

GRAPHIC DESIGN I

1	Course Title:	GRAPHIC DESIGN I
2	Course Code:	RES2503
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	4.00
9	Practice (hour/week):	4.00
10	Laboratory (hour/week):	0
11	Prerequisites:	-
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. MÜGE GÜLTEKİN
15	Course Lecturers:	-
16	Contact information of the Course Coordinator:	mgultekin@uludag.edu.tr +90 (224) 294 25 73
17	Website:	-
18	Objective of the Course:	<p>This course aims to enhance students' abilities in observation and expression of ideas, composition, and graphics applications by creating graphic works with different techniques, by forming composition with graphics elements and by creating technical drawings.</p> <p>It also aims to teach students theoretical knowledge about graphic communication, the utilization of graphic arts, visual perception, typographic communication, creativity and illustration. By carrying out projects on these topics, the course aims to improve students' technical competence and to prepare them for the next semester.</p>
19	Contribution of the Course to Professional Development:	It helps to develop students' observation, perception skills and graphic application skills by transferring their experience in graphic design to students in graphic design education.
20	Learning Outcomes:	
	1	To be able to define and describe the principles of graphic design
	2	To be able to relate the elements used in graphic communication to daily life
	3	To be able to apply the principles of graphic design to original designs
	4	To be able to identify the materials used in graphic design
	5	To be able to develop creative ideas during design process
	6	To be able to explain the importance of visual perception in visual communication
	7	To be able to design 2D illustrations
	8	To be able to explain the historical development of the elements used in graphic communication
	9	
	10	
21	Course Content:	

Course Content:				
Week	Theoretical	Practice		
1	To inform the students about the content, aim and the outcomes of the course. To give a lecture about communication and graphic communication, to relate these topics to daily life by creating a discussion environment.	Materials and tools that will be used this semester: gouache paint, brushes for gouache paint, palette, water cup, dropper, paper tissue, newspaper, colored pencils, Bristol carton, ruling pen, ruler, sketch book. Photoshop must be provided for basic Photoshop applications.		
2	To explain the subject of signs, symbols, symbolic signs and pictograms that are used in graphic communication with examples. To show examples using a PowerPoint presentation and to explain and criticize these examples. To show sample student works on the subject.	Pictograms: The pictograms of the animal figures will be created using restricted geometrical forms. A 10x10 cm Bristol carton will be divided into 1x1 cm squares. In each square, only one geometrical form will be used. The animal figures and the lines should be white and the background should be black. 15 animal pictograms that are created in this manner will be glued on a 50x70 cm cardboard and turned in to the instructors.		
3	To explain the basic forms, historical development and application areas of applications of the signs, symbols, symbolic signs and pictograms that are used in graphic communication using examples.	Pictogram project will be completed and criticized.		
4	To explain the importance of graphic arts in modern life and their usage in commercial applications using examples. To show examples using a PowerPoint presentation, to explain and criticize the examples.	Navigation Signs: 15 Navigation signs that could be used in places such as zoos, shopping malls and airports will be created. Each navigation sign will be applied on a 10x10 cm Bristol carton. All navigation sign will be glued on a 50x70 cm cardboard and turned in to the instructors.		
5	To explain the typographic communication	Navigation signs project will be completed and criticized		
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	criticize these examples.	14	4.00	56.00
6	To explain the terms visual perception in	Navigation Signs project will be completed and criticized.		
Practicals/Labs		14	4.00	56.00
Self study and preparation		10	6.00	60.00
Homeworks		0	0.00	0.00
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		0	0.00	0.00
Total Work Load				184.00
8	To explain the types of illustrations and the techniques used in illustrations using	Impossibility project will be completed and criticized.		
ECTS Credit of the Course				6.00
	To show examples using a PowerPoint presentation and to explain and criticize these examples.			
9	To explain the deformation and defamiliarization techniques in graphic design and to show examples using a PowerPoint presentation and to explain and criticize these examples. To show sample student works on the subject.	Impossibility project will be completed and criticized.		
10	To explain general information about Photoshop program. To explain the functions of the options in the "File", "Edit", "Image" and "Layer" menus in Photoshop and showing sample applications.	Interpretation: A current political, social or economical issue will be chosen and illustrated using humorous elements on a 20x20 cm Bristol carton in color. The illustration will be glued on a 30x30 cm cardboard and turned in to the instructors. The technique is freestyle. It can be digital or in the form of painting.		

11	To explain the functions of the options in the "Type", "Select", "Filter", "View" and "Window" menus in Photoshop and showing sample applications.	Interpretation project will be completed and criticized. Photoshop exercises.
12	To explain the options in "Tools" in Photoshop and showing sample applications.	The interpretation project will be completed and criticized. Photoshop exercises.
13	To explain the options in "Tools" in Photoshop and showing sample applications.	Completion of incomplete project and their criticism. Photoshop exercises.
14	Student presentations about the prominent graphic designers in Turkish graphic design history.	To show examples using a PowerPoint presentation, explanations, criticism on these examples and discussion. Completion of unfinished works.
22	Textbooks, References and/or Other Materials:	<p>DABAŞI, Hatice A., Grafikte Temel Tasarım, Yorum Sanat, İstanbul, 2006.</p> <p>WEILL, Alain, Grafik Tasarım, YKY, İstanbul, 2012</p> <p>BECER, Emre, İletişim ve Grafik Tasarım, Dost Yayıncılık, Ankara, 1999.</p> <p>TEKER, Ulufur, Grafik Tasarım ve Reklam, Yorum Sanat, İstanbul, 2009.</p> <p>UÇAR, Tevfik F., Görsel İletişim ve Grafik Tasarım, İnkılap Yayınevi, İstanbul 2004.</p> <p>BEKTAŞ, Dilek, Çağdaş Grafik Tasarımın Gelişimi, YKY, İstanbul, 1992.</p> <p>BERGER, John, Görme Biçimleri, Metis Yayınları, İstanbul, 1990.</p> <p>GENÇ, Adem, SİPAHİOĞLU, Ahmet, görsel algılama ve sanatta Yaratıcı Süreç, sergi yayın evi, İzmir, 1990.</p> <p>GOMBRICH, Ernst H., Sanat ve Yanılsama, Remzi Kitapevi, İstanbul, 1992.</p> <p>HEDGECOE, John 'Fotografie Für Könnner' München, 1982</p> <p>KOSHOFER, Gert. 'Moderne Fotopraxis' Falken, 1990.</p> <p>EDGÜ, Ferit, Biçimler Renkler Sözcükler, Sel Yayıncılık, İstanbul, 2008.</p> <p>LEPPERT, Richard, Sanatta Anlamın Görüntüsü İmgelerin Toplumsal İşlevi, Ayrıntı Yayınları, İstanbul, 2009.</p> <p>ARNHEIM, Rudolf, Görsel Düşünme, Metis Yayıncılık, İstanbul, 2009.</p> <p>BARNARD, Malcolm, Sanat Tasarım Ve Görsel Kültür, Ütopya Yayınları, Ankara, 2002.</p> <p>JUNG, Carl G., İnsan ve Sembolleri, Okuyan Us Yayıncılık, İstanbul, 2009.</p>
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBER
Midterm Exam		40.00
Quiz		0.00
Home work-project		0.00
Final Exam		60.00
Total		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		Evaluation through design, applications, and presentations.
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	4	5	3	2	4	1	4	3	2	4	1	1	1	3	2	1
ÖK2	4	5	1	1	3	1	1	5	1	5	1	1	1	1	1	1
ÖK3	4	5	2	1	4	1	1	5	5	4	1	1	1	1	1	1
ÖK4	4	5	3	5	3	1	1	4	5	1	1	1	1	1	1	1
ÖK5	3	3	1	5	4	1	1	4	5	1	1	3	1	1	1	1
ÖK6	5	4	4	1	5	1	1	5	1	1	1	1	1	1	1	1
ÖK7	4	5	1	2	4	1	5	5	5	5	1	5	1	1	1	1
ÖK8	4	5	5	5	4	1	1	5	1	1	1	1	1	1	1	1
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low			3 Medium			4 High			5 Very High				