

## DESKTOP PUBLISHING

1	Course Title:	DESKTOP PUBLISHING
2	Course Code:	IYS3217
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	5
7	ECTS Credits Allocated:	4.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	Ability to use Adobe programs
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. YELİZ OKŞAK
15	Course Lecturers:	-
16	Contact information of the Course Coordinator:	Öğr. Gör. Yeliz OKŞAK yelizoksak@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Transferring theoretical and practical knowledge about the design process in the discipline of Graphic Design, transferring the criteria for the project design processes of desktop publishing applications and consolidating them with applications.
19	Contribution of the Course to Professional Development:	Thanks to this course, the level of professional skills will increase.
20	Learning Outcomes:	
	1	Learn the basic concepts of desktop publishing
	2	Learn to use desktop publishing software
	3	Can develop desktop publishing designs
	4	Can do research in the field of desktop publishing and make presentations on this subject
	5	Can produce their own media
	6	Can use designs in different media
	7	Learns to process images in computer environment
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	10	
21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Definition of desktop publishing. Tools used. Contribution of digital tools to design	
2	Design in desktop publishing	
3	Introduction to page design	
4	Examples of designs in various sizes. Page designs of materials such as books, magazines, posters, brochures, catalogs	

5	Page layout, historical development and changes, image and color, title, text, font, text structure	
6	Types of page layouts, page sizes, formats.	
7	Midterm exam project	
8	Considerations when designing a page.	
9	Page layout by publication type, local examples, world examples.	
10	Desktop publishing applications with Photoshop.	
11	Layout applications with InDesign program.	
12	Workflow between Adobe applications, synchronized work. Applications	
13	Final project work preliminary preparation in Indesign program	
14	Final Project Presentation	

22	Textbooks, References and/or Other Materials:	<ul style="list-style-type: none"> <li>•BECER, E., (1997) ,İletişim ve Grafik Tasarım, Dost Yay., Ankara</li> <li>•BİGAT, Ç., (2008), Grafik Tasarım Ders Notları, İstanbul</li> <li>•GMK, «DEDİ KI-06 PAUL RAND», Çev. Kerem Özkut, GMK Yay., İstanbul</li> <li>•OKAY, Ayla, (2002), Kurum Kimliği, 3.bs., MediaCat, İstanbul</li> <li>•SCHMITT, B. ve SIMONSON, A.,(2000) «Pazarlama Estetiği, Marka Kimlik ve İmajın Stratejik Yönetimi», çev.</li> </ul>
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Activites		Number	Duration (hour)	Total Work Load (hour)
23	Theoretical Assessment	14	2.00	28.00
	Practicals/Labs	14	2.00	28.00
	Self study and preparation	6	8.00	48.00
	Midterm Exam	1	4.00	
	Homeworks	0	0.00	0.00
	Quiz	0	0.00	
	Projects	0	0.00	0.00
	Home work project	1	4.00	
	Field Studies	0	0.00	0.00
	Final Exam	1	6.00	6.00
	Midterm exams	1	4.00	
	Total	0	0.00	
	Others	0	0.00	0.00
	Contribution of Term (Year) Learning Activities to Final Exams	1	10.00	10.00
	Contribution of Term (Year) Learning Activities to Success Grade	1	10.00	10.00
	Total Work Load			126.00
	Total work load/ 30 hr			4.00
	Total	100.00		
	ECTS Credit of the Course			4.00
	Measurement and Evaluation Techniques Used in the Course	Lecture, one-to-one study and evaluation are made with theoretical, technical and practical application examples.		

## 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	0	0	0	0	0	2	0	3	0	0	3	0	0	0	0	0
ÖK2	0	0	0	3	2	0	2	3	0	0	0	0	0	0	0	0
ÖK3	0	0	0	3	0	0	0	3	0	0	0	0	0	0	0	0

ÖK4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			