

ARTC 1313

SEC 9S2

Digital Publishing II

CREDIT

3

**MODE OF INSTRUCTION**

Face to Face

**PREREQUISITE/CO-REQUISITE:**

**COURSE DESCRIPTION**

Studio Course that introduces basic objectives, principles and methods used in graphic design. The course focuses on creativity, aesthetic judgment, and critical thinking skills to expand conceptual solutions within the realm of contemporary graphic design.

**COURSE OBJECTIVES**

Upon completion of this course, the student will be able to

- Apply tools and technologies used in graphic design
- Apply elements of art and principles of graphic design
- Illustrate problem-solving techniques for successful communication of concepts within assigned parameters.
- Employ discipline-specific vocabulary in the evaluation of traditional and contemporary graphic design.
- Demonstrate an appropriate level of professional practice.

**INSTRUCTOR CONTACT INFORMATION**

Instructor: Jennifer Wyse

Email: wysej@spurgerisd.org

Office Phone: 409-429-3464

Office Location: HS9

Office Hours: 7:30 - 8:30

**REQUIRED TEXTBOOK AND MATERIALS**

Textbook: Learning Digital Media

Approved: **Initials/date** tools. Other



**LAMAR INSTITUTE  
OF TECHNOLOGY**

Emergent Learning

ISBN-10: 0-13-442743-2

ISBN-13: 978-013-442743-0

Materials: Computer with Adobe Software is provided by the school. Sketchbook, binder, writing and sketching materials may be added depending on project requirements.

### **ATTENDANCE POLICY**

Attendance in class is a requirement for successful learning. Please see the Spurger ISD website for official attendance policy.

### **DROP POLICY**

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

### **Course Outline by Week**

<b>Week 1 (1-9 / 1-13)</b> Syllabus Review, Getting Started.
<b>Week 2 (1-16 / 1-20 )</b> <b>Intro to Typography</b>
<b>Week 3 (1-22 / 1-27 )</b> Typography - Fonts Have Feelings
<b>Week 4 (1-29/ 2-2)</b> Typography - Motivational Quote Poster
<b>Week 5 (2-5/2-9)</b> Fundamentals of Logo Design
<b>Week 6 (2-12 / 2-16)</b> Fundamentals of Logo Design
<b>Week 7 (2-19/ 2-23)</b> <b>Winter Break</b>
<b>Week 8 (3-4 / 3-8)</b> Restaurant Menu Design
<b>Week 9 (3-11/3-15)</b> Restaurant Menu Design
<b>Week 10 (3-18 / 3-22)</b> Designing a Food Truck
<b>Week 11 (3-25 / 3-29)</b> Food Truck Design and Menu Layout
<b>Week 12 (4-1 / 4-5)</b> <b>Spring Break</b>
<b>Week 13 (4-8 / 4-12)</b> Food Photography

<b>Week 14 (4-15 / 4-19)</b> Creating Website - Digital Portfolio
<b>Week 15 (4-22 / 4-26)</b> Website Design
<b>Week 16 (4-29 / 5-3)</b> Personal Logo Design
<b>Week 17 (5-6 / 5-10)</b> Personal Logo Design
<b>Week 18 (5-13 / 5-17)</b> Finalizing Digital Portfolios
<b>Week 19 (5-20 / 5-24)</b> Final Exams

## **COURSE EVALUATION**

Final grades will be calculated according to the following criteria:

Personal growth and development in software usage and familiarity of computer related terminology as well as design will be used to gauge the student's effort into the subject materials. Their level of growth will be a significant variable to the evaluation of the student and their grade. It is expected that each student participates effectively and often during critiques and discussions. A well thought out idea shall be researched and understood by the student so that they will defend their choices in their works during critique while accepting constructive criticism from their peers.

Test Grades = 60%

- This includes ... Projects, tests and any lengthy assignment specified as a test grade

Daily Grades = 40%

- This includes .... Daily Warm-ups, vocabulary, quizzes, participation in critiques and any daily assignment NOT specified as a test grade

## **GRADE SCALE**

- A (90-100) Student participates in all classroom discussions and critiques. Student completes all assignments and projects within deadline. Their work exemplifies a very high level of dedication and understanding of their craft. No conflicts with instructor or peers.

- B (80-89) Student participates in classroom discussions and critiques. Student completes all assignments and projects within deadline. Their work exemplifies a high level of dedication and understanding of their craft. No conflicts with instructor or peers.
- C (70-79) Student participates in some classroom discussion and critiques. Student completes most assignments and projects within deadline. Their work exemplifies a low standard of dedication and understanding of their craft. Conflicts with instructor or peers arise.
- D (60-69) Student participates very little in classroom discussion and critiques. Student does not complete all assignments and projects within deadline. Their work exemplifies a low level of dedication and understanding of their craft. Conflicts with instructor or peers constantly arise.
- F (0-59) Student shows little effort to complete work or participate in classroom.

### **TECHNICAL REQUIREMENTS**

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

### **DISABILITIES STATEMENT**

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

### **STUDENT CODE OF CONDUCT STATEMENT**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

### **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

### **ADDITIONAL COURSE POLICIES/INFORMATION**