

GRAPHIC DESIGN

1	Course Title:	GRAPHIC DESIGN	
2	Course Code:	GSR2103	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	7.00	
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. SAİT OKTAY	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	asinasi@gmail.com Uludağ Üniversitesi, Güzel Sanatlar Fakültesi, Resim Bölümü, Görükle Kampüsü / BURSA	
17	Website:		
18	Objective of the Course:	<p>The skillful combining of images and text become the core of this course. Students will learn to solve visual problems using Adobe Photoshop and Illustrator. From postage stamps to giant billboards, graphic design permeates our environment. Understanding how to apply basic design concepts to the presentation of informative or persuasive material is crucial to communicating with an audience. Typography, image, space, color, and form will be integrated as the term progresses. The main emphasis of the course will be on you and your work. . By actually working, taking risks, experimenting, making mistakes and creating with the computer, much is to be learned.</p>	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Describes the basic elements of graphic design.
		2	Refers to the development of the historical process of graphic design written and verbal..
		3	Generates solutions to the problems faced in design process.
		4	Gains the skill of using different fonts in graphic designs.
		5	Uses the principles and elements of composition in graphic designs.
		6	Gains the skill of using vector and bitmap-based programs in graphic designs.
		7	Gains the skill of making unique business cards
		8	Gains the skill of making Newspaper layout.
		9	Prepares a portfolio of unique studies.
		10	
21	Course Content:		

Course Content:			
Week	Theoretical	Practice	
1	History of Graphic Design Basic elements of graphic design	Examination of Graphic Design Samples.	
2	Problems Faced in Graphic Design and Suggestion of Solutions	Examination Graphic design stages with samples.	
3	Fonts used in graphic design	Graphic design application using different fonts.	
4	Typefaces used in graphic design	Graphic design application using different fonts.	
5	Typefaces used in graphic design	Graphic design application using different fonts.	
6	Principles of Composition on graphic design	Using the Principles of Composition on graphic design.	
7	Repeating courses and midterm exam	Repeating courses and midterm exam	
8	Computer Graphics: Vector and Bitmap- Based Programs	Simple Applications at Vector and Bitmap Programs.	
9	Symbols	Usage of symbols at graphic design applications.	
10	Diagrams	Usage of diagram at graphic design applications.	
11	Business Card Design	Application of Business Card Design	
12	Newspaper Design	Application of Newspaper Design	
13	Generating Portfolio	Generating a portfolio from studies.	
14	Presentation of portfolio and criticism	Presentation of portfolio	
22	Textbooks, References and/or Other Materials:	BROWN, A. In Print Text and Type, Btoadway, Waston_ - Guptil Publications, 1987 Berger, John, Görme biçimleri, Yankı yayınları, İstanbul, 1. basım 1977, 12.basım 2006 BEKTAŞ, Dilek, Çağdaş Grafik Tasarımın Gelişimi, YKY, İstanbul, 1992 Güngör, İ. Hulusi, "Temel Tasar", Afa Matbaacılık, İstanbul, 1983 Becer, Emre, "İletişim ve Grafik Tasarım", Dost Kitabevi Yayınları, 1997 Twemlow, Alice, "Grafik Tasarım Ne İçindir?", Yapı Endüstri Merkezi Yayınları, 2008 Tepecik, Adnan, "Grafik Sanatlar – Tarih, Tasarım, Teknoloji", Detay Yayıncılık, 2002 Teker, Ulufer, "Grafik Tasarım ve Reklam", Yorum Sanat Yayınları, 2009 Odabaşı, Hatice Aslan, "Grafike Temel Tasarım", Yorum Sanat Yayınları, 2006 Uçar, Tevfik Fikret, "Görsel İletişim ve Grafik Tasarım", İnkılap Kitabevi, 2004 Samara, Timothy, "Design Elements", Rockport Publishers, USA Samara, Timothy, "Typography Workbook", Rockport Publishers, USA	
23	Assesment		
TERM LEARNING ACTIVITIES		NUMBE R	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	
24	ECTS / WORK LOAD TABLE

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	4.00	56.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	0	0.00	0.00
Homeworks	0	0.00	0.00
Projects	6	11.00	66.00
Field Studies	0	0.00	0.00
Midterm exams	1	30.00	30.00
Others	0	0.00	0.00
Final Exams	1	30.00	30.00
Total Work Load			240.00
Total work load/ 30 hr			7.00
ECTS Credit of the Course			7.00

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	4	3	2	3	2	3	4	3	2	2	2	3	0	0	0	0
ÖK2	4	3	3	5	5	4	2	2	2	2	2	4	0	0	0	0
ÖK3	4	3	4	5	3	3	4	2	2	2	2	4	0	0	0	0
ÖK4	3	3	3	3	2	2	4	2	2	2	2	3	0	0	0	0
ÖK5	4	3	4	4	3	2	4	2	2	2	2	4	0	0	0	0
ÖK6	3	3	3	4	2	3	3	2	2	3	2	3	0	0	0	0
ÖK7	4	4	4	5	2	3	4	3	3	2	2	5	0	0	0	0
ÖK8	4	3	4	4	3	3	4	2	2	3	2	4	0	0	0	0
ÖK9	4	3	4	4	5	3	4	3	4	3	2	4	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			