

A photograph of a graphic design workspace. In the foreground, a tablet is open, showing a blank screen. To its right, a laptop is open, displaying a design interface. Several sheets of paper with colorful circular patterns are scattered on the desk. A white container holds several pens and pencils. The background is slightly blurred, showing a desk lamp and other office supplies. The text "AA223 Graphic Design III" is overlaid in large, white, sans-serif font on the top left of the image.

# AA223 Graphic Design III

AA223  
CRN 43809  
Graphic Design III

Office: SSH116B  
541.917.4542

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

# Forward

Greetings Designers and welcome to Spring term. You will have so much work with all of your classes this term that we are going to focus on finishing one project and doing one major term long project. For this class it is fictional in every aspect except the location that the event will “occur at.”

The syllabus will be outlining the majority of the activities that will occur in this class and I made it a point to get you the supply list (which is very small for this class) as soon as I could so that you could quickly source a couple things. Be assured this will not be an easy class, you will have to really watch your time management and be sure that all tasks are not just completed, but completed well by each with mid-week meetings available on Thursdays and final turn-ins for Sunday.

## **You will be required to do the following each week:**

- There will be a task or tasks associated to the final projects.
- You will comment on each others work that is posted. Offer constructive feedback and be mindful of “tone.” That means that you are required to comment on each other’s postings!

There will generally be a quiz or test on the lecture and reading assignments each week.

This whole term is about portfolio level projects. Take your time, strive for the unexpected solutions to things. The world is full of predictable design, this term, push the boundaries a bit. Your solution will be based on your director so we should have a great deal of variety.

You are very welcome to email me with issues at anytime and I will do my best and being prompt with my responses.

Thank you for your patience in the weeks ahead!

Lewis

AA223  
CRN 43809  
Graphic Design III

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu

# Syllabus

**Instructor: Lewis Franklin**

## **Graphic Design III**

4 credit course, 11 weeks

### **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.

### **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 (completed as part of AA200 or CWE)

### **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 \$80.56 New \$98.54 Amazon: eBook \$49.99 Used \$73.63 New 114.47

### **Required Supplies:**

16 GB "Memory stick", The larger the drive, the happier you will be.

Cork-back ruler stainless steel

Xacto knife

Folding / Scoring bone

You will need a variety of supplies based on your project deliverables.

Other materials may be required...

AA223  
CRN 43809  
Graphic Design III

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu

# Syllabus Cont...

## **Method of Evaluation:**

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

## **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

## **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.

Since this is an online course the course content actually serves as lecture notes, so there is no need to post additional separate lecture notes.

## **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.

AA223  
CRN 43809  
Graphic Design III

Office: SSH116B  
541.917.4542

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