

Design Concepts | ARTC 1310.6A1

CREDIT

3 Semester Credit Hours (2 hours lecture, 4 hours lab)

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/CO-REQUISITE:

None

COURSE DESCRIPTION

Fundamental techniques in conceptualizing. Includes all procedures from initial research to creating strategies to finalize a solution.

COURSE OBJECTIVES

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

- Define the creative process as it pertains to graphic design.
- Apply the design process from thumbnail sketches to final concept.

INSTRUCTOR CONTACT INFORMATION

Instructor: Susannah N. Dingmon, B.F.A.

Email: sndingmon@eagle.lit.edu

Office Phone: (409) 247-5328

Office Location: TA4 100B

Office Hours:

Day of the Week	Time
Monday	-
Tuesday	12:00 PM – 5:00 PM
Wednesday	3:00 PM – 5:00 PM
Thursday	12:00 PM – 3:00 PM
Friday	12:00 PM – 2:00 PM

REQUIRED TEXTBOOK AND MATERIALS

- External Drive with a Minimum Storage Capacity of 1TB
 - Do not rely on the computers or strictly cloud services to save your work
 - Note: You may need to purchase a USB Adapter to plug your hard drive into the school's computers. The port on the school computers are USB-C.
- Camera
 - You may use your cell phone

Approved: **Initials/date**



**LAMAR INSTITUTE
OF TECHNOLOGY**

- Sketchbook and drawing tools
 - There is no particular size of sketchbook or type of drawing tool required. This is to be used as a planning or notetaking tool for projects.

ATTENDANCE POLICY

Regular and punctual, class and laboratory attendance are expected of all students. If you're unable to come to class, you will be counted absent. After 3 absences you will be required to meet with me after class to evaluate your progress.

You will be counted absent if you:

- Are not present in class
- Leave class early without instructor permission
- Disappear in the middle of class for a significant length of time

If you arrive 15 minutes past class start time, you will be counted tardy. Being tardy 3 times will equal to 1 absence.

Excused absences, such as, illness, bereavement, school activities or weather conditions that cause the school to be closed are accepted. Supporting documentation will need to be provided to prove your absence is excused.

If you are absent on the due date of an assignment you are still responsible for turning it in via Blackboard. No exceptions.

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.

DROP DATES

Last day for students to drop with refund: February 5
 Last day for students to drop WITHOUT academic penalty: February 17
 Last day for students to drop with academic penalty: April 9

COURSE CALENDAR – *Dates are subject to change with proper notice given.*

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
1/22/2025	Overview of Course and Design Thinking Strategies	Discuss syllabus and course expectations Intro to Design Thinking: The 5-stage process	

1/27/2025	Understanding Branding and Target Audiences	Group Activity: Analyze popular brand identities Mini-lecture: What makes a strong brand?	
1/29/2025	Researching Competitors and Market Trends	How to conduct competitor analysis. Begin creating a mood board and fictitious personas.	Assignment One-page reflection analyzing 3 brands logos, colors, and design strategies
2/3/2025	Guided Practice	Illustrator Tutorial	Assignment Create a persona Chapters 1, 2, 3
2/5/2025	Guided Practice	Illustrator Tutorial	Assignment Chapters 4, 5, 8
2/10/2025	Guided Practice	Illustrator Tutorial	Assignment Chapters 10, 11, 12
2/12/2025	Guided Practice	Illustrator Tutorial	Assignment Chapters 17, 20, 21
2/17/2025	Sketching and Conceptualizing Logos	Thumbnail Sketching	
2/19/2025	Developing Logo Concepts		Peer Review Three Logo Concepts <i>Your file submission is due 2/18/2025 at 11:59 PM</i>
2/24/2025	Developing Logo Concepts		
2/26/2025		Peer Review	Peer Review Initial Black and White Design of one logo <i>Your file submission is due 2/25/2025</i>
3/3/2025	Applying Color to Branding	Typography for branding Experiment with color palettes for your brand	
3/5/2025	Guided Practice	Illustrator Tutorials	Assignment Chapters 6, 7
3/10/2025	Spring Break	NO CLASS	NO CLASS

3/12/2025	Spring Break	NO CLASS	NO CLASS
3/17/2025	Refine branding	Refine branding	
3/19/2025		Critique for Project 1	Brand Creation – Project 1 <i>Your file submission is due 3/18/2025</i>
3/24/2025	Understanding Form and Function	Analyze examples of successful packaging designs Designing for practicality and aesthetics Analyze form and materials of existing packaging	
3/26/2025	Sketching Packaging Ideas	Thumbnail Sketching	Assignment One-page reflection analyzing 3 competitors for packaging
3/31/2025		Peer review of three concepts	Peer Review Three packaging concepts <i>Your file submission is due 3/31/2025</i>
4/2/2025	Typography and Labeling for Packaging Digital Rendering for Packaging NO CLASS	Designing effective labels Creating digital drafts of packaging designs NO CLASS	NO CLASS
4/7/2025	Refining Packaging Concepts	Iteration and refinement of packaging designs	Peer Review Initial digital packaging draft <i>Your file submission is due 4/6/2025</i>
4/9/2025	Refining Packaging Concepts	Iteration and refinement of packaging designs	

4/14/2025	Refining Packaging Concepts	Iteration and refinement of packaging designs	
4/16/2025		Critique for Project 2	Packaging Design – Project 2 <i>Your file submission is due 4/15/2025</i>
4/21/2025	Social Media Marketing for Brands	Explore successful campaign on Instagram and Facebook. Define campaign goals for your brand.	Assignment Product photographs of your packaging
4/23/2025	Designing for Social Platforms	Discuss platform-specific design requirements Brainstorm post ideas and styles	Assignment One-page reflection analyzing 3 competitors for packaging
4/28/2025	Developing Campaign Assets	Create and refine assets for the campaign	Assignment Campaign Strategy Brief
4/30/2025	Developing Campaign Assets		
5/5/2025	Developing Campaign Assets		Peer Review Drafts of campaign assets <i>Your file submission is due 5/4/2025</i>
5/7/2025	Refining Campaign Assets		
5/12/2025	Developing Campaign Assets	Critique for Project 3	Campaign package – Project 3
5/14/2025	FINALS WEEK	FINALS WEEK	FINALS WEEK

COURSE EVALUATION

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.

Final grades will be calculated according to the following criteria:

Project 1: Brand Creation	20%
Project 2: Packaging Design	20%
Project 3: Social Media Campaign	20%
Critique/Peer Review	20%
Assignments	20%

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

FINAL GRADE REQUIREMENTS

To receive course credit for a General Education course you need a letter grade of “D” or better. To receive course credit for a Program Specific course you need a letter grade of “C” or better.

To understand if a course is a General Education requirement of a Program requirement for your degree, please check DegreeWorks on my.lit.edu

INCOMPLETE GRADE

There is an application to request for an “Incomplete” for a grade. Be aware this is an application, whether you receive an “Incomplete” as a grade is up to your Instructor’s discretion and usually only awarded in dire and extenuating circumstances where the student is truly unable to finish the course.

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 \(lit.edu\)](https://www.lit.edu/special-populations).

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.

AI 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.

My Policies on AI

1. Permitted AI Usage

- a. Idea Generation
 - i. You may use AI to brainstorm ideas, generate mood boards, or explore visual concepts as a starting point for your work.
- b. Technical Assistance
 - i. AI may be used for tasks like resizing, color correction, or automating repetitive tasks within design software.
- c. Inspiration and Reference
 - i. You can consult AI-generated content for inspiration or references, but the final design should be significantly altered to reflect your own creativity.

2. Transparency and Disclosure

- a. Citing AI Tools
 - i. Clearly indicate which AI tools were used and for what purpose.
- b. Process Documentation
 - i. In your project documentation, explain how AI contributed to your design and what manual changes or creative decisions you made.

3. Ethical Considerations

- a. Overreliance
 - i. Excessive dependence on AI to generate designs, without meaningful human input or creative direction, is not permitted. The goal is to develop your design skills, not to replace them.
- b. Bias and Fairness
 - i. AI can perpetrate bias and stereotypes depending on the data it is fed. Strive for diversity and inclusivity.
- c. Copyright
 - i. Passing off an image made wholly by AI as completely your own is unethical. AI is a tool meant to support, not replace.

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

How to submit projects

Assignments are to be turned in via Blackboard following a prescribed naming convention and save format that will be outlined in the project brief and the assignment submission folder. If a project requires a physical submission then you submit files to Blackboard and provide the physical project to me directly. It will be returned when grades are posted.

Missed or Late Work

Projects

- For everyday that a project is late it will receive -5 penalty for every day that it is late.
- Example: Project 1 is turned in 3 days late, Project 1 receives a -15 penalty. Maximum grade that could be achieved is an 85.

Assignments

- Late work not accepted

Critiques/Peer Review

- Critiques are graded by presentation and participation.
 - Presentation: If your work is not submitted by the deadline you will not receive credit
 - Participation: If you do not participate in a class critique at least three times you will not receive credit

Critique

Projects will be turned in the night before in class critique takes place. If your work is not submitted on time you will not receive credit.

Critique Rules

- Be ready with your work
 - Critiques are a learning environment the readier your work is the more feedback you are able to receive for improvement.
- Be ready to say something about your work
 - Describe your concept - what inspired you to create your piece, why do you think it fits the brief? Don't "poison the well" with what you think you did wrong, present your piece as if talking to a client.
- Invite constructive criticism
 - Ask questions, such as, what do you think is the least successful part of my design? Where do you think I can make improvements?
- Keep an open mind and avoid being defensive
 - Feedback is to help you improve, but it allows you to learn the perceptions of others to adjust how your design communicates to others. Feedback are also suggestions for improvement, not condemnation of you've done something wrong.
- Don't take it personally
 - You are not your artwork. If your piece does not communicate the way you intended it is not the end of the world as you have learned the view point of an audience. The lack of success in a design does not equate to the lack of success to you as an individual.
- Takes notes or have someone take notes for you
 - If you would like to record audio feedback that is acceptable as long as you voice the request to record the session to the class.
- Be positive and polite
 - We are professionals. When giving feedback touch on what you believe works and what doesn't. Do not launch into problem solving mode when delivering feedback, ask first, "May I make a suggestion?"
- Critiques are suggestions, not the final say
- Not every idea is a good one or you may end up with conflicting ideas when you receive feedback. I suggest you listen to feedback, but you do not have to implement every single actionable item that is discussed. Choose how you want to revise your piece.

Scholastic Dishonesty

A student attending LIT assumes responsibility for conduct compatible with the Academic Honesty statement in the LIT handbook. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examination, placement assessments, tests, quizzes, and evaluations. Plagiarism, copyright infringement,

trademark infringement, or cheating, in any form, IS NOT acceptable. You instructor reserves the right to check any and all submitted work for plagiarism.

Cell Phone Policy

Cellphones and other electronic devices must be turned off while in class or used only with permission of the instructor.

Computer Requirements

Computer lab hours will be allotted to the students for the completion of classroom assignments and projects so please use your time wisely while on campus. Please bring a personal set of headphones to use when reviewing lesson tutorials/working ahead. Adobe Creative Cloud can be accessed on your personal home computer as well, but you will need to meet minimum application specifications for the programs to run properly. Problems with your personal devices are not the instructor's responsibility.

Computer Literacy

It is expected that you have working knowledge of basic computer skills. These skills include but are not limited to powering up your computer, uploading and downloading files, opening and closing web browsers and programs, saving your work, knowing the difference between hardware and software. These simple concepts will not be taught in this course.

Classroom Policies

1. Food and bottled drink are allowed but keep them away from the computers.
2. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
3. Headphones are encouraged if you are watching videos or listening to music, but during lecture/tutorials please take them off. If you require headphones for sensory purposes notify me ahead of time.

Netiquette (Online Etiquette)

Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing emails or when taking part in collaborative and discussion board activities.

General Guidelines to Respect All Participants

- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others.

Guidelines When Communicating with Others (Email, Discussions, Blogging, and etc)

- Always sign your name to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps (Doing so may be interpreted as shouting)
- Re-read your postings before sending them.
- Always think before you write.

- Respond carefully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use appropriate business language at all time. (No text lingo)

Instructor Communication

For all forms of communication with me (Email and Phone calls):

Please allow 24-hours for me to get back to your inquiry. Note: If you email or leave me a message on Friday, I will get back to you Monday morning.

Discord Communication

The graphic design program has a discord channel for students to communicate with each other outside of school. You can post memes, videos, artwork, birthdays, etc.

Graphic Design Organization

We do have an organization known as LGA or Lamar Graphics Association. It is a student-led organization that encourages creativity and fostering a community with other designers. This organization is how the program fundraises so we can take trips to design studios or events held in Houston. If you'd like to join you can speak to me or to the group's President Kyle or Representative Mia.

Optional Material Resources

The following resources are not required for this course, but will give you a more in-depth understanding in regard to subject matter will be covering.

Graphic Design: The New Basics 2nd Edition
ISBN: 978-1616893323

Graphic Design: Thinking Beyond Brainstorming 1st Edition
ISBN: 978-1568989792

AIGA membership - *\$50/year for students*

AIGA is the professional association for design. This membership will give you opportunities to have your portfolio reviewed, invites to design conferences, and access to other creative professionals.

I reserve the right to make adjustments to the syllabus with proper notice to students.