

Graphic Design 1



Page Layout



AA221

Graphic
Design I
CRN 24510

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

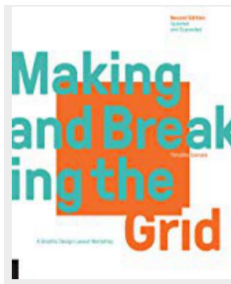
Graphic Design 1



Page Layout



Syllabus



Instructor: Lewis Franklin

AA221 Graphic Design I

Lecture / Lab

RM.SSH-116 & 116D Tuesday & Thursday 9:00 – 12:00

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

Required Text:

Graphic Design History 2nd Edition, Druker & McVarish, Pearson 9780205219469
Bookstore DDA: \$30.24 Used: \$80.56 Rent: \$55.37
Amazon: \$123.92 (new) \$106.66 (used): \$74.99 buy \$29.99 rent (ebook)

The History book will be used over all 3 terms so rental is not suggested.

Making & Breaking the Grid, Samara, 2nd ED, Rockport 9781631592843

Free Online <http://bit.ly/makinggrid>

Bookstore: \$34.99 (new) \$21.60 (used) \$17.85 (used rental): Amazon: \$20.20–52.96 (used)

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Required Supplies:

You will need some way to store files, I suggest something other than relying on the cloud., The larger the drive, the happier you will be.

Other materials may be required...**Method of Evaluation:**

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

Cheating and Plagiarism:

Please refer to the LBCC Student Code of Conduct.

Grading:

A: 90-100%

B: 80-89%

C: 70-79% (C is considered the lowest passing grade in the Vis Comm Program.)

D: 60-69%

F: 50% and below

Late work will be accepted BUT CAN NOT BE REWORKED.

Late work will be loose 10% of original point value.

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 loose anyone with this being a first class.

My office is in room SSH116B

Official office hours will be on zoom until COVID is no longer an issue.

Accessibility:

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

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

Needs:

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help.

Final Turn-in / Critique Wednesday, December 8th 10:00–12:00

Last day to turn-in reworks is Close of Business (COB) Friday, December 3rd

Last day to turn-in late work is Close of Business (COB) Tuesday November 30th

Holidays for Fall term: 11NOV (THU)(Veteran's Day), 25 & 26NOV (Thanksgiving)

Last normal day of class is 02DEC

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Calendar

“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.”

Graphic Design History

Making & Breaking the Grid

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Wk	Date	Lesson	Work	Due
1	28SEP	Introduction, syllabus review Warm-ups, self-evaluation Review some basic text rules with Indesign	Pinterest 5 per week Find a pre-1950 ad	
2	05OCT	Time Machine Project 1	Project 1 Research a designer CH 1	Up to pg20
3	12OCT	Designer poster Project 2 Associated terms / mood board	Thumbnails CH 2	Project 1 Pg 20-42
4	19OCT	Project 2 review Roughs by end of week (share online) One line logo exercise 1	Refined poster CH 3	Thumbs Roughs Pg 42-62
5	26OCT	Review refinement Folder exercise 2	Final Poster CH 4	Refined poster Pg 62-124
6	02NOV	Mounted version of poster Grid locked Exercise 3	Mid-term Bring magazine or book	
7	9NOV	Grid tracing Cover and Contents Project 3 Location / research / mood board	Project 3 thumbs CH 5	Pg 124-134
	11NOV	Campus closed for Veteran's Day		
8	16NOV	Discuss thumbs Three in one Exercise 4 Roughs by end of week (share online)	CH 6	Pg 134-166
9	23NOV	Discuss refinements / Final push		
	25NOV	Campus Closed for Nov. 25 & 26th		
10	30NOV	Final review / work day 50 pinterest posts by this point		Remaining Pages
11	08DEC	Final Turn-in / Critique Wednesday, December 8th 10:00–12:00		



As you know, the Covid virus has taken a serious toll on area hospitals. As a result, there is a state-wide requirement that all students and faculty wear masks when on campus, including when in class.

Because I care about your health and that of my family, I will be upholding the requirement that all students wear a mask over their nose and mouth during our class. I appreciate your support in advance as this will enable us to have a safe class together this fall and allow us to get back to being on campus. If you don't wish to wear a mask, please talk with an advisor in the advising center to help you switch to online or virtual classes. Anyone not wearing a mask over the nose and mouth will be required to leave the class. Free paper masks will be available on campus in case you forget yours.

Thank you in advance for helping our community stay safe and healthy. I'm looking forward to seeing all of you in class soon!

If you are not vaccinated you are required to be 6' away from one another on site. If you are vaccinated you will still need to wear a mask but social distancing is not necessary. This will allow me to reconfigure the room to allow more collaboration for those that are vaccinated.

Visual Communications
Program Chair LBCC

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VOX Categories

Humanist	Berkeley Oldstyle, Centaur, Jenson, Horley Old Style, Kennerley , Stempel Schneider...
Garalde	Aldus, Bembo, Adobe Caslon, Galliard, Adobe Garamond, Berthold Garamond , Garamond 3 , Stempel Garamond, Goudy, Granjon Mendoza , Minion, Palatino, Plantin, Sabon, Times New Roman...
Transitional	Apollo, Baskerville, Big Caslon, Fournier, Janson, Joanna, Melior, Meridien, Mrs. Eaves , Perpetua, Rotis Serif, Versalles ...
Didone	Baur Bodoni, Bodoni Old Face, Centennial, Didot, Fairfield, Filosophia , Fenice, Walbaum ...
Slab-serif	Calvert , Chaparral, Clarendon , Egyptienne, Glypha, Lino Letter, Officina Serif, pmn Caecilia , Rockwell , Serifa ...
Lineale	
Grotesque	Bell Gothic, Franklin Gothic , News Gothic, Trade Gothic...
Neo Grotesque	Akzidenz-Grotesk , Bell Centennial , Helvetica Neue, Univers...
Geometric	Avant Garde, Avenir, Eurostile, Futura...
Humanist	Frutiger, Gill Sans, Meta , Myriad, Optima, Rotis Sans, Scala Sans , Syntax...
Additional Typeface categories	
Glyphic	CASTELLAR, COPPERPLATE GOTHIC, LITHOS, RUSTICANA, SMARAGD, OMNIA , TRAJAN...
Script	<i>Bickham Scripts</i> , <i>Coronet</i> , Kunstler Script , <i>Linoscript</i> , <i>Palace</i> , <i>Poetica</i> , Poppl , <i>Shelley</i> , <i>Snell Roundhand</i> ...
Blackletter	Clairvaux, Fette Fraktur , Goudy Text , Gutenberg ...
Contemporary	Beowulf, FL5#K# , Exocet , Journal , Suburban , TriplexDigital Lo-Res , OCR-A , Template Gothic ...
Unicial	American Uncial , OMNIA ...
Monospaced	Courier, Letter Gothic, OCR-B , ORATOR , Prestige Elite ...
Handlettered	<i>Daubed</i> , <i>Stylist Pro</i> , <i>Bradley Hand</i> ...

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Fonts that I did not have on my machine to craft this are labeled using [ITC American Typewriter STD](#).