



# AA221

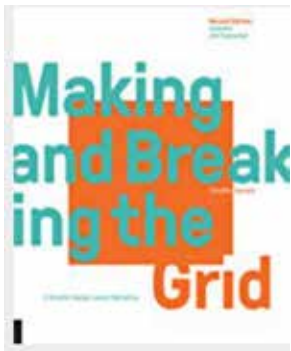
# Graphic

# Design I

AA221  
Graphic  
Design I  
CRN 24510

Office: SSH116B  
541.917.4542

[lewis.franklin@linnbenton.edu](mailto:lewis.franklin@linnbenton.edu)



# Syllabus

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**Instructor: Lewis Franklin**

## **AA221 Graphic Design I**

Lecture / Lab # : Hybrid online and in person  
RM.SSH-116 & 116D Tuesday 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

### **Required Text:**

**Graphic Design History 2nd Edition**, Druker & McVarish, Pearson 9780205219469  
Bookstore New: \$98.54 Used: \$80.56 Rent: \$55.37  
Amazon: \$110 (new) \$97.51 (used) \$64.99 (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>

### **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...

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# Syllabus Cont...

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## 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](mailto:resources@linnbenton.edu) , or visit us on the web [www.linnbenton.edu/RRC](http://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 Tuesday December 8th @ 9:30 - 11:00

Last day to turn-in reworks is Close of Business (COB) Friday, December 4th

Last day to turn-in late work is Close of Business (COB) Tuesday, December 1st

Holidays for Fall term: 11NOV (WED)(Veteran's Day), 26 & 27NOV (Thanksgiving)

Last normal day of class is 01DEC

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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.”*

Graphic Design History

Making & Breaking the Grid

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# Calendar

Wk	Date	Lesson	Work	Due
1	29SEP	Introduction, syllabus review Warm-ups, self-evaluation Review some basic text rules with Indesign	<b>Pinterest 5 per week</b> Find a pre-1950 ad	
2	06OCT	Time Machine Project 1	Project 1 Research a designer CH 1	Up to pg20
3	13OCT	Designer poster Project 2 One line logo exercise 1 Associated terms / mood board	Thumbnails CH 2	Project 1 Pg 20-42
4	20OCT	Project 2 review Roughs by end of week (share online)	Refined poster CH 3	Thumbs Roughs Pg 42-62
5	27OCT	Review refinement Folder exercise 2	Final Poster CH 4	Refined poster Pg 62-124
6	03NOV	Mounted version of poster Grid locked Exercise 3	Mid-term Bring magazine or book	
7	10NOV	Grid tracing Cover and Contents Project 3 Location / research / mood board	Project 3 thumbs CH 5	Pg 124-134
8	17NOV	Discuss thumbs Three in one Exercise 4 Roughs by end of week (share online)	CH 6	Pg 134-166
9	24NOV	Discuss refinements / Final push Holiday Nov. 28 & 29th		
10	01DEC	Final review / work day 50 pinterest posts by this point		Remaining Pages
11	08DEC	Final Turn-in / Critique Tuesday December 8th @ 9:30 - 11:00		online final



# Approved Typefaces

- Humanist** Berkeley Oldstyle, Centaur, Jenson, Horley Old Style, Kennerley, Stempel Schneidler
- 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, Versailles
- Didone** Bauer Bodoni, Bodoni Old Face, Centennial, Didot, Fairfield, Philosophia, Fenice, Walbaum
- Slab-serif** Calvert, Chaparral, Clarendon, Egyptienne, Glypha, LinoLetter, Officina Serif, pmn Caecilia, Rockwell, Serifa
- Lineale Grotesque** Bell Gothic, Franklin Gothic, News Gothic, Trade Gothic
- Lineale Neo-grotesque** Akzidenz-Grotesk, Bell Centennial, Helvetica Neue, Univers
- Lineale Geometric** Avant Garde, Avenir, Eurostile, Futura
- Lineale Humanist** Frutiger, Gill Sans, Meta, Myriad, Optima, Rotis Sans Serif, Scala Sans, Syntax

## Optional typefaces

- Glyphic** Castellar, Copperplate Gothic, Lithos, Rusticana, Smaragd, Sophia, Trajan
- Script** Bickham Script, Coronet, Kunstler Script, Linoscript, Palace, Poetica, Poppl, Shelley, Snell Roundhand
- Blackletter** Clairvaux, Fette Fraktur, Goudy Text, Wilhelm Klingspor Schrift
- Contemporary** Beowolf, Fusaka, Exocet, Journal, Suburban, TriplexDigital Lo-Res, OCR-A, Template Gothic
- Uncial** American Uncial, Omnia
- Monospaced** Courier, Letter Gothic, OCR-B, Orator, Prestige Elite

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