

FINAL PROJECT

1	Course Title:	FINAL PROJECT
2	Course Code:	GRTZ206
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	2
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. ERHAN MUTLUGÜN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr.Gör.Dr. Erhan MUTLUGÜN Teknik Bilimler MYO, Tasarım Bölümü, Grafik Tasarım Programı e- mail: emutlugun@uludag.edu.tr GSM: 0532 316 52 51
17	Website:	
18	Objective of the Course:	Expreience all the design and application steps in creating, promoting and presenting processes of branding during the Project
19	Contribution of the Course to Professional Development:	Students turn all the knowledge, experience and skills they have acquired during their education into a sectoral project and learn how to market the brand they have created by creating a brand. Thus, they gain the ability to do business after graduation.
20	Learning Outcomes:	
	1	Create a concept of a brand
	2	Design the graphic elements of visual communication
	3	Design effective packages for products
	4	Design advertising and promoting elements for brands
	5	Make oral and visual presentation
	6	Take part in a team work.
	7	Experience professional processes and relations.
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21	Course Content:	
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Week	Theoretical	Practice
1	Discussing the functions and role of graphic design in economic field	Study on character of a brand and naming
2	Definition, steps and creating identity of a brand image	Study on character of a brand and naming
3	Importance of the brand name and design of the elements of visual identity	Design of the logo -logotype

4	Definition and properties of logos, typography and colour discussions on logo samples	Design logo-logotype
5	The creative steps of the corporate identification like design and application of printed elements	Design of visual elements of corporate identity
6	Discussing The importance of Catchwords for brands on examples	Prepare layouts for print
7	Discussing the package design with its functional, economic, and practical properties on examples	Design package for the product
8	Repeating courses and midterm exam	
9	Discussing the aims, medias, application steps and importance of advertising	Designing ads for the subject (poster, catalogues, flyers, e.t.c.)
10	Discussing the visual elements of a layout like photographs, illustrations, typographic elements on examples	Prepare the corporate identity booklet for print
11	Promoting design for the brand identity	Design products for brand promotion
12	Discussing Stand design with its properties, materials and functions on examples	Designing the stand for exhibition
13	Discussing the importance of the oral presentation, body language and persuasion of a concept	Prepare stand graphics for print
14	Discussing the Consumer behaviours and rights ; ethic and legal limits of competition in the market	Final preparation for the jury

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	Fahel, C. (2003), Design secrets: packaging, Rockport publ	2.00	28.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	Nostrand Reinhold, NY	1.00	14.00
Homeworks	0	0.00	0.00
Projects	pusula yay., ist. Garrofe, J. (2007). Structural packaging, Paeone Publ.	70.00	70.00
Field Studies	0	0.00	0.00
Midterm exams	publ. Gökse, B. , Elden, m., Kocabas F. (1997), Pazarlama	15.00	15.00
Others	0	0.00	0.00
Final Exams	Grafik tasarım dergisi Kınık, M. (2005) Grafik tasarım ve üretim teknolojileri, asil	25.00	25.00
Total Work Load			180.00
Total work load/ 30 hr	Çubası, T. (2002) Tüketici davranış, Mediacat yay. Uçar, T.F. (2004), Görsel iletişim ve Grafik tasarım, İnkılap	6.00	6.00
ECTS Credit of the Course			6.00

23	Assesment	
TERM LEARNING ACTIVITIES	NUMBE R	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00

Total									100.00								
Measurement and Evaluation Techniques Used in the Course									Measurement and evaluation is carried out according to the priciples of Bursa uludag University Associate and Undergraduate Education Regulation.								
24		ECTS / WORK LOAD TABLE															
25		CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16	
ÖK1	5	5	4	4	3	5	5	3	5	3	5	5	0	0	0	0	
ÖK2	5	5	2	4	3	5	4	3	5	3	5	5	0	0	0	0	
ÖK3	5	4	2	4	5	5	5	5	5	2	5	5	0	0	0	0	
ÖK4	5	5	4	4	5	5	5	5	5	4	5	5	0	0	0	0	
ÖK5	5	5	4	5	5	5	5	5	5	4	5	5	0	0	0	0	
ÖK6	1	1	5	1	1	3	1	1	1	1	5	5	0	0	0	0	
ÖK7	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0	
LO: Learning Objectives PQ: Program Qualifications																	
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High				