment in advanced, major courses.

\*\*\*\* Equivalent courses from other UH departments can satisfy this course requirement

Total hours required: 120-121 SH minimum

For graduation with Honors, see Undergraduate Catalog.

**DIGITAL MEDIA**

UNIVERSITY OF HOUSTON  
COLLEGE OF TECHNOLOGY

DEPT. OF INFORMATION & LOGISTICS TECHNOLOGY  
BACHELOR OF SCIENCE

NAME \_\_\_\_\_ SSN \_\_\_\_\_ CATALOG \_\_\_\_\_

**UNIVERSITY CORE REQUIREMENTS (42 SH)**

	GR	SH	AH
<b><u>Communication (9 SH)</u></b>			
ENGL1303 English Composition I	_____	_____	_____
ENGL1304 English Composition II	_____	_____	_____
<b><u>Writing in the Discipline* (3 SH)</u></b>			
_____	_____	_____	_____
<b><u>History/Government (12 SH)</u></b>			
HIST 1377 US History to 1867	_____	_____	_____
HIST 1378 US History since 1867	_____	_____	_____
POLS 1336 US & TX Const/Politics	_____	_____	_____
POLS 1337 US Government	_____	_____	_____
<b><u>Humanities* (3 SH)</u></b>			
_____	_____	_____	_____
<b><u>Visual/Performing Arts* (3 SH)</u></b>			
_____	_____	_____	_____
<b><u>Social/Behavioral Sciences* (3 SH)</u></b>			
_____	_____	_____	_____
<b><u>Math/Reasoning (6 SH)</u></b>			
MATH 1310 College Algebra	_____	_____	_____
MATH 1313 Fin Math With Appls	_____	_____	_____
<b><u>Natural Sciences* (6 SH)</u></b>			
_____	_____	_____	_____
_____	_____	_____	_____

**Major Requirements (75 SH)**

			GR	SH	AH
<b><u>MUST RECEIVE A "C" OR BETTER</u></b>					
DIGM 2350	Graphics for Digital Media**		_____	_____	_____
DIGM 2351	Web Design**		_____	_____	_____
DIGM 2352	Digital Photography**		_____	_____	_____
DIGM 3350	Digital Media Mat & Proc		_____	_____	_____
DIGM 3351	Graphic Prod Process Cont. 1		_____	_____	_____
DIGM 3252	Graphic Prod Process Cont. 2		_____	_____	_____
DIGM 3152	Graphic Prod Process Cont. 2 Lab		_____	_____	_____
DIGM 3353	Visual Communications Tech.		_____	_____	_____
DIGM 3354	Video Planning & Production****		_____	_____	_____
DIGM 4372	Costing in Digital Media		_____	_____	_____
DIGM 4373	Graphic Prod Process Cont. 3		_____	_____	_____
DIGM 4374	Video Post Production****		_____	_____	_____
DIGM 4376	Multimedia Authoring		_____	_____	_____
DIGM 4378	Senior Project		_____	_____	_____
DIGM 4390	Current Issues in Digital Media		_____	_____	_____
CIS 3325	Info Tech for Non-IT majors		_____	_____	_____
SCLT 2362	Intro To Logistics Technology		_____	_____	_____
SCLT 2380	Distribution Channels		_____	_____	_____
SCLT 3381	Ind. and Consumer Sales		_____	_____	_____
TELS 3340	Org Leadership and Supervision		_____	_____	_____
TELS 3345	Human Resources in Tech		_____	_____	_____
TELS 3355	Project Leadership		_____	_____	_____
TELS 4341	Production & Service Operations		_____	_____	_____
TELS 4342	Quality Improvement Methods		_____	_____	_____
TMTH 3360	Applied Tech Statistics		_____	_____	_____
PHIL 1321	Logic I		_____	_____	_____

**ELECTIVES (3 SH): Choose 3 hours from the following:**

DIGM 4396	Internship: Digital Media	_____	_____	_____
HDCS 3369	Entrepreneurship	_____	_____	_____
CIS 2334	Info Systems Applications	_____	_____	_____
CIS 2336	Internet Application Development	_____	_____	_____
TELS 2360	Business Law	_____	_____	_____
TELS 3365	Team Leadership	_____	_____	_____
TELS 4371	Leading Change in the Workplace	_____	_____	_____
Elective or Computer Literacy***		_____	_____	_____
Art elective _____		_____	_____	_____
Art elective _____		_____	_____	_____

**APPROVALS:**

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Date \_\_\_\_\_

**36 advanced** (3-4000 level) semester hours must be completed.

For graduation with Honors, see Undergraduate Catalog.

TSI requirements must be met.

\* Refer to class schedule for lists of courses that satisfy University Core requirements.

\*\* Equivalent courses from other UH departments and community colleges can satisfy this course requirement.

\*\*\* Students must pass the department computer literacy test prior to enrollment in advanced, major courses.

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Total hours required: 120 SH minimum