



Eskişehir Osmangazi University, College of Art and Design  
Department of Visual Communication Design

COURSE INFORMATION FORM

SEMESTER	FALL
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COURSE CODE	141311001	COURSE NAME	BASIC DESIGN I
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
1	4	2		5	7	Required	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science
5		2		2

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Application Examination	40
FINAL EXAM		Application Examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	The basic constituents of art and design; line, form, texture, space, perspective, structure, light and shade; two and three dimensional practices, vision, perception, abstract thought, problem solving.
COURSE OBJECTIVES	To give the student a design vision, a new perception, To develop abstract thinking and problem solving skills To form a visual language by teaching Basic Design Elements.
CONTRIBUTION TO VOCATIONAL EDUCATION	The student will learn the basic design elements and will be able to perceive and to understand art forms.
LEARNING OUTCOMES	<ul style="list-style-type: none"><li>• Student will learn the basic elements of design.</li><li>• Student will understand the relation of the basic elements in a composition.</li><li>• Students will learn to create network of relationships with multi-dimensional thinking.</li></ul>
REFERENCES	<ul style="list-style-type: none"><li>• Uçar, T. Fikret (2004). <i>Görsel İletişim ve Grafik Tasarım</i>. İnkılap Yayınevi</li><li>• Becer, Emre, (2000). <i>İletişim ve Grafik Tasarım</i>. Dost Kitapevi</li></ul>
TEXTBOOKS / NOTES	<ul style="list-style-type: none"><li>• Öztuna,H. Yakup, (2007). <i>Görsel İletişimde Temel Tasarım, Yorum ve Sanat</i> Yayıncılık</li><li>• Artut, Kazım. <i>Sanat Eğitimi Kuramları ve Yöntemleri</i>, Ankara, Anı Yay. 2001</li><li>• Çağlarca, S. (1999) <i>Plastik Öğeler</i>, İstanbul, İnkılap Yay.,</li><li>• Demir, Abdullah (1993) <i>Temel Plastik Sanatlar Eğitimi</i>, Eskişehir, A.Ö. Fak. Yay.</li><li>• Godstein, Nathan (1990) <i>The Art of Responsive Drawing</i>, New Jersey, 2006</li><li>• Gökaydın, Nevide. <i>Tasarım Eğitimi ve Görsel Algı</i>, Sedir Yayınları, Ankara,</li><li>• Özsoy, Vedat (2006), <i>Yöntem ve Teknikleriyle Görsel Sanatlar Eğitiminde Uygulamalar</i>, Görsel Sanatlar Eğitimi Derneği Yayınları-4, Ankara,</li><li>• Konu ile ilgili videolar, görseller, sunumlar, örnek çalışmalar.</li></ul>
MATERIALS	Computer, Projector.



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WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Introduction to Basic Design
2	Basic Design Elements: Line, texture, color, tone, value, form, shape, space
3	Definition of dot and using dot in compositions
4	Definition of line and using line in compositions
5	Making compositions using line and dot
6	Definition of Light and Shadow and using it in compositions
7	Applications using light and shadow
8	MIDTERM EXAM
9	Definition of Perspective and its applications
10	Definition of Form and Shape and its applications
11	Definition of Texture, its types and examples
12	Texture applications / using waste materials to create 3D texture surfaces
13	Definition of Space and creating 3D compositions
14	Definition of Structure and its function and usage in basic design
15	3D Structural Designs using basic design elements
16	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.	x		
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.			x
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.	x		
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.	x		
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			x
6	Ability to understand and practice the design process, its steps, and production techniques.	x		
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.			x
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.	x		
10	Awareness for the protection of nature and the environment as well as eco-design,		x	
11	Ability to prepare social responsibility projects in order to raise design awareness.			x

LECTURER	SIGNATURE	DATE