



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 Tuesday 4:00 - 6:50

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

Prerequisites:

AA221 Graphic Design I

Required Text:

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, Pinterest posts, a midterm, a final, and a process notebook.

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.

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:

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.

Last day to withdraw from class January 13th by noon

Last day to turn-in reworks is Close of Business (COB) Friday, March 13th

Last day to turn-in late work is Close of Business (COB) Tuesday, March 10th

Holidays for Winter term: 20 January MLK Jr, 17 February Presidents Day

Last normal day of class is March 12th

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Calendar

Wk	Date	Lesson	Due
1	05JAN	Introduction, syllabus review Personal inventory / Grid Art & Copy	
2	12JAN	Positively Negative Mass Mediation Personal Identity	Grid
3	19JAN	Personal Identity	
4	26JAN	Personal Identity	
5	02FEB	Personal Identity	
6	09FEB	Final Personal ID review	Personal Identity Single sheet
7	16FEB	Corporate ID Brand Redesign	
8	23FEB	Corporate ID	
9	02MAR	Corporate ID	
10	09MAR	Corporate ID	
11	16MAR	Finals Week Final, Tuesday March 16th @ 4:30	Brand Redesign Final Book

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Reading

Wk	Date	Content	Page
1		Day 1	
2		Mass Mediation	CH 7
3			
4		Formations of the Modern Movement	CH 8
5			
6		Mid-term over all reading and lectures to date	
7		Innovation and Persuasion	CH 9
8			
9		The Culture of Consumption	CH 10
10		Public Interest Campaigns and Information Design	CH 11
11		Finals Week	
	Final:	Tuesday March 17th @ 4:30	

Graphic Design History

Reading is to be complete before the date listed.

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