

GRAPHIC DESIGN III

1	Course Title:	GRAPHIC DESIGN III
2	Course Code:	RES3503
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	5
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	4.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. ENGIN KORKMAZ
15	Course Lecturers:	Yok
16	Contact information of the Course Coordinator:	U.Ü. Eğt. Fak. G.S.E.B Resim-İş Eğt. A.B.D. Görükle Kampüsü Nilüfer/ BURSA 0224 360 70 45 ekorkmaz@uludag.edu
17	Website:	
18	Objective of the Course:	In addition to providing the student with design skills, to develop creativity that will enable them to gain new functions to elements and images through reason and intuition.
19	Contribution of the Course to Professional Development:	In addition to the design competence that a Visual Arts course teacher should have, the acquisition of theoretical knowledge in the field of graphic design.
20	Learning Outcomes:	
	1	To know the application areas of graphic design.
	2	Learning the starting points to reach graphic symbols.
	3	Ability to use graphic techniques, tools and materials
	4	To know the world of graphic design and the historical development in Turkey.
	5	To be able to produce a successful graphic design product.
	6	Having the enthusiasm of research and learning as an art education student
	7	To be able to try new approaches in design.
	8	To be able to make original designs.
	9	
	10	
21	Course Content:	
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Week	Theoretical	Practice
1	Meet. Discussion of the fall term content with students.	

2	Classification of typographic characters, typographic measures, introduction of font family	Love, joy, death, fear, etc. determining three words for each student
3	Explaining the typographic language, explaining its subjects.	Determining the appropriate font and font size for the selected words.
4	Typographic message, explanation of legibility issues.	Determining six of the produced drafts and applying a draft on which a common decision has been reached, cleanly on A4 paper.
5	Explaining what are the graphic symbols with examples	Each student creates a corporate identity concept and starts to draft emblems.
6	Classification of symbols, demonstration of successful universal symbol examples.	Examination of corporate identity concepts. Continuation of the emblem draft work
7	An overview	An overview
8	What is communication? Explaining what are the reasons for communication ..	Starting logo drafts in accordance with the previously prepared corporate identity concept. Examination of successful examples.
9	Explaining the communication process and what is graphic communication.	Completing the logo application and applying the selected draft on A4 paper.
10	Explaining the subject of book design and showing examples of master designers.	Determining the subject, researching the necessary theoretical content and visual elements within the framework of the determined subject, designing
11	Explanation of the evaluation criteria in book design.	Bringing together the prepared theoretical content and

Activites	Number	Duration (hour)	Total Work Load (hour)
13 Theoretical	14	4.00	56.00
14 Practicals/Labs	14	2.00	28.00
Self study and preparation	0	0.00	0.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
22 Textbooks, References and/or Other	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			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

23	Assesment	
TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	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 of application studies. Theoretical gains								
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	1	1	2	3	1	2	3	1	1	1	1	3	1	1	1	1	
ÖK2	1	1	1	2	1	1	3	1	1	2	3	1	2	1	1	1	
ÖK3	1	2	1	2	1	1	1	2	1	3	1	1	2	1	1	1	
ÖK4	1	2	1	1	3	1	1	1	2	3	1	2	3	2	1	2	
ÖK5	2	1	2	1	2	1	1	2	1	1	2	3	1	1	1	2	
ÖK6	1	2	1	1	2	1	1	2	1	1	2	3	3	2	1	1	
ÖK7	1	1	1	1	1	2	3	2	1	2	1	1	1	1	1	1	
ÖK8	1	2	3	1	1	3	1	2	1	2	1	2	1	2	1	1	
LO: Learning Objectives PQ: Program Qualifications																	
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High				