

# THE HISTORY OF GRAPHIC ART

1	Course Title:	THE HISTORY OF GRAPHIC ART
2	Course Code:	GRTZ106
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. EVRİM SIRMALI
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr. Gör. EVRİM SIRMALI Teknik Bilimler MYO evrim@uludag.edu.tr 0 224 2940895
17	Website:	
18	Objective of the Course:	Conceive the historical developments of the graphic design within the the social, plitical, economical and technological relations; recognize the styles, designers and interprets the works of them.
19	Contribution of the Course to Professional Development:	It helps to prepare the conceptual foundations of designs, to explain them theoretically and to show a more intellectual stance before the customer.
20	Learning Outcomes:	
	1	Conceive the historical, cultural and tecnological developments of graphic design
	2	Conceive the important communicative role of the graphic design.
	3	Recognize the famous designs and specialities of the periods.
	4	Recognize the effective graphic designers with their characteristics and Works.
	5	Conceive the progressing phases of the Turkish graphic design..
	6	Recognize the effective Turkish graphic designers with their characteristics and Works.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	General description of the course content	
2	Arts & crafts Movement	
3	Art Nouveau in Europe	
4	Modern Art Movements	
5	Russian Suprematism and Constructivism	
6	De Stijl and Bauhaus	
7	New Typography and Modernism in Europe	
8	Repeating courses and midterm exam	
9	Modernism in USA	
10	International Typography and Swiss Design	
11	School of New York/ Typographic Expresyonism	
12	Development of Visual Systems and corporate identity	
13	Post-Modernism	
14	Turkish Graphic Design	
22	Textbooks, References and/or Other Materials:	<p>Aynsley, J. (2001) A century of graphic design, Barrons publ.</p> <p>Becer, E. (2007), Modern sanat ve yeni tipografi, Dost yay. Ank.</p> <p>Bektaş, D. (1995) Çağdaş grafik sanatının gelişimi</p> <p>Fiell, C&amp;F (2007) Contemporary Graphic design, Taschen publ.</p> <p>Ganiz ,S. (2004) Yazı tasarımcıları, Kastaş Yay. İst.</p> <p>Grafik Tasarım dergisi</p> <p>Little, S. (2008), İzmler..sanatı anlamak, Yem yay.</p> <p>Weill, A. (2008), Grafik Tasarım, YKY.</p>
23	Assesment	
<b>TERM LEARNING ACTIVITIES</b>		<b>NUMBE R</b>
Midterm Exam		1
Quiz		0
Home work-project		1
Final Exam		1
Total		3
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	<b>ECTS / WORK LOAD TABLE</b>	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	1	10.00	10.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

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	4	5	3	2	1	3	3	1	2	2	5	5	0	0	0	0
ÖK2	4	4	3	2	1	3	3	1	2	2	5	5	0	0	0	0
ÖK3	4	5	3	2	1	3	3	1	2	2	4	5	0	0	0	0
ÖK4	4	5	3	2	1	3	3	1	2	2	4	4	0	0	0	0
ÖK5	4	5	3	2	1	3	3	1	2	2	4	4	0	0	0	0
ÖK6	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			