

Design Communication I ART 1317 9C1

CREDIT

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

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/CO-REQUISITE:

Graphic Design and Illustration I

COURSE DESCRIPTION

Study of design development relating 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: Andrea Ritter

Email: aritter@bmtisd.com

Office Phone: 409-617-5740

Office Location: Career and Technical Education Center – Room 104

Office Hours: 7am-3pm

REQUIRED TEXTBOOK AND MATERIALS

Adobe Photoshop Revealed – Cengage

ATTENDANCE POLICY

State law (TEC 25.092 and 11.158) contains a provision of law commonly referred to as the “90 percent rule,” which applies to any student in grade level K through grade 12. Generally, to receive credit for the award of a final grade for a class, a student must be in attendance for at least 90 percent of the days the class is offered, even if some or all of the absences are deemed excused. A student who is in attendance for at least 75 percent, but less than 90 percent, of the days offered may be given credit or a final grade if the student completes a plan approved by

Approved: Initials/date



**LAMAR INSTITUTE
OF TECHNOLOGY**

the principal that provides for the student to meet the instructional requirements of the class. Students whose attendance falls below 75 percent are required Beaumont ISD Student Attendance Procedures Manual 9 | Page to petition for the award of credit or a final grade from the campus attendance review committee. There are some exceptions to the 90% Rule based on provisions of law and documented extenuating circumstances.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process by the specified date as listed in the College Calendar on the [Student Success](#) web page. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Week 1 & 2	Syllabus Review, Getting Started.	Adobe Photoshop Revealed -Cengage	
Week 3 & 4	Research and Early Concepts	Adobe Photoshop Revealed -Cengage	
Week 5 & 6	Fundamentals of Composition	Adobe Photoshop Revealed -Cengage	
Week 7 & 8	Fundamentals of Typography	Adobe Photoshop Revealed -Cengage	
Week 9 & 10	Fundamentals of Color	Adobe Photoshop Revealed -Cengage	
Week 11 & 12	Tools and Technologies	Adobe Photoshop Revealed -Cengage	
Week 13 & 14	Print Production and Presentations	Adobe Photoshop Revealed -Cengage	
Week 15 & 16	Commercial Applications	Adobe Photoshop Revealed -Cengage	
Week 17	Final	Adobe Photoshop Revealed -Cengage	

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

Final grades will be calculated according to the following criteria:

Major grade - 60%

Minor grade - 40%

GRADE SCALE

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

TECHNICAL REQUIREMENTS

For the latest technical requirements, including hardware, compatible browsers, operating systems, etc., review the Minimum Computer and Equipment Requirements on the [LIT Online Experience](#) page. 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