



LAMAR INSTITUTE OF TECHNOLOGY

Design Communication | ARTC 2347

CREDIT

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

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/CO-REQUISITE:

None

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

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

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 to save work**
- **Camera (Phone will work)**
- **Sketchbook and drawing utensils**

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. 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)
8/24-8/28	Introduction to Design Communication & Art Direction	Discuss syllabus and course overview	
8/31-9/4	Form, Content & Visual Hierarchy	Students create multiple compositions using the same content but different visual structures.	

9/7-9/11	Typography & Communication	Typography as communication .	
9/14-9/18	Photography as a Design Element	Photography and visual communication	
9/21-9/25	Illustration & Graphic Elements	Develop graphic elements to support an existing photograph or message.	
9/28-10/02	Art Direction & Visual Style	Develop Art Direction for a client	Project 1 Due: Client Work
10/05-10/09	Campaign Design	Start Campaign Project	
10/12-10/16	Campaign Project work	Work on Campaign Project	
10-19/10/23	Campaign Project Work 2nd week	Finish Campaign Work	Project 2 Due:
10/26-10/30	Editorial Design & Information Hierarchy	Discuss the different design terms in an editorial business	
11/2-11/6	Branding & Visual Systems	Learn how to develop a visual identity system for a fictional organization or business.	

[illegible]

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

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- Project 1: 20%
- Project 2: 20%
- Project 3: 20%
- Critique/Peer Review 20%
- Assignments 20%

GRADE SCALE

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

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/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. 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.

AI Use Policy – Professional Standards for Responsible Integration

AI is rapidly becoming part of the creative industries, but using it well requires thoughtful decision-making and personal accountability. In this course, AI is treated as a **supplementary tool**, not a replacement for your creative process or personal development. You are expected to use AI responsibly, ethically, and transparently.

- **Permitted AI Usage**
 - **Idea Generation**
 - AI tools may be used to brainstorm concepts, create moodboards, or explore early visual directions. This should serve as inspiration, not final output.
 - **Technical Assistance**

- You may use AI-driven software features for efficiency tasks (e.g., resizing, color correction, background removal, or automating repetitive actions).
 - **Reference & Exploration**
 - AI-generated visuals may be consulted for style and reference, but your final designs must demonstrate original creative input and significant manual refinement.
- **Transparency and Disclosure**
 - **Citing AI Tools Used**
 - You must clearly document any AI tools or services involved in your project and explain their specific role.
 - **Process Documentation**
 - In your project notes or reflection, describe how AI contributed to your design process and what creative decisions *you* made to finalize the work.
- **Ethical Considerations**
 - **Creative Ownership**
 - Passing off AI-generated content as fully your own without modification or personal contribution is unethical and will not be accepted. Your portfolio should reflect *your* skills and creative thinking.
 - **Overreliance**
 - Relying excessively on AI to generate creative solutions without meaningful human input will negatively impact your project evaluation. AI is a tool. *You* are the designer.
 - **Bias & Inclusivity**
 - AI-generated content often reflects bias from the datasets it's trained on. As a responsible designer, you must remain critically aware of these issues.

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