



AA222

Graphic

Design II

AA222
CRN 33912
Graphic Design II

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu



Syllabus

Instructor: Lewis Franklin

Graphic Design II

Lecture / Lab # : RM.SSH-116 / SSH-120 Monday & Wednesday 9:00 - 12:00

Course Description:

Studies corporate mark design; the development of symbols, logos, design programs and identity systems. Examines the designs adaptability, application, practicality and integrity. Environmental issues are discussed. Teamwork and interaction are stressed. Instills critical analysis, process and good design judgment. Course will include small group work teams and will include interactions with real world clients.

Outcomes:

Solve branding design problems creating aesthetic and communicative solutions.

Apply the tools and techniques associated with selected media.

Understand and use the creative process to conceptualize.

Understand the historic significance of symbol 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 presentations.

Credits:

4 credits, 6 hours of class per week.

Prerequisites:

AA221 Graphic Design I

Required Text:

Designing Brand Identity, Wheeler 9781118980828

Bookstore: Rent \$42.56 Buy \$55.56 Amazon: Buy \$34 Kindle \$32.30

Graphic Design History 2nd Edition, Drucker 9780205219469

Bookstore: Used \$75.99 New \$98.54 Amazon: Rent \$53.13 Used \$77.39 New 119.69

Required Supplies:

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

Rubber cement \$2.99

Cork-back ruler stainless steel \$ 3.59

Xacto knife \$5.49

Notebook (1.25") 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

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, a midterm, a final, a field trip, and a class 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:** 59% and below

LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.

I will conduct a one-on-one with each student at the mid-term point. This will serve as a notebook review and allow some feed-back on the class and your success level to that point.

Your notebook will include all handouts in the order received. You will be responsible for producing a color cover using Indesign by the mid-point review.

Policy:

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

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

My office is in room SSH116B.

Accessibility:

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 outline formatted lecture notes.

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Calendar

Wk	Date	Lesson
1	07JAN	Introduction, syllabus review
	09JAN	Positively Negative
2	14JAN	Mirror Images
	16JAN	Personal Identity
3	21JAN	Holiday MLK
	22JAN	Personal Identity
4	28JAN	Personal Identity
	30JAN	Personal Identity
5	04FEB	Personal Identity
	06FEB	Personal Identity
6	11FEB	Mid-term
	13FEB	Corporate ID
7	18FEB	Holiday
	20FEB	Corporate ID
8	25FEB	Corporate ID
	27FEB	Corporate ID
9	04MAR	Corporate ID
	06MAR	Corporate ID
10	11MAR	Corporate ID
	13MAR	Corporate ID
11	18MAR	Finals Week
		Final, Monday March 18th @ 10:00

Last day to turn-in reworks is Close of Business (COB) Friday, March 15th

Last day to turn-in late work is Close of Business (COB) Monday, March 11th

Last normal day of class is 13MAR

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Reading

Designing Brand Identity

Graphic Design History

Reading is to be complete before the date listed.

Wk	Date	Content	Page
1	07JAN		
	09JAN	Brand Basics	Pg 2
2	14JAN	Modern Typography	Pg 82
	16JAN	Brand Ideas / Brand Elements	Pg 34 & 54
3	21JAN	Holiday	
	23JAN	Brand Dynamics / Before & After	Pg 70 & 94
4	28JAN	The Graphic Effects of Industrial Production	Pg 106
	30JAN	Process Basics / Conducting Research	Pg 104 & 120
5	04FEB	Clarifying Strategy	Pg 136
	06FEB	Mass Mediation	Pg 128
6	11FEB	Mid-term over all reading to date	
	13FEB	Designing Identity / Creating Touchpoints	Pg 148 & 166
7	18FEB	Holiday	
	20FEB	Formations of the Modern Movement	Pg 150
8	25FEB	The Genesis of 20th Century Design	P232
	27FEB	Managing Assets	Pg 192
9	04MAR	Innovation and Persuasion	Pg 174
	06MAR		
10	11MAR	The Culture of Consumption	Pg 200
	13MAR		
11	18MAR	Finals Week	
	Final:	Monday March 18th @ 10:00	

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