



AA221 Graphic Design I

AA221
Graphic
Design I
CRN 24510

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu



Syllabus

Instructor: Lewis Franklin

AA221 Graphic Design I

Lecture / Lab # : RM.SSH-116 & 116D Tuesday & Thursday 10:00 - 1:00

Course Description:

Examines visual communication through the application of the elements and principles of art. Studies static vs. dynamic, visual centering, design systems, metamorphosis and continuums. Instills critical analysis and good design judgment.

Outcomes:

- Solve elemental design problems creating aesthetic and communicative image.
- Apply the tools and techniques associated with selected media.
- Understand and use the creative process to conceptualize.
- Understand the historic significance of image making and the designers place in culture and society.
- Collaborate successfully and contribute to the group class process.
- Demonstrate technical competencies as related to projects presentation
- Understand job possibilities for graphic designers.

Credits:

4 credits, 6 hours of class per week.

Prerequisites:

AA193 Digital Image Processes III with a minimum grade of C

Corequisites:

None

Required Text:

Graphic Design History 2nd Edition, Druker & McVarish, Pearson 9780205219469

Bookstore New: \$98.54 Used: \$75.99 Rent: \$54.59

Amazon: \$123.40 (new) \$47.79 (Rent)

The History book will be used over 2 terms.

Layout Index, Jim Krause, How Design 9781581801460

Bookstore New: \$22.99 Used: \$10.96

Amazon: \$18.50 (new) \$3.99 (Kindle)

Optional Text:

Anything about Page Layout and hierarchy...

Required Supplies:

16 GB "Memory stick" \$30-\$50, The larger the drive, the happier you will be.

Notebook (2") with clear pocket on front back and spine (Vue-thru) \$3.79

Notebook paper \$2.79

Dividers for 3-ring notebook \$2.00

Plastic sleeves \$7.25 per 50

4 Arctic white mat boards

Other materials may be required...

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Syllabus Cont...

Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, a midterm, a final, and a process notebook.

Cheating and Plagiarism:

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the LBCC Student Code of Conduct.

Grading:

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: 50% and below please consider a different field

I do not issue Y grades and Inc grades will require a valid reason.

LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.

Your notebook will include all handouts in the order received.

Policy:

I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to lose anyone with this being a first class. My office hours are posted next to my door.

My office is in room SSH116B

Accessibility:

We attempt to use a variety of teaching methods in an effort to meet the needs of our students and welcome any special requests.

Those needing special consideration may approach me after class, via e-mail or after class if you have special accommodations in order for you to get the most from this classroom and LBCC experience. The Center for Accessible Resources is in Red Cedar Hall, Room 105.

I will provide my lecture notes to the class, in an effort to help you learn.

Final Turn-in / Critique December 4th @ 9:30 - 11:20

Last day to turn-in reworks is Close of Business (COB) Friday, November 30th

Last day to turn-in late work is Close of Business (COB) Tuesday, November 27th

Holidays for Fall term: 12NOV (Veteran's Day), 22 & 23NOV (Thanksgiving)

Last normal day of class is 29NOV

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“You will be held accountable for the content of the reading assignment on the day that it is shown in the ‘work’ column. This can mean a closed book quiz.”

Calendar

Wk	Date	Lesson	Work	Due
1	25SEP	Introduction, syllabus review	Pinterest 10 per week	
	27SEP	Review some basic text rules with Indesign		
2	02OCT			
	04OCT		CH 1	
3	09OCT			
	11OCT		CH 2	
4	16OCT			
	18OCT		CH 3	
5	23OCT			
	25OCT		CH 4	
6	30SEP			
	01NOV		Mid-term	
7	06NOV			
	08NOV		CH 5	
8	13NOV			
	15NOV		CH 6	
9	20NOV			
	22NOV	Holiday Nov. 22 & 23rd		
10	27NOV			
	29NOV		CH 7	

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Process Book

Notebook Minimum Standards:

10 points at mid-term

40 points for final notebook turn in No Later Than Tuesday December 4th.

The notebook will have an original front cover that contains the basic information of what the notebook is for and whom it belongs to.

The first page inside the notebook will be a title page containing the following information:

Course name, class number, CRN

Term, year

Your name

Instructor

The second page will be an index page showing where all the materials are located within the notebook. The index will show and list the sections listed below. The items within each section will be in the order that it was handed out.

01 Title page

02 Index page

03 General handouts

Lab Agreement (Copy)

Graphic Arts Expectations

Academic Calender

My Door Schedule

04 Notes

05 Course outline and syllabus

Handouts

06 Projects

Quick Projects

Live Project

Contents and cover

Designer Report and Poster

07 Tests and Quizzes

Mid-term

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