

ARTC 1317

6A1

Design Communication

CREDIT

3

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/CO-REQUISITE:

COURSE DESCRIPTION

Study of design development related to graphic design terminology, tools and media, and layout and design concepts. Topics include integration of type, images and other design elements, and developing computer skills in industry standard computer programs.

COURSE OBJECTIVES

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

- Identify design principles of visual communication
- Implement the creative design process
- Produce a visual solution using the appropriate software

INSTRUCTOR CONTACT INFORMATION

Instructor: Jennifer Wyse

Email: wysej@spurgerisd.org

Office Phone: 409-429-3464

Office Location: HS9

Office Hours: 10:20-11:06



**LAMAR INSTITUTE
OF TECHNOLOGY**

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

REQUIRED TEXTBOOK AND MATERIALS

Communicating through Graphic Design

Kevin Gatta

Claire Mowbray Golding

Davis Publications, Inc.

Worcester, Massachusetts

ISBN:978-0-87192-988-4

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

Week 1 (8-14 / 8-16) Syllabus Review, Getting Started.
Week 2 (8-19 / 8-23) Introduction to Graphic Design Profession
Week 3 (8-26 / 8-30) Graphic Design Career Pathways
Week 4 (9-2 / 9-6) Copyright and Digital Citizenship
Week 5 (9-9/9-13) Designing Holiday Cards for Business
Week 6 (9-16/ 9-20) Designing Holiday Cards for Business
Week 7 (9-23 / 9-27) Designing Holiday Cards for Business
Week 8 (9-30 / 10-4) Tyler County Fair - Holiday
Week 9 (10-7/10-11) Double Exposure Self Portrait
Week 10 (10-14 / 10-18) Double Exposure Self Portrait

Week 11 (10-21 / 10-25) Double Exposure Self Portrait
Week 12 (10-28 / 11-1) Surrealism - Surrealism Collage - Art History
Week 13 (11-4 / 11-8) Surrealism - Surrealism Collage - Art History
Week 14 (11-11 / 11-15) Typography
Week 15 (11-18 / 11-22) Web Design - Digital Portfolios
Week 16 (11-25 / 11-29) Thanksgiving Break
Week 17 (12-2/12-6) Logo Design - Creating Our personal Brand
Week 18 (12-9/12-13) Logo Design and Branding
Week 19 (12-16/12-20) 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. 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. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses

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