

# GRAPHIC DESIGN

|      |   |   |   |
|------|---|---|---|
| 1    | Course Title:   | GRAPHIC DESIGN  |   |
| 2    | Course Code:  | GRTZ102   |   |
| 3    | Type of Course:   | Compulsory  |   |
| 4    | Level of Course:  | Short Cycle   |   |
| 5    | Year of Study:  | 1   |   |
| 6    | Semester:   | 2   |   |
| 7    | ECTS Credits Allocated:                                 | 5.00  |   |
| 8    | Theoretical (hour/week):                                | 1.00  |   |
| 9    | Practice (hour/week):                                   | 0.00  |   |
| 10   | Laboratory (hour/week):                                 | 2   |   |
| 11   | Prerequisites:  | None  |   |
| 12   | Language:   | Turkish   |   |
| 13   | Mode of Delivery:                                       | Face to face  |   |
| 14   | Course Coordinator:                                     | Yrd.Doç.Dr. A. MEHTAP SAĞOCAK   |   |
| 15   | Course Lecturers:                                       |   |   |
| 16   | Contact information of the Course Coordinator:          | Teknik Bilimler MYO<br>msagocak@uludag.edu.tr / tel: 2942308                |   |
| 17   | Website:  |   |   |
| 18   | Objective of the Course:                                | Graphical interpretation, creating symbols and visual expression by symbols |   |
| 19   | Contribution of the Course to Professional Development: |   |   |
| 20   | Learning Outcomes:                                      |   |   |
|      |   | 1   | Graphical interpretation on forms of objects      |
|      |   | 2   | Analyse meaning and forms of symbols              |
|      |   | 3   | Create symbols representing concepts and messages |
|      |   | 4   | Form a visual expression by symbols               |
|      |   | 5   |   |
|      |   | 6   |   |
|      |   | 7   |   |
|      |   | 8   |   |
|      |   | 9   |   |
|      |   | 10  |   |
| 21   | Course Content:   |   |   |
|      |   | <b>Course Content:</b>  |   |
| Week | Theoretical   | Practice  |   |
| 1    | Role of symbols in visual communication                 | Stilization on forms  |   |
| 2    | Logograms   | Stilization on forms  |   |
| 3    | Phonograms  | Design sybols related with images   |   |
| 4    | Meanings of common symbols                              | Design sybols related with images   |   |
| 5    | Colour with its symbolic meanings                       | Colour applications   |   |
| 6    | Symbols related with images                             | Design pictograms   |   |
| 7    | Design principles of pictograms                         | Design pictograms   |   |

|    |  |                                      |
|----|--|--------------------------------------|
| 8  | Repeating courses and midterm exam                 |                                      |
| 9  | Symbols related with concepts                      | Design symbols related with concepts |
| 10 | Functions of symbols in visual design              | Design symbols related with concepts |
| 11 | Logos, corporate identity, graphic design elements | Design logos                         |
| 12 | Properties of information design                   | Design logos                         |
| 13 | Poster design                                      | Design posters                       |
| 14 | General evaluation on course                       | Design posters                       |

|    |   |   |
|----|---|---|
| 22 | Textbooks, References and/or Other Materials: | <p>BECER Emre, İletişim ve Grafik Tasarım, Dost Yayınevi, 2002, Ankara.</p> <p>? UÇAR Tevfik Fikret, Görsel İletişim ve Grafik Tasarım, İnkılap yayınları, Ankara.</p> <p>? EROĞLU Kadriye, Yayımlanmamış Grafik Resim Ders Notları, 2006, İstanbul.</p> <p>? HEPGÜLDAL Betül, Yayımlanmamış Grafik Resim Ders Notları, 2006, İstanbul.</p> <p>? HANÇERLİOĞLU Orhan, Felsefe Sözlüğü, Remzi Kitabevi, İstanbul.</p> <p>? WOLCHONOK Louis, Desing For Artist Crafts– Men, Dover Publication,Inc, 1953.</p> <p>? Sanat Tarihi Ansiklopedisi, Görsel Yayınlar.</p> <p>? Mimar Sinan Üniversitesi. Öğrenci Çalışmaları. İstanbul.</p> |
|----|---|---|

| Activites  |   | Number | Duration (hour) | Total Work Load (hour) |
|--|---|--------|-----------------|------------------------|
| Theoretical  | R | 14     | 1.00            | 14.00                  |
| Practicals/Labs  |   | 14     | 2.00            | 28.00                  |
| Self study and preperation   |   | 14     | 2.00            | 28.00                  |
| Homeworks  |   | 5      | 10.00           | 50.00                  |
| Final Exam Projects  |   | 1      | 10.00           | 10.00                  |
| Field Studies  |   | 0      | 0.00            | 0.00                   |
| Contribution of Term (Year) Learning Activities to Midterm exams Success Grade |   | 1      | 10.00           | 10.00                  |
| Others   |   | 0      | 0.00            | 0.00                   |
| Contribution of Final Exam to Success Grade                                    |   | 1      | 10.00           | 10.00                  |
| Total Work Load  |   |        |                 | 150.00                 |
| Measurement and Evaluation Techniques Used in the Course                       |   |        |                 | 5.00                   |
| ECTS Credit of the Course  |   |        |                 | 5.00                   |

| 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 | 5   | 4   | 1   | 5   | 1   | 5   | 2   | 1   | 3   | 1    | 4    | 3    | 0    | 0    | 0    | 0    |
| ÖK2 | 5   | 4   | 1   | 5   | 1   | 5   | 2   | 1   | 3   | 1    | 4    | 3    | 0    | 0    | 0    | 0    |
| ÖK3 | 5   | 4   | 1   | 5   | 1   | 5   | 2   | 1   | 3   | 1    | 4    | 3    | 0    | 0    | 0    | 0    |
| ÖK4 | 5   | 4   | 1   | 5   | 1   | 5   | 2   | 1   | 3   | 1    | 4    | 4    | 0    | 0    | 0    | 0    |

| LO: Learning Objectives    PQ: Program Qualifications |            |       |          |        |             |
|---|------------|-------|----------|--------|-------------|
| Contrib<br>ution<br>Level:                            | 1 very low | 2 low | 3 Medium | 4 High | 5 Very High |