GRAPHIC DESIGN

1	Course Title:	GRAPHIC DESIGN
2	Course Code:	GRTZ102
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	1.00
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 emutlugun@uludag.edu.tr
17	Website:	
18	Objective of the Course:	To provide an intellectual experience that can evaluate an artistic notion considering the historical, sociological, aesthetical, psychological, philosophical and political aspects.
19	Contribution of the Course to Professional Development:	Thanks to this lesson, they learn how to draw objects and stylize while doing this and evaluate this in designs.
20	Learning Outcomes:	
	1	Graphical interpretation on forms of objects
	2	Analyse meaning and forms of symbols
	3	Create symbols representing concepts and messages
	4	Form a visual expression by symbols
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21	Course Content:	

Course Content:

Week	Theoretical	Practice
1	Role of symbols in visual communication	Stilization on forms
2	Logograms	Stilization on forms
3	Phonograms	Design sybols related with images
4	Meanings of common symbols	Design sybols related with images
5	Colour with its symbolic meanings	Colour applications

6	Symbols related with images	Design pictograms
7	Design principles of pictograms	Design pictograms
8	Repeating courses and midterm exam	
9	Symbols related with concepts	Design symbols related with concepts
10	Functions of symbols in visual design	Design symbols related with concepts
11	Logos, corporate identity, graphic design elements	Design logos
12	Properties of information design	Design logos
13	Poster design	Design posters
14	General evaluation on course	Design posters

| 22 | Textbooks, References and/or Other Materials: | BECER Emre, İletişim ve Grafik Tasarım, Dost Yayınevi, 2002, Ankara.
? UÇAR Tevfik Fikret, Görsel İletişim ve Grafik Tasarım, İnkılap yayınları,
Ankara.
? EROĞLU Kadriye, Yayımlanmamış Grafik Resim Ders Notları, 2006,
İstanbul.
? HEPGÜLDAL Betül, Yayımlanmamış Grafik Resim Ders Notları, 2006,
İstanbul.
? HANÇERLİOĞLU Orhan, Felsefe Sözlüğü, Remzi Kitabevi, İstanbul.
? WOLCHONOK Louis, Desing For Artist Crafts– Men, Dover Publication Inc. |

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	5	10.00	50.00
Projects	1	10.00	10.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	10.00	10.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

23 Assesment

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Midterm Exams	1	60.00	
Quiz	0	0.00	
Homework	5		
Final Exam	1	60.00	
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 principles 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	4	1	5	1	5	2	1	3	1	4	3	0	0	0	0
ÖK2	5	4	1	5	1	5	2	1	3	1	4	3	0	0	0	0
ÖK3	5	4	1	5	1	5	2	1	3	1	4	3	0	0	0	0

ÖK4	5	4	1	5	1	5	2	1	3	1	4	4	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