

VISUAL PERCEPTION AND CREATIVITY

1	Course Title:	VISUAL PERCEPTION AND CREATIVITY	
2	Course Code:	IYS2112	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	-	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. YELİZ OKŞAK	
15	Course Lecturers:	Öğr. Gör. Yeliz OKŞAK	
16	Contact information of the Course Coordinator:	yelizoksak@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	In this course, in which the basic concepts of the visual process will be explained, basic information about perception, visual language and vision will be given. The relationship between the visual process and creativity will be discussed in detail, and information will be given on the perception of form and color, the historical evolution of perception, and the perception of vision in different media.	
19	Contribution of the Course to Professional Development:	Creativity relationship will be discussed in detail, form and color perception, historical evolution of perception, creating perception of vision in different media.	
20	Learning Outcomes:		
		1	Understands that the relationship between the visual process and creativity can be learned
		2	Makes sense of pictorial elements and symbols
		3	Interprets visual communication design examples
		4	
		5	
		6	
		7	
		8	
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Introduction: Explanation of the scope, goals and objectives of the course		
2	Eye, sense of sight, perception, reasoning, thinking and intelligence		

3	Understanding and making sense in visual communication, perception in visual communication, perception criteria and association relationship	
4	Visual perception and Gestalt, principles of perception, figure - background relationship, resemblance - separation - abstraction	
5	Perception and form, perception and color, perception and balance, categorization in perception, invariants in perception, optical illusions	
6	Individual differences in perception, goals and needs	
7	Cultural and environmental factors affecting perception	
8	Midterm	
9	Visual messages and their effects	
10	The effects of perceptions on artistic and industrial production	
11	visual perception	
12	Visual design	
13	Sight and popular culture	
14	Reflections of Popular Culture on Design	

22	Textbooks, References and/or Other	BECER, E. (2002) İletişim ve Grafik Tasarımı. Ankara:		
Activities		Number	Duration (hour)	Total Work Load (hour)
Theoretical		Yayınları. ROSE, G. (2007) Visual Methodologies. London: Sage	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		BURNETT, R. (2007) İmgeler Nasıl Düşünü? İstanbul: Metis Yayınları	30.00	30.00
Homeworks		0	0.00	0.00
Projects/Assesment		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	20.00	20.00
Midterm Exam		1	40.00	
Others		0	0.00	0.00
Final Exams		1	28.00	28.00
Home work-project		0	0.00	
Total Work Load				120.00
Final Exam		1	30.00	
Total work load/ 30 hr				4.00
Total		2	100.00	
ECTS Credit of the Course				4.00
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		Lecture,Discussion,Education-Practice,Homework,Monitoring		
24	ECTS / WORK LOAD TABLE			

[illegible]

ÖK2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	0	0	0	0	2	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							