

Design Communication II ARTC 2347 9C2

CREDIT

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

MODE OF INSTRUCTION

Face to Face

PREREQUISITE/COREQUISITE:

ARTC 1317

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: Andrea Ritter

Email: aritter@bmtisd.com

Office Phone: 409-619-5740

Office Location: Career and Technical Education Center – Room 104

Office Hours: 8am-4:30pm

REQUIRED TEXTBOOK AND MATERIALS

Adobe Design Collection Revealed -Cengage and Graphic Designer's Digital Toolkit-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.

COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Aug 24-28	Syllabus Review, Getting Started.	Adobe Design Collection Revealed -Cengage	Aug 28, 2026
Aug 31-Sept 4	Illustrator Tutorial; Logo and Brand Guide Project Preview	Adobe Design Collection Revealed -Cengage	Sept 4, 2026
Sept 8-11	Empathic Design or Design Thinking 5 steps; Logo and Brand Guide Project; Work in class	Adobe Design Collection Revealed -Cengage	Sept 12, 2026
Sept 14-18	Logo and Brand Guide Project; Work in class	Adobe Design Collection Revealed -Cengage	Sept 18, 2026
Sept 21-25	Refresh Color Theory; Logo Project and Brand Project; Work in class	Adobe Design Collection Revealed -Cengage	Sept 25, 2026
Sept 28-Oct 2	Logo Project; Brand Guide Introduction; Work in class	Adobe Design Collection Revealed -Cengage	Oct 2, 2026
Oct 5-9	Critique; Infographic Preview	Graphic Designer’s Digital Toolkit-Cengage	Oct 9, 2026

Oct 12-16	Research and how to organize information for an infographic; Infographic Project; Work in class	Graphic Designer's Digital Toolkit-Cengage	Oct 16, 2026
Oct 19-23	Infographic Project; Work in class	Graphic Designer's Digital Toolkit-Cengage	Oct 23, 2026
Oct 26-30	Critique; Typography Preview	Graphic Designer's Digital Toolkit-Cengage	Oct 30, 2026
Nov 2-6	Tips and Tricks on making your own font; Instructions on uploading into	Graphic Designer's Digital Toolkit-Cengage	Nov 6, 2026
Nov 9-13	Typography Project: Work in class	Graphic Designer's Digital Toolkit-Cengage	Nov 13, 2026
Nov 16-20	Final Illustration	Graphic Designer's Digital Toolkit-Cengage	Nov 20, 2026
Nov 30-Dec 4	Final Illustration	Graphic Designer's Digital Toolkit-Cengage	Dec 4, 2026
Dec 7-11	Final Prep	Graphic Designer's Digital Toolkit-Cengage	Dec 11, 2026
Dec 14-18	Finals		Dec 14-18

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

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 \(lit.edu\)](#).

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