



AA223

Graphic

Design III

AA223
CRN 43809
Graphic Design III

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu



Syllabus

Instructor: Lewis Franklin

Graphic Design III

Lecture / Lab # : RM.SSH-116 / SSH-120 Monday & Wednesday 11:00 - 2:00

Course Description:

Studies corporate mark design; the development of symbols, logos, design programs and identity systems. Examines the designer's 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. Course will include job opportunities and at least one visit to a design studio.

Primary 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.
Successfully interact with real world clients.

Credits:

4 credits, 6 hours of class per week.

Prerequisites:

AA222 Graphic Design II

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:

16 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
Folding / Scoring bone \$7.50

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 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.

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Calendar

Wk	Date	Lesson	
1	01APR	In-service	
	03APR	Introduction, syllabus review YMCA	
2	08APR		YMCA
	10APR		
3	15APR	Grids	YMCA
	17APR		
4	22APR	Designer	YMCA
	24APR		
5	29APR	Designer	YMCA
	01MAY		
6	06MAY	Mid-Term	CH11 - CH13 and any lectures
	08MAY		
7	13MAY	Designer	
	15MAY		
	17MAY	Hang Portfolio Graphic design show	
8	20MAY		
	22MAY		
9	27MAY	Holiday, Memorial Day	
	29MAY		
10	03JUN		
	05JUN	Final review	
11	10JUN	Finals Week	
	13JUN	Commencement	
Final:	Wednesday the 10th from 10:00 - 12:00		CH14 - CH16 and any lectures

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Last day to turn-in reworks is Close of Business (COB) Friday, June 7th
Last day to turn-in late work is Close of Business (COB) Monday, June 3rd
Holidays for Spring term: May 27th Memorial Day
Last normal day of class is Wednesday June 5th



Reading

Reading assignments are considered to be testable on the date the reading is shown so read the chapter prior to the class day shown.

Tests will be hand written notes only.

We will not discuss all of the chapters in class.

Wk	Date	Content	Page
1	01APR	In-service	
	03APR		
2	08APR	Public Interest Campaigns CH11	Page 223
	10APR		
3	15APR	Corporate Identities & International CH12	Page 246
	17APR		
4	22APR		
	24APR		
5	29APR	Pop & Protest CH13	Page 268
	01MAY		
6	06MAY	Mid-Term:	CH11 - CH13 and any lectures
	08MAY		
7	13MAY	Post-modernism CH14	Page 288
	15MAY		
8	20MAY	Digital Design CH15	Page 310
	22MAY		
9	27MAY	Holiday Campus Closed	
	29MAY		
10	03MAY	Graphic Design & Globalization CH16	Page 330
	05JUN		
11	Final:	Wednesday the 10th from 10:00 - 12:00	CH14 - CH16 and any lectures

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