

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:	Öğr. Gör. GİZEM GÜRTEKİN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Öğr.Gör. Gizem ANŞIN GÜRTEKİN gizem@uludag.edu.tr 02247112781/61710	
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
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21	Course Content:		
		Course Content:	
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>
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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				160.00
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 ution Level:	1 very low	2 low	3 Medium	4 High	5 Very High