



Digital Media

UNIVERSITY of **HOUSTON**

COLLEGE of TECHNOLOGY

Digital Media



A LOOK INSIDE THE DIGITAL MEDIA PROGRAM AT UH

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INTRODUCTION



Digital Media is a dynamic and ever-changing part of the Communications Technology and Computer & Information Sciences industries. This program was created to fill the growing need for educated and professional leaders in the printing and publishing industry. However, as the program grows, new areas of interest are available to students including eMedia, eCommerce, Videography, and other areas of concentration.

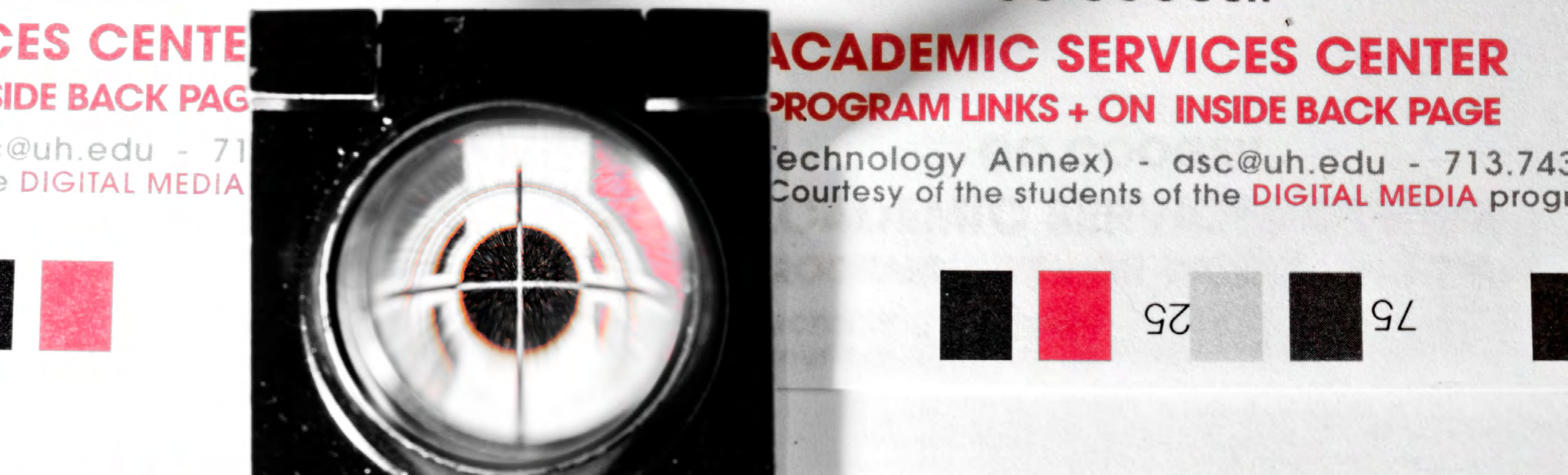
The Digital Media program at the University of Houston prepares future tech-savvy leaders through theory-rich lectures and hands-on, enjoyable activities conducted in state-of-the-art laboratories. The computer and printing labs feature the latest equipment and most current versions of necessary software. With the use of these technologies, students gain competencies in graphic-related technologies that support the digitization of graphic and text content. Further more, students receive a background in leadership and supervision to prepare them to enter into a creative work environment as leaders and managers of their field.

Throughout the program, a dedicated staff of professionals provides numerous scholarship and internship opportunities to students, as well as their assistance in the students' evolving research projects. Each Digital Media student is also encouraged to participate in the UH chapter of IGAEA, which also lends opportunity. Graduates of the program move into positions of service support in businesses, specializing in

communications via print, multimedia, photographic, and Internet technologies. Dedicated industry representatives continue to advise faculty, staff, and administrators to ensure the program is relevant and meets the needs of both students and employers.



DIGITAL MEDIA PROGRAM



BACKGROUND INFORMATION

The Digital Media Program is accredited by the Accrediting Council for Collegiate Graphic Communications; the University of Houston's program is one of only eleven fully accredited programs in the United States. This industry involvement, coupled with the University of Houston's location in a major city in a state in which printing is booming, made the program unique in printing education.

Though the origins of such programs date back to the early '80s, the University of Houston gained ground in 1993 when Dr. Jerry Waite joined the university and began preparing the new curriculum. The original program, Graphic Communications Technology, was the first

baccalaureate-level program that specialized in supervision in the state of Texas. The courses covered areas of electronic publication and printing process, such as prepress, press, finishing, and costing activities.

FOR MORE INFO ON DR. WAITE:



As facilities and student enrollment grew, the expanding staff of the GRTC program began to create a new program that would prepare students to manage communications projects. This program would work to integrate the internet, photographic, videographic, and computer graphics communications channels with conventional print technology in addition to leadership and supervision classes.

Dr. Waite, with the help of colleagues and an Advisory Board, began



developing, critiquing, and improving courses between 2005 and 2007; the moniker Digital Media was chosen to best represent the program. This original program was in effect by 2009.

Top Left. Can Le, Jerry Waite, Harold Halliday.

Bottom Left. Patrice Charleville, Lloyd Schuh, Monika Zarzycka

The Digital Media program grew immensely over the next few years; in 2010, there were 60 majors, growing to 149 by 2011. By fall of 2012, the enrollment in classes grew to exceed over 325 students per semester. This growth made it obvious that the Digital Media program was viable and ready to expand even further in order to handle the increasingly large student body. Thus, a core/track program was developed, one in which all majors would acquire a core understanding of digital media and then be allowed to choose an area of specialization within the field. These areas were approved and with into affect in the fall of 2012 and include: Print Media, eMedia, eCommerce, Packaging, and Video.

In addition to expansion of classes and areas of emphasis, the Digital Media program is also expanding its facilities to hold the influx of students. The program finds its new home at UH Sugar Land, a partner with Wharton County Junior College. With newer and larger facilities, the Digital Media faculty can now focus on perfecting the program as well as expanding into other areas of the digital media industry, such as animation and gaming.

“The future looks very promising for the digital media program, and I’m looking forward to its growth and expansion. I’m thrilled to be part of this great program.” -Pro. Monika Zarzycka

MAJOR

MAJORS AVAILABLE

Students who enroll in the Digital Media Program will gain competencies in various graphic-related technologies that support the digitization of graphic and text content as well as a broad background in leadership, supervision, and print. The Organizational Leadership and Supervision Program focuses on providing individuals with a competitive advantage when moving into leadership and supervisory roles in technology-based organizations. There are a variety of classes for students to choose from. The College of Technology offers two minors that are available for students out of the college that are looking to learn about the digital world. The first minor is Graphic Communication Technology, which is mainly followed by students whose degree is in Communications (such as Advertising, Media Production, Media Studies, and Public Relations). This minor focuses on the printing side of digital media and its components. Some of the courses cover materials such as premedia/prepress, print output, and binding/finishing. The second minor available is Computer Graphics, which is important for students who are majoring in arts/graphics communications. This minor is the opposite of Graphic Communication because it focuses on the creation and design of graphics. Courses cover topics such as pixel- and vector-based graphics and web design.

INTERACTIVE 1.1 DEGREE PLAN

UNIVERSITY CORE REQUIREMENTS (42 SH)

Communication (6 SH)
ENGL 1303 English Composition I
ENGL 1304 English Composition II

Writing in the Discipline (3 SH)
TELS 3363 Technical Communication

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)

Visual/Performing Arts* (3 SH)

Social/Behavioral Sciences* (3 SH)

Math/Reasoning (12-13 SH)
Students must choose 12-13 hours from courses listed below.
MATH 1310 College Algebra
MATH 1313 Fin Math With
TMTH 3360 Applied Tech S
PHIL 1321 Logic I
eMedia Area of Emphasis I
MATH 1330 Precalculus
MATH 1431 Calculus

Natural Sciences* (6 SH)

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)

MUST RECEIVE A "C" OR BETTER

Digital Media Core—60 hours

DIGM 2350 Graphics for Digital Media**

DIGM 2351 Web Design**

DIGM 2352 Digital Photography**

DIGM 2353 Page Layout & Design

DIGM 3351 Graphic Prod Process Cont. 1

DIGM 3354 Video Production 1****

DIGM 4372 Costing in Digital Media

DIGM 4399 Senior Thesis

ITEC 3325 Survey of Info Tech Applications

SCLT 2362 Intro To Logistics Technology

SCLT 2380 Distribution Channels

SCLT 3381 Industrial and Consumer Sales

TELS 3340 Org Leadership and Supervision

TELS 3345 Human Resources in Tech

TELS 3355 Project Leadership

TELS 3365 Team Le

TELS 4341 Producti

TELS 4342 Quality I

Students Must Choose

Media Area of

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

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

DIGM 4376 Integrated Media

DIGM 3374 Vi

DIGM 4376 Int

Guided Elective

Guided Elective

eCommerce Ar

DIGM 3356 ePa

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

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 cou that best fit your degree requirements.

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DEGREE PLAN

Digital Media (**DIGM**) courses are offered by the Information and Logistics Technology Department in the University of Houston's College of Technology.

To keep up with the trends in the industry, it is certain that the Digital Media degree plan will continue its expansion both in classes offered and with the expectancy of the program moving to the Sugar Land location due to the increasing interest of students joining the program.

AN ARTICLE BY *THE DAILY COUGAR*



Digital Media Courses Cover:

- Bitmapped & Vector Computer Graphics
- Digital Photography
- Videography
- Visual Design Concepts
- Prepress Technologies

- Web Design
- Multimedia Technologies
- Image Transferring
- Industry Trends

Each student is also required to complete a senior project where she/he participates in research throughout the four year degree plan. This research should be on a topic related to the Digital Media world and of great interest to the student. There is also an internship requirement; this three hour credit course can be part of the six hour elective section required upon graduation.

Information Technology, Supply Chain, and Organizational Leadership courses form part of the Digital Media degree plan. They act as supportive courses used to help and prepare DIGM students to manage all types of media projects.

You can learn more about the Digital-Media-specific classes and assignments by browsing DIGM courses.

Program Design

The Digital Media degree is designed to be completed in four years and consists of 120 undergraduate credit hours. The program requires 42 hours of university core basics which may be fulfilled at UH or by taking a Core-Complete degree plan at any Community College, after completion at any creditable college credits can then be transfer to the University.

The DIGM major requires 60 hours of Digital Media courses. These courses mainly introduce students to computer graphics, web design, digital photography, visual design, print production control, videography, multimedia/animation, and costing and estimating. Since the degree is a

four year based program, there are some prerequisites for classes that must be fulfilled before enrolling to an advanced session. Additional required classes include courses in leadership and supervision, project and team leadership, supply chain management, and sales. These courses are required so that graduates will be able to manage and control digital media projects.

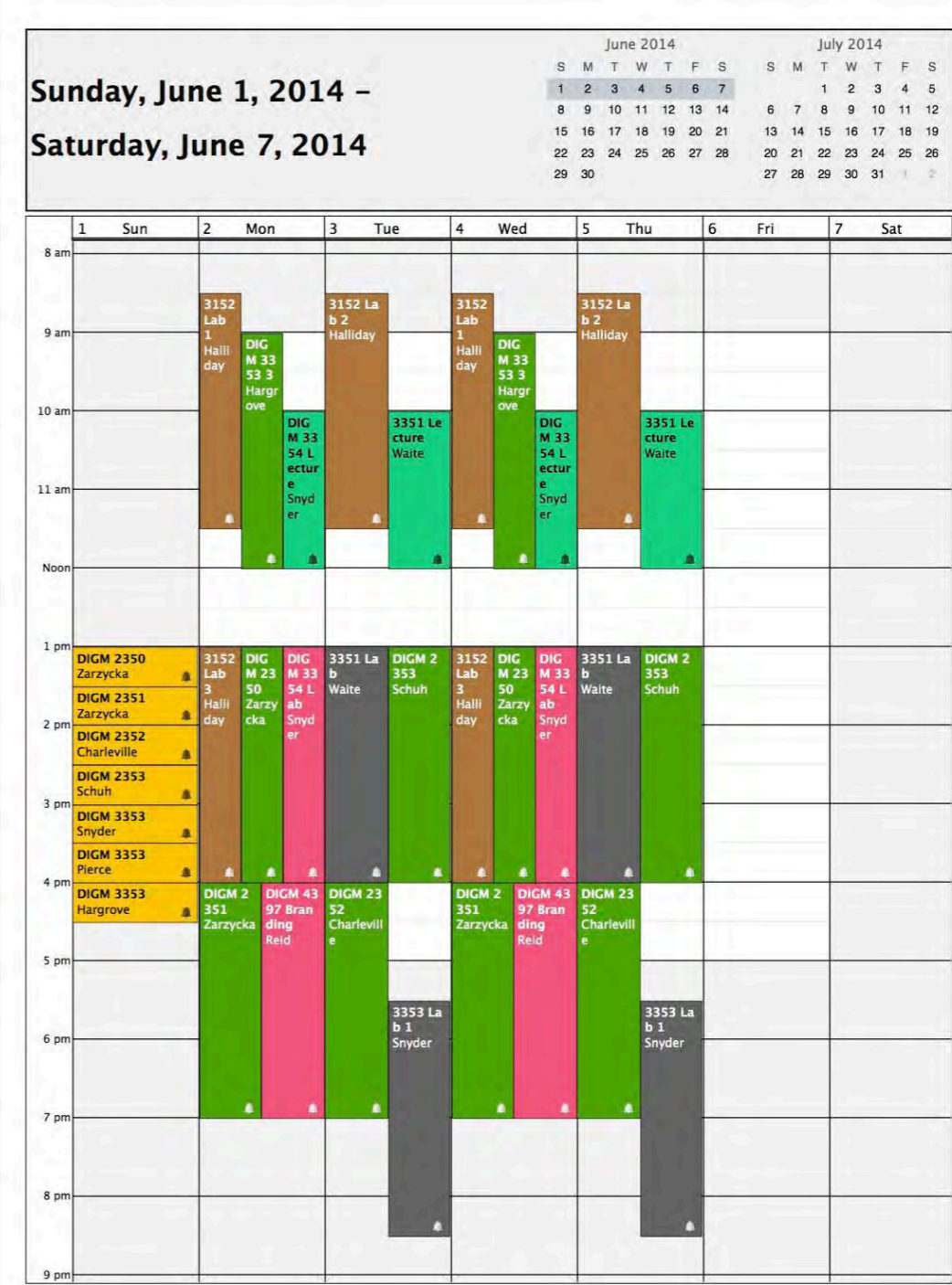
The degree plan has been updated allowing students to select one of the following 12-hour areas of emphasis:

- Print Media - Includes Media Materials and Processing, Graphic Production Processes, and Package Design.
- eMedia- Includes Media Materials and Processing, Graphic Production Processes, and Package Design.
- Video Production- Includes Video Production part Two and Integrated Media, as well as two guided elective courses.
- eCommerce- Includes and introduction to programming, Internet Application Development, ePublishing, and Integrated Media.
- Packaging- Includes and introduction to programming, Internet Application Development, ePublishing, and Integrated Media.

These areas of emphasis allow students to tailor their educations to their career aspirations by building upon the basic skills learned in the Digital Media core and develop more specialized knowledge on what they really enjoy.

University core classes and many of the lower-division DIGM courses can be completed at cooperating community college campuses, including Wharton County Junior College, Houston Community College, Lone Star College, and Austin Community College upon the college approval to assure credit transfer.

The two documents below illustrate the DIGM classes available during the Summer and next Fall.





LAB FACILITIES

LAB PRINTERS AND TOOLS

Xerox 700 Digital Color Press:

The Xerox 700i Digital Color Press is the ideal solution to get you started in the digital production printing market with profitable applications such as full color catalogs, photo books, and manuals. It produces sharp color graphics and crisp text at up to 2400 x 2400 dpi resolution. Customize the solution to fit your business with a choice of 5 color servers and a wide variety of feeding and finishing options.

Xerox Phaser 7760GX Color Printer:

The Phaser 7760 provides superb laser color quality and speed with wide-ranging media size and weight capabilities. It is our best printer for graphics with its professional color tools, including TekColor correction and PhaserMatch color matching software. Prints on media from 4" x 5.5" to 12" x 18", and also on banners up to 12" x 47".

Epson Stylus Pro 4800 InkJet Printer:

- 2,880 x 1,440 dpi maximum resolution, 3.5-picoliter drop size
- Produces 8-by-10-inch prints in as little as 50 seconds
- UltraChrome K3 ink boasts amazing color fidelity, gloss level, and scratch resistance
- 17-inch wide Print Engine Technology supports virtually any media type
- USB and FireWire interfaces, PC and Mac compatible



HP LaserJet 5500 Color Printer:

- 600 x 600 dpi resolution, 21 ppm speed
- Automatic duplexing; 400 MHz processor, 96 MB RAM
- Parallel and infrared interfaces
- HP Jetdirect 615n print server in EIO slot, 2 open EIO slots
- 120,000 pages/month duty cycle
- Xerox Phaser 5550DN B/W printer:
- For large workgroups up to 30 users with heavy print volumes
- Up to 50 pages/minute on a variety of paper sizing up to 11.7" x 17"
- Add staple and hole punch features with optional finisher
- Advanced features include edge-to-edge (full-bleed) printing
- Eligible for free lifetime service coverage with Xerox eConcierge

Mitsubishi ECO Plate Setter:

Mitsubishi Imaging's processless and chemistry-free Thermal DigiPlater is a 2-up dual function platesetter and film imager. The system is available in two configurations: TDP-459 and TDP-324. Media options include TDP-R175 paper-based plates and TFP-100 graphic arts thermal film. Thermal DigiPlate CTP system is ideal for small printers producing mostly one to two color jobs, who want an environmentally friendly upgrade from analog and electrostatic plates, with the added benefit of being able to image graphic arts film

Ryobi 3302 HA 2 Color Offset Lithographic Printing Press:

The Image Transfer Lab runs a Ryobi 3302 HA 2 color offset lithographic printing press. To create a full color document, it requires two runs through the press. Cyan and black were printed on the first run. At the next run date, careful alignment and registration was made to ensure that yellow and magenta fit into it's place and that the other color densities were met.

Challenge 265 Paper Cutter:

The Challenge 265 is based on a solid cast iron and steel construction for maximum durability. Industry-exclusive UHMW gib surfaces, composite bushings, and a one-inch thick solid metal table require virtually zero maintenance for years of trouble-free operation. Our powerful hydraulic clamping and cutting yield up to 26 cuts per minute! Stainless steel table surface and an air table are available options for the Challenge 265. The intuitive 10.5" color touch-screen TC Controller allows variable mode data entry, automatic fraction to decimal calculation and unlimited program storage capacity. Clamp mark waste is reduced or eliminated with programmable electronic clamp pressure control per cut. Innovative advances improve the task of program creation through features such as repeat and loop commands, USP port for thumb drive program delivery, network capable hardware with an Ethernet port, label cutting and sheet division tools, and more! The TC system is the first paper cutter controller in the world to recognize common .csv format program files making offline programming simple and easy to implement at any size print operation.

Mathias Baurle Folder:

- Automatic fold plate setting
- No installation of deflectors when changing the type of fold
- Automatic positioning of fold rollers
- 16 fold types are pre-programmed
- 200 repetitive jobs can be memorized
- Accurate reproducibility of setting data for repetitive jobs
- User-friendly operation through touch screen
- Network interface allows complex integration via Ethernet

Bindery Mate Stitcher:

- Easy to operate
- Stitches up to 50 sheets of 20lb. paper
- Throat depth 4"
- Up to 199 stitches per minute (depending on the thickness of the book being stitched)
- Uses standard #25 (.020 diameter) wire
- Standard 1/2" wide stitch
- Hinged safety shield
- Foot switch operation
- Center-to-center spacing (with optional second stitching head) is 4-1/2" to 12"
- Optional gang kit to link multiple stitchers
- Optional adjustable floor stand (see images below)
- Optional fiber optic cables to gang multiple stitching heads together (see images below)
- An optional tabletop stand is available
- 1 lb. #25 wire spool included

Graphtec FC4510-60 Flat Bed Cutter:

The FC4510 Series are intermediate-format, professional flatbed cutting plotters capable of processing various materials with accuracy compliant to most industry requirements for pattern making. With a maximum cutting force of 600g, this flatbed series is the economical solution for cutting thick, hard materials that cannot be fed through a roll-feed/friction-feed cutting plotter. With Graphtec's ARMS (Advanced Registration Mark Sensing System), contour cutting and creasing around pre-printed rigid cardstock and other media is a simple workflow. Both models are equipped with Dual Tool Holders for cutting and creasing. For graphic design and packaging mockups, the FC4510 series can hold and

produce creases/folds and cuts on the same run. With its capability to hold both a cutting blade and a plotting pen simultaneously, the FC4510 allows garment/shoe pattern designers to mark and cut the material without manually replacing the marking/cutting tools. The FC4510 Series is the ideal cutting plotter for high-precision and medium-heavy material crafting jobs and is suitable for cutting intricate designs on vinyl, photo-masking films, foam material, cardboard, oil board, and sandblast resist rubber.

James Burn USA Pro Crease Machine:

The James Burn USA ProCrease M2 manual channel creasing machine is designed to prevent cracking in toner-based digitally printed graphics. This machine features all-metal construction and two magnetic paper stops that help determine the exact position of each crease location on repetitive jobs.

GALLERY 2.1 Printers and Equipment at UH



A green screen is available for students to use at any-time with previous approval from faculty or staff.



EQUIPMENT

The University of Houston Sugar Land Campus lab facilities will have many new accommodations for the Digital Media Majors/Minors to use. One of the new additions will be the new Apple iPad Mini's. With students having the access to the iPads, they will give them the opportunity to check them out from the lab and work on assignments on the go. It will also allow them to work on assignments using certain Apple software specifically for the iPad such as the IBook software. They will also be needed for certain courses such as e-Publishing.

The Digital Media program at the new Sugar Land campus also will have the accommodations of brand new cameras and camcorders for students

to check out and use for projects or what school related functions they may need them for. The equipment that will be available inside of the labs and outside the labs is Sony HDV HVR-M15AU Digital HD Videocassette Recorder, 7 Sony HVR-V1U HDV Camcorders, 4 Sony HVR-Z5U Professional HDV Camcorders, Canon DM-GL1A 3CCD Video Camcorder, Canon XHA1 Digital Video Camcorder, JVC GR-DVL300U Digital Video Camcorder, 7 Canon HG10 AVCHD Camcorder Kits, and 15 Canon EOS Rebel T4i Digital Cameras. Students will be able to access this equipment in a green screen room offered by the program with equipment such as i1 Eye One Pro Color Management Spectrophotometer, Autoscan Spectrophotometer DTP41B, Digital

Swatch Book DTP22, GTI Color Rendition Demonstrator CRD-1, Arri Floodlight system and photographic backdrops, Normlicht, Compact 5000 Studio Light, PDV Desktop D50 Viewer, Big Screen Sony LED TV, 9 Apple iMac and MacPro Tower Computer Stations, Xerox Tektronix Phaser 7300DN, and a Microtek Scan Maker 9800XL.

Not only will the program accommodate this extensive list of equipment, but they will also offer in the Lab 67 new Apple iMac computer stations with, HP Laser Jet 5000GN Printer, 3 Sony HVR-Z7U HDV Professional Camcorders, 4 Panasonic SD Based Hi-Def Camcorders, 2 Canon EOS 5D Mark Digital Cameras, 16 Canon EOS Rebel T2i and T3i, 6 Olympus Digital Cameras, Canon Telephoto, Macro, Wide Angle Lens, Sony & Sennheiser Wireless Lavalier systems, 24 Digital Camera Tripods, 15 Wacom Bamboo Writing Tablets, 4 X-Rite i1 Display Spectrophotometers, and MacBooks for students to use. With having all of these high quality essentials, it will help students complete projects especially in graphic programs and work on assignments to fulfill their major/minor.

INTERACTIVE 2.1 DIGM students on a regular basis day.





FINANCIAL AID

SCHOLARSHIPS

The mission of the University of Houston is to offer nationally competitive and internationally recognized opportunities for learning, discovery and engagement to a diverse population of students in a real-world setting. The Digital Media program aligns with this strategy by offering students a wide variety of scholarship opportunities.

1. Two scholarship programs that have funded several UH Digital Media students are the Electronic Document Scholarship Foundation (**EDSF**) and the Printing and Graphics Scholarship Foundation (**PGSF**). Many other scholarship opportunities are posted on the program's Facebook page, as well as the IGAEAUH Facebook page. Further more, resources for

finding and applying for these scholarships are abundantly available for students through University of Houston's Digital Media program page.

INTERACTIVE 3.1 PGSF Scholarship Checklist



INTERACTIVE 3.2 EDSF Schol- arship Checklist





EDSF

The EDSF scholarship is offered by The Electronic Document Systems Foundation, which recognizes the talent and hard work of graphic communications students. There are a minimum of 40 awards available and they are worth \$1000-\$5000 USD.

To be eligible for an EDSF scholarship, students must have the following:

- An interest in pursuing a career within the Document Management and Graphic Communication industry
- Minimum 3.0 cumulative GPA on a 4.0 scale
- Full-time student attending an accredited college or university anywhere in the world as of the Fall 2014 semester
- International students may apply

PGSF

The PGSF is a scholarship awarded by the Print and Graphics Scholarships Foundation that is also given to student majoring in the graphic communication industry.

Pursuing a career in graphic communications, printing technology, printing management or publishing.

- A high school senior or high school graduate.
- A student who is enrolled in a two or four year accredited graphic or printing program at a technical school, college or university within the United States.
- Applicant must be a full-time student.
- Be able to maintain a cumulative g.p.a of 3.0 or higher.

SURF MENTORING

Summer Undergraduate Research Fellowship-UH (SURFUH)

Mentoring enables students to learn from professionals and faculty staff that are familiar with the Digital Media industry and are willing to guide students throughout their educational path. The SURF program is a summer research fellowship program which provides a \$3500 stipend to students for educational costs. This is a very popular program among not only DIGM students but students all around The University of Houston Campus because it not only allows that one to one interaction with professors but it also helps student financially.

WHO IS ELIGIBLE?

Rising sophomores, juniors, and seniors, from all majors, with at least a 3.0 GPA are eligible to apply. For students with less than 12 hours a 3.5 GPA is required

HOW TO APPLY

- Student must complete and submit this online application, which includes:
- Statement of research objectives and goals no more than 500 words
- Three short answer questions about your academic and research experience
- Name of the UH faculty mentor/sponsor who will be providing a letter of recommendation.

FOR MORE INFO: TO FILL AN APPLICATION:



JOB OPPORTUNITIES FOR STUDENTS TECH-CONNECT

Exploring what you want to do for a career can be exciting, surprising, tedious, enlightening, frightening, frustrating, and satisfying - sometimes all at the same time! Technology is at the forefront of our rapidly changing world so, as a student in the College of Technology, your career options are likely to be in a fast-paced and exciting field.

However, it is only exciting if you find it to be exciting, which begins with the challenge of mapping out your career. Know yourself and your likes and dislikes well enough to determine your interests. Ask yourself how important how well will these career goals fit into your overall life goals. At times, these decisions can seem overwhelming, since the direction of technology is often unpredictable. The best that anyone can do is making an informed decision.

There are many options available to help you become more informed about career opportunities. Consult our web resources page for some of the best web sites.

Please feel free to meet with one of our helpful student advisors concerning your exploration of options in the College of Technology.



INTERNSHIP DIGM 4396

All internships are custom-designed to the students career achievements. The students must consult with a professor who teaches graphic communications technology to make sure that the internships satisfies the student's aspirations. The student must have clear his/hers educational needs and objectives. Based upon the meeting, the student will compose a draft objective statement. The objectives of each internship are flexible and will vary according to the knowledge-acquisition needs and career goals of each individual student. Students completing a Digital Media degree plan are encouraged to serve an internship. The internship must relate to digital media.

- DIGM 2351, 3351, and 3354 are requirements prior to enrollment.
- Internship section numbers are not published in the Schedule of Classes and can only be obtained by contacting the Digital Media coordinator.
- A three-semester-hour internship requires a minimum of 135 hours of experience. Students must keep track of their time through the use of a time card or other record. These hours may be completed by averaging nine hours per week during a 15 week semester, or may be condensed into a summer session by working more hours per week.
- Internships may be paid or unpaid.
- The internship, even though it includes actual operation of the facilities of the employer, is similar to training which would be given in an educational environment;
- The internship experience is for the benefit of the intern/student.
- The intern works under close supervision of existing staff;
- The employer and the intern understand that the intern is not entitled to wages for the time spent in the internship.

The College of Technology has set the following additional stipulations for unpaid internships:

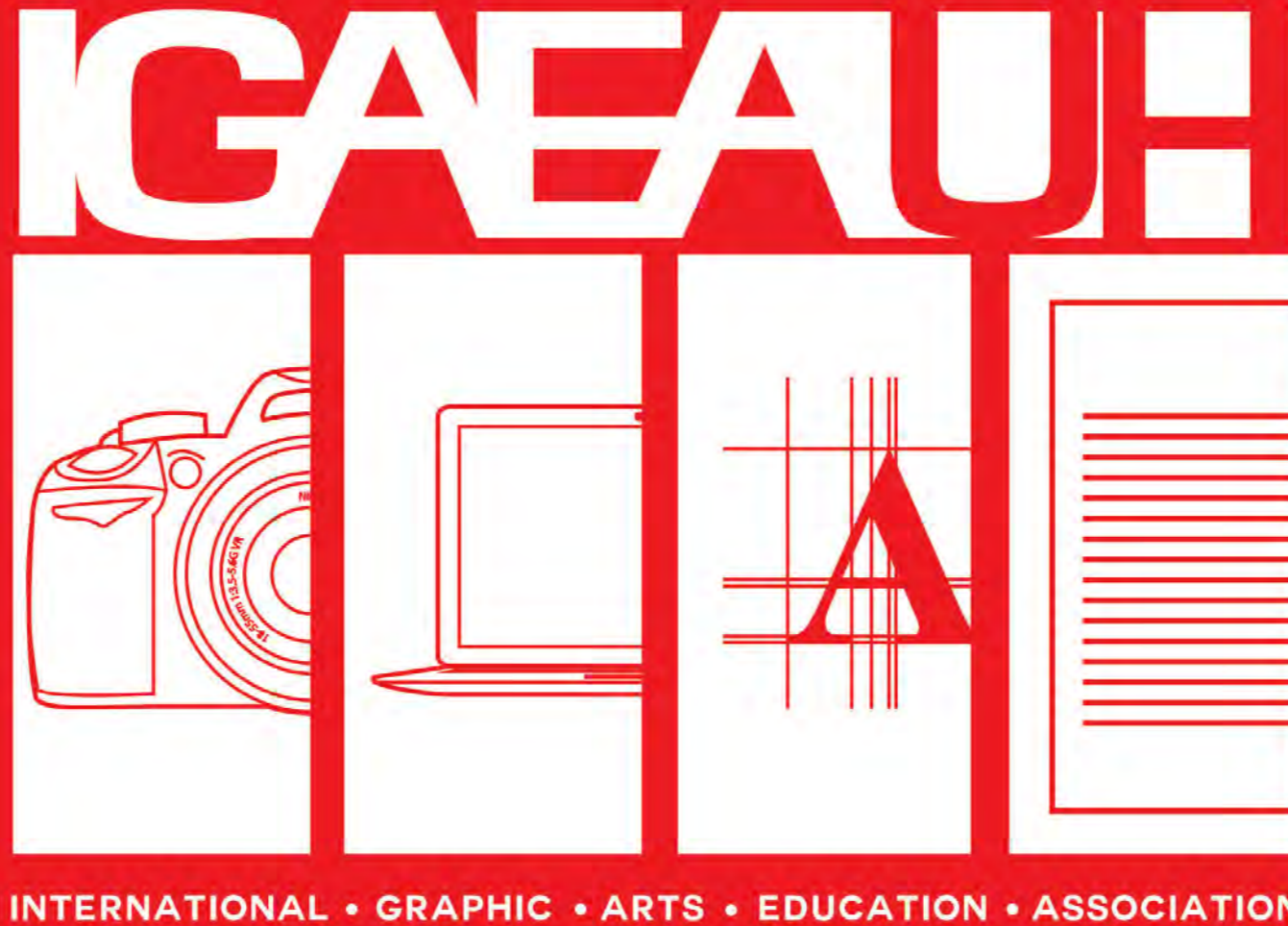


- The internship experience must be mutually beneficial to the company/organization and the student intern.
- The student intern must receive 15% of time worked per week should be training.
- Expected duties and tasks must be outlined in a non-paid internship agreement by the intern and the supervisor, this will be a sort of guide for the intern to perform duties on a daily basis according to schedule.





INVOLVEMENT



Our 2013 historian, Wardah Saleem created the winning design for the IGAEAUH t-shirt design contest. Her design incorporates the different aspects of digital media.

Students in the Digital Media program are able to get involved through the International Graphic Arts Education Association at the University of Houston.

(IGAEAUH) The organization encourages students to get connected with one another through philanthropy, exchanging industry knowledge, engaging in social events, and providing industry opportunities.

IGAEAUH provides a foundation for students, faculty, and industry professionals to network together and build working relationships with one another.

Goals

- To provide leadership for professional growth and development in digital media industries
- Increase the educational experience for our members through guest speakers within the industry
- Encourage positivity and highlight the benefits of building relationships with industry professionals, educators, and peers.
- Highlight career opportunities and internships that are industry related as they become available.
- Recognizing the work our members create through showcases.



Join IGAEAUH!

IGAEAUH is open to all UH students interested in digital media, graphic design, print design, animation, and any relating industries.

Students interested in joining IGAEAUH are able to receive extra credit in any digital media course with an active membership and attendance.

ACTIVE MEMBERSHIP

An active membership means that a student has paid his or her dues and has attended at least three meetings, events, or fundraisers.

FOR MORE INFO:



TO APPLY:





On February 18th 2014, The New York Times bestselling author, Marc Ostrofsky spoke to IGAEAUH members about his career suc-

GALLERY 4.1 SPRING 2014 OFFICERS



Madelyn Taylor, President

BECOME AN OFFICER:

It is rewarding to be a leader in an organization that can lead to countless opportunities and provide a foundation for connections you would not have anywhere else.

When you become an officer you:

- Have great satisfaction in running a student organization
- Improve scholarship applications and resumes

- Meet numerous industry representatives that can be helpful to your career
- Understanding your craft through constant use and explanation

TO APPLY:





CONCLUSION



In conclusion, the digital media program at the University of Houston has not only evolved throughout the years but it has also expand its facilities to better accommodate students' necessities. Offering two majors and two minors it has been recognized by many. The program not only specializes in one area of digital media but in five different fields where any student can succeed. The five areas of emphasis are print media, eMedia, video production, eCommerce, and packaging which have already been discussed earlier.

At the College of Technology Financial Aid is always available for the students that are looking for a brilliant career in technology. The program offers many different financial sources were students can take advantage of. From scholarships within the college and outside sources to mentoring and internships, financial help is offered every academic year. The Digital Media program allows the students to broad their knowledge in leadership, print, web design, computer graphics, photography and videography, and creativity.

Students are always encourage to stay involved on campus to expand networking at all times. The International Graphic Arts Education Association (**IGAEAUH**) is an organization where students can learn from leadership and professionals in the Digital Media industry. Besides having Scholarships opportunities and fellowship activities,

The Digital Media Program at the University of Houston has the facilities and the talent within its staff to help students succeed.



the digital media program at the University of Houston possessed an array of equipment and lab facilities that students can use to practice their abilities.

In conclusion, Digital Media is a dynamic and ever-changing field. Students must be up to date to the newest technology and design software, to stay on top of their game. On the other hand, "in order to get the right message to the right person at the right time using the right media" students must know about target markets and media platforms. Leadership and design capabilities will guide digital media students to

become part of a diverse workforce that is changing and improving everyday by technology.





Digital Media Program at the University of Houston

Related Glossary Terms

Drag related terms here

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Chapter 1 - Degree Plan



Scholarship/s offered by the Electronic Document Systems Foundation (EDSF) which is a foundation dedicated to promoting the value and importance of document and graphic communications worldwide.

Related Glossary Terms

Drag related terms here

Index

Chapter 3 - Scholarships

IGAEAUH

International Graphic Arts Education Association University of Houston chapter.



The University of Houston chapter of IGAEA is run by students within the Digital Media program. The organization integrates the main focus of the charter organization, IGAEA (see below). The University of Houston chapter provides involvement to digital media students and incorporates philanthropy, industry knowledge, networking with industry professionals, and encourages a foundation for industry relationships.

The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.

Gifts to the Association's general fund help it to fulfill its goals. In particular, funds from gifts may be used to provide scholarship money for those studying to become graphic arts teachers and to help graphic arts teachers attend their first IGAEA conference.

Related Glossary Terms

Drag related terms here

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Chapter 4 - Involvement

Chapter 5 - Conclusion