

ARTC 2347.6A1

SEC 9S2

Design Communication II (Graphic Design 2)

**CREDIT**

3

**MODE OF INSTRUCTION**

Face to Face

**PREREQUISITE/CO-REQUISITE:**

**COURSE DESCRIPTION**

An advanced study of the design process and art direction. Emphasis on form and content through the selection, creation and integration of typographic, photographic, illustrative and design elements.

**COURSE OBJECTIVES**

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

- Combine type and images into effective communication.
- Choose proper software to produce desired effects.
- Summarize the principles of design that guide the form and function a visual solution

**INSTRUCTOR CONTACT INFORMATION**

Instructor: Jennifer Wyse

Email: wysej@spurgerisd.org

Office Phone: 409-429-3464

Office Location: HS9

Office Hours: 10:20 – 11:00 am

**REQUIRED TEXTBOOK AND MATERIALS**

Materials: Computer with Adobe Software is provided by the school.

Sketchbook, binder, writing and sketching materials may be added depending on project requirements.

Camera: You may use Cell phone

Digital Camera provided by school

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



**LAMAR INSTITUTE  
OF TECHNOLOGY**

## 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.

## 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 Outline by Week

<b>Week 1 (1-7 / 1-10)</b> Syllabus Review, Getting Started.	
<b>Week 2 (1-13 / 1-17 )</b> <b>Pop Art – Emotions of Photography</b>	<b>Emotions of photography due 1-17-25</b>
<b>Week 3 (1-20 / 1-24 )</b> Pop Art – photoshop and photography	<b>Images due 1-24-25</b>
<b>Week 4 (1-27/ 1-31)</b> Photoshop Certification Practice	<b>Photoshop exercises due 1-31-25</b>
<b>Week 5 (2-3/2-7)</b> Photoshop Certification Practice	<b>Practice Test – evaluation 2-7-25</b>
<b>Week 6 (2-10 / 2-14)</b> Photoshop Certification Practice	<b>Photoshop exercises due 2-14-25</b>
<b>Week 7 (2-17/ 2-21)</b> <b>Winter Break</b>	
<b>Week 8 (3-3 / 3-7)</b> Edu Business – Mott’s Hardware	<b>Edu Business meeting 3-7-25</b> <b>Due 3-7-25</b>
<b>Week 9 (3-10/3-14)</b> Edu Business – Mott’s Hardware	<b>Edu Business meeting</b> <b>Due 3-14-25</b>
<b>Week 10 (3-17 / 3-21)</b> Edu Business – Mott’s Hardware	<b>Edu Business meeting</b> <b>Due 3-21-25</b>
<b>Week 11 (3-24 / 3-28)</b> Edu Business – creating logos and signage for local businesses.	<b>v 3-28-25</b>
<b>Week 12 (3-31/ 4-4)</b> <b>Spring Break</b>	
<b>Week 13 (4-7 / 4-11)</b> Edu Business – creating logos and signage for	<b>Edu Business meeting 4-11-25</b>

local business.	
<b>Week 14 (4-14 / 4-18)</b> Creating Website - Digital Portfolio	<b>Page 1 due 4-18-25</b>
<b>Week 15 (4-21 / 4-25)</b> Website Design	<b>Page 2 due 4-25-25</b>
<b>Week 16 (4-28 / 5-2)</b> Personal Logo Design	<b>Rough draft due 5-2-25</b>
<b>Week 17 (5-5 /5-9)</b> Personal Logo Design	<b>Personal Logo Design due 5-9-25</b>
<b>Week 18 (5-12/ 5-16)</b> Digital Layout	<b>Layout due 5-16-25</b>
<b>Week 19 (5-19 /5-23)</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.

### **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.

### **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**

### **Permitted AI Usage**

#### Idea Generation

You may use AI to brainstorm ideas, generate mood boards, or explore visual concepts as a starting point for your work.

#### Technical Assistance

AI may be used for tasks like resizing, color correction, or automating repetitive tasks within design software.

#### Inspiration and Reference

You can consult AI-generated content for inspiration or references, but the final design should be significantly altered to reflect your own creativity.

### **Transparency and Disclosure**

#### Citing AI Tools

Clearly indicate which AI tools were used and for what purpose.

#### Process Documentation

In your project documentation, explain how AI contributed to your design and what manual changes or creative decisions you made.

### **Ethical Considerations**

#### Overreliance

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.

#### Bias and Fairness

AI can perpetrate bias and stereotypes depending on the data it is fed. Strive for diversity and inclusivity.

#### Copyright

Passing off an image made wholly by AI as completely your own is unethical. AI is a tool meant to support, not replace.

## **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 \(lit.edu\)](https://www.lit.edu/specialpopulations).

## **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**