



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 & Thursday 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, 6 hours of class per week.

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) Monday, March 9th

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

Last normal day of class is March 11th

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Calendar

Wk	Date	Lesson		
1	07JAN	Introduction, syllabus review	Prep Lab	
	09JAN	Discuss Reading	Personal inventory	Neg Image
2	14JAN	Mirror Images		Grid
	16JAN	Personal Identity		
3	21JAN	Personal Identity		
	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	Corporate ID		
	20FEB	Corporate ID		
8	25FEB	Corporate ID		
	27FEB	Corporate ID		
9	03MAR	Corporate ID		
	05MAR	Corporate ID		
10	10MAR	Corporate ID		
	12MAR	Corporate ID		
11	16MAR	Finals Week		
		Final, Tuesday March 17th @ 4:30		

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Last day to turn-in reworks is Close of Business (COB) Friday, March 14th

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

Last normal day of class is 12MAR



Reading & Lecture

Graphic Design History

Reading is to be complete before the date listed.

Wk	Date	Content	Page
1	07JAN	Day 1	
	09JAN	Brand Basics	
2	14JAN	Modern Typography	Pg 82
	16JAN	Brand Ideas / Brand Elements	
3	21JAN		
	23JAN	Brand Dynamics / Before & After	
4	28JAN	The Graphic Effects of Industrial Production	Pg 106
	30JAN	Process Basics / Conducting Research	
5	04FEB	Clarifying Strategy	
	06FEB	Mass Mediation	Pg 128
6	11FEB	Mid-term over all reading to date	
	13FEB	Designing Identity / Creating Touchpoints	
7	18FEB		
	20FEB	Formations of the Modern Movement	Pg 150
8	25FEB	The Genesis of 20th Century Design	
	27FEB	Managing Assets	
9	03MAR	Innovation and Persuasion	Pg 174
	05MAR		
10	10MAR	The Culture of Consumption	Pg 200
	12MAR		
11	16MAR	Finals Week	
	Final:	Tuesday March 17th @ 4:30	

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