

UC 11937 12F

College of Technology

# Memo

APPROVED APR 24 2013  
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RECEIVED OCT 12 2012  
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**To:** Undergraduate Committee  
**From:** Fred Lewallen, Associate Dean for Academic Affairs  
**Date:** 10/11/2012  
**Re:** Modification of Degree Plan- Digital Media BS

Attached for your review and consideration are the modifications to the Digital Media BS degree plan.

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Action: Replace DIGM 3353 with new course DIGM 2353 Page Layout and Design

Action: Replace DIGM 4378 with DIGM 4399 Senior Thesis

**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)**

<u>Communication (6 SH)</u>	GR	SH	AH
ENGL 1303 English Composition I	___	___	___
ENGL 1304 English Composition II	___	___	___

<u>Writing in the Discipline (3 SH)</u>	GR	SH	AH
TELS 3363 Technical Communication	___	___	___

<u>History/Government (12 SH)</u>	GR	SH	AH
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	___	___	___

<u>Humanities* (3 SH)</u>	GR	SH	AH
_____	___	___	___

<u>Visual/Performing Arts* (3 SH)</u>	GR	SH	AH
_____	___	___	___

<u>Social/Behavioral Sciences* (3 SH)</u>	GR	SH	AH
_____	___	___	___

<u>Math/Reasoning (12-13 SH)</u>	GR	SH	AH
tudents must choose 12-13 hours from courses listed below. Media requires MATH 1330 and MATH 1431.			
MATH 1310 College Algebra	___	___	___
MATH 1313 Fin Math With Appls	___	___	___
TMTH 3360 Applied Tech Statistics	___	___	___
PHIL 1321 Logic I	___	___	___
MATH 1330 Precalculus	___	___	___
MATH 1431 Calculus	___	___	___

<u>Natural Sciences* (6 SH)</u>	GR	SH	AH
_____	___	___	___

**APPROVALS:**

Student Signature _____	Date _____
Advisor _____	Date _____
Department Chair _____	Date _____

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.

**Major Requirements (72 SH)**

<u>MUST RECEIVE A "C" OR BETTER</u>	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 2353 Page Layout and Design**	___	___	___
DIGM 3351 Graphic Prod Process Cont. 1	___	___	___
DIGM 3354 Video Production I****	___	___	___
DIGM 4372 Costing in Graphic Communications	___	___	___
DIGM 4399 Senior Thesis	___	___	___
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	___	___	___

<u>Students Must Choose One Area of Emphasis</u>	GR	SH	AH
<b>Print Media Area of Emphasis—12 hours</b>			
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	___	___	___
<b>eMedia Area of Emphasis—12 hours Prerequisite of MATH 1330 and MATH 1431</b>			
ELET 2300 Introduction to C++ Programming	___	___	___
CIS 2336 Internet Application Development	___	___	___
DIGM 3356 ePublishing	___	___	___
DIGM 4376 Integrated Media	___	___	___
<b>Video Production Area of Emphasis—12 hours</b>			
DIGM 3374 Video Production 2****	___	___	___
DIGM 4376 Integrated Media	___	___	___
Guided Elective _____	___	___	___
Guided Elective _____	___	___	___
<b>eCommerce Area of Emphasis—12 hours</b>			
DIGM 3356 ePublishing	___	___	___
DIGM 4376 Integrated Media	___	___	___
HDCS 4374: Entrepreneurial E-Tailing	___	___	___
HDCS 4375: Strategies in E-Tailing	___	___	___
<b>Packaging Area of Emphasis—12 hours</b>			
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**

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.

# Digital Media Major

LEADERSHIP

CREATIVITY

PRINT

COMPUTER GRAPHICS

WEB DESIGN

PHOTOGRAPHY AND VIDEOGRAPHY

These are the areas that are explored in Digital Media in the College of Technology at the University of Houston. By using your leadership talents, you can create a communications tapestry by weaving together people and the technologies of print, photography, videography, multimedia, and web design. Effective contemporary graphic communication requires a mix of communications technologies; still- and motion-multimedia and web sites in addition to printed media.

## DIGITAL MEDIA

The Digital Media program prepares technologically-savvy leaders for supervisory positions in the digital media industry. Students who enroll in this program will gain competencies in various graphic-related technologies that support the digitization of graphic and text context as well as a broad background in leadership and supervision. Much of the curriculum is devoted to the utilization of digital-media-oriented information technology as it impacts the graphic workflow. Graduates from this program move into positions of service support in businesses specializing in communication through print, internet, multimedia, and video technologies. Service support positions that graduates assume are typically part of the larger sales function of digital media firms and include titles such as customer service representative, estimator, planner, supervisor, and scheduler. For graduates to move into sales person positions, they generally build upon the skills they have mastered in other service-support positions within digital media firms. Digital Media, part of the Graphic Communications cluster of industries, is a dynamic and ever-changing field and is ranked among the latest industries in the United States.

Digital Media (DIGM) courses are offered by the Information and Logistics Technology Department in the University of Houston's College of Technology. DIGM courses cover bitmapped and vector computer graphics, digital photography, videography, visual design concepts, prepress technologies, web design, multimedia technologies, image transferring, and industry trends. Courses include theory-rich lectures as well as hands-on and enjoyable activities conducted in our state-of-the-art laboratories on the latest equipment. Each student also completes a senior project and an internship. You can

learn more about the graphic communications specific classes and assignments by browsing [www.digitalmedia.tech.uh.edu](http://www.digitalmedia.tech.uh.edu).

## PROGRAM DESIGN

Your degree in Digital Media is designed to be completed in four years and consists of 120 semester of undergraduate credit. The program requires 42 hours of university core courses. In addition to meeting the 42 semester hours of university core curriculum requirements, students must complete major core requirements and approved electives. The Digital Media major covers computer graphics, web design, digital photography, visual design, print production control, videography, multimedia/animation, information technology, leadership and supervision, quality control, logistics, and sales. The program also provides for six hours of electives.

In addition to completing a 60-semester-hour core that consists of digital media fundamentals, information technology essentials, sales, and leadership courses, students also select a 12-semester-hour area of emphasis. Emphases include print media, eMedia (requires calculus), video production, eCommerce, and packaging.

Many of the lower-division DIGM courses can be completed at cooperating community college campuses, including Houston Community College, Lone Star College, and Austin Community College. If you are a community college student, please speak with your instructor or counselor transferability to UH.

## YOUR FUTURE

The Digital Media program provides extensive internship opportunities for its students as well as opportunities to network with industry professionals. In particular, the UH chapter of the International Graphic Arts Education (IGAEAUH) sponsors bi-annual and "meet and greet" opportunities so that students can learn about career opportunities first-hand from industry practitioners.

All majors and minors in the Department of Information and Logistics Technology must earn a grade of **C** or better in all major/minor courses. No grade lower than **C** will be accepted on any courses applicable to the major transferred to the University of Houston.

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## University Core Curriculum

42 Semester Hours

For information on the University Core, please see the [Academic Regulations](#) section of this catalog.

Please note that some majors have specific requirements in the core curriculum. Refer to the specific degree plans in this catalog for those requirements.

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## Digital Media Major Requirements

**DIGM 2350**. Graphics for Digital Media

**DIGM 2351**. Web Design 1

**DIGM 2352**. Digital Photography

**DIGM 3351**. Graphic Production Process Control 1

**DIGM 2353**. Page Layout and Design

**DIGM 3354**. Video Planning & Production

**DIGM 4372**. Costing in Digital Media

**DIGM 4399**. Senior Thesis

**ITEC 3325**. Information Technology for Non-IT Majors

**SCLT 2362**. Introduction to Logistics Technology

**SCLT 2380**. Distribution Channels

**SCLT 3381**. Industrial and Consumer Sales

**TELS 3340**. Organizational Leadership and Supervision

**TELS 3345**. Human Resources in Technology

**TELS 3355**. Project Leadership

**TELS 3365**. Team Leadership

**TELS 4341**. Production and Service Operations

**TELS 4342**. Quality Improvement Methods

Major GPA will be calculated based on the major requirements and area of emphasis.

Students must choose one area of Emphasis:

### Print Media

**DIGM 3350**. Digital Media Materials & Processes

**DIGM 3252/ 3152**. Graphic Production Process Control 2 & lab

**DIGM 4373**. Graphic Production Process Control 3

**DIGM 4375**. Package Design

### eMedia (prerequisite of MATH 1330 and MATH 1431)

**ELET 2300**. Introduction to C++ Programming

**CIS 2336**. Internet Applications Development

**DIGM 3356**. ePublishing

**DIGM 4376**. Integrated Media

## Video Production

**DIGM 3374**. Video Production 2

**DIGM 4376**. Integrated Media

Guided Elective

Guided Elective

## eCommerce

**DIGM 3356**. ePublishing

**DIGM 4376**. Integrated Media

**HDCS 4374**. Entrepreneurial E-Tailing

**HDCS 4375**. Strategies in E-Tailing

## Packaging

**DIGM 3252/ 3152**. Graphic Production Process Control 2 & lab

**DIGM 4373**. Graphic Production Process Control 3

**DIGM 4375**. Package Design

Guided Elective

**ELECTIVES (6 SH): CHOOSE 6 HOURS FROM THE FOLLOWING:**

**DIGM 4396**. Internship in Digital Media

**HDCS 3369**. Entrepreneurship

**TELS 2360**. Business Law

**TELS 4371**. Leading Change in the Workplace

Elective or Computer Literacy\*\*\*

Art elective (Up to 6 hours)

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## College Requirements and University Core

### COMMUNICATION

(6 semester hours which includes university core)

**ENGL 1303**. First Year Writing I

**ENGL 1304**. First Year Writing II

### WRITING IN THE DISCIPLINES

(3 semester hours which includes university core)

**TELS 3363**. Technical Communications

### HISTORY & GOVERNMENT

(12 semester hours which includes university core)

**HIST 1377**. The United States to 1877

**HIST 1378**. The United States Since 1877

**POLS 1336.** U.S. and Texas Constitutions and Politics

**POLS 1337.** U.S. Government: Congress, President, and Courts

## **HUMANITIES**

(3 semester hours which includes university core - choose from approved list)

## **VISUAL & PERFORMING ARTS**

(3 semester hours which includes university core - choose from approved list)

## **SOCIAL AND BEHAVIORAL SCIENCES**

(3 semester hours which includes university core)

## **NATURAL SCIENCES**

(6 semester hours which includes university core - choose from approved list)

## **MATHEMATICS/REASONING**

(12-13 semester hours which includes university core from courses listed below)

**MATH 1310.** College Algebra

**MATH 1313.** Finite Mathematics

**TMTH 3360.** Applied Technical Statistics

**PHIL 1321.** Logic I

eMedia area of emphasis requires MATH 1330 & MATH 1431

**Degree awarded:** Bachelor of Science

**Major:** Digital Media