TYP0GRAPHY

1	Course Title:	TYP0GRAPHY
2	Course Code:	MIM2036
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	4
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:	Prof. Dr. SEZİN TÜRK KAYA
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Prof. Sezin Türk Kaya Bursa Uludağ Üniversitesi Güzel Sanatlar Fakültesi, Grafik Tasarımı Bölümü Görükle, 16059 Bursa Türkiye Tel : 0090 224 294 08 94 web: http://www.sezinturkkaya.com/
17	Website:	
18	Objective of the Course:	To give information about the history of typography, basic terms, basic writing characters. To teach typographic design criteria in the light of applied projects.
19	Contribution of the Course to Professional Development:	Establishing the text-image relationship
20	Learning Outcomes:	

	1	To have knowledge and experience on basic design principles such as color, texture, composition, space and typography
	2	To be able to solve basic design problems
	3	To gain the ability to perceive and design
	4	Utilizing different materials to produce modern and original designs in the design process
	5	To consider social culture and traditions in the analysis of art and design problems
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21	Course Content:	
	Course Content:	

Week	Theoretical	Practice
1	Project I: Calligraphy to Typography	

2	Research, gathering information, preparing sketches	
3	Calligraphic works with brush	
4	Submission of calligraphy, typographic abstraction	
5	Submission of typographic abstraction works	
6	Submission of the 1st Project, Project II: Visual Hierarchy	
7	Research, gathering information, preparing sketches	
8	Composition alternatives on computer	
9	Submission and selection of composition alternatives	
10	Final Project: Search and Correspondence Set Design	
11	Research, gathering information, preparing sketches	
12	Delivery of black and white rigging	
13	Preparing sketches for correspondence set	
14	Final evaluations on final project	

22	Textbooks, References and/or Other Materials:	İletişim ve grafik tasarım / Prof. Dr. Emre Becer Diğer Kaynaklar Harflerle tasarım / James Craig – William Bevington Grafik tasarım / Alan Weil Çağdaş tipografinin temelleri / Namık Kemal Sarıkavak
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	10.00
Quiz	0	0.00
Home work-project	4	30.00
Final Exam	1	60.00
Total	6	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	discussion speech criticism	

24	**ECTS / WORK LOAD TABLE**

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	10	2.00	20.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	18.00	18.00
Others	0	0.00	0.00
Final Exams	1	24.00	24.00
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	1	2	1	1	1	3	3	2	2	3	2	0	0	0	0	0
ÖK2	2	2	2	1	2	2	2	2	2	1	2	0	0	0	0	0
ÖK3	1	2	1	1	2	2	2	2	1	2	2	0	0	0	0	0
ÖK4	2	2	2	2	2	2	2	1	1	1	1	0	0	0	0	0
ÖK5	2	2	2	2	2	2	2	2	1	2	2	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