Design Communication ARTC 1317

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

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:	Jose Castillon
Email:	jose.castillon@jasperisd.net
Office Phone:	409-382-1084 EXT 332
Office Location:	CTE – CTE 15
Office Hours:	M-F 10:40-11:30

REQUIRED TEXTBOOK AND MATERIALS
USB Drive

ATTENDANCE POLICY
A parent must provide an explanation for any absence upon the student's arrival or return to school. The student must submit a note signed by the parent. The campus may accept a phone call from the parent but reserves the right to require a written note. A note signed by the student will not be accepted unless the student is age 18 or older or is an emancipated minor under state law. The campus will document in its attendance records whether the absence is excused or unexcused. Note: The district is not required to excuse any absence, even if the parent provides a note explaining the

absence, unless the absence is an exemption under compulsory attendance laws. Doctor's Note After an Absence for Illness (All Grade Levels) Within 3 days of returning to school, a student absent for more than 5 consecutive days because of a personal illness must bring a statement from a doctor or health clinic verifying the illness or condition that caused the absence. Otherwise, the absence may be considered unexcused and in violation of compulsory attendance laws. If the student develops a questionable pattern of absences, the principal or attendance committee may require a statement from a doctor or health clinic verifying the illness or condition that caused the absence to determine whether an absence will be excused or unexcused.

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	Syllabus Overview		
Week 2	Visual Communication Basics		
Week 3			Visual Communication Quiz
Week 4	Elements & Principles of Design		
Week 5			
Week 6	Typography Fundamentals		Typography Assignment 1 - Working through clutter
Week 7			
Week 8	Color Theory & Psychology		Color Theory Assignment- Color swap your favorite brand
Week 9			
Week 10	Digital vs. Print Design		Design and Print a Design - Compare Screen to Paper
Week 11			
Week 12	Design for Social Media		Make a Mock Social Media Post

Week 13			
Week 14	Photography for Design		Use own photos in a design
Week 15			
Week 16	Visual Storytelling		Fina Project

COURSE EVALUATION
Final grades will be calculated according to the following criteria:
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- Final grades will be calculated according to the following criteria:
- Daily Work Check 20%
- Note taking 20%
- Critique/Peer Review 20%
- Additional Assignments 20%
- Final Project 20%

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