

INTRODUCTION TO GRAPHIC DESIGN

1	Course Title:	INTRODUCTION TO GRAPHIC DESIGN
2	Course Code:	RSM5107
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	4.00
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. Ahmet Şinasi İşler
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	sinasi@uludag.edu.tr, 0 506 3083931, Bursa Uludag Üniversitesi, Güzel Sanatlar Fakültesi, Resim Bölümü, Görükle Kampüsü / BURSA
17	Website:	
18	Objective of the Course:	Introduction to graphic design is a study of two-dimensional (2-D) design with emphasis on the visual communication design process. Topics include basic terminology and basic graphic design principles. This course brings together a blend of design and practical computer-based production skills. Emphasis will be placed on the development of skills and expressive qualities of two dimensional art forms that utilizes art and technology to communicate ideas. Students will utilize the computer graphic applications of Freehand or Adobe Indesign on the computer. By controlling color, type, symbols, photography and computer images, students will produce images to clearly inform and persuade the viewer.
19	Contribution of the Course to Professional Development:	The experience gained with graphic design techniques and methods is integrated into artistic expression skills within the scope of painting with an interdisciplinary approach.
20	Learning Outcomes:	
	1	Develops a basic understanding of digital or mechanical, associated with the production of graphic visual communication, without the limitation of printing on paper.
	2	Creates an artistic development using contemporary or traditional techniques, typography and various images to solve complex graphic design problems using analytical skills and creative thinking.
	3	Develops the conceptual skills required to provide visual graphic communication.
	4	Uses and improves the principles and elements of visual design.
	5	successfully use verbal and visual tools in identifying, receiving and processing information.
	6	Gains the ability to use digital tools for creation, development and presentation.
	7	involve in the creative problem solving process.

		8	Expands the design chamber by studying the works of those who are experts in the field as well as contemporary artists and designers.		
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21	Course Content:				
	Course Content:				
Week	Theoretical		Practice		
1	Introduction to course Introduction to Graphic Design Graphic Design Concepts. Requirements and materials explained. Basic procedures and expectations discussed about Computer Based Arts and Internet. A few basic exercises in Graphic Design with computer as an introduction to the dijital media.				
2	Composition. Strong visual impact at first sight Using Freehand computer practices in tracings. (10 variations at least)				
3	Freehand and Indesign essentials Practices related to vector filters, styles, swatches, gradients, patterns. (5 variations at least)				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical			14	2.00	28.00
Practicals/Labs			0	0.00	0.00
Self study and preparation			1	14.00	14.00
Homeworks			14	5.00	70.00
Projects			0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm Exams			0	0.00	0.00
Others			0	0.00	0.00
Final Exams			1	8.00	8.00
Total Work Load					120.00
Total work load/ 30 hr					4.00
ECTS Credit of the Course					4.00
10	Infographic (5 variations at least)				
11	Copyfitting and crop photos (5 variations at least)				
12	Layout assignment (brochure / newsletter) in Freehand				
13	Layout assignment (brochure / newsletter) in Freehand				
14	Completeness of the Project and critique of all assignments				

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	3	3	4	3	3	3	2	4	3	3	2	0	0	0	0
ÖK2	2	3	3	2	3	2	4	4	3	5	4	3	0	0	0	0
ÖK3	2	4	3	2	4	3	4	4	3	5	3	3	0	0	0	0
ÖK4	4	3	3	4	3	3	3	2	4	3	4	3	2	0	0	0
ÖK5	5	3	4	4	3	3	3	3	4	3	2	2	0	0	0	0
ÖK6	2	3	3	2	3	2	4	4	3	5	4	3	0	0	0	0
ÖK7	4	3	3	4	3	3	3	2	4	2	3	2	0	0	0	0
ÖK8	2	4	3	2	4	3	4	4	3	5	3	3	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			