

# Design Communication I ART 1317 9C1 202510

## CREDIT

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

## MODE OF INSTRUCTION

Face to Face

## PREREQUISITE/COREQUISITE:

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:    | 409-619-5740                                     |
| Office Location: | Career and Technical Education Center – Room 104 |
| Office Hours:    | 7am-3pm  |

## REQUIRED TEXTBOOK AND MATERIALS

Adobe Photoshop Revealed - Cengage

## LATE WORK:

It is the student's responsibility to keep up with assignments and turn in all work on time. If a student is absent, it is the student's responsibility to get work from the instructor or another student. You may speak with the instructor before or after class, or before school about the assignment. I cannot take up class time discussing late assignments with you.

Each day that an assignment is late, ten percent shall be deducted from the final assignment grade.

Approved: **Initials/date**



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If you are absent, you have the amount of days you were absent to make up the work and have it count for full credit.

**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 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. If you stop coming to class and fail to drop the course, you will earn an “F” in the course

**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**

| DATE         | TOPIC                              | READINGS<br>(Due on this Date)    | ASSIGNMENTS<br>(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 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 or a Program requirement for your degree please check DegreeWorks on [my.lit.edu](http://my.lit.edu)

## **COURSE EVALUATION**

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

## **INCOMPLETE GRADE**

There is an application to request for an "Incomplete" for a grade. Be aware this is an application, whether you get an "Incomplete" 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](mailto: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](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**