DIGM 3252: Graphic Production Process Control II  
FALL 2015 SYLLABUS  
Revised LES: 08/17/2015

Section 21315 On-line with Blackboard Learn Only

Description 2 credits. Using graphic communication production control techniques to produce single- and multi-page documents. Includes an in-depth study of page layout, imposition, and static and variable-data printing technologies. Prerequisite: DIGM 3351.

Instructor: Lloyd Schuh: leschuh@central.uh.edu Telephone: (713) 743-6438. I do not check phone messages regularly. If you need to contact me immediately, please use my email address. Please use “Student Cafe” option on Blackboard for general questions and comments, and use instructor’s email for private questions.

Office Hours: Sugar Land by appointment.

Course Goals: This course is designed to familiarize students with the production of single- and multi-page documents in black-and-white and color. Both traditional (static data) and variable data printing technologies are examined. The course is not intended to create proficient technicians. Rather, students completing the class will have a broad overview of print production operations so that they may effectively supervise or estimate printing jobs, communicate technically with printing vendors or buyers, and/or design graphic products giving full consideration to the limitations inherent in pre-press operations. A separate course (DIGM 3152) provides laboratory activities to support the content of DIGM 3252. Students completing the course will describe, demonstrate, compare, analyze, integrate, and critique Digital Media technologies related to:

1. Printing processes and printing systems;
2. Offset printing principles, technologies, make-ready, printing, and maintenance;
3. Gravure, letterpress, flexographic, screen, and special printing principles and processes;
4. Non-impact and hybrid printing principles and processes;
5. Pre-make-ready and make-ready;
6. Printing inks and toners;
7. Imposition of printers’ spreads using imposition software;
8. Folding, cutting, stitching, and other bindery processes.

Textbooks: Kipphan, H. Handbook of Print Media. Berlin: Springer-Verlag: 2001. ISBN 3-540-67326-1. (This is an expensive book, but it will also be used for DIGM 3350, 3351, and 4373. Suggestion: buy this book on-line...$41+ [used] from Amazon.)

Required tools: Pen(s), scientific calculator. Several handouts for the course will only be supplied in Adobe Acrobat Portable Document Format. These files can be read on any Windows, Mac, or Unix computer providing you have the correct Acrobat Reader Software. Acrobat Reader is available free of charge from the Adobe Website (www.adobe.com). You can read the files on-screen or print the files on your own printer.
Important: 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 insure 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.

Blackboard: All course materials are organized and distributed through Blackboard. Be sure to check daily for announcements, and so forth. Each module contains one or more types of instructional materials including interactive presentations, videos, textbook readings, as well as various activities for you to complete. Blackboard will indicate the dates that quizzes and other assignments are due. Please pay close attention to each module’s page on Blackboard and follow the instructions for each module.

Quizzes: There will be quizzes for each module on Blackboard. These quizzes are open notes/open book and may be taken at your leisure during the time each quiz is available. They will form the basis of the midterm and final, although questions not appearing in the quizzes may be used in the exams. Some of the quizzes contain “hot-spots” in the answer. It is important that you click on the middle of the image to receive credit.

Exams: There will be two exams given—a midterm and a final. The midterm will cover all module material covered up to the exam. The final will cover all module material covered after the midterm. These exams will NOT be open book or notes and must be completed face-to-face on the Sugar Land campus. The questions will include those on-line quiz questions that stumped a large percentage of the class.

Research Paper Every Digital Media major is required to have a “research question.” This question represents an area of inquiry within Digital Media (print, Internet, photography, videography, management, leadership, logistics, sales, and so forth) that you will study outside of class time during each DIGM course you take. You should choose a question that interests you…something that you want to be an “expert” in by the time you graduate. In each DIGM class, beginning with 2350, you will be asked to do research on your question and, in doing so, expand your knowledge base. Then, you are to write your findings in a short (two–three page, 12 points, double-spaced) paper that meets the APA (American Psychological Association) manuscript requirements.

Your research will culminate when you are a senior and take DIGM 4399 (Senior Thesis). In the Senior Thesis class, you will give a presentation about your topic, and write a paper that can be published as a student article in a professional journal. A flowchart of the senior thesis process is available on-line.

In DIGM 3252, you should be working on your Literature Review. A useful description of the content of and method to conduct a literature review can be found at http://www.duluth.umn.edu/~hrallis/guides/researching/litreview.html. Another good resource is found at: http://www.uhv.edu/ac/wac/pdf/litreview.pdf.

You may have completed your Literature Review in another DIGM class. If so, you may submit that review to complete the requirement. Discuss this with your instructor at your meeting prior to the due date.
If you are not a Digital Media major, you still have to write a short (two-three page) literature review for this class on a topic related to Digital Media (see a complete discussion in the DIGM 2350 syllabus, available on the http://www.digitalmedia.tech.uh.edu site). A cover page for your paper is available on this course’s web site. You must download, and complete this page, and attach a printed copy to your paper.

It is required that you meet with your instructor at least once before your paper is due. Schedule this meeting as soon in the semester as possible. This meeting is worth 5% of your grade. Your paper, in hard copy form, is due the day of the Midterm Exam. It is worth 10% of your total course grade.

Your paper will be graded according to the University of Houston Writing Rubric. A copy of the rubric can be found on the DIGM 3252 web page.

Social Networking: Social Networking is an integral part of Digital Media. The proper use of Social Networking is also extremely important in developing your own personal “brand” as well as achieving success in your career. There are some Social Networking sites that are primarily “personal” in nature. I suggest that you appear on such sites using a pseudonym or be extremely cautious in what you post on them. Employers are known to seek out applicants’ pages and gather not-too-flattering information prior to job interviews. Employers are also known to monitor employees’ pages looking for content that portrays the company in a negative light.

You also need a “professional” brand on a “professional” Social Networking site. On such a site, you must strive to paint an extremely proficient portrait of yourself. Spelling, grammar, photographic content and quality, and substance of your posts and responses all count. These all make an indelible impression on the outside world. In this class, we will use “LinkedIn” as a “professional” networking site. You will be graded on whether or not you belong to the course’s group, whether you post discussion topics and respond to others, and the quality of your English usage (including proper spelling and punctuation). If you are concerned about Internet security and/or privacy, please join LinkedIn under a pseudonym and simply let your professor know your nom de plume.

Social Networking is worth 5% of your grade: one point for joining and one point for each professional post or response up to a maximum of 25 points.

Extra Credit: Overall course extra credit may be earned through participation in the University of Houston chapter of the Graphic Communications Education Association (GCEA-UH). Students who join GCEA-UH and attend a minimum of three association meetings will earn three points extra credit on their final grades. GCEA-UH officers will receive two points of extra credit on their final grades. You can only receive these credits in one DIGM class, so be certain to specify to the GCEA-UH secretary to which class you would like this extra credit applied.
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<th>Grading:</th>
<th>Item</th>
<th>Percent of grade</th>
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<tr>
<td></td>
<td>Exams (2 @ 50 points each)</td>
<td>40%</td>
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<td>Weekly quizzes 15 (points vary)</td>
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<td>Imposition portfolio 25 Points</td>
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<td>Paper 50 points</td>
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<td>Research meeting 10 points</td>
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<td>Social networking 25 points</td>
<td>5%</td>
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Percent/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

The Digital Media Faculty expect students in the program to be capable and motivated professionals. No student should be content with a grade less than "B." Please provide the attention, motivation and effort necessary to reach this grade expectation.

**Test Policy:**
Blackboard quizzes: you may use any materials you’d like during these quizzes and you may take them at your leisure during the available period. Exams are closed notes and books, you will be allocated three hours to complete the proctored exam. Missed quizzes cannot be made-up.

Only in the case of a medical or family emergency may an exam (not quizzes) be rescheduled. Application must be made in writing with supporting documentation within the week following the scheduled exam. You will then be scheduled to take the exam at a U of H proctored location.

**Due Dates:**
The Digital Media field is a very deadline oriented profession. For this reason we place a great deal of importance on assignments being completed on schedule. Unless otherwise noted in this syllabus, no late submissions will be accepted.

**Adds/Drops:**
Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures are state requirements and must be followed to the letter.

**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 the control of the student, complete one or more major assignment. If a student wishes an “incomplete” grade, she/he must explain the situation to the instructor in advance and make specific arrangements in writing to make up missing work no later than one year after the “incomplete” is issued.

**Disabilities:**
Any student who may be in need of additional help under the ADA guidelines should contact the instructor within one week of the beginning of class. No special accommodations can be made without a letter from a U of H Disabilities Counselor.