



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

4 credit course, 10 weeks, online only

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)

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



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.

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 , 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.

AA223
CRN 43809
Graphic Design III

Office: SSH116B
541.917.4542



Calendar

Wk	Date	Lesson	Work
1	6 APR	Introduction, syllabus review Film Festival Strategy: what is branding Quiz 1 CH 11	Film festival Research director
2	13 APR	The branding process Quiz 2 CH 12	Director Brief Naming Location
3	20 APR	Formatting relevant branding concepts	Design Brief
4	27 APR	Brand constructs: strategic advantages Quiz 3 CH 13	Marketing theme proposal Tear sheet thumbs
5	4 MAY	Designing visual language: elements identity Quiz 4 CH 14	Location photos Identity thumbnails
6	11 MAY	Designing brand identity: Applications Identification graphics Quiz 4 CH 15	Identity roughs
7	18 MAY	Designing brand identity: Advertising and promotional design Quiz 5 CH 16	Identity development final
8	25 MAY	Ethics of branding	Posters 4 different directions
9	1 JUN	Environmental design	Poster Final Development of deliverables
10	8 JUN	Final event brief	Final event brief

AA223
CRN 43809
Graphic Design III

Office: SSH116B
541.917.4542



Reading

Wk Date Chapter

“Graphic Design History, a Critical Guide 2nd Edition” By, Johanna Drucker.

- | | | |
|----|--------|--|
| 1 | 6 APR | Public Interest Campaigns & Information Design CH 11 |
| 2 | 13 APR | Corporate Identities & International Style CH 12 |
| 3 | 20 APR | Pop & Protest 1960s–1970s CH 13 |
| 4 | 27 APR | Post Modernism in Design 1970s–1980s & Beyond CH 14 |
| 5 | 4 MAY | MIDTERM |
| 6 | 11 MAY | Digital Design 1970s–2000s CH 15 |
| 7 | 18 MAY | Graphic Design & Globalization CH 16 |
| 8 | 25 MAY | |
| 9 | 1 JUN | |
| 10 | 8 JUN | Final |

**The reading will be the topic of the discussions each week.
The last 3 weeks are empty because you will be commenting
on each others Event Design deliverables for the discussion portion.**

AA223
CRN 43809
Graphic Design III

Office: SSH116B
541.917.4542